



Maximizing Learner Engagement: Designing for Emotional Impact



Introductions

Working with you side-by-side, every day



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Senior Learning
Consultant



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Senior Learning
Consultant and Games
Specialist

What do these people have in common?



Question

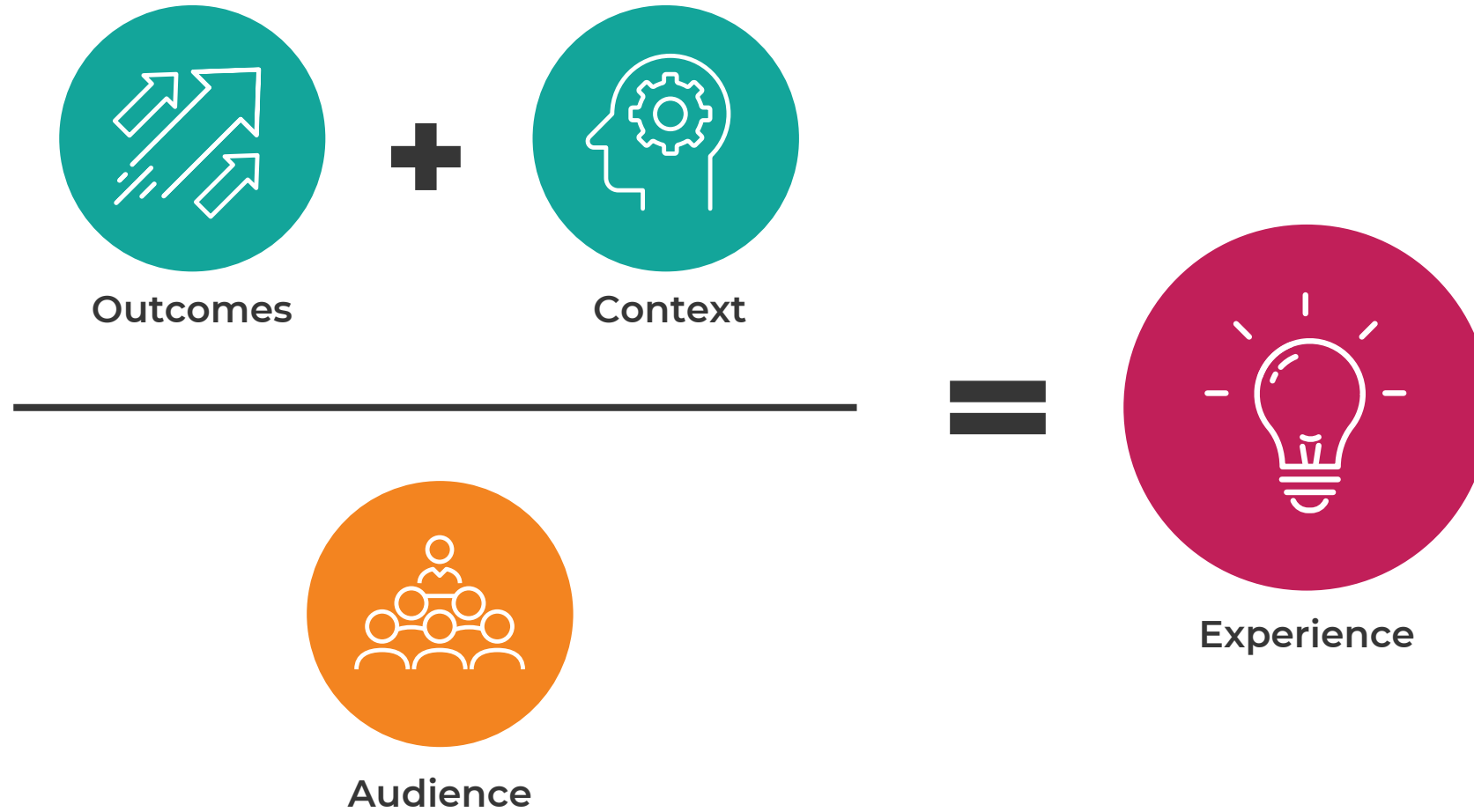
What was a recent engaging experience you had?

What made it engaging?

So, what is
engagement?



