

Learning Insights:

Designing Inclusive Learning Experiences



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 **Teach On Mars
Exclusive**

Bonjour, Hi, Hola



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Agenda

Objectives of Today's Session:

1. Understand the concept of inclusion in the context of adult training
2. Discover insights into designing inclusive learning experiences
3. Reflect on your inclusive practices

01

Introduction

First Things First...

What does it mean to be inclusive?



What Does It Mean To Be Inclusive?

From the point of view of a learner, **inclusion** is something they can :

SEE

(e.g., representation of minorities)



and/or

FEEL

(e.g., sense of belonging)



→ When designing inclusive learning experiences, both aspects should be taken into account.

02

Representation matters

Discussion



[Source](#)

Scenario: You are running an audit of your training content. You come across this visual used to illustrate a training course on meeting etiquette.

Ask yourself: Who is missing? Whose reality is not shown?

Inclusion Through Representation

Facts:

- Who appears in your content signals **who belongs**.
- **Underrepresentation** can alienate or demotivate learners from marginalized groups.
- Seeing oneself in content boosts **motivation**, **trust**, and **cognitive engagement**.
- It's not about quotas, but rather about making the space feel **shared** and **safe**.

Inclusion Through Representation

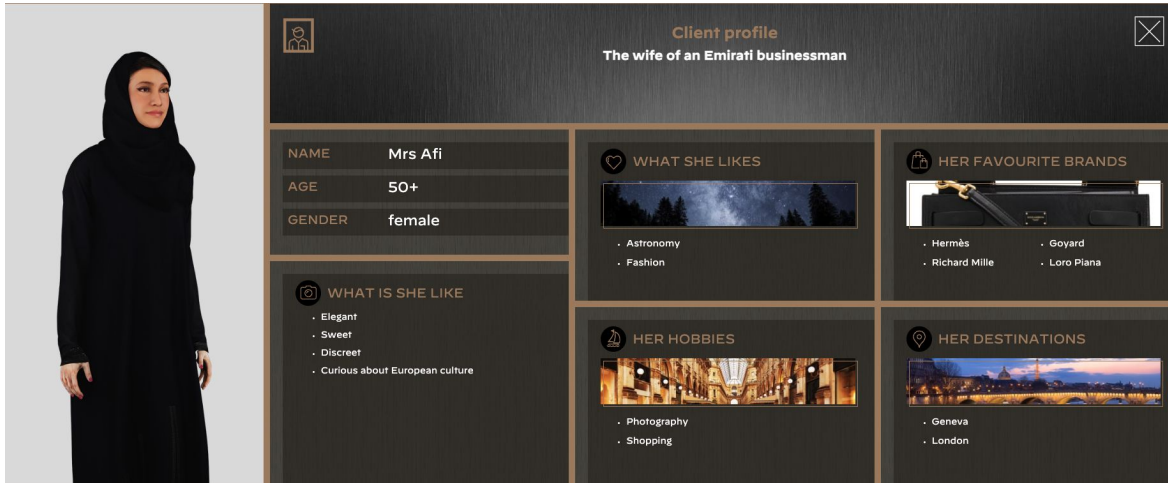
Practical Tips:

- Run a **content audit**: check for overused names, appearances, roles.
- Use **non-stereotypical** characters: e.g., a woman coder, a male nurse, a CEO with a disability.
- Show a **mix** of ages, accents, gender expressions, and family types.
- Rotate “hero” roles (e.g., expert, leader) among **diverse characters**.

Inspiring Examples From Our Clients

JAEGER LECOULTRE - Inclusion through localized training:

- Short simulation format
- Different settings: Middle East, North America...
- Inclusion goes with task authenticity, leading to engagement



Inspiring Examples From Our Clients

BELLE & BIEN - Giving visibility to women with health issues:

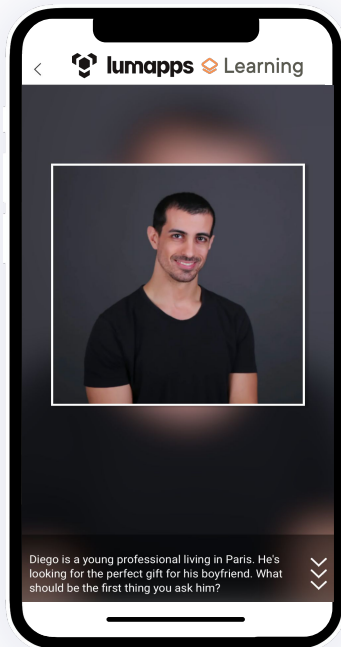
- A training course to present an NPO supporting women facing cancer (27 countries).
- Educational workshops to learn self-care and self-makeup techniques.
- Training courses with photos give visibility to a group that is still marginalized.



