



**TRACTUS**

# The 5 Es of Learning Engagement

# AGENDA

Why Engagement

The 5 Es

- Executive Buy-In
- Experience Technology
- Excite Learners
- Engage Champions
- Empower Employees

Communication

Technology

Our Playbook



**What is Learning Engagement?**

**Why is Engagement Important?**



# UNDERSTANDING ENGAGEMENT

- More than....
- Strategies to drive engagement = 5Es



# EXECUTIVE BUY-IN



## Objectives:

- Ensure leadership involvement and support.
- Involve top leaders in messaging, sponsoring and creating content and context.
- Show performance results and outcomes.

## How:

- Alignment with Goals
- Visibility
- Participation

**Executives drive engagement by sponsoring and participating.**

# EXPERIENCE TECHNOLOGY



## Objectives:

Utilize technology to enhance user and admin experience.  
Provide an easy and personalized User Experience (UX).  
Build content that enables and encourages collaboration.

## How:

Platform Selection  
Interactive Content  
Accessibility

**Digital Learning Platforms are designed to drive better  
user experience and engagement**

# EXCITE LEARNERS



## Objectives:

Generate excitement and anticipation for learning programs.

Build stories of relevance, growth and applicability to business / personal goals.

## How:

Audience

Teasers and Trailers

Gamification

Incentives

**Use principals of Marketing to drive learner engagement.**

# ENGAGE CHAMPIONS



## Objectives:

Find, train and mentor SMEs and leaders.

Advocate and support learning initiatives and create more relevant content.

## How:

Identify Champions

Train Champions

Leverage Influence

**Champions can be your consistent source for  
improving learning engagement results**



# EMPOWER EMPLOYEES



## Objectives:

Provide tools for employees to easily use and find solutions.

Team with managers and employees to gather feedback and goals.

Tie learning to performance.

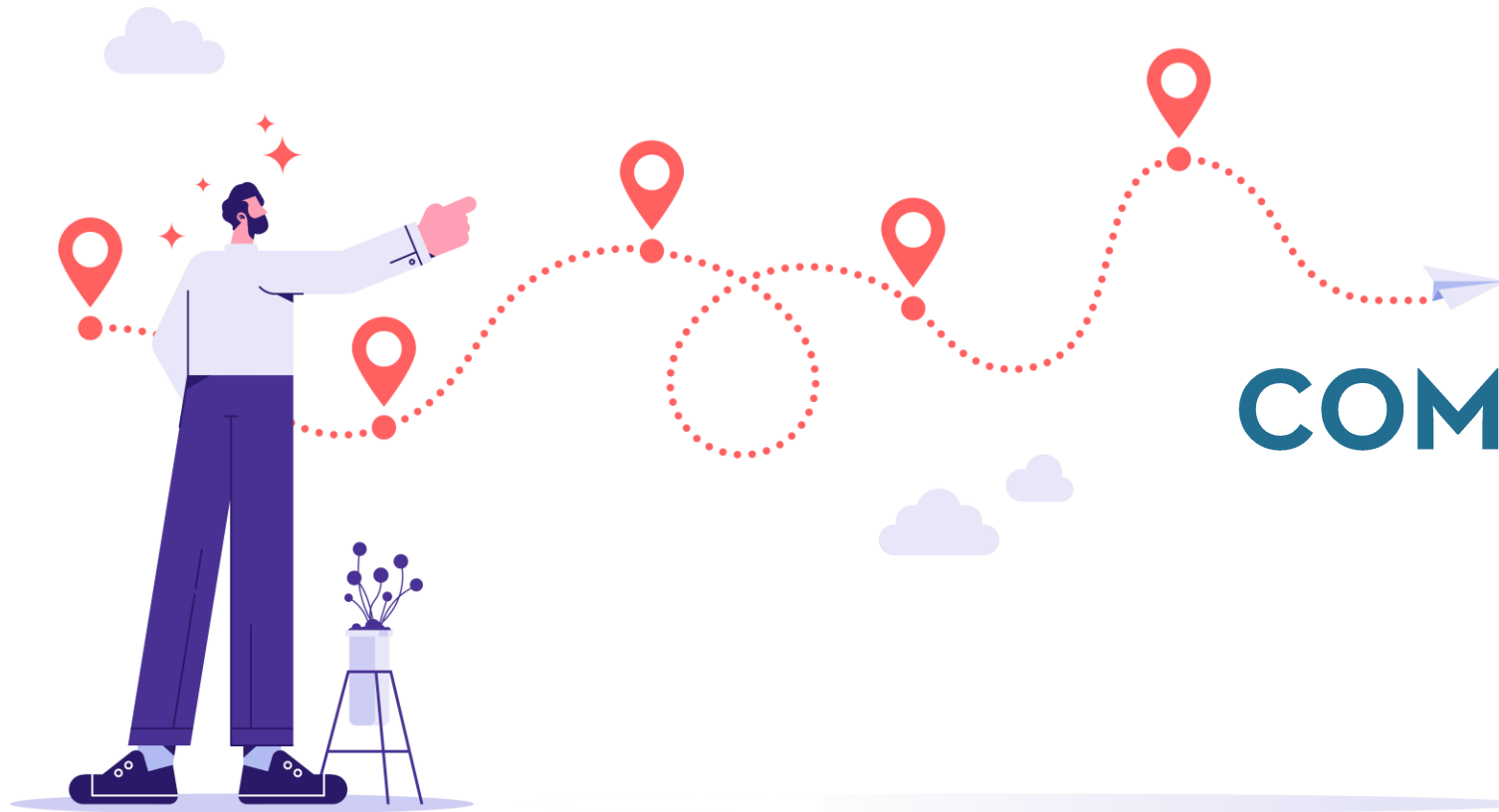
## How:

Empower Learners

Set a Feedback Loop

Do Regular Updates

**A great user experience and relevant content empowers employees to own their growth**



# COMMUNICATION

# TECHNOLOGY



All of the cool ideas of the 5 Es are easier with a modern or Digital Learning Platform.

# THE LEARNING ENGAGEMENT PLAYBOOK

Welcome to Tractus's brief playbook on Learning Engagement. This document will:

- 1) Provide an overview of 5 key areas to build learning engagement.
- 2) Look at the what, the why and the how to get your employees to engage with your learning platform, and build skills to drive business outcomes.

## The Learning Engagement Playbook

The 5 Es of Learning  
Engagement



Becky Willis

©Tractus 2024





The SME of SMB Learning



**THANK YOU!**



Hello@TractusLearning.com