



MOTIVATE A COHORT OF LEARNERS

ABSTRACT

Use gamification in Learning Programs to drive learners through long duration training towards completion goals.

Product Management, Adobe Captivate Prime



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Long Duration Training/A Learning Program

There is often a need, in a training environment, to drive learners through a training program that stretches over several weeks or months, that includes a variety of learning types. Some of these are mandatory, some optional and some sequential. To handle this kind of requirement, Adobe Captivate Prime supports the construct of a Learning Program. A Learning Program is made up of a sequence of Courses that in turn comprise of self-paced modules, submissions, ILTs, and Virtual Classrooms. An example of such a Program is the onboarding program for a batch of fresh graduates that your organization may hire at a recruiting event. In this use case, there is now a cohort of employees that must go through a program together.

Challenges in Driving a Cohort through a Learning Program

Now that you have identified the need to drive a set of learners through a long duration training initiative, what challenges are you likely to encounter in a successful implementation?

Some common roadblocks you may face are: how to motivate learners to utilize the program effectively? How to ensure that they complete the program on time? How to drive them to really derive the most from this program? This is where the concept of Gamification comes in.

Gamification

Gamification is a set of tools that you can use to reward and reinforce learning behaviors, to build a culture of learning within an organization. Captivate Prime achieves this by awarding points for behaviors that you, as an administrator, determine for your learners. A leaderboard gives visibility and recognition to the top learners.



Research shows that gamification and the use of a leaderboards drives the competitive spirit amongst learners and thereby drives the learning behaviors you want to encourage. Examples of behaviors that you can promote are: finishing a Course faster than others, taking up extra learning, and scoring higher on quizzes to earn more points.



How is Gamification in a Learning Program Different from Gamification at the Account level?

At the Account level in the LMS, gamification is very broad-based in application. Learners in all trainings earn points and badges, and are ranked in a leaderboard that spans the entire learner database. [Learn more here.](#)

On the other hand, gamification when introduced to a Learning Program rewards learners and behaviors exclusive to that Learning Program. Captivate Prime allows you to enable gamification within a Learning Program, which then enables only those learners enrolled in the specific Learning Program to compete with each other.

Gamification of a Learning Program in Adobe Captivate Prime

Tying back to the challenges that you as administrator may face in driving the long duration training programs, "Gamification within a Learning Program" is what you can use to promote engagement and motivate learners to complete trainings.

The Rules of Gamification in a Learning Program:

1. *Early Completion: Award points to those who complete the Learning Program before the deadline.*

It is not surprising that when training is spread over several months, learners are tempted to procrastinate. This rule helps avoid procrastination and actively encourages early completion. Implement this rule to reward proactive behavior, reduce the number of stragglers and avoid non-completion rates.

2. *Better Results: Award points to those who score higher than a set percentage.*

At the end of a Course, learners usually take a quiz. This rule encourage learners to pay more attention to the learning and score high on the quiz, enabling them to not just complete a Learning but to also focus on the content. This rule makes use of tracked quiz scores and rewards learners for learning and scoring higher percentages.

3. *Additional Learning: Encourage learners to take additional Courses and award points for it.*

USE GAMIFICATION IN A LEARNING PROGRAM:

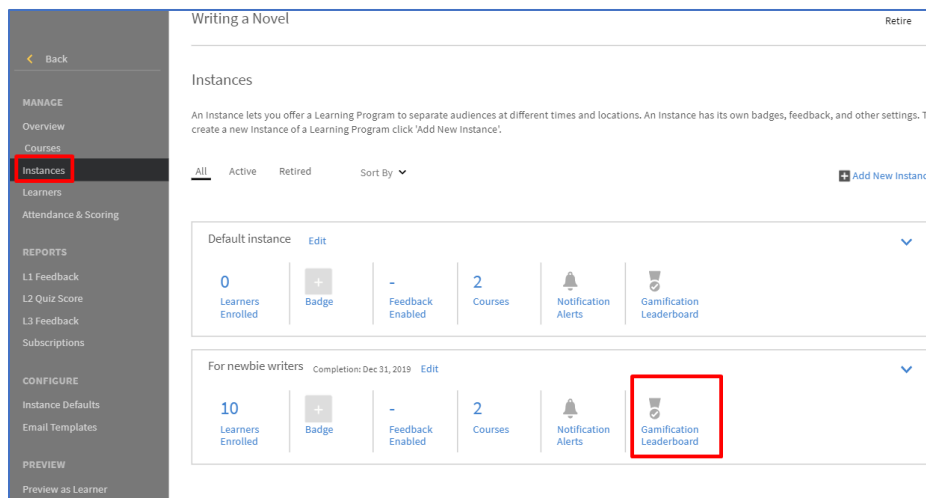
- Gamify a specific Instance of a Learning Program.
- Create separate gamified instances for separate audiences if necessary.
- Motivate a cohort of learners.
- Award points according to rules you define, to encourage learners to compete and move ahead.
- Allow learners to compete within their user group when enrolled in a specific Learning Program, and view their ranking in a Leaderboard that is specific to them.

