



# When the LMS isn't Enough

How to Turbocharge Your LMS and Improve Learning Retention for Bottom Line Results



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## The LMS is running out of gas.

Over the past decade, most organizations have invested in Learning Management Systems (LMSs), and with good reason: LMSs can save as much as 50% on training costs, and can cut down on instruction time by up to 60%.

Unfortunately, many organizations have realized that LMSs just aren't meeting their expectations. Employees aren't learning more. Or retaining enough knowledge. Or effectively applying what they've learned to their jobs.

A recent survey by Brandon Hall Group found that less than half of respondents (45.5%) give their LMS solution high marks in terms of value for price. They also found that 47.7% of respondents are looking to leave their current LMS platform and move to a new provider.

## LESS THAN HALF

45.5% give their LMS high marks in terms of value for price

In the survey, many respondents identified their top reasons for looking for a trade-in:

- Poor reporting features
- Difficult to use
- Poor customer support
- Out-of-date appearance
- Inability to adapt to changing needs
- Lack of mobile features



*“In a nutshell, far too many organizations feel they are paying too much for systems that are difficult to use, out of date, and do not provide the data and analytics the companies need.”*

LMS Trends 2014: Satisfaction and Spending, Brandon Hall Group

## The LMS doesn't have enough horsepower.

The LMS is purpose built to do only one thing – stream learning modules to learners. This guarantees there will always be inherent limitations to its power.

## Learning is still an “event.”

When employees use the LMS, learning is still the main event: you learn, then you're done. But this presents challenges:

- People generally forget as much as 90% of what they learn within 30 days, unless it's continually reinforced.
- Large volumes of information delivered in a single session lead to cognitive overload. People shut down, and stop learning.
- The “one-size-fits-all” approach means low engagement, boredom and even learners who don't have the prerequisite knowledge. Learning goes out the window.

## LMS learning doesn't meet the needs of today's modern learner.

Traditional training methods were not designed for today's workforce, and it's showing: learners are not engaged, and are not retaining the knowledge they need to do the job well. In addition to being stressed and overwhelmed by workloads and the speed of business, today's modern learners are also extremely driven, impatient with time-wasters, and determined to find knowledge when and how they need it. They want their knowledge fresh, highly-rated, and delivered on technologies they prefer. Learning that's fast. Easy to find. Consumable at the point of need.

On the other hand, LMSs – with their complex, centralized platforms – dictate that you drive people to learning and convince them to participate. Learning is scheduled, lengthy, with testing at the conclusion. A sure way to put the brakes on their interest.





## LMS learning is impersonal.

Today's learners also want personalized learning that delivers more of what they don't know, and none of what they already know. That matches their functional role and seniority level. That's specific to their division, region and department.

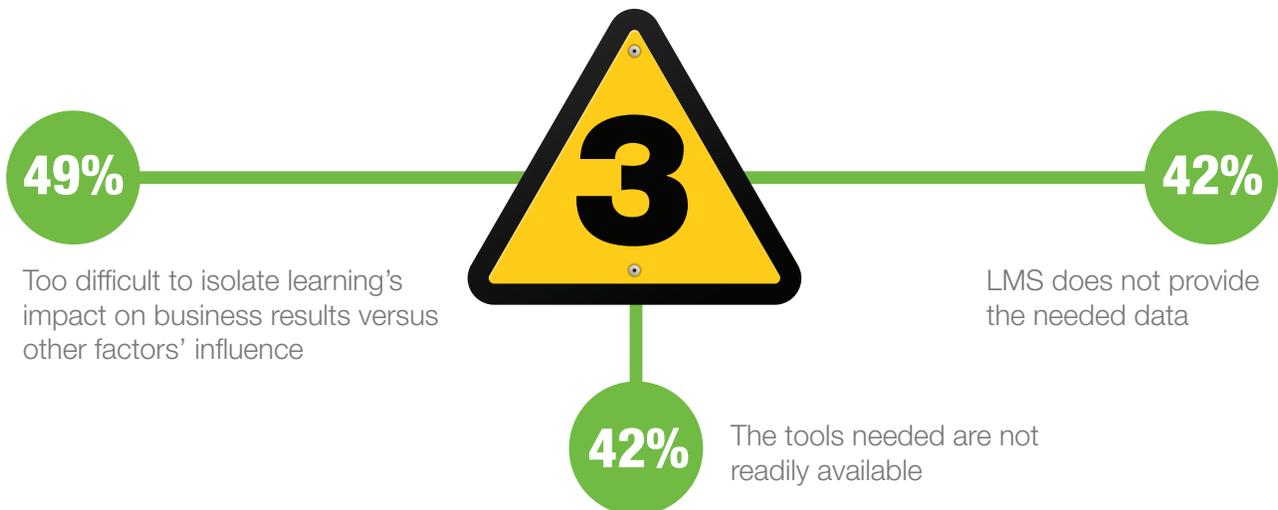
While your LMS lets you set up specific parameters around which content to deliver, it's got a long way to go before the learning is truly personalized. Without personalization, learning becomes tedious. Irrelevant. Unproductive.

