

The Cegos Mobile Learning difference

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The Cegos Mobile Learning difference

Until recently, solutions for mobile learning were dull, uninspiring and simply did not meet employee needs. The Cegos Mobile Learning catalogue is different. Cegos is a longstanding international leader in training in personal skills and professional development and its focus remains on quality of content – not simply technical bells and whistles. At the same time, Cegos uses its expertise in learning and development to create content with a high level of interactivity, enhancing the effectiveness of its solutions by using a variety of learning modalities.

Organizations are challenged to find the best solutions to provide functionality in the mobile world as well as being compatible with traditional LMS and PC-based e-learning. Too often, traditional content does not translate to mobile or the technology simply does not support delivery of content to tablets.

Enabling sharing of learner data and learning modules between enterprise systems and individuals' tablets carries an element of risk as it is vital to secure systems and data. This is particularly the case in a BYOD (bring your own device) environment where employees use their own

tablets to connect to enterprise systems and data. Some forward-thinking organizations have already stepped up to the challenge of planning and designing training with mobile learning as part of the part of the blend. Many more are aware of the pressing need to provide e-learning through mobile devices, but misplaced concerns about complexity or cost are hindering their progress towards the inevitable future of training delivery. Contrary to such barriers, e-learning modules can be added to the mobile solution quickly to respond to new and emerging needs. There is no need to wait for a formal training course to be developed and for staff to find time to attend it.

Cegos Mobile Learning solution is agnostic which means the platform can be easily deployed alongside many Learning Management Solutions (LMS). So there's no need to throw away and build again. The mobile component will fit seamlessly into the Cegos Global Learning program and can be hosted by Cegos, or on a corporate LMS or intranet. The mobile element need not be a complex exercise and it will help drive employee performance regardless of location.

In summary, Cegos Mobile Learning provides:

- Mobile interactivity that boosts learning on the move
- Practical and relevant learning content for a global mobile workforce
- A seamless solution that supports multiple platforms
- A consistent and easy to use multi-lingual learning solution

Mobile learning – the future of e-learning

As organizations across the world embrace working on mobile devices, they are looking for corporate learning delivery that goes beyond the PC. Consumerization of technology in homes has driven tablet uptake in the corporate world and now businesses must respond to that by offering learning systems optimized for tablet users.

Internationally, organizations have adopted e-learning as a way to address the issues of providing consistent development on personal and professional topics to employees across borders and in different time zones. Now forward-thinking organizations

are taking that a step forward and boosting their e-learning offering with mobile learning.

M-learning or mobile learning combines the technologies of mobile communications with e-learning, giving employees connective online access in a mobile setting to increase productivity no matter where they are physically located. The goal of mobile learning is to develop learning content that integrates with mobile applications and provides learning and performance in a just-in-time, just-in-place dynamic.²

In the increasingly flexible and mobile world of work, very often employees are not to be found sitting in front of a desktop PC. They may be travelling, at client or partner sites, or working from home. Mobile learning is key to enabling those workers to

access personal and professional learning as they need it and when they have the time to do it.

The future is mobile learning

74% [of organisations] are using mobile devices, but only 21% of L&D leaders blend their use of different technologies in learning design. 42% of learners agree that accessing learning from their mobile is essential or very useful.¹

Getting started

Learning and development professionals who think their organization may benefit from a mobile learning solution that works across multiple territories should start by looking at their people. Is the workforce mainly desk and PC-based? In that case traditional e-learning may continue to offer a perfectly acceptable solution. Where are the people when they need to learn and when they are facing issues they need to solve? If they are on the move the e-learning needs to be on the move with them. It is also important to audit the languages spoken across the workforce. It will only be possible to roll out consistent mobile learning globally if the training content is provided across multiple languages.

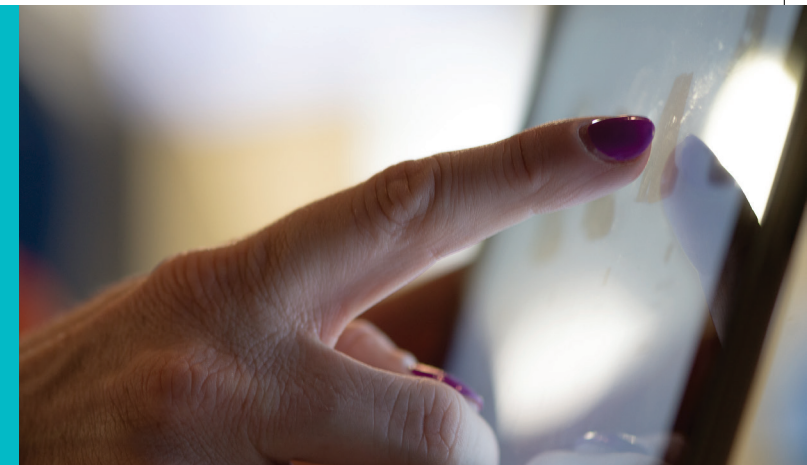
It is vital that learning and development professionals take

ownership of their training strategies as mobile learning may well be only one part of the strategy. Not everyone will be mobile and some people may even benefit from a blended learning approach that encompasses face-to-face classroom training, e-learning and mobile learning, with coaching and mentoring playing a part too.