Often, Learning Programs have supplementary videos and documents available as learning resources. These are not compulsory to the completion of the Learning Program. Award points to encourage learners to use these in addition to the core learning material.

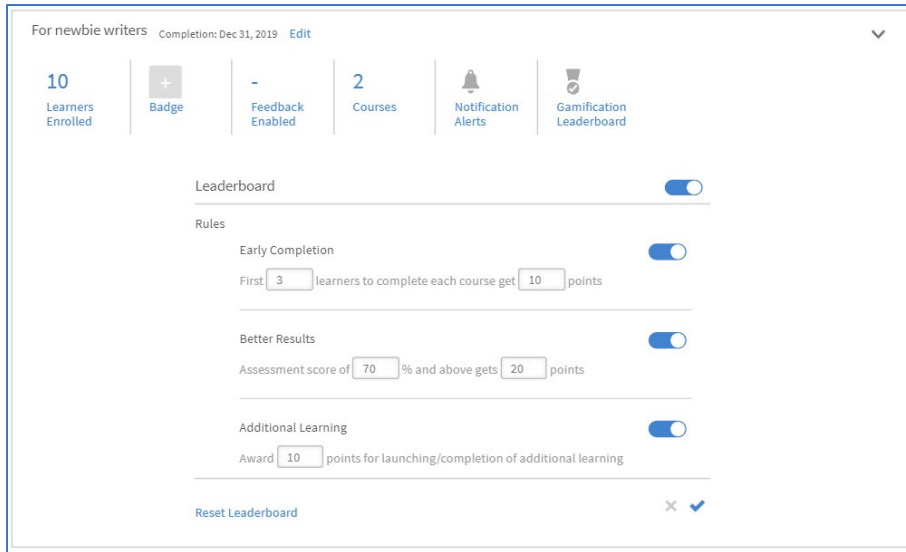
As Admin, you can choose one or all three rules to use when you enable gamification in a Learning Program. Enable all three rules to target key pain points that usually occur in lengthy trainings: stragglers, low quiz scores and low consumption of supplementary learning. Learners earn points and can then see which learners in their cohort are ahead on the leaderboard. This competitive spirit then encourages learners to participate, engage, compete and feel a sense of achievement. The rules in gamification thus motivate learners to reach completion status in a timely and comprehensive manner.

How to Gamify an Instance of a Learning Program:

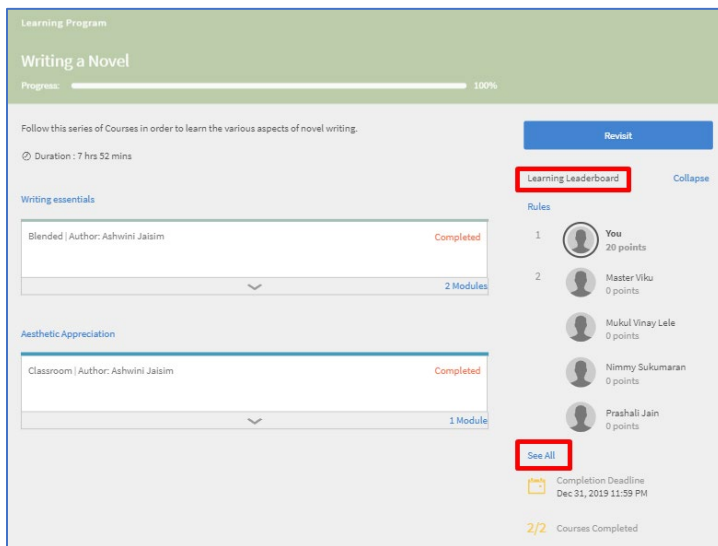
1. Create an **Instance** of the Learning Program, then select **Gamification Leaderboard**.