## Real results are difficult to prove.

LMSs allow you to check the box when a learner completes a course, track course scores and survey results.

But that doesn't tell you how long they'll hold on to the knowledge, or whether they're confident in their knowledge. It doesn't allow you to track and measure compliance, knowledge and performance in real time by location, job title, topic area; or tie what employees know – or don't know - directly to business outcomes.

## TOP THREE OBSTACLES TO LINKING LEARNING PROGRAMS AND BUSINESS OUTCOMES





## Turbocharge your LMS.

With more and more required of today's modern learners, the LMS alone is not enough to meet learners' needs. An ideal learning solution needs to be adaptable, nimble, fuel-efficient. It needs to be rooted in brain science research and offer an engaging and compelling way for employees to learn on an ongoing basis. Complimentary solutions are necessary to fill this gap and enhance the value of your LMS investment.

### Brain Science Makes eLearning More Fuel-Efficient

Recent developments in brain science have identified cognitive learning strategies that boost learning, helping people retain knowledge for the long term where it can have a measurable impact on job performance, and ultimately, corporate performance.

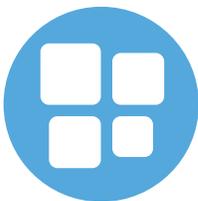


#### Question-based reinforcement:

Research has demonstrated that the act of retrieving information from memory – even as few as 2 times – actually produces a memory trace that's more permanent. Also known as the **testing effect**, this process injects regular questions and answers into the learning process, helping people retain the correct information for longer periods of time.

#### The Spacing Effect:

Also known as **interval reinforcement** or the **drip approach**, the spacing effect identifies that information is better retained for the long term when it is presented repeatedly with specific time gaps between each repetition. This is in direct contrast to cramming, which involves studying large amounts of data continuously over a short time period.



#### Chunking:

Most memory experts acknowledge that the capacity of short-term memory is about 4 items, after which most people shut down. In today's learning environment, chunking is implemented as short bursts or "bites" of learning – dealing with 4 to 5 pieces of knowledge for anywhere from 60 seconds to 60 minutes.

#### Gamification:

Gamification is one of the most important elements in the new employee learning paradigm: because it's fun, it engages people more fully in the learning process. Gamification typically consists of a variety of game elements including a game-like interface or learning games, leaderboards, prizes and incentives, team activities and social elements.



## The Drive to Continuous Learning

Learning must become more effective, and must be continuous, allowing employees to find information at the point of need to perform specific tasks, while continuing to upgrade their skills and knowledge.

Many organizations are moving towards a continuous learning model, where knowledge is continually presented to employees, and is also available on demand. And while the LMS is an important part of this continuous learning model, it's only one of the critical elements necessary for the kind of learning success that impacts the bottom line. Your continuous learning model must include:

- Bite-sized learning content that counteracts overload, making it easier for people to learn.
- Daily learning reinforcement to deeply embed knowledge – whether from a classroom or LMS learning event - for the long term.
- Personalized learning to meet the unique needs of each learner.
- Mobile technologies to deliver information when and where learners want it – and on their platform of choice.
- Social media channels that foster collaboration and a sense of teamwork.
- Gamification to improve learner engagement and enhance learning retention.
- Knowledge on demand, giving employees the ability to search and find information at the point of need, while working on specific tasks.
- Extensive reporting capabilities that allow organizations to directly correlate learning success to critical Key Performance Indicators.
- The technology to deliver continuous learning, coaching and evaluation, while leveraging your LMS investment.

## Start Your Engines!

Trading in your LMS for a newer, sleeker model offers no guarantee corporate learning outcomes will improve. Instead, progressive organizations are adopting a continuous learning model that leverages technology and brain science to enhance the LMS approach to learning, and help them realize solid, measurable business results.

This approach doesn't send your LMS to the junk heap: it helps you squeeze more mileage from it. Increase its horsepower. Turbocharge your learning.

