

EBOOK

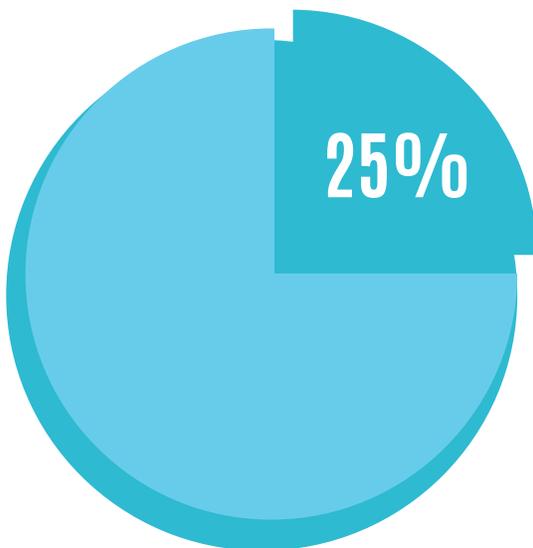
6 BEST PRACTICES TO EFFECTIVELY DELIVER MOBILE LEARNING CONTENT



LEARNING ORGANIZATIONS AREN'T PREPARED FOR THE MOBILE WORKFORCE

Today's workforce is becoming more mobile and flexible than ever before. More and more, employees are allowed or asked to work from wherever, and whenever, they are.

But there is a big gap between mobile work and mobile learning trends. According to Brandon Hall Group, only 10 percent of organizations indicate a high use of mobile learning, and Bersin by Deloitte found that only 12 percent of training assets are mobile enabled.



ONLY 25% OF COMPANIES FEEL
COMFORTABLE WITH TODAY'S
DIGITAL LEARNING ENVIRONMENT

(Source: Bersin by Deloitte)

Mobile Learning is within reach

If you're considering increasing the flexibility of your learning program, you're not alone. According to Brandon Hall Group, a significant percentage of companies will increase their focus on mobile learning initiatives within the next 12 months.

Most of them will need help, too.

We have developed this list of the **SIX BEST PRACTICES** for taking your learning content mobile to help you start thinking about what it takes to **GO MOBILE THE RIGHT WAY**.

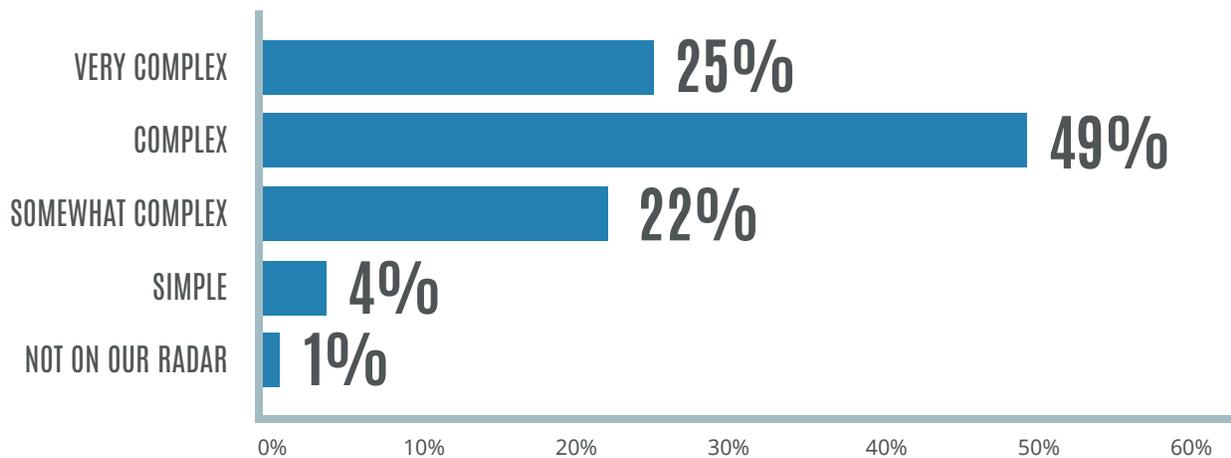


1 CREATE SMALL, REUSABLE CONTENT

If you assume that employees will be consuming content where and when they can on any device that is capable, it's easier to create content that will help them learn effectively.