The Experience Equation



immediacy challenge
play immersion
excitement
wonder
risk frustration
introspection
powerlessness
reward
competition
novelty
Social connection
empowerment
Suspense
uncertainty
empathy joy
understood
pain
Curiosity
Loss
anxiety

Creating an Engagement Strategy

Games /
gamification



Animations



Films



Immersive



Experiential
learning



Classroom



VILT



Campaign



Leadership
endorsement



Micro learning



Blended
learning



Social learning



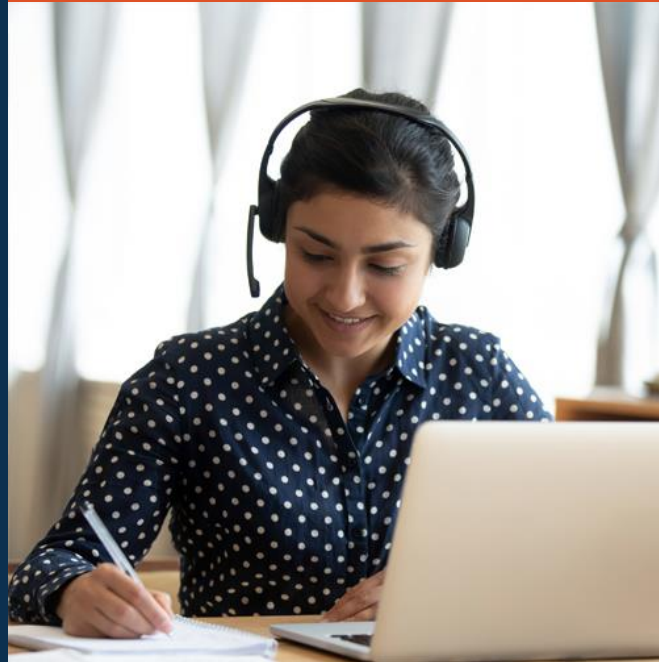
Question

What engagement strategy would you use to achieve these emotional outcomes?

Excitement



Curiosity



Social connection



Future Leaders Program Objectives

1

Recognising and fostering high-performing and high-potential individuals.

2

Equipping leaders with essential skills for the future of the business.

3

Creating a diverse talent pool in the leadership population.

4

Building a competitive workforce to unlock the full potential.

Carefully Tailored for Busy High Performers



Sequenced to allow time for knowledge transfer and reflection.



Designed for an eight-month period, with additional learning to be completed at the learners' own pace.

