

guide

5 tips to maximize engagement before, during, and after your training sessions



“We are educating people out of their creative capacities.”
Sir Ken Robinson.



If we say “employee training”, what kind of image does it bring to mind?

Endless one-way conferences, fast forgotten content but memorable soreness from having to sit still for hours...

In 2023 still, we tend to run employee training sessions **that make for very low enthusiasm**, thus poor memorization of new concepts. In some situations, this might even present risks - take the case of safety training for example. You wouldn't want your first responder to have slept throughout his last training session before attending to you. But training sessions as we run them can also **impair creativity**. Indeed, we learn through active participation and involvement.

Being engaged in any sort of activity will highly increase the level of information you'll remember, as well as your ability to reproduce and turn the theoretical learning to practical use.

According to 92% of employees, employee training programs that are well-planned have a favorable impact on their level of engagement. ([Axonify, 2018](#))

And this is just one of the reasons why the **stakes are high in running engaging, and therefore efficient**, training sessions. And to that intent, we must focus on the whole process - before, during and after the activity.

On the other hand, there's a brand new spotlight on **learning**: studies across the last decade have shown that the interest for **growth opportunities and career advancement** through training is higher than ever before, and still growing.

- In 2020, [94% of employees](#) confirmed that they would be inclined to **stay longer at a company that provides learning** and development opportunities.
- And this is not about to change, for even 87% of millennials are convinced that learning and development is important.
- But keep in mind: [89% of employees](#) want **their training options to be available anytime, anywhere**, thanks to mobile-based learning.

Listening to a podcast while doing chores, attending a MOOC while commuting,... We all want to learn, but we want it to be **flexible and consistent** with our needs and rhythm. This is why **blended learning techniques** are emerging, to make courses available in the classroom, remotely, and in a hybrid fashion.

Retaining attention and providing efficient training with this multiplication of hybrid tools and digital solutions can be quite the challenge... Luckily, once you find the right methods, your training options will only be way more participative and engaging!

Here are 5 tips to make it happen!

5 exclusive tips to boost engagement in all your trainings

Here are five easily-implemented methods to build a solid and efficient training program for your employees. To that intent, efforts are spread between before - during - and after the course.

Before the training session

By taking some time ahead of a training session to co-construct the course, one provides a tailor-made training session that actually fits all the learners' needs, while engaging them by empowering them to identify and express what they want to learn.

Let's build a session relevant to your participants' real needs

How much useless data are we exposed to in just a day?

The price of an exquisite vacuum cleaner that can massage your cat (though just try and get him to stay put, we dare you), a new feature that makes mobiles fly, the beginning of the holiday season in New Jersey, the names of your colleague's quad-ball teammates...

The University of California-San Diego estimates that the average American receives around [34 GB of data and information per day](#). That would mean approximately 100 000 words (or 94 hours scrolling on TikTok, yup).

With that in mind, just think of how relieved your trainees will be when they leave your session with just the right amount of information, and some remaining "brain storage" to get them through the day!

To that intent, it's actually of the essence to understand what will bring real value to the participants in a given session.

Using a digital survey or an open questionnaire will help you get a strong insight into the participants' expectations and needs, as well as [their feedback](#) on your suggested content.

During the training session

➔ Boost the learning experience with emotions

Most of the time, the memories we keep long term are those that are emotionally loaded. And that's no coincidence, as our brain rules them both. Processing memories, emotional responses, but also decision-making processes all fall back on the [amygdala](#).

This almond-shaped and relatively small region of our brain plays quite a powerful role in our lives.

By acting like some kind of an omnipotent switch, the amygdala determines if a given input will be sent to the prefrontal cortex (higher cognitive brain), or the reactive brain. And it comes as no surprise that information stored in the prefrontal cortex will last longer, as opposed to the stressful or plain-bad memories.

In addition to being a strong life skill (one could only assume there would be much less humans on the planet otherwise), it is also a key asset for all the teachers and coaches in the world: by enabling participants to have a pleasant and well-designed experience, you also make sure that your action is not in vain.

That's all well and good, but how does one do that?

Implementing gamified activities, and creating a strong bond between all participants through interactions can go a long way in creating a good experience.

