

Mobile learning can give businesses multiple opportunities to go beyond just courses and instruction. In fact, the right mobile learning strategy can provide a competitive advantage – better customer experiences, higher employee engagement, and more productive operations. However, that advantage can be lost when the organization does not understand the level of readiness that currently exists. Simply put, a thorough initial conversation regarding the organization’s willingness to adopt and incorporate mobile learning into its talent development strategy can reveal insightful strengths and opportunities that could yield a strategic and competitive advantage.

BRIEF. AGNOSTIC. RELEVANT. LEVERAGE “MOBILE LEARNING”

SOLUTION — *rapidLD* *Mobile Learning* *Readiness Assessment*

Ultimately, organizations must understand that not only is the nature of work changing but so is the workplace. In order to compete successfully in this changing environment, organizations need to unlearn and relearn training and performance competencies. Mobile learning, and the identification of potential areas for performance improvement, should be key discussion topics in any talent management discussion.

Our 3-point assessment strategy includes an initial, hour-long structured discussion that will help identify areas where the organization can leverage learning opportunities as they present themselves. Whether it is scaling the right content for the right device and/or operating system or making sure the culture will even support mobile learning, having a benchmark of data can set the stage for additional conversations in this

area. Key discussion points of this strategy include:

- ◆ **Content** — What content would be considered for mobile learning? How will it be accessed? Measured?
- ◆ **Technology** — What is the LMS infrastructure that could support mobile learning? What devices would be eligible and are they BYOD or enterprise supported? What are the instructional design tools that would be considered viable for mobile learning?
- ◆ **People** — Make the environment *learning friendly* so it allows for learning engagement, focus, and attention that will result improved performance and business results.

The assessment results are delivered as an Assessment Report and includes a discussion about the findings.

BENEFITS

With a properly designed mobile learning strategy, participants can make learning personal because it is relevant. Consequently, they can contribute to their learning by utilizing informal learning opportunities with peers (where 70% of the learning actually takes place) so they can evolve into “content contributors” instead of “content consumers.” As such, business results can improve which is the ultimate measure of success. Whether it is *mobile* instruction, *mobile* performance support, or *mobile* knowledge management, your organization can embrace new ways of learning to support new ways of working.