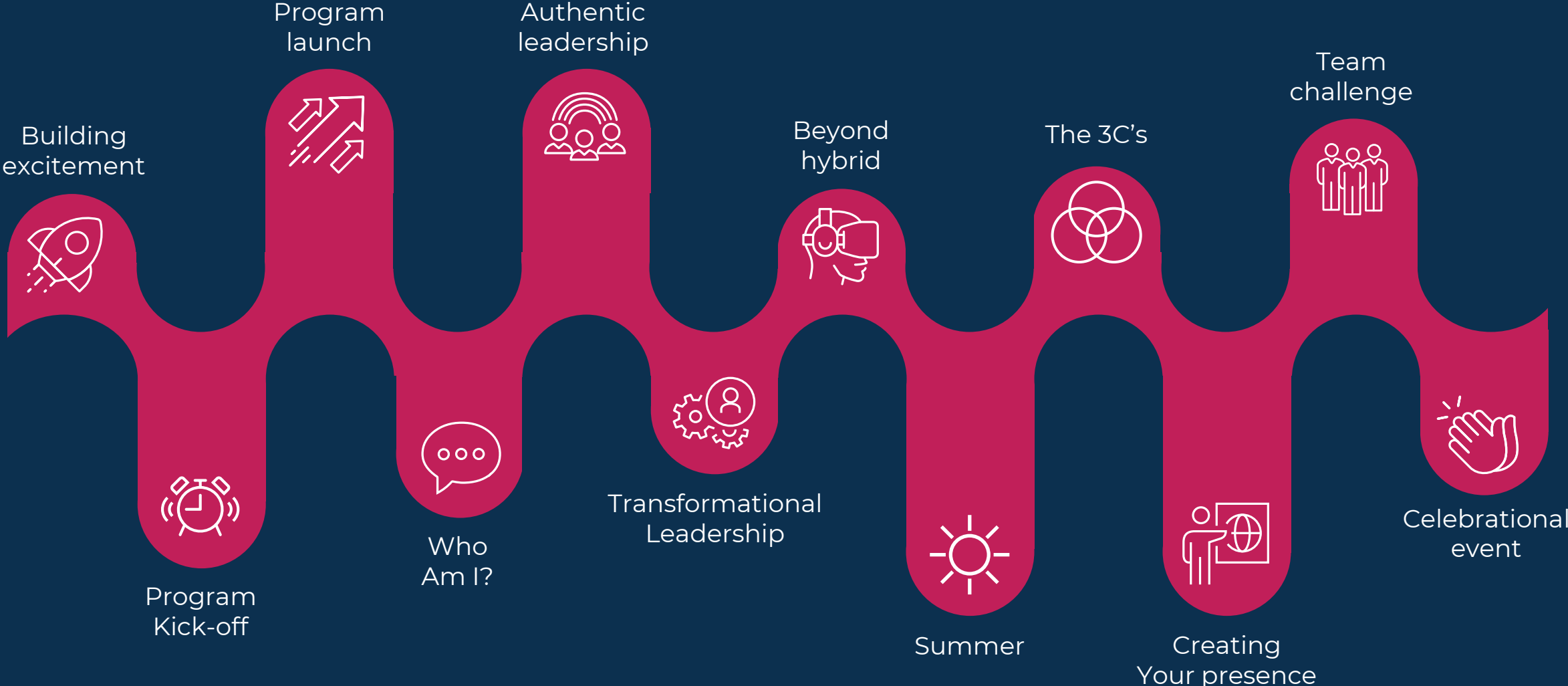


Around 10 hours of asynchronous learning per month.



Informal, cohort-based model for a dynamic learning environment.

Program Overview



Experience

- Challenging business simulation game
- Data driven decisions
- High degree of freedom



Outcomes

- Restaurants achieve performance KPIs
- Restaurants improve over time and make improvements proactively

Context

- Empowered, data-driven consultants make better decisions
- Consultants who build great relationships create better restaurants

Audience


- New to the business, and veterans
- Competitive and time poor

Screen ID: restaurant-dashboard

RESTAURANT DASHBOARD

HOURS DAY 01 8.0

Axle Avenue



PERFORMANCE

SALES \$6,110.06 ▲ \$238.90	SALES GROWTH 4.07% ▲ 4.07%	OSAT 78% ▼ 1%
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BRAND PROTECTION

FOOD SAFETY 1 ▲ 1	PEOPLE FIRST 1 ▲ 1	OPERATIONS 1 - 0
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BREAKFAST

OSAT 80% ▼ 3%	GUEST# 89 ▲ 7	\$AVG \$7.00 ▲ \$0.16
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LUNCH

OSAT 76%	GUEST# 126	\$AVG \$9.00 ▼ \$0.36
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RESTAURANT ACTIONS

AVAILABLE Performance Plan 2.0	UNAVAILABLE Visit 4.0
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Screen ID: visit-activity

VISIT

HOURS DAY 01 2.0

Gain buy-in for your recommendation:

STAFF TRAINING DAY 1



OK, YOU'VE CONVINCED ME, LET'S DO IT!

OK

RESTAURANT DATA

PERFORMANCE

SALES \$6,110.06 ▲ \$238.90	SALES GROWTH 4.07% ▲ 4.07%	OSAT 78% ▼ 1%
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BRAND PROTECTION

FOOD SAFETY 1 ▲ 1	PEOPLE FIRST 1 ▲ 1	OPERATIONS 1 - 0
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BREAKFAST

OSAT 80%	GUEST# 89	\$AVG \$7.00
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STAKEHOLDER INFO

Screen ID: end-of-day-profit


DAY 1: GROUP RESULTS

GROUP SALES

\$15,406.99

▲ \$1,929.87
GROWTH

14.32%



SEE YOUR RECOMMENDATIONS →

Emotional Outcomes

Empowerment

"It's given me the confidence to use data to make decisions to support my clients."

Challenge

"I really had to think hard about every choice I made."

Novelty

"I've never learned like this before – it's a brand-new type of experience."

Frustration

"The way I normally do things isn't working...I need to try something different."