And wait for it: starting a training program with an [ice breaker](#) will not only create the positive climate one needs to favor memorization, it also builds a safe environment by allowing even the most introverted individuals to participate and be involved in the training! And that leads us to our next point:



➔ Interact with everyone, repeatedly

When possible, our brain likes to go on autopilot. Unless our full attention is required on something, we tend to let our mind wander after about ten minutes.

By interacting with the audience on a regular basis and quite frequently, you boost engagement and thus improve memorization. But then there's the matter of how to interact with everyone. Some people will need to be on the move to think.

Some will need to switch to another topic entirely to let imagination work its wonders in the background. Some are introverted, others love public speaking.

And the list goes on and on, for the way our brain works always has its lovely peculiarities.



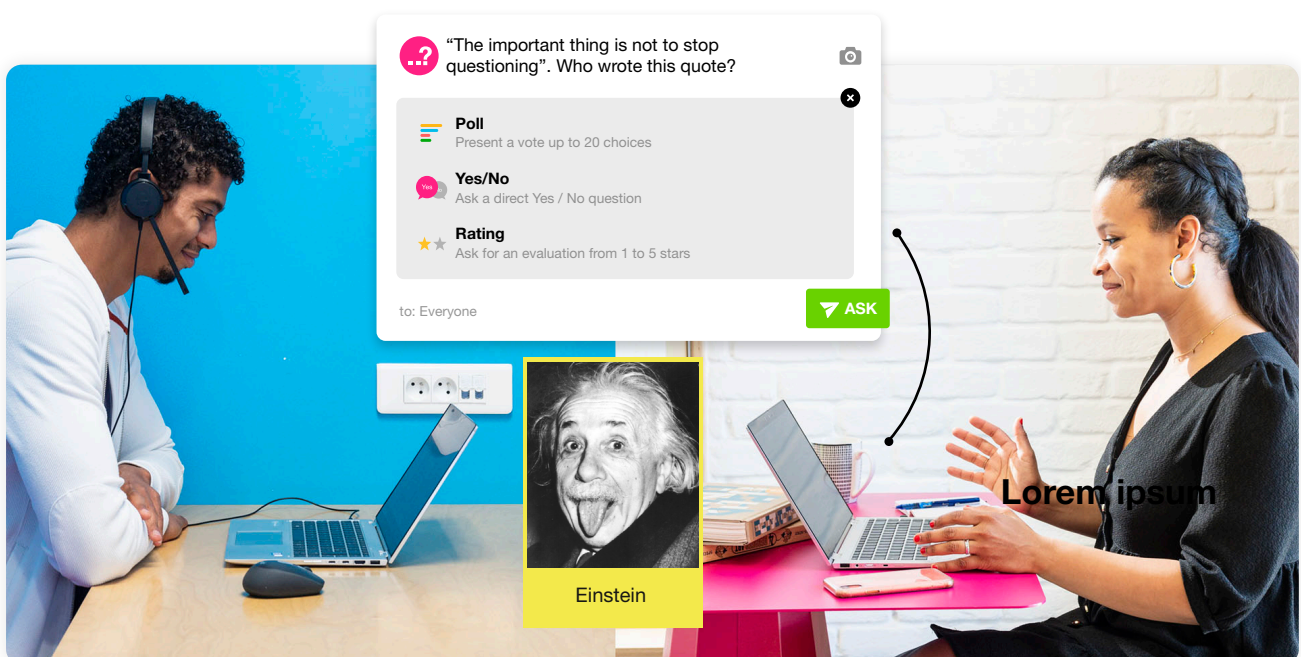
15%

The ratio of people who are at ease with public speaking is actually quite surprising: **barely 15% will claim to be comfortable doing so.**

That's why, in order to be truly inclusive, training sessions should explore new ways to boost participation for every favored mode of communication.

Digital whiteboards can provide the perfect space to allow for written expression as well as file sharing and drawing.

Through direct questions, surveys, quizzes, voting systems, you also get to create interaction between yourself and your audience, to keep the conversation going in a way that involves everyone.



➔ Collect feedback at every step

Feedback, the breakfast of champions.

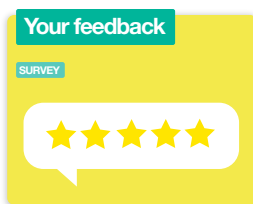
And yet more often than not, feedback is still used as a catch-up or corrective tool that triggers negative reactions for the recipient. However, as Bill Gates himself said, *“that’s how we improve”*.

