

Top 10 Things to Consider When Delivering Training Content Digitally





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Introducing a Guide for Everything Digital in L&D

Before we deep dive into digital learning and development strategies, we'd like you to bring what works in an instructor-led classroom environment to the front of your mind. Beginning this toolkit with a conversation centered around instructor-led environments may come as a surprise to you, but there are benefits of a classroom environment that simply cannot be ignored.

After all, instructor-led classrooms have sufficed, and successfully so, until our culture recently redefined how we communicate with one another. To summarize, learning and development delivered in the classroom creates:

- Collaboration among learners
- Instructor-learner dialogue
- Immediate feedback for questions
- Focus and attention

These experiences help us to consider what must be included when delivering valuable training digitally. The equivalent of your learners stepping foot into a classroom is how they access your content digitally.

Ask yourself what you need to consider when mapping out your digital strategy. You can **create a very collaborative classroom** with learners interacting through numerous digital actions enabled for groups. **Or a more silent setting** constructed by greater user restrictions.