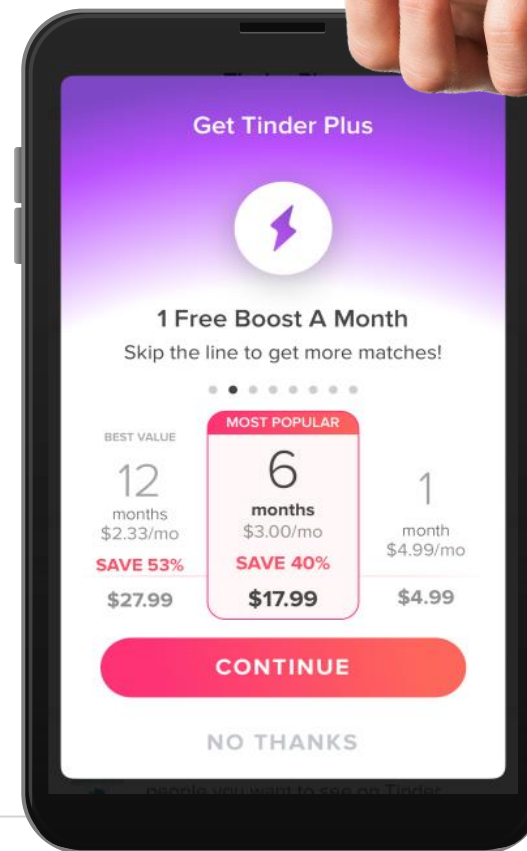
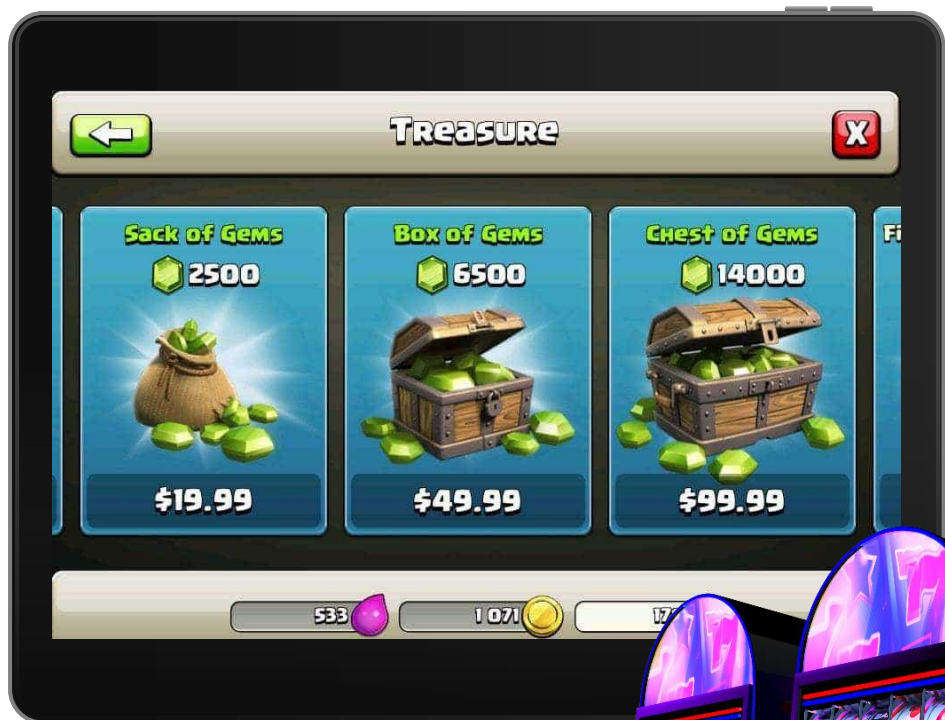
Reward

"It's so satisfying to perform well in the game."

Should we *always*
design for maximum
engagement?



