

5 THINGS YOU MUST FIX TO AVOID POOR ENGAGEMENT

WITH ONLINE LEARNING

1

TOO MUCH FLEXIBILITY

Flexibility is a key benefit of online learning but with great flexibility comes great accountability. 81% of online learning is self-managed however without learner accountability these high levels of flexibility can lead to learner procrastination and very slow progress. For the corporate sector, completion rates for non-mandatory online learning can be as little as 22-30%.

NO PERSONAL TOUCH

The best online courses are learner-centric, interactive and integrate tutor support. Online learning often lacks these personal touches that help to connect and engage your learners in their learning journey.

2

3

LACK OF COMMUNITY

A sense of community is more important than ever in an online world. How effectively your online course facilitates questions and feedback and encourages collaboration will determine whether or not it fully engages your learners.

MEDIocre CONTENT

Learning online requires a strong blend of bite sized learning activities to make it work. If your online courses mimic traditional classroom-based workshops, they are unlikely to land well in a digital context and will fail to capture the imagination of your learners.

4

5

TOO THEORETICAL

Online courses must have a pragmatic application in everyday life to ensure high engagement. Most online learning courses fail the 70:20:10 test due to lazy instructional design. This results in theoretical, boring and ultimately futile learning experiences.

DON'T SETTLE FOR POOR ENGAGEMENT RATES!

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MANAGER**

The award winning 100% virtual fully-blended management development programme **STAR[®] Manager** has a fun, flexible and highly engaging learning environment which 'packs a punch' and outperforms 'live' programmes. It delivers an average of 74 X learner ROI alongside significant commercial benefits for the organisation.

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