There is a clear difference between performance support and formal training and both contribute to the organization's L&D strategy. Some aspects of personal and professional development may lend themselves better to a traditional classroom approach, where human interaction is important. Mobile learning is highly effective at filling in gaps in knowledge for people during their day-to-day workflow, but it may not work

so well for developing skills that people may not even realise that they lack, such as certain emotional intelligence competencies, where formal training would play a part.

Learners may need support with the idea of mobile learning at first and it can be worth prefacing rollout with some training delivery that focuses on helping employees get the best from mobile e-learning. Once organizations have addressed people and content considerations, the next step is to consider the right technology to deliver training. Very often the organization will have the infrastructure in place already and employees may be using their own tablets for work purposes so it is just a matter of tapping into this and delivering an effective and relevant mobile learning catalogue seamlessly.





Superior navigation

Interactivity that boosts learning

Practical and relevant content

Your mobile learning questions answered

As organizations plan for mobile learning, there are likely to be questions and concerns. Here are some answers:

INTERACTIVITY THAT BOOSTS LEARNING

How can I make mobile learning appealing?

The more users interact with the learning content, the more effective the learning process will be. The tablet format lends itself well to interactivity and supporting learning with activities such as quizzes and “click and reveal” interaction, which allows learners to drill down from the initial screen to find out the answer to a question or more information. “Reveals” guide learners through blocks of content without overwhelming them. Traditional e-learning vendors continue to focus on conventional text and image-based e-learning and opportunities for delivery through audio, video and animation are too often lost. In Cegos Mobile Learning, animated figures and videos impart much of the learning content and assessment is supported by quizzes and “drag and drop” exercises.

SUPERIOR NAVIGATION

What makes Cegos Mobile the e-learning of choice for tablet users?

Cegos Mobile Learning modules are built on HTML 5-based templates. The design is fresh and attractive. HTML 5 enables tablet users to run audio and video without plugins that might

slow or prevent the resource from displaying. Cegos has designed content within a “magic square”, which means it works well in either portrait or landscape view and is transferable to work on a PC screen. Everyone interacts with tablets slightly differently and Cegos has paid careful attention to the ergonomics of tablet training.

The homepage of each module provides learners with a clear picture of the content of the module, the length of time it will take and their progress through it. This information is saved allowing mobile learners to break off after completing part of a module and return to it later.

PRACTICAL AND RELEVANT CONTENT

How can I make mobile learning relevant to learners in my organization?

Mobile learning that is relevant to the organization’s activities will be the most interesting and applicable to learners. Cegos works with organizations to tailor learning modules to suit their corporate brand. Its pedagogy focuses on practical examples so that people can learn from real life examples. Its international experts create content that reflect the reality of scenarios that happen in learners’ daily working lives.

Bite size learning is highly effective. The Cegos e-learning modules last 25 to 40 minutes each – and Cegos Mobile Learning courses have been adapted to last 20 minutes – ideal for learners on the move. The Cegos solutions harness new web and multimedia technology to give learners access to a wide range of learning methods while providing instant resources and services.



MULTIPLE PLATFORMS SUPPORTED

What can I run the Cegos Mobile catalogue on?

The Cegos Mobile catalogue is optimized for use on:

- Samsung tablet using Android browser on Android version 4.0.4 and above
- iPad using Safari on IOS 7.0.4 and above
- PCs with Windows 7 or later

On PCs, IE 9.0 is a minimum requirement – IE 11.0 is recommended with Java Script enabled. When Spartan replaces Internet Explorer as the default browser on Windows 10 devices Cegos will support it. Also supported are Firefox 29.0 (recommended) Java Script enabled and Chrome 34.0 (recommended) Java Script enabled.

CONSISTENT LEARNING ACROSS BORDERS

What languages does Cegos Mobile Learning come in?

Cegos Mobile Learning is available in US English. French, Spanish, Italian, German and Portuguese will be offered soon.