Finalist of the 2025
Mobile Learning
Awards.

Additional Inspiration

Designing simulation activities with LGBTQIA+ diversity in mind:



Be mindful of local
sociocultural
contexts.

03

AI & Inclusion

Master the Art of Clienteling

The final moments matter. Close the sale with care by:

- offering thoughtful **parting words**;
- ensuring the client feels **confident** in their choice;
- placing some **samples** in the client's bag;
- and handing over the purchase as a final **gesture of attention**.

Every detail counts!

Discussion

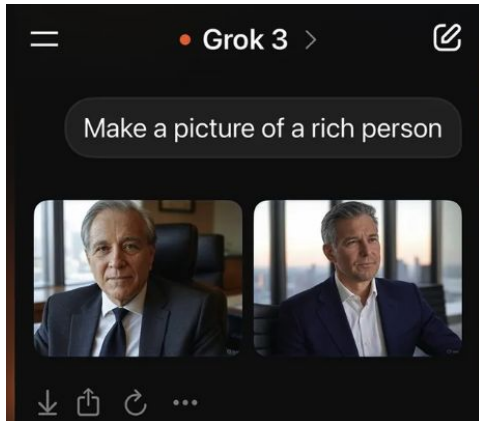
Scenario: You work as an e-learning designer for a luxury cosmetics brand. You wish to generate an AI image to illustrate this Mobile Course card.

Ask yourself: What prompt would you type?

AI & Inclusion

Facts:

- AI is often trained on biased data, meaning it often **replicates stereotypes**.
- Default AI outputs tend to **amplify dominant representations**, unless guided otherwise.
- Using AI without exercising critical judgment can unintentionally **reinforce systemic bias**.
- AI can sometimes **overcompensate** for biases of underrepresentation, leading to inaccuracies.



✦ Sure, here are some images featuring diverse US senators from the 1800s:



AI & Inclusion

Practical Tips:

- Write **specific, inclusive prompts**: “an Indigenous teacher teaching young adults,” “a woman in a wheelchair leading a workshop,” etc.
- Don’t go with the first image the AI generates – **iterate** and **question** outputs.
- Keep a **prompt library** of inclusive requests.

Before / After Examples

Prompt #1:

A female customer talks with a sales advisor inside a McPherson Luxury Bags store.



Beware of copyright infringement.



→ In the absence of specified ethnic identity, AI systems may default to generating white characters.

