Meet Today's Safety Training Challenges With MARCOM's "MicroLearning" Courses

The <u>three greatest challenges</u> facing trainers today are… getting training to employees easily and when they are able to take it… keeping them engaged in the training process… and getting the information to "stick", so that it's there when the employee needs it.

Having to gather employees together in a scheduled class can be difficult at best. Inevitably someone is sick or has an "emergency" and misses the meeting. Second and third shift employees can be left out as well. Full-length online courses solve some of these problems, but still take employees away from their jobs for 30-45 minutes at a time, disrupting their workday. And many employees don't have quick, easy access to computers (a Forbes magazine survey found that 84% of American workers have jobs where they don't "sit behind a desk").

Once you do have an employee's attention, <u>keeping them engaged</u> in their training can still be problematic. Interruptions, distractions, people's "short attention spans" all work against the process. Even if you can overcome these obstacles, studies show that employees <u>forget up to 80%</u> of what they've "learned" three weeks after their training sessions. It seems like everything is conspiring against an effective training experience.

You can combat these problems with MARCOM's two new "MicroLearning" products:

- **3-5 minute "<u>Video-Plus-Test</u>" courses (tests contain 5-6 questions), that are packaged as SCORM courses and can be delivered though any SCORM-conformant LMS (learning management system).**
  - Which means employees' training activity and test scores will be tracked.

- **3-5 minute "<u>Video-Only</u>" (VOD) programs that can be delivered using any video-streaming system.**

Used as "follow-ups" to an employee's primary training sessions, these micro-courses keep their knowledge fresh and at their fingertips… and can be taken whenever the employee has a five-minute break in their schedule. And by taking an entire micro-learning curriculum the courses can also provide the primary training for employees who can't find the 30-45 minute block of time that's required for a full-length course, because they are on a production line or in the field.

Courses are grouped under a curriculum of related topics, so you can provide your employees with comprehensive training on areas of particular importance… or have people take all of the courses in a regulatory compliance curriculum to satisfy OSHA training requirements. And most courses are available in both English and Spanish.

Each course focuses on a single skill or group of information that employees need to work safely. Since the courses only take a few minutes to complete, they are easier to absorb and remember than traditionally structured training. Because they are short and concise, a new course can be distributed to employees every day, keeping the information fresh and at the forefront of their minds… and they can also pull up a micro-course at the exact moment that they encounter a safety issue a course addresses.

But it gets even better! While the courses can be accessed through desktop computers and tablets, they are designed especially for **smartphone users**, so that the courses can be delivered to employees *where they are and when they can fit them into their workday*. Courses can be installed on your own LMS or taken through MARCOM's online training website.

With a library containing more than 1,000 important Safety and Regulatory topics, MARCOM's micro-learning courses are exactly what is needed to keep employees working safely and productively. You can take a look at a micro-curriculum and its courses by going to http://training.marcomltd.com/login?co=4621&v=64057.

To learn more about how you can employ the latest in training technology, at a <u>very</u> reasonable price, contact MARCOM's Reseller Services Group at (800/654-2448 or service@marcomltd.com.