Cegos Mobile Learning – the currency of success

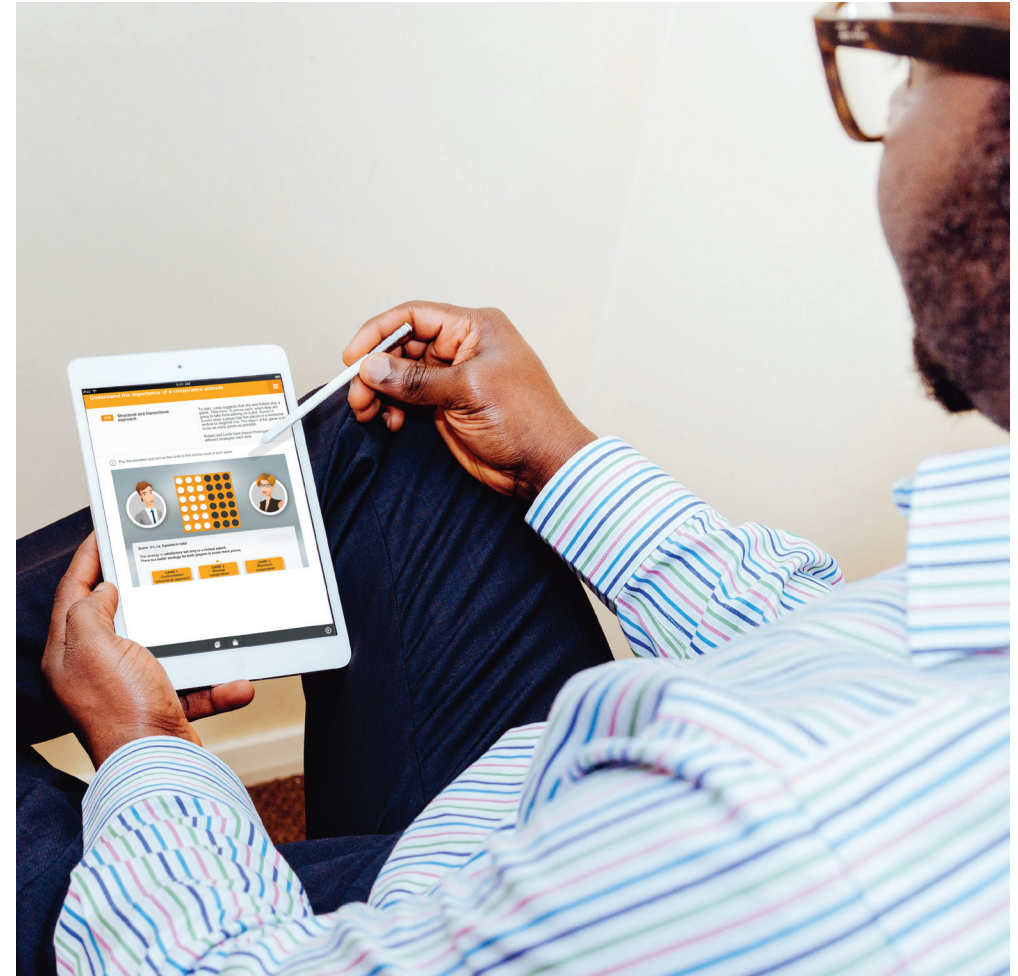
Organisations stand or fall by the skills and competencies of their workforce. As Bersin by Deloitte clearly signals in a recent report, "Learning, capabilities and skills are the currency of success. From both an individual and organizational standpoint, technical and professional capabilities are now the currency of success."³

Multinationals that have introduced mobile flexible working practices face a real challenge in delivering training. Cegos Mobile Learning can train your people wherever they are, helping you deliver personalized and relevant learning.

For further information about Cegos Mobile Learning please visit www.cegos.com

Cegos Mobile Learning catalogue

The Cegos Mobile catalogue is constantly growing. Examples of topics covered include Management & Leadership, Applied Personal Development, Professional Efficiency, and Project Management. Cegos' objective is to offer 40 top selling titles in six languages.



References

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2. <http://www.bersin.com/Lexicon/Details.aspx?id=13129>
3. <http://www.bersin.com/blog/post/Predictions-for-2015--Redesigning-the-Organization-for-A-Rapidly-Changing-World.aspx>

About Cegos Group

Since its creation in 1926, the Cegos Group has developed into Europe's leading player and one of the world's top providers of professional and continuing training. Cegos currently employs 1,200 people and operates in over 50 countries worldwide through its subsidiaries and partner distributors.

The Group generated sales of €200 million in 2014. Its consultants' expertise covers every area of skills management and development and enables the Group to roll out large-scale training programmes worldwide. Backed by this deep knowledge of the corporate world, Cegos trains 250,000 people around the globe every year, in open or in-house courses. The Group has a comprehensive product range that extends from an off-the-shelf e-learning catalogue on soft skills in 18 languages to bespoke solutions. Its multimodal approach draws on all of the currently available learning formats. Alone or in partnership with universities and top educational facilities, the Group also offers 103 certificate or diploma courses. www.cegos.com

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