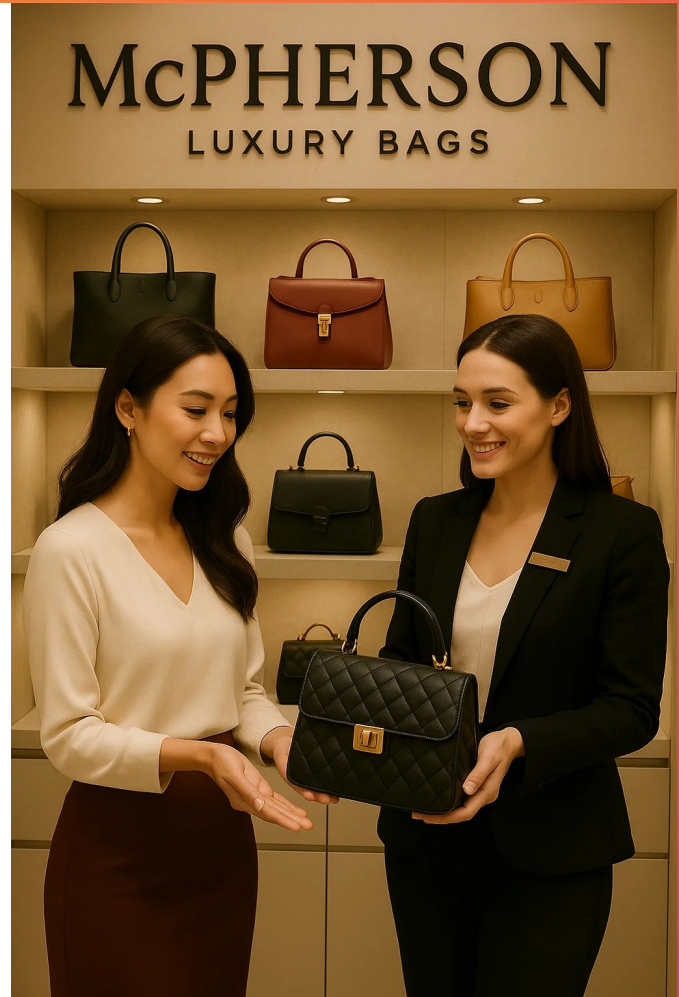
Before / After Examples

Revised prompt #1:

A female customer talks with a sales advisor inside a McPherson Luxury Bags store. **The customer is an Asian lady in her 30s. She looks elegant. The sales advisor is a woman in her late 20s. She is handing a bag to the customer, who looks pleased.**



Beware of copyright infringement.



Before / After Examples

Prompt #2:

A team in a business meeting room discussing today's agenda. People around the table are listening as their boss explains something.



→ In the absence of specified gender identity, AI systems may default to generating male characters for some leadership roles.

Before / After Examples

Revised prompt #2a:

A team in a business meeting room discussing today's agenda. People around the table are listening as their **female** boss explains something.



→ Again, in the absence of specified ethnic identity, AI systems may default to generating white characters.

Before / After Examples

Revised prompt #2b:

A team in a business meeting room discussing today's agenda. People around the table are listening as their boss (a **disabled latino woman**) explains something.



04

Designing for belonging

Discussion

Retrospective Training Course

🏈 Let's kick this off with a warm-up! 🏈

What's the name of the team that won last year's Super Bowl?

Answer in the comments.



Scenario: An international clothing company based in Chicago releases an end-of-year retrospective training course. This social post was published to engage learners.

Ask yourself: How neutral and engaging might this feel to everyone? Who might feel excluded?

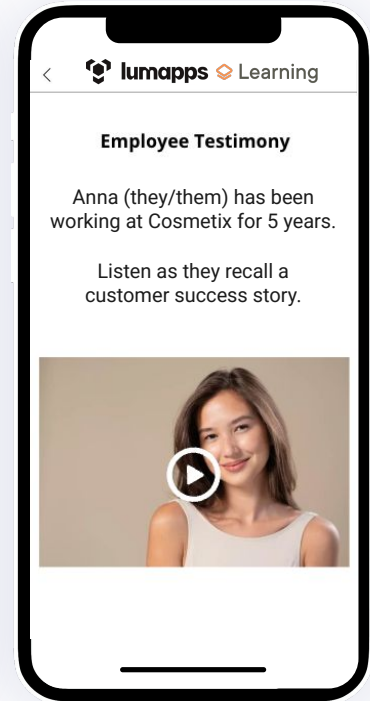
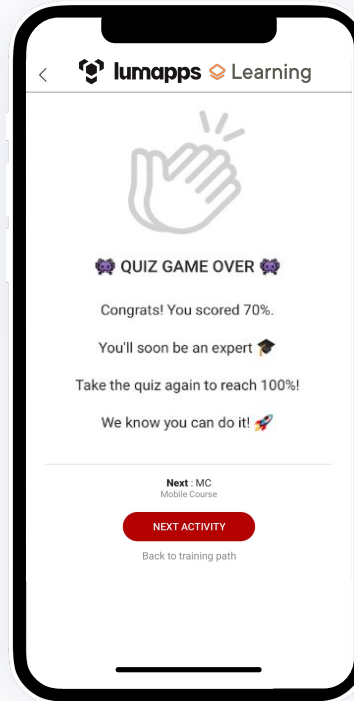
Inclusion Through Language

Fact: How you talk to learners matters

- Belonging means learners feel **safe**, **seen**, and **respected**.
- This isn't just visual, but **emotional**.

Practical Tips:

- **Avoid assumptions** in phrasings such as “obviously” or “as we all know.”
- **Use inclusive writing** such as gender-neutral and non-elitist language.
- Use **positive reinforcement** in feedback: “Great effort!” rather than “Correct/Incorrect.”



