Learners approach online learning very differently from other formats. They can click away with their mouse or simply drop the study altogether. They are in almost total control of their learning. How do you compel or engage them to learn?

One of the most successful methods is to put them on the spot. Push your learners to the edge by thrusting them into situations that require them to think, act and decide. Provide your learners with the opportunity to enact and respond to real-life events. Simulate actual situations that deal with day-to-day experiences. Using stories make their learning experience real, alive, interactive and enthralling.

Leveraging Interactive Stories embedded in your elearning designs empowers you for the following reasons:

1. Learners’ participation is harnessed through story and experience sharing.
2. It boosts content absorption and retention in participants.
3. Learners get immersed in engaging real-life simulations for better job performance.
4. Promoting new ideas or concepts and make them easily acceptable to learners.
5. Learners embark on a journey through stories to synthesize complex ideas and skills.
6. It challenges learners’ cognitive skills, evaluation and decision-making processes.
7. Un-learning perceptions, beliefs, accepted norms, practices and methods that bring about individual and organizational changes.
8. Sharpen learners’ ability to identify high-impact ideas immediately applicable to their jobs.
9. Converting boring, technical content into easily understood, user-friendly case studies of actual real life work situations.
10. Turning boring, static and stale learning objectives from mere documents into valuable tools - stories that spin off the discovery of more hidden stories.


Attend the Story-Based eLearning Workshop!
Join today!

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