The Power of Attraction

A company may have the best products and services available—but that doesn't necessarily mean that they'll secure their spot at the top of the market. It's how a company attracts and engages its audience that secures its success.

As organizations think about their own change management initiatives, it's crucial to understand that the same principle applies to training and adoption. When organizations are deploying new software tools or trying to create meaningful change through technology, the success of the project depends on the end user. If the end user isn't engaged, the change initiative is almost certain to fail.

70 percent of change initiatives fail.[1]

Unfortunately, **reluctant users make up eighty percent of the workforce**[2], making engagement an even bigger challenge. How do you drive employee engagement when they don't want to be engaged?

54 percent of employees in the U.S. and Canada are not engaged at work.[3]

OMNICHANNEL APPROACH

As digital marketing becomes more sophisticated, an omnichannel marketing approach has proven to be an invaluable tool at driving engagement. Omnichannel marketing creates an integrated and seamless experience that's consistent, memorable, and engaging—and it's just as applicable to an internal audience as an external one.
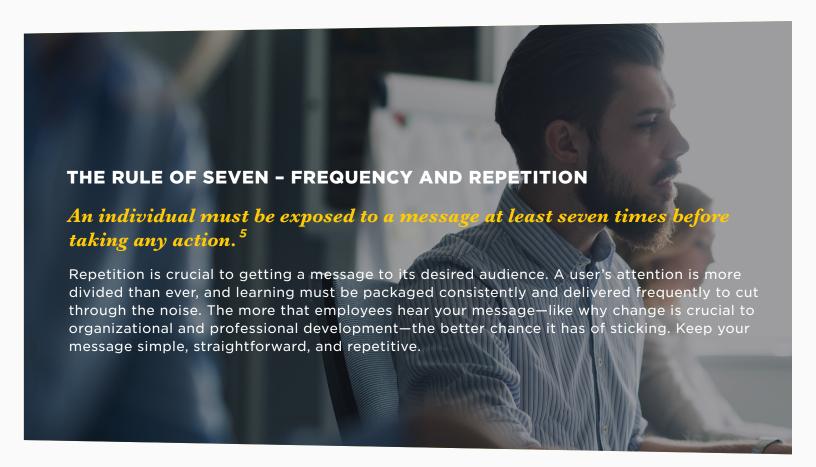
"Companies with an extremely strong omnichannel approach retain on average 89 percent of their customers, compared to 33 percent for companies with weak omnichannel customer engagement."[4]

Customers or not, reaching your audience using an omnichannel method directly equals engagement. Employee retention is just as important as customer retention, and the key to retention seems to be engagement.

OMNICHANNEL APPROACH

People use multiple devices throughout the day to address their different needs. Whether they work primarily on a mobile device, desktop, or tablet, users should feel the same engagement across social media, email messaging, flyers, training, and more. Providing consistency in branding and material across multiple channels creates a memorable message and feel that will reassure users that there's a big-picture strategy in place.

Keeping users' needs and workstyle in mind, you can build your training strategy around what they already know, what they're interested in, and what can help them achieve more within their unique role.

THE RULE OF SEVEN – FREQUENCY AND REPETITION

An individual must be exposed to a message at least seven times before taking any action.[5]

Repetition is crucial to getting a message to its desired audience. A user's attention is more divided than ever, and learning must be packaged consistently and delivered frequently to cut through the noise. The more that employees hear your message—like why change is crucial to organizational and professional development—the better chance it has of sticking. Keep your message simple, straightforward, and repetitive.

TIMING AND RELEVANCY

The right message at the wrong time is still the wrong message. Emails, notifications, and all other communications should be well-timed and balanced while leveraging frequency to keep the message top of mind. Finding that balance can be difficult, but by doing a little preliminary research on the habits and preferences of your audience, you can deliver a carefully crafted message at the most effective time, every time.

MACHINE LEARNING

Whether an organization has dozens, hundreds, or even thousands of users, creating learning experiences for unique users can feel like an insurmountable task. Machine learning provides organizations the ability to learn about their audience, understand what they need to know, communicate available resources, and deliver relevant information—all without ever having to babysit the process manually.
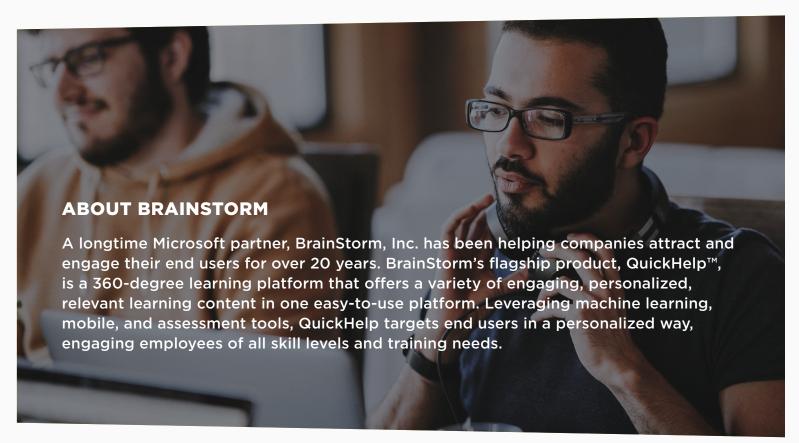
INSPIRING CONTENT

One out of every three employees say that uninspiring content is a barrier to their learning. [6]

While machine learning can streamline the process of delivering content, the content itself needs to be relevant, compelling, and inspiring in order to capture a user's attention. What's more, learning content must continue to engage users in the long term—which means content must be frequently updated. Cloud-based productivity apps are updating frequently and without much notice, and if a user can't find the information they're looking for, engagement (and productivity) is lost.

DRIVE ENGAGEMENT

It's no coincidence that companies with engaged employees are 22 percent more profitable than those without. [7]

Compelling employees to engage with their learning content and training solutions is the only way for content and training to be truly effective. By learning about your audience, giving them relevant information in a consistent experience and regular cadence, and continuing to drive them toward evergreen resources, users will be more apt to adopt their technology tools and more likely to thrive in their professional roles.

ABOUT BRAINSTORM

A longtime Microsoft partner, BrainStorm, Inc. has been helping companies attract and engage their end users for over 20 years. BrainStorm's flagship product, QuickHelp™, is a 360-degree learning platform that offers a variety of engaging, personalized, relevant learning content in one easy-to-use platform. Leveraging machine learning, mobile, and assessment tools, QuickHelp targets end users in a personalized way, engaging employees of all skill levels and training needs.

Sources

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