In a recent survey, 74 percent of respondents rated their work environment as either "complex" or "highly complex" (Figure 2). Don't create learning content that makes their environment even more complex.

Figure 2. Respondents' assessment of their workplace's complexity



Percentages may not total 100% due to rounding

Source: DUPress.com

Make bite-size content happen

Here are some ways you can simplify the learning journey for everyone:



When creating new learning content, actively think about how you can craft standalone, bite-size content nuggets.



As you revisit older learning content, break down long courses into manageable pieces.



Inform the learner about the length of a course ahead of time, so they will know that they can easily engage with it.

Using these three methods can help learners to learn at their own pace and, at the same time, allow your content to be mobile-enabled. *It is a win-win.*

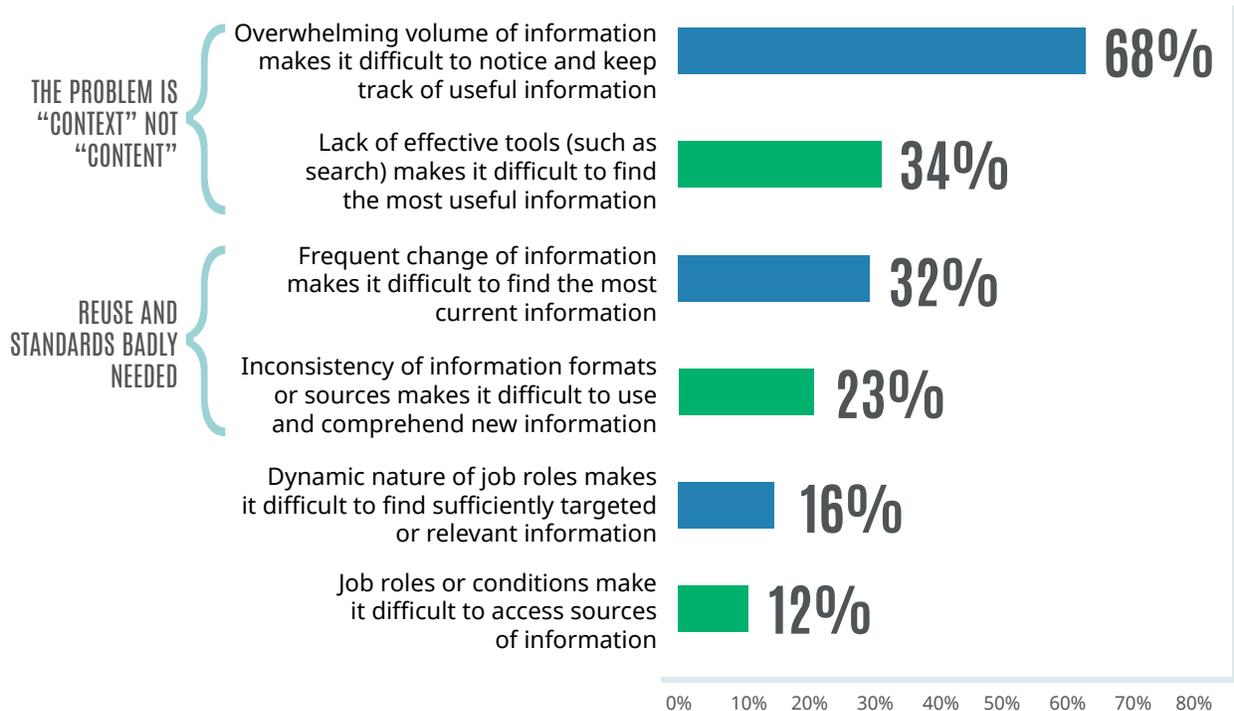
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MAKE CONTENT SEARCHABLE

Learners today are comfortable with searching as a means to acquire the information they need. They won't sift through archaic content databases to find an answer to a question they have on the job. Your content has to be easy to find.

Bersin by Deloitte highlights the fact that 68 percent of L&D organizations believe that the overwhelming volume of information makes it difficult to keep track of useful information. The problem is *context*, not *content*.