Engage Responsibly



Not Everything Needs to be Engaging



Shallow vs Deep Engagement

Shallow engagement
Trivial, fleeting



Deep engagement
Meaningful, lasting



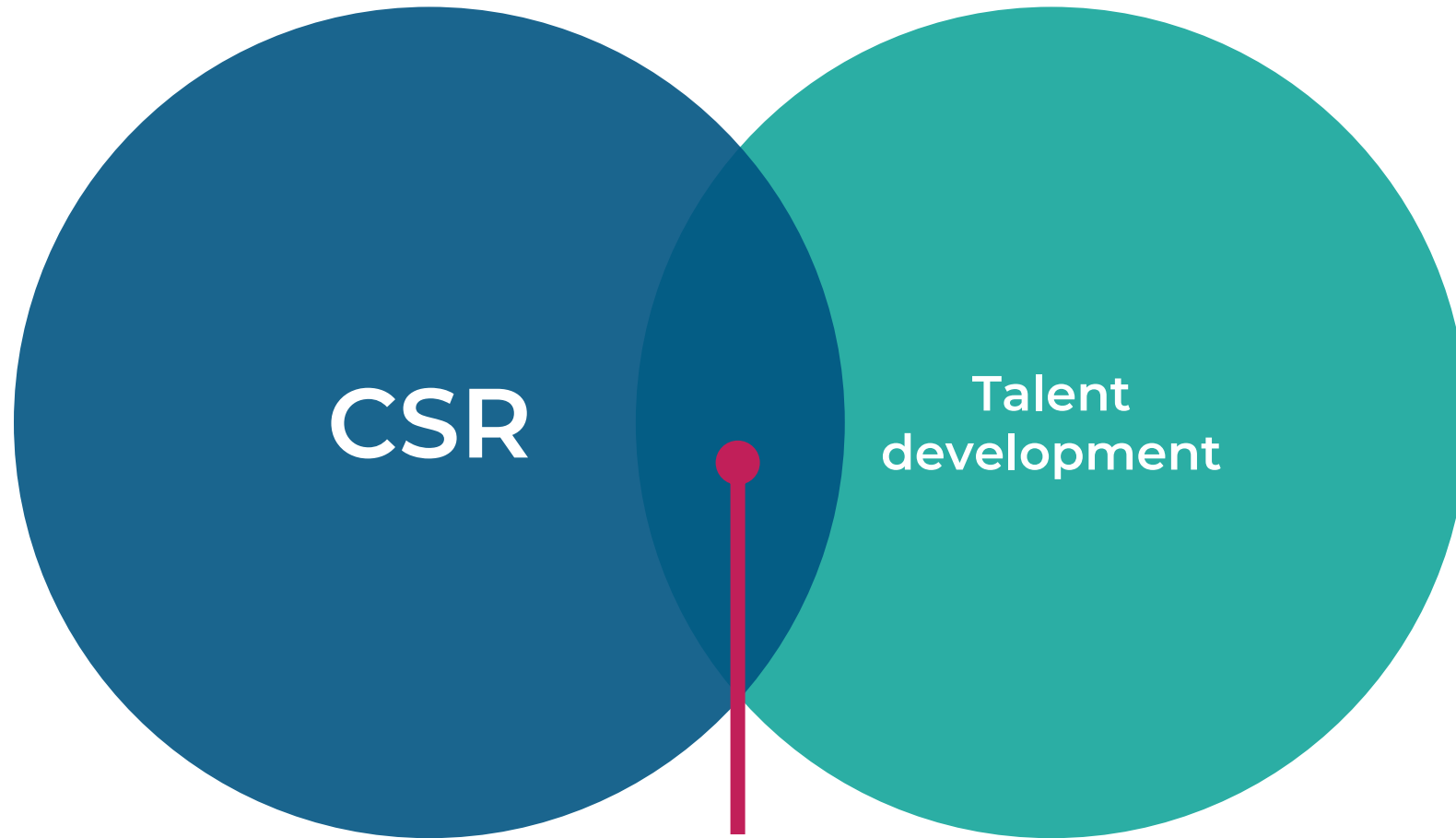
Poll Question

Have you ever used
“passion projects” as
a vehicle for highly
engaging learning?



A passion project is something you do because you believe in it and feel connected to it at an emotional level. It stretches beyond your normal line of duty and is in line with your interests and core beliefs.

Passion Projects



Passion projects

Five Top Engagement Tactics



Consider outcomes, context and audience.



Connect with your learners' emotions.



Ensure engagement strategies complement learning objectives.



Be purposeful with efforts to engage.



Work to achieve deep engagement; don't settle for shallow.



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Questions?



Thank you

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