

WHITE PAPER



What is contextualised elearning?

Adapted course content to better your
workplace and your people

Top 5 takeaways

1

Kineo has become an expert in people and digital learning across the past 20 years, adapting the look, feel and content of online courses to meet your workplace's learning needs and relevance.

2

Contextualisation is a way of making learning and the assessment of what has been learned, relevant to a person's workplace experience

3

The main benefits for your workplace include reduced seat time, increased engagement, improved knowledge retention and overall business growth.

4

When training is designed inclusively, your people learn better, which ensures your business creates equal opportunity, promotes diversity, and stands for anti-discrimination.

5

By contextualising course material, research shows that your workers better connect and apply learnt concepts to their own reality.



kineocourses.com.au/contextualisation

Background

The Great Resignation — a phenomenon triggered by COVID-19 — has seen workers worldwide, across all industries, leave their jobs in droves in search of work with meaning.

It's no surprise then, that **engaging employees** sits at the top of most organisation's lists of priorities as they endeavour to create a work environment that supports, inspires, and empowers their teams, not just in the short-term, but long into the future.

For more than 20 years, Kineo has delivered industry-leading courses to improve learning experiences in workplaces around Australia. During this time, we have become experts in people and digital learning.

¹ BBC: <https://www.bbc.com/worklife/article/20220817-why-workers-just-wont-stop-quitting>

Learner engagement is crucial

Learner engagement isn't just about ticking boxes. It's about improving the diverse needs of your staff. By doing so, you can create widespread behavioural change when it comes to elearning in your workplace; the type that has your staff advocating for training instead of complaining about it. That's what we call kicking goals.

Our digital experts, in collaboration with our researchers and subject matter experts (SMEs), have been working towards a solution to strengthen learner engagement. The answer lies in **contextualisation**.



So, what is contextualisation?

Imagine an online platform where your courses look like the industry you work in. Imagine they delivered content specific to the state or territory your colleagues are based. Imagine they could be adapted to your employees' unique learning needs.



Contextualisation is a way of making learning and the assessment of what has been learned, relevant to a person's workplace experience. Many elearning courses are designed as generic resources for use across a range of different settings, but contextualised learning materials are made fit-for-purpose because one size no longer fits all in our consumer world, and nor should it.

Not to be mistaken for customisation, the process of contextualisation takes our off-the-shelf course content and adapts the look, feel and content so that it is targeted to meet your workplace's learning needs and relevance.

At Kineo Courses, we do this several ways. As part of our offering, we can provide:

- Learning suites with specifically bundled courses for your compliance and/or leadership and management training.
- Ready to go, off-the-shelf content that reflects your industry, staff roles and specific location.
- A pre-assessment learning tool we refer to as Adaptics will identify learning gaps and reduce seat time.
- Our eLearning on your preferred learning management system (LMS), whether that be what you currently use or our LMS.
- Inclusive learning design to enable accessibility for all learning needs, specifically for sight, hearing, and comprehension challenges.
- Learning technology that is intuitive and responsive to your learner's device, whether that be a desktop, tablet, or mobile phone.
- Activities that encourage learners to apply concepts to their real work setting.
- Scenario based activities and case studies.
- Structured discussions that apply learning to specific workplace issues.

The unmistakable benefits

The goal of your learning is always to improve employee and organisational performance, but contextualised learning experiences does more than give you a competitive edge — it speaks to your people on a level that matters. Easily deployable and scalable, the main benefits for your workplace include:



Saves seat time

When learners spend less time going through the content they already know, this reduces the training time and the associated costs of being away from regular work activity.



Leverages engagement

A learner is more likely to interact with and remember content that targets their current role, their projects, or their area of work.



Increases motivation

An engaged learner is also likely to be a more motivated one, as they can connect learning to their own experiences.



Improves knowledge retention

Content presented in a relevant context makes it easier for learners to draw mental connections, deepening their understanding and transfer of knowledge back to their job, where it really matters.



4.5 / 5

129,869 learners
rated Kineo Courses
4.5 out of 5 for
satisfaction in 2022

Recognise and reward prior learning

Training takes your staff away from the front line, which costs you money. Second truth? Your learners don't want to waste time relearning information they already know. So how can your business be more efficient with its time, yet demonstrate compliance knowledge?

Our pre-assessment tool Adaptics recognises this prior knowledge so that you only pay for the modules that will bridge your knowledge gaps, saving your staff time and reducing your costs.

What is contextualised elearning?





Give your people back a day every year

Our courses differ in length, but on average, are 35 minutes long. Successful demonstration of prior knowledge with Adaptics could reduce that time by 75%, giving your staff back 6.5 hours, or nearly a day's worth of time.

What would you do with an extra day per person per year across your entire workplace?

Accessible and inclusive



One in six Australians (about 4.4 million) Australians are estimated to live with a disability³

Your people learn differently and have a wide range of learning needs. When training is designed inclusively, your people learn better.

This is vital to ensuring your business creates equal opportunity, promotes diversity, and stands for anti-discrimination. Accessibility also benefits people without disabilities, such as ageing employees with deteriorating eyesight or hearing, or those with short-term injuries. Kineo's courses work with off-the-shelf assistive/adaptive technologies in conjunction with our own embedded design, which aligns with **WCAG 2.1 AA** to ensure our learning is accessible for everyone.

The main digital accessibility challenges for our online learners include:

Vision impairment

This includes the need to wear corrective glasses for short or long sightedness, to total sight loss and conditions such as colour-blindness. Online learning is predominantly visual, so Kineo Courses provides alternative learning mediums such as:

³ Australian Institute of Health and Welfare (2022)

- Text-alternate functionality (or Alt-Text): Written text appears in place of an image or interactivity.
- Assistive technology software solution: Text and image content is changed into speech or braille while being compatible with screen readers.
- Fonts: Our courses offer a range of font sizes for your learners to choose from that are easier on their eye and keep the focus on the learning content.
- Colour contrast: To comply with WCAG colour contrast best practices, there should be a good contrast between foreground text and background colours. Kineo's products provide options for your learners who may require this functionality.

Hearing impairment

For your staff that are hard of hearing or deaf; transcripts, subtitles or closed captions are provided to accompany our rich visual media, like videos and animations.

Reading and comprehension challenges

Kineo does not shy away from decoding skills, language and reading comprehension challenges such as dyslexia and attention deficit disorders. Our learning design incorporates simple, direct messaging that will benefit your employees' learning experience.

Responsive technology

We understand that the modern workplace is different. Our responsive learning technology is intuitive and responds to your learner's device, whether a desktop, tablet or mobile. Layouts are adjusted, text is wrapped, and images and activities are appropriately scaled to fit their screen size so your staff can do their training any time, any place and on any internet enabled device.

Make a measurable impact

By contextualising course material, our research shows that your workers better connect and apply learnt concepts to their own reality. When done well, it is cost-effective, reliably achieves learning outcomes with a proven design, and still provides an approach that allows for organisational uniqueness while engaging your learners effectively.



Are you ready to upskill your staff online and have a measurable impact on the ground in your workplace?

If you would like to learn more about Kineo Courses and how we can better your organisation and your people, get in touch. We're here to help.

kineocourses.com.au/contextualisation

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