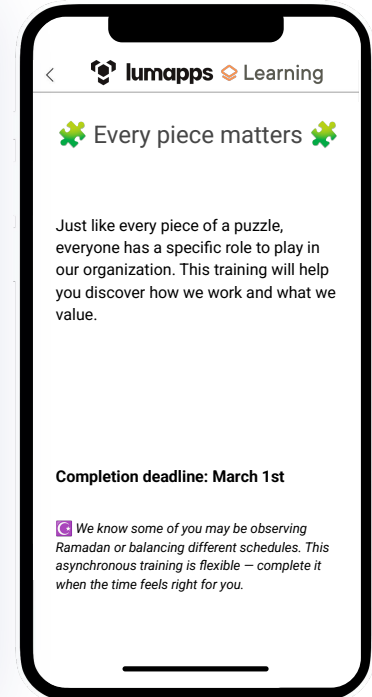
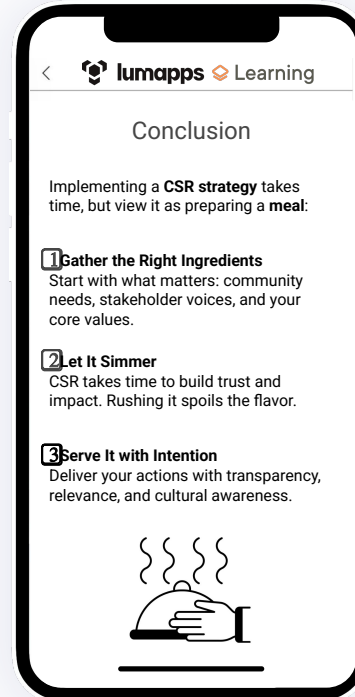
Inclusion Through Culture

Fact: Cultural references are not universal.

- Idioms, metaphors, or sports references are often **culture-specific**.
- Global learners may not identify with localized or Western-centric **examples**.

Practical Tips:

- **Favor universal metaphors** (e.g., food) or localized adaptations.
- Keep in mind **national celebrations** and **religious holidays** (see example [here](#)).
- Use a diversity of **first names** (e.g., avoid using exclusively Western names).



Inclusion Through Participation

Fact: When participation feels safe, flexible, and respectful, everyone has the chance to contribute.

- **Safe participation** means learners aren't afraid of being judged or compared (→ highlight progress, not just performance)
- **Flexible participation** means offering options: speaking up, reflecting, reacting, etc.

Practical Tips:

- Encourage participation **without pressure** and create **multiple ways to contribute**:
 - Reflective questions (use open-ended questions rather than T/F questions)
 - Anonymous reactions (e.g., likes)
- **Respect learners' identities** and varied ways of expressing themselves.
- Include the **introverted learners** and those who may need time to process information.

Inclusion Through Participation

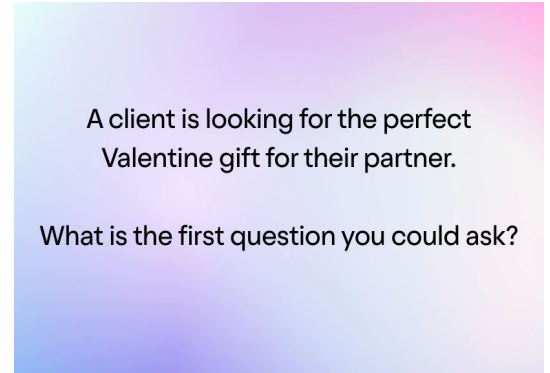
Examples:



♥ Like this post if you have! ♥



Answer in the comments! Those who answer will be given early access to our next training!



Love is in the air... Answer in the comments! ↓

Inspiring Examples From Our Clients



GET TO KNOW

ANASTASIA

& HER HAIRCARE TIPS

Our First Country Feature: Anastasia From The Netherlands!

Team DOUGLAS, listen up! ✨

We're excited to introduce our brand-new content format: The Country Feature! 🌍📺

💡 WHAT IS THE COUNTRY FEATURE?

