PRYOR Learning™

Change Management Strategies

Communicating and Engaging a Non-Tech Workforce with eLearning

Digital, or eLearning, is a common training practice for many organizations. According to eLogic Learning, in 2017 more than 75% of U.S. companies offered online training to improve their employees' professional development. Organizations reap many benefits of training with technology, such as tracking against performance metrics, increasing productivity and realizing financial returns on investment.

eLearning carries several advantages for employees as well, including increased accessibility and flexibility, engaging delivery and interactivity helping with real-time challenges and personalizing course curriculums.

However, not everyone may embrace eLearning, such as more tenured or skilled employees who may not frequently use technology, or employees who struggle with online interactivity. These employees have in-depth knowledge, vast experience and insights that provide distinct value. Ongoing eLearning will expand capabilities and skill sets and enhance their contributions to the organization.

When digital training is proposed to those not accustomed to technology, it can be stressful and encounter resistance. The apprehension is understandable when you consider that in a 2017 Work and Well-Being survey, American workers experiencing change reported chronic work stress, physical health symptoms and work-life conflict (APA Center for Organizational Excellence, 2017).

> When training is proposed in a digital format to those not accustomed to technology, it can be stressful and encounter resistance.

In this white paper, we'll address strategies for advancing training goals and ways to transition workforce eLearning initiatives.

ANSWER THE AGE OLD QUESTION: WHAT'S IN IT FOR ME?

When proposing a seemingly daunting challenge or unexpected change, tie it to a positive result. In this case, experienced workers might be more willing to embrace digital training if they believe the anticipated outcome will provide a personal benefit.

Communicate how online training will enhance life—both at work and at home. Start by asking these questions and using the answers to guide your conversations with employees.

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Will eLearning initiatives help them:

- Make more money?
- Save time?
- Solve a problem?
- Gain a new skill?
- Increase responsibility and recognition?
- Advance career goals?
- Stay compliant with laws and regulatory issues?

When employees have a stake in the outcome, they will personally invest themselves in the process.

ROLL-OUT IN PHASES
When encouraging new behaviors, a phased roll-out can be particularly effective. This can help skeptical learners have an opportunity to absorb pieces of information over time. Achieving small milestones builds confidence and provides momentum to continue.

CREATE CHAMPIONS
According to an article in *Forbes Magazine*, if resistance is expected amongst experienced learners, identify internal champions to help the cause—those who influence behavior are typically early adopters of change. Highlighting the way forward-thinking employees embrace eLearning creates a culture where using technology is celebrated.

LEVERAGE THE TECH-SAVVY AS TRAINING PARTNERS
If learners are limited by technology, consider pairing them up with a digital-savvy partner. This can take some of the burden off your Learning and Development team, as well as provide learners with an internal resource to assist with training. This can be particularly effective if your workforce is comprised of baby boomers, as they tend to value teamwork and more face-to-face interactions (Fortune, 2017).

MAKE TRAINING EASILY AVAILABLE
Once you have a learning partner assigned, the next step is making the eLearning accessible. Industries such as manufacturing, energy and pharmaceuticals—which often carry the largest compliance burdens—face distinct challenges when it comes to accessibility (HR Dive, 2017). A hands-on production workforce may not be resourced with required technology. In some areas, phones, handheld devices, laptops, etc., may pose a work hazard. One solution is to have a learning kiosk in a designated area, such as a breakroom or safety zone.

OFFER INTERACTIVE TRAINING
Once you have experienced learners more comfortable with training in the digital landscape, make sure learning is interactive.

Here are a few of the rising interactive eLearning trends (eLogic Learning):

- Mobile – 67% of people now use mobile devices to access learning.

- Microlearning (short, bite-sized pieces of training) – Average employees only have time to devote 1% of their work week to professional development.

- Social learning (learning through observing and imitating the behavior of others) – This approach has a 75:1 ROI ratio over web-based training.

- Video learning – In 2016, 98% of organizations said they would implement video as part of their digital learning strategy.

Digital learning and an experienced employee are both important pieces of an organization's growth. With understanding, strategic thought and planning, the two unite for a win/win training scenario.

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About Pryor Learning

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning, create one of the most respected international providers of professional training. Since pioneering the one-day seminar in 1970, our organization has built a reputation for high-quality, convenient, and practical business-skills training around the world, in every industry and sector. Our recent name change to Pryor Learning, LLC better represents our full line of training which includes live seminars, online training, and enterprise solutions.

Today, with more than 13 million satisfied customers, we continue to pride ourselves in providing the superior training you've come to expect. Our cutting-edge research and course development are designed to meet the adult learning needs of your employees and your organization.

At Pryor, we offer training for any learning type— in-person and through live seminars, online with videos, quizzes, e-books, webinars. Every learning style is an option based on the company and employee needs. As a cloud-based LMS, learning is three clicks and three days away from adoption of learning plan.

Tracking and measurement can be cost-effective and simplified. Drive accountability and ROI with Pryor's advanced admin features. Admins can assign, track, and report on training in real-time with single-click reports or export to Excel. Learning objectives can be tied to professional development goals to more accurately gauge employee performance around review time.

With the Pryor LMS turnkey solution, businesses can be up and running quickly. Ongoing support and maintenance is covered. You can save money on resources and manpower to launch and train employees on how to use the system. Built-in custom marketing campaigns are available to aid in the launch and roll-out of company directed business goals such as employee emails or poster campaigns to welcome new learners; and reminders to existing learners on where to access to all online and in-person offerings. ▪

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