What do you believe holds back knowledge workers in your organization?



Source: Bersin & Associates, 2012.

Find the right content

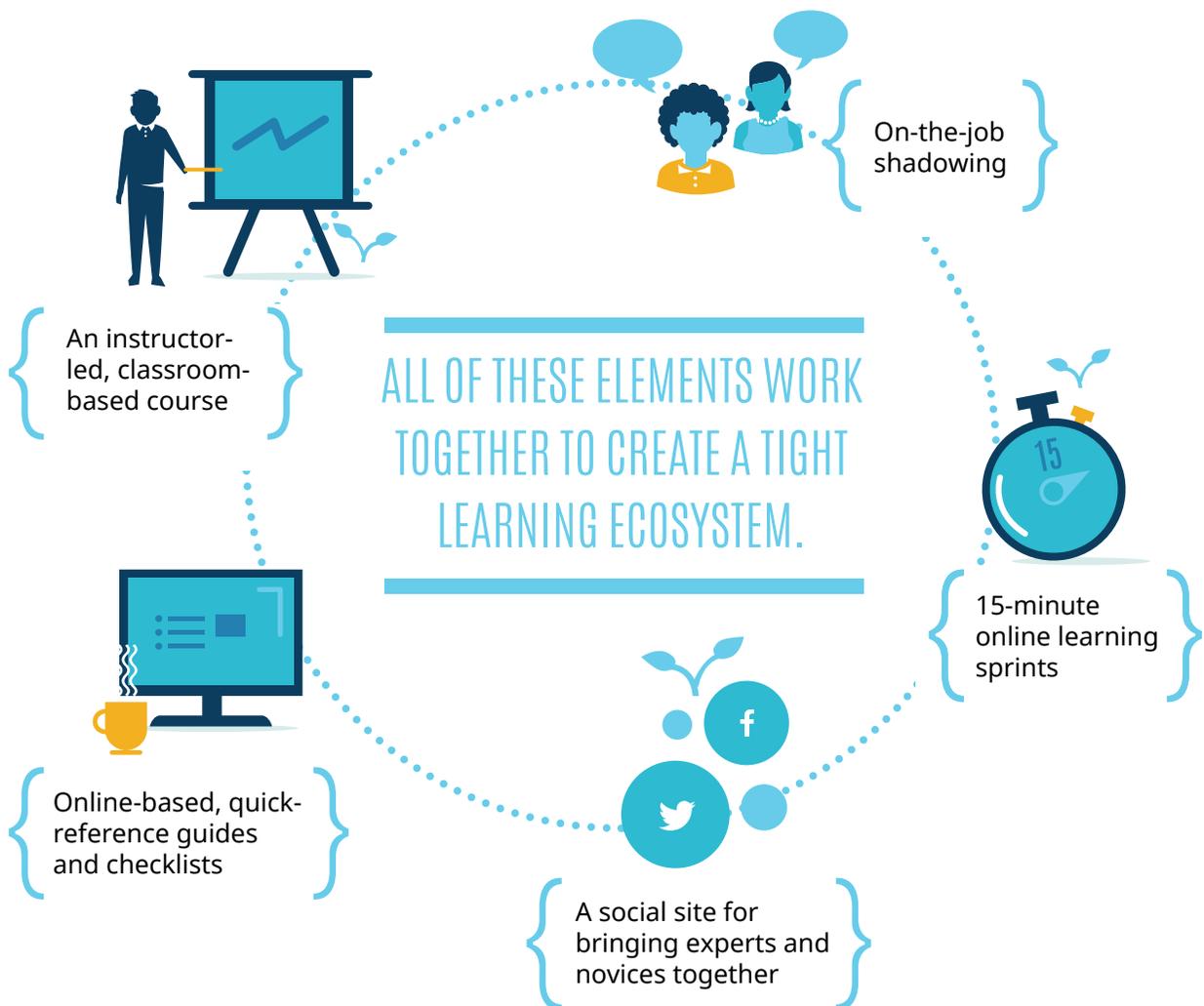
Becoming overwhelmed by a large volume of data is an issue your learners face every single day.