Whether it be positive feedback on a job well done, constructive feedback or helpful tips to help us grow, or a friendly reminder that we have salad in our teeth, receiving feedback is one of the keys towards excellence.

By casting a light on possible upgrades, it allows us to implement a culture of [continuous improvement](#) that makes for a healthy and innovative environment.

The same goes for training.

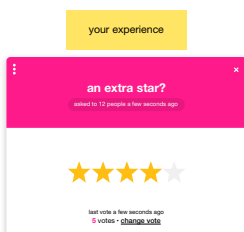
But keep in mind that feedback is a two-way street: if it might seem obvious for a professor to evaluate one student’s performance, the other way around (asking learners to provide you with reviews) can go a long way in running engaging courses! In the case of employee training, many solutions are available:



Launch a [survey](#) upon the completion of a module;



Use [Kudo cards](#) in your digital training sessions;



Use a **star-based rating system** for participants to evaluate their proficiency on a given subject, or their understanding of a lesson you just taught.

By letting everyone know their opinion matters, you both get engaged individuals that are actively involved in their course, as well as a positive mindset among the team. And cherry on top, your courses will only get better and better, granted that you take feedback into account of course!

After the training session

➔ Fan the flames to keep the fire alive

Have you ever been interrogated by a teacher - or a spouse - who cleverly noticed you were paying little to no attention to what they were saying, and defiantly asked *“Right yeah you were listening! So what did I just say?”*

And to your greatest self-surprise, their last words just come out of your mouth, enabling them to continue on their monologue and you to get back to your thoughts.

Well for that, you can thank your short-term memory.

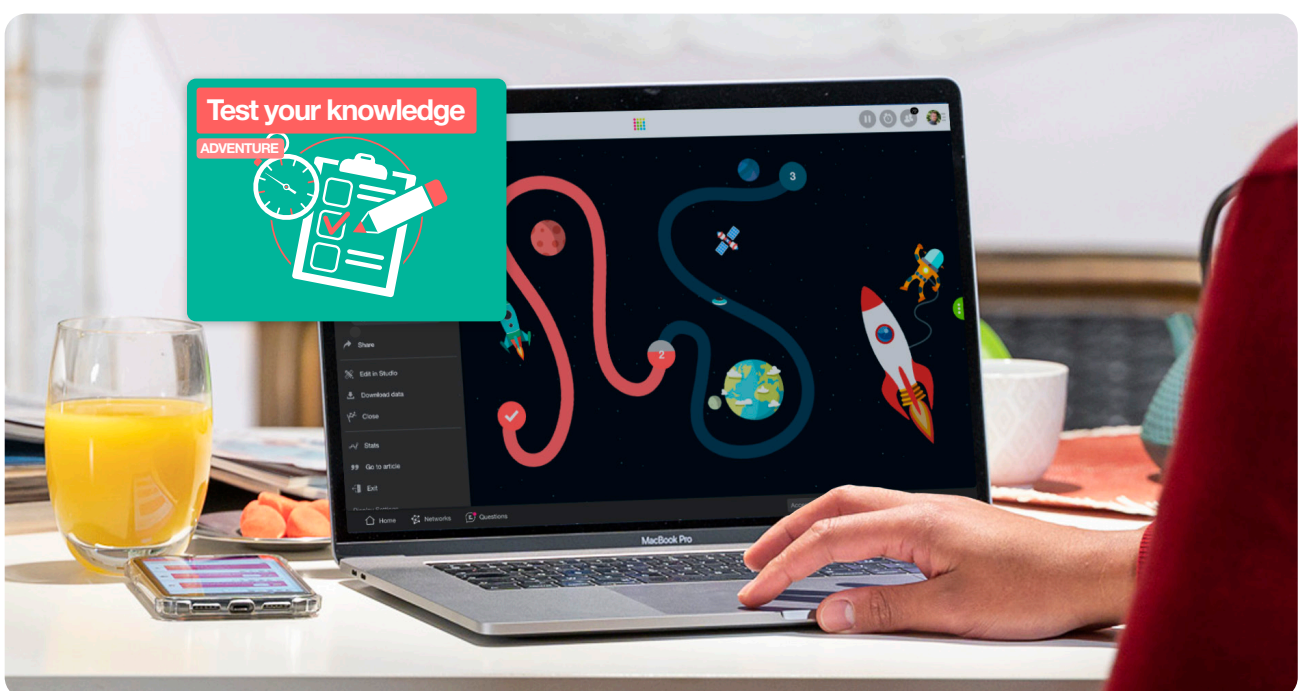
With its 15-30 seconds of storage capacity, you might think it is of very little use (except for the latter situation. And the ability to remember what was the beginning of the sentence we just started.) but it's also the door to your long-term memory.

