



**MobieTrain**  
Change Behaviour. Boost Performance.

# The Power of Blended Learning



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# **Traditional training methods are no longer adapted to modern needs**

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In a rapidly evolving work climate, both job and customer expectations are changing daily.

Employees are expected to learn more, and faster, than ever before. And we need to transfer knowledge to an increasingly remote workforce that is used to consume content intuitively and on-demand.

In this environment, traditional learning methods like face-2-face learning, e-learning or webinars – when used on their own – are no longer fully adapted to the needs of the modern workplace. This happens for a number of reasons:

# Traditional training methods are no longer adapted to modern needs



## 1. Long content creation cycles:

The way we work, collaborate and learn is changing almost every day, so we can no longer afford 3-4 month cycles in creating training. These cycles get even longer when we involve multiple departments: management, HR, external e-learning providers. We need to get relevant information to our employees instantly, and at scale.

## 2. Most of the content is forgotten:

80% of the knowledge from traditional e-learning and in-person training is forgotten after 30 days. Our brains are simply not wired to focus for such a long time and retain so much information at once. This is why 65-75% of employees say they are 'overwhelmed' with information.



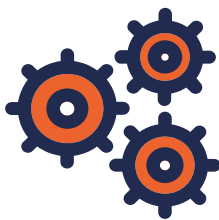


### 3. Not scalable:

As much as we would like for our staff to be coached on a very regular basis by relevant experts, this simply isn't scalable due to the cost. This is even more challenging in very competitive, labour-intensive industries such as retail, hospitality and care, especially when we consider the high turnover rates.

### 4. Time required away from roles:

In-person training, and also e-learning, requires employees to take time away from their roles. Bringing remote staff or shift workers, such as frontline retail, hospitality or care workers, together in a classroom takes a lot of organisation and impacts day to day operations. We need to streamline our learning so that it aligns with our busy days and can be digested while commuting, in-between meetings or on the go in short, effective bursts.



### 5. Needs additional resources:

In-person training and e-learning requires dedicated infrastructure, such as classrooms or desktops/laptops. Almost all employees have smartphones, but what about laptops and desktops? We often need to rent and maintain this equipment for our employees, which can come at high costs.

### 6. Lack of engagement & difficult software:

Creating simple, engaging training that can be followed by all employees, across different languages and backgrounds, can be difficult with traditional tools. Especially when we want to increase engagement with multimedia lessons and intuitive design, rather than dry content followed by tests.



# How can we solve these challenges?

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The good news is that, as the workplace evolves, so too does technology and innovation. We just need to find trusted solutions that match.

One such solution is mobile microlearning, an approach to learning that has been evolving rapidly in recent years, and is gathering even more relevance now as we gather more science and data to prove its effectiveness.



***"Having employees take long trainings decreases work productivity, cuts into business hours, increases budget spending, and yet does not guarantee full adoption, compliance, or subject matter comprehension."***

By adding mobile microlearning into our L&D programmes, we can consume content remotely, intuitively and on demand. The bite-sized pieces of content are proven to increase knowledge retention, and reduce mental fatigue. And through using intrinsic motivation techniques and gamification, employees are proven to complete courses faster and be more self-motivated to engage and learn.

# This has resulted in:



2x faster content creation cycles

4x higher engagement rates

50% higher retention rates

versus traditional training methods

# The power of blended learning

That isn't to say that in-person training and e-learning isn't effective; they do, of course, still offer great benefits. But these benefits are amplified by a blended learning approach that combines existing training with microlearning. The key is in knowing which channel and method is the most effective and cost efficient for transferring the perfect knowledge to the right audience.

So how can we use microlearning in our organisation?



**As a standalone learning method** for specific topics and user groups that are suited for this, especially non-desk employees who in many cases can only be reached on their mobile phone. In terms of content, this is not limited to purely transferring theoretical knowledge. The use of videos (which can be made by peers) followed by some questions can be a very powerful way to educate our employees about desired behavior.



**Before in-person training or e-learning**, or while preparing those in order to make the traditional training more efficient, for example by identifying specific knowledge gaps. This way, organisations can optimise in-person training or e-learning by length or volume.



**After in-person training or e-learning**. Continuous reinforcement significantly increases knowledge retention, and avoids the new information being forgotten soon after training.

# **Mobile microlearning is here to stay and will impact your bottom line**

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When we consider the proven benefits of microlearning compared to traditional learning methods such as in-person training, e-learning and webinars, we can see why it is having such an impact for L&D leaders worldwide.

Faster content creation, significantly higher employee engagement and retention rates, and actionable data for management all combine to impact the bottom line; whether that's by driving up conversion rates, NPS or through cost savings.

Mobile microlearning can be adapted to tackle different challenges for different companies, depending on the industry, topic and target audience. Whether used as a standalone solution, or combined with existing programmes in a blended learning approach, we can use this technology to move quickly and adapt to the future of work.

# About MobieTrain

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Knowledge is our forte, and it is our mission to empower employees with the knowledge that they need to succeed. With mobile-first training, employees are put at the heart of their own learning and development, which leads to better customer experience, employee engagement and impacts business' bottom line.

Focusing on the remote and deskless workforce, and the management team that drives them, we are transforming traditional learning methods to match the challenges of the modern workplace. Through microlearning, gamification, brain science and mobile, we deliver high impact training for the future of work.

After spending the last decade gathering customer insights and leading training for some of Europe's biggest brands, including Decathlon, Vans, Diesel, Proximus and Total, we understand how greater knowledge empowers greater performance and productivity.

Our vision is to define the global standard for mobile learning to boost productivity and sales in the workplace, one employee at a time.

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Want to know more?

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