Using metatags to attach to content nuggets will ensure that learners can easily search for knowledge precisely when and where they need it, so that they're not searching Google or YouTube for their answers.



3 CREATE AN ECOSYSTEM FOR LEARNING

No one learns everything all at one time, in one place. Think about the entire learning ecosystem and all of the different types of content you produce. For example, in any given subject area or competency, you might have:



REMEMBER



70%

OF LEARNING HAPPENS INFORMALLY

20%

OF LEARNING HAPPENS ON THE JOB

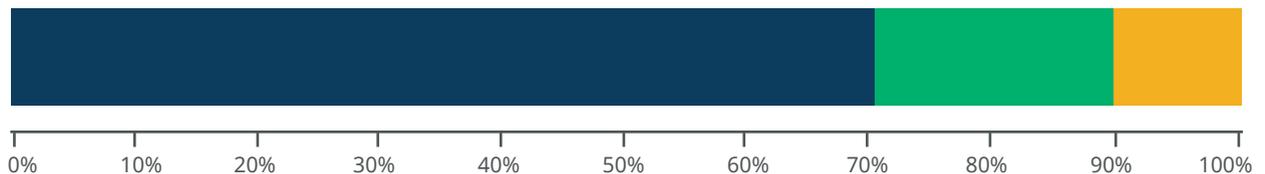
10%

OF LEARNING HAPPENS FORMALLY

■ INFORMAL LEARNING

■ SOCIAL INTERACTION

■ FORMAL LEARNING



Developing resources that support all three modes of learning should be part and parcel to the development process for learning content. You won't be surprised to find that the same bite-size pieces of content will be used over and over again across different applications of learning.

4 CONSIDER YOUR MOBILE DEPLOYMENT APPROACH

Let's face it — the day has come that learning professionals are no longer in control of how a learner consumes content.

You can't simply design for desktop and hope it will look okay on a tablet or smartphone, or assume that learners won't want to view that content on multiple devices.

 XylemeLearning @XylemeLearning · 15h

What learning content should be mobile ready? Attendees in [#ResponsiveElearning](#) webinar have a say in this word cloud



Push all content to all devices

Recently, we asked attendees at a webinar which learning content should be mobile-enabled.

The #1 response?

“**EVERYTHING.**”

The fact is, some of your content will have to be rethought or repackaged to work for mobile learners. You can't dump hours of course material into a learning system and expect a person to actually use it.

5 CENTRALIZE CONTENT FOR LEARNING DELIVERY

Gartner told us a few years ago that the rise of the cloud will require enterprises to fundamentally rethink how they deliver applications and services to users. They were not wrong. The cloud is essentially a self-service platform, allowing learners to access what is important to them precisely when they need it the most.

Let's consider a scenario from our customer, Caterpillar. Say a technician is out on the field working on a large tractor. This tech doesn't have the time to go back to his desk, log in to his LMS, and find the answers to his questions about this particular model. He needs to be able to pull out his tablet and easily search for the content that solves his problem when and where it happens.



Organizations must own the source of content AND delivery

You can't rely on the Internet to serve up the right answers for your employees.

In order for your learners to access the right information anywhere, on any device, there needs to be a central source with cloud delivery that is owned and maintained by your staff, that can serve and track the various learning tools — be it e-learning, performance support, or classroom training.

Simply put, cloud delivery is *required* for mobile learning. And since we have already seen the business case made for mobile . . . well, you get the idea. Centralizing your learning content nuggets into a cloud delivery system is the only way to succeed in mobile delivery.



ACCESS THE RIGHT INFORMATION
FROM ANYWHERE, ON ANY DEVICE

6 STOP THINKING YOUR LMS IS THE CENTER OF LEARNING

Ten to 15 years ago, an LMS sat in the center of every significant learning organization — and that was probably the right approach. There were very few alternatives.

Today, the idea that your learners regularly access an LMS by choice is slowly disappearing. In its place are standalone learning content and delivery systems, collaboration platforms, social learning tools, and much more that learners find more appealing and more natural than using an outdated LMS.

Think about how you can best deliver learning, period

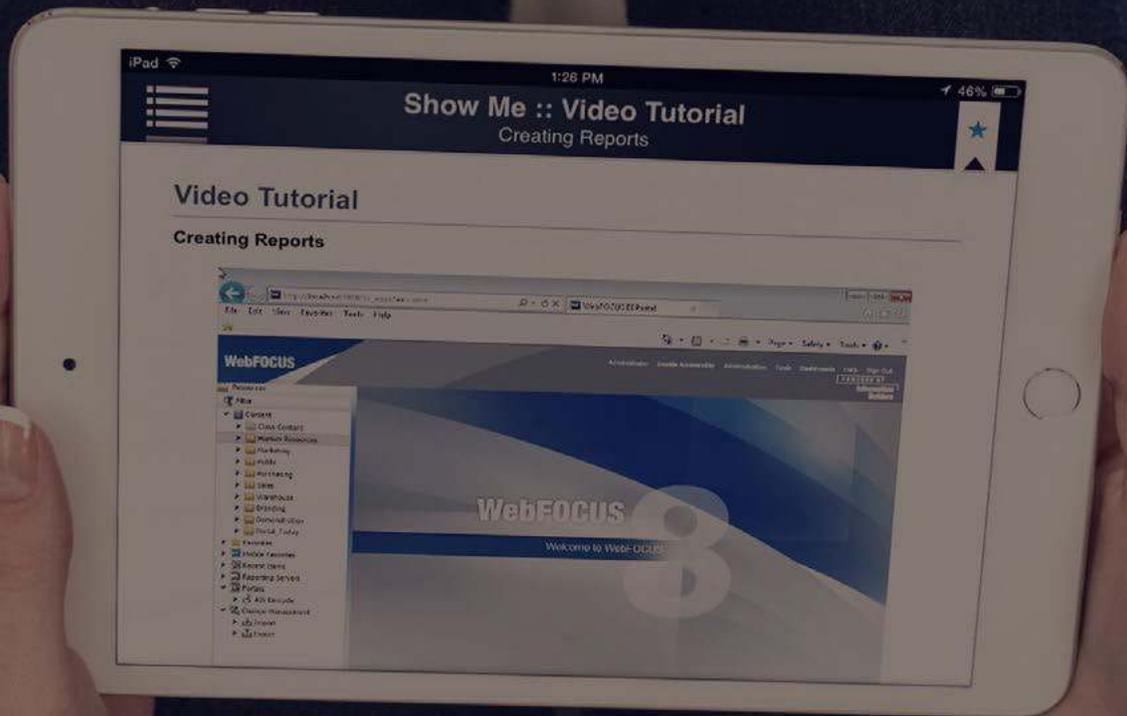
An LMS may be necessary to track the ten percent of learning that happens formally, but it can be a significant barrier to creating a holistic learning environment for the other ninety percent of learning. In particular, it can hamper a learning strategy that demands mobile-readiness.

Learning has moved beyond the LMS, and it's only going to expand even further.

Xyleme: A smarter approach for managing learning content

Xyleme has been in the learning industry for more than ten years. We provide content management solutions for learning and development that help you manage the entire learning lifecycle.

We have heard the repeated concerns and frustrations voiced from organizations like yours as they try to make the move to mobile-ready content. So we created a product that could solve the most difficult challenges that organizations face when taking their learning content mobile.



“LEARNING HAS MOVED BEYOND THE LMS, AND IT’S ONLY GOING TO EXPAND EVEN FURTHER.”

XYLEME CDS: BETTER MOBILE CONTENT DELIVERY

We built our Content Delivery Service (CDS) to overcome these issues and to help your organization deliver learning content to any device, including:



Bite-sized content, which helps uptake of content on mobile devices



Reusable content, to reduce redundancy across multiple modalities



Updated content, for when things change and people need to be in the know



Performance support, so your employees can access information just in time

CONTACT

CONTACT US TODAY so we can learn more about your mobile learning content challenges and determine where we are able to partner with you.

Want to learn more about mobile learning content?

Are you curious about some of the other challenges that come with creating mobile-ready, flexible content?

We have written a lightpaper (in a mobile-ready format, of course!) that covers this topic and more!

VIEW
LIGHTPAPER
NOW →