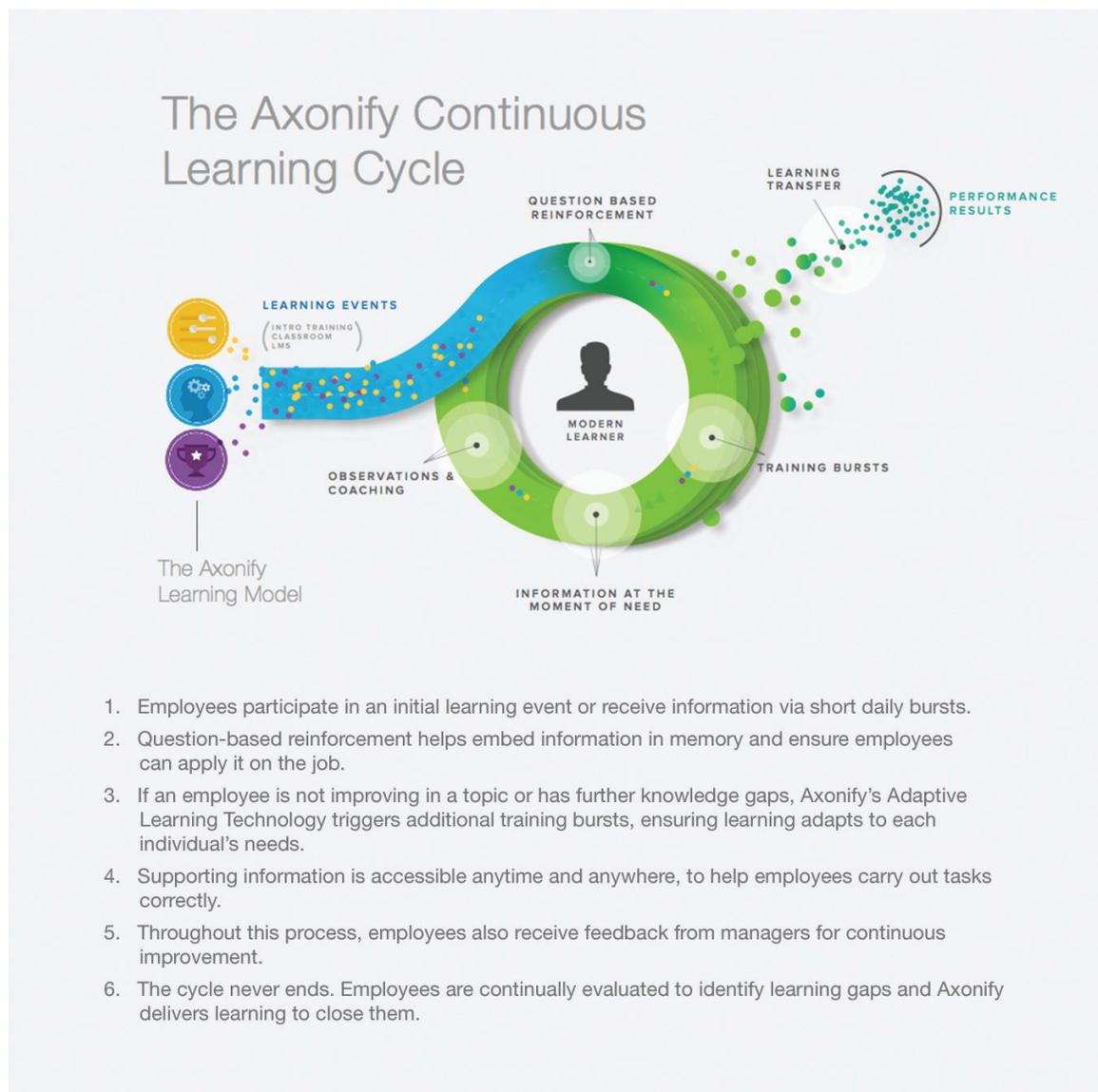


**TURBOCHARGE** YOUR LEARNING

## Introducing the Axonify Continuous Learning Model

The Axonify Continuous Learning Cycle is a learning philosophy that merges the way companies deliver learning with the ways in which people learn; to train, transfer and sustain knowledge for improved job performance.

It's based on the premise that that business is constantly changing and, as a result, employees are constantly learning. As employees close gaps in their knowledge, new ones are opening up. Our continuous learning cycle acknowledges this and ensures the learning never ends.





The Axonify Continuous Learning Cycle creates a continuous learning ecosystem that meets the needs of modern learners, utilizes key brain science research, and leverages existing LMS and classroom investments to create a tangible impact on job performance and the business bottom line.

Through the Axonify Continuous Learning Cycle, organizations can:





## About Axonify

Axonify is the worldwide leader in sustainable learning.

We believe it's time for corporate education to contribute to the bottom line.

**Directly. Measurably. Sustainably.**

But to do that, training needs to change. And that's our mission.

Our mission is to change the way companies think about and deliver corporate learning, to maximize corporate investment in training, drive measurable financial objectives, and change company culture. We do this by creating a learning experience that leverages the perfect combination of science, technology and fun.

### An Award-Winning Team

We are an award-winning team of software developers and learning specialists based in the Canada's world-renowned technology hub, Waterloo, Ontario. In addition, we've teamed up with brain science leaders from the Faculty of Health at York University and the prestigious Rotman Research Institute at Baycrest to better understand and leverage cutting-edge neuroscience research and its impact on human learning mechanisms.

### With World-Class Customers

Our customers are companies like yours, on the lookout for ways to improve the ROI of their corporate learning, to develop more engaged, higher performing employees and create a vibrant, forward-thinking corporate culture.

### Our Bottom Line?

Quite simply, to measurably drive bottom-line results for our customers.

Axonify serves a wide range of industries and more than a few well-known companies – like Toys"R"Us, PepBoys, Johnson & Johnson and Walmart – with learning and awareness initiatives that continue to add value in sales, customer service, and worker safety.

**Start supercharging your LMS today.**

Call us at **1-855-AXONIFY** or visit **[www.axonify.com](http://www.axonify.com)**.

#### Sources

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