Every month, we'll share an exclusive Social Wall article featuring a special tip from a Beauty Advisor in one of our countries, perfectly aligned with the monthly beauty journey. ✍️✨

We'll celebrate & spotlight one Beauty Advisor, giving you the chance to learn from each other & get inspired! 🗣️

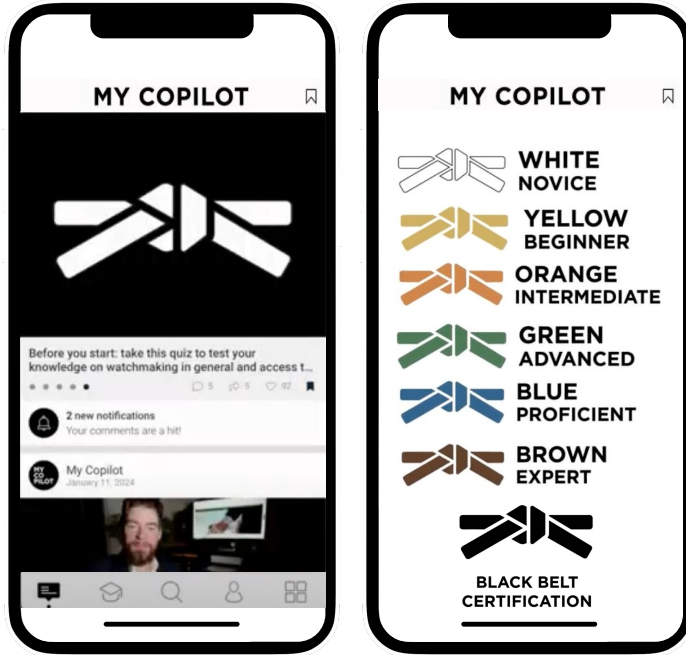
DOUGLAS - Giving a voice to local Beauty Advisors:

- Short-video format
- In the employee's mother tongue (multilingual subtitles)
- Representation: different cultures and linguistic backgrounds



Winner of the 2025
Mobile Learning Awards
(Jury's Choice Award).

Inspiring Examples From Our Clients



IWC - The Belt Certification: A Positive and Inclusive Progress Indicator

- Training courses with progressive level of difficulty
- Each level = a belt colour
- Learners get certified at their own pace



Winner of the 2024 Mobile Learning Awards (Best Deployment Award).

05

Conclusion

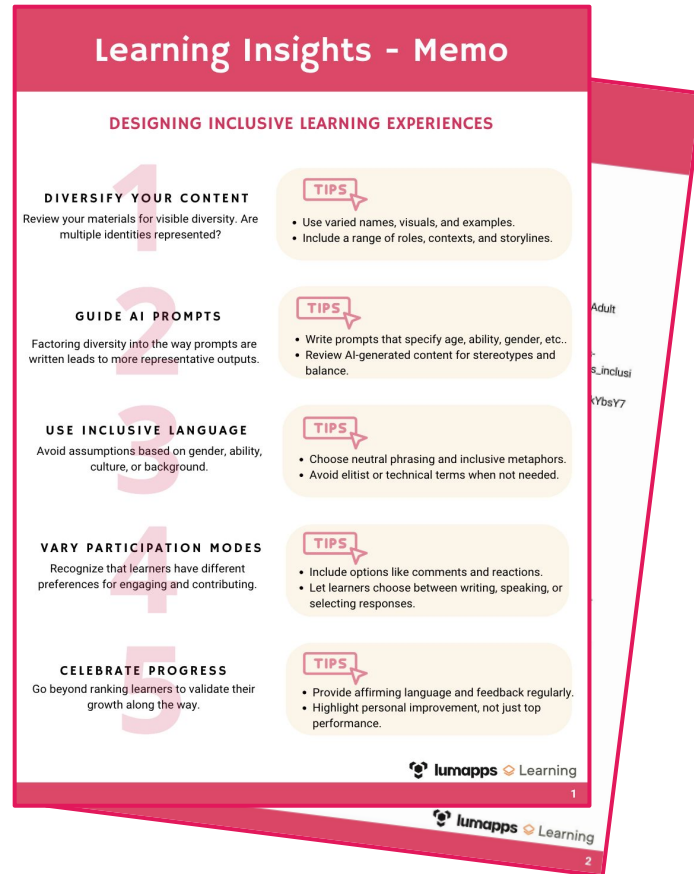
Memo

In this memo, you will find:

- A **summary** of the key strategies to support inclusive e-course design.
- The list of **references** for today's presentation to further expand your knowledge.



Download it [here](#) or scan this code:



Best Practices for Inclusion in e-Learning

01

Audit your content for
visible diversity

02

Use **inclusive language**
and metaphors

03

Design **inclusive AI prompts** intentionally

04

Offer **different ways** to
participate

05

Highlight **progress**, not
just performance

Q&A Session

Questions? Comments?

The floor is yours!



Thank you