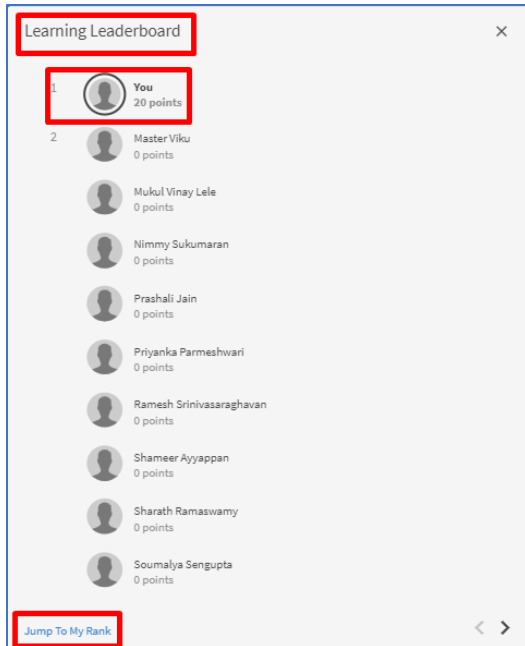
2. Enable the **Gamification Leaderboard** and then define the **Rules** you want to set for learners to achieve points. There are three possible Rules you can use to enable competition and encourage achievement among your learners. You can enable one, or two, or all:
 - a. **Early Completion:** Stipulate that the first set (number) of learners to finish the Training are awarded a certain number of points.
 - b. **Better Results:** Stipulate that those who score higher than a given percentage get a certain number of points.
 - c. **Additional Learning:** Encourage learners to take additional Courses and award them points for it.



When you enable the Leaderboard, every time an enrolled learner visits the Learning Program, they will be able to view each other's details (name, picture and points). At a glance the Leaderboard shows the top 5 achievers.



When a learner clicks on **See All** they can view all enrolled learners listed by rank. A learner can click on **Jump To My Rank** to see their position on the list:



In a Learning Program, the gamification Leaderboard does not display badges. It will only show you the number of points you have earned so far. Learners stay focused, on task, and informed about competition.

Use Case Scenario: AH

AH is a company that provides human capital and management consulting services. As part of the services they offer, the company regularly brings cohorts of external learners into their Captivate Prime LMS for various training.

In this example, two groups (Sales Recruits and HR Recruits) were to be trained for compliancy requirements and were enrolled in parallel Learning Programs: 'Lifestyle Analytics' and 'Data Management for HR'. The training was challenging and spread over a few months, and AH enabled gamification at the account level to make things fun. However, rankings did not help with motivation, as learners were competing with all other learners in the System, enrolled in different Learnings, earning points and badges that were not comparable or relevant to their own groups and Learning Programs.

To provide a more meaningful and level playing field to members of each cohort, AH implemented gamification within the separate Learning Programs. The rules for early completion, higher scores and additional learning were all enabled. All the Sales Recruits members competed only with each other to complete 'Lifestyle Analytics' according to the rules set for them. In another Learning Program, all learners in the HR Recruits team competed to complete 'Data Management for HR'.

When they accessed the leaderboard on visiting their respective Learning Programs, learners only saw their ranking with regard to others enrolled in the same Program, and not as compared to other learners in the LMS enrolled in other Learnings/Learning Programs. Members of the Sales team saw only how they were doing compared to other members

of their team, and members of the HR team also competed only against their own team members enrolled in the instance of the Learning Program.

This way, groups of learners in separate trainings focused purely on the task at hand, while receiving points for speed, high scores and additional learning. The level playing field allowed them to compete within their own groups and not be affected by any other trainings and/or learners outside of their cohort.

Summary

Gamification in a Learning Program is recommended for large groups of learners who are brought into the LMS specifically for an assigned training spread over a lengthy time period. Award points for speed as well as higher achievement and additional learning to ensure achievements are not just about starting and completing Learnings. Use gamification in a Learning Program to motivate a cohort of learners to engage, compete, and complete training in a timely and comprehensive manner.