And yet, even once information enters our long-term memory, that doesn't mean it's there to stay.

We actually need a lot of repetition, to forge new lasting neural connections and paths. And the more we visit these paths, the more easily the knowledge will come to you when it needs to be mobilized.

Following your training course, and in order to fully embed new information in the brain, the ideal would be to use spaced repetition: send relevant content by [Memo](#) an hour later, and then a day later, after a good night's sleep.

And to make it really engaging, make it entertaining: **Adventures, Quizzes, Missions...** With Klaxoon activities, assess your trainees' skills while building strong memories through gamified pathways.



There's engagement in a training, and then there's the engagement a training creates

As we've established before, there is an increasingly strong demand for training and learning opportunities in the workspace.

So if creating engagement in the courses you provide is essential in information retention, running engaging training sessions is also key in having engaged employees. Yes, that's a lot of engagement.

Run your next participative training session with Klaxoon



With these five tips, you're all set to run your next training session with great results!

And we sure aren't the only ones saying it: by switching his training sessions to a mix of Klaxoon's digital solution Board, coupled with interactive Sessions and Adventures for knowledge assessment, [Alban Jacquin and the training teams at Schneider](#) Electric managed to train over 200 persons remotely, in 7 languages, saving a total of over 1,5 million dollars in annual training costs.

And who wouldn't want to save 1,5 million, but most importantly run the most engaging training sessions, to ensure efficient upskilling or reskilling for your workforce?

And since studies show that companies with a strong learning culture have higher retention rates by 30 to 50%, we at Klaxoon think it's about time we focus our efforts on helping people grow, anytime and anywhere.

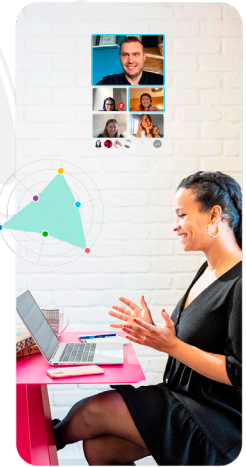
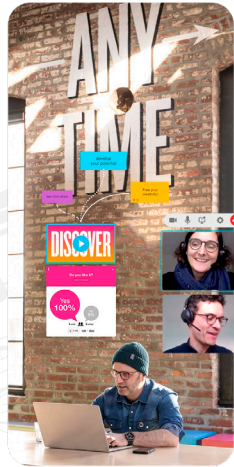
Well, we didn't prepare a quiz to assess your retention of this article, but we sure hope it will help you run the most amazing training sessions.

Let's learn!

Visual tools for Modern Teamwork.

A project to launch, a workgroup to manage, a team to train? Whether on-site, remotely or hybrid, Klaxoon technologies help you think, collaborate and move forward in a simple and super-productive way.

I want to know more



Team Ritual

Turn long, top-down team meetings into engaging and efficient sync ups.



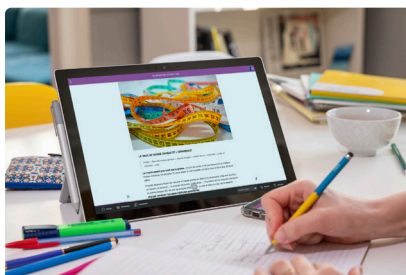
Cross Team Project

Gather all teams and functions around your project, anytime, anywhere. Everyone actively participates, to reach collective decisions.



Client Workshop

Engage customers in ultra-productive meetings, maximize customer discovery, the search for solutions, and secure next steps.



Training & Onboarding

From recruitment to onboarding and training program, create and facilitate impactful workshops with innovative tools and methodologies either on site, remotely, in hybrid mode or even on the go.

on site
or remotely

100%
secure
environment

highest standards
of security and data protection

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- ✓ GDPR
- ✓ CCPA
- ✓ SSO SAML

integration
with your tools

Microsoft Teams

Jira Dropbox



used by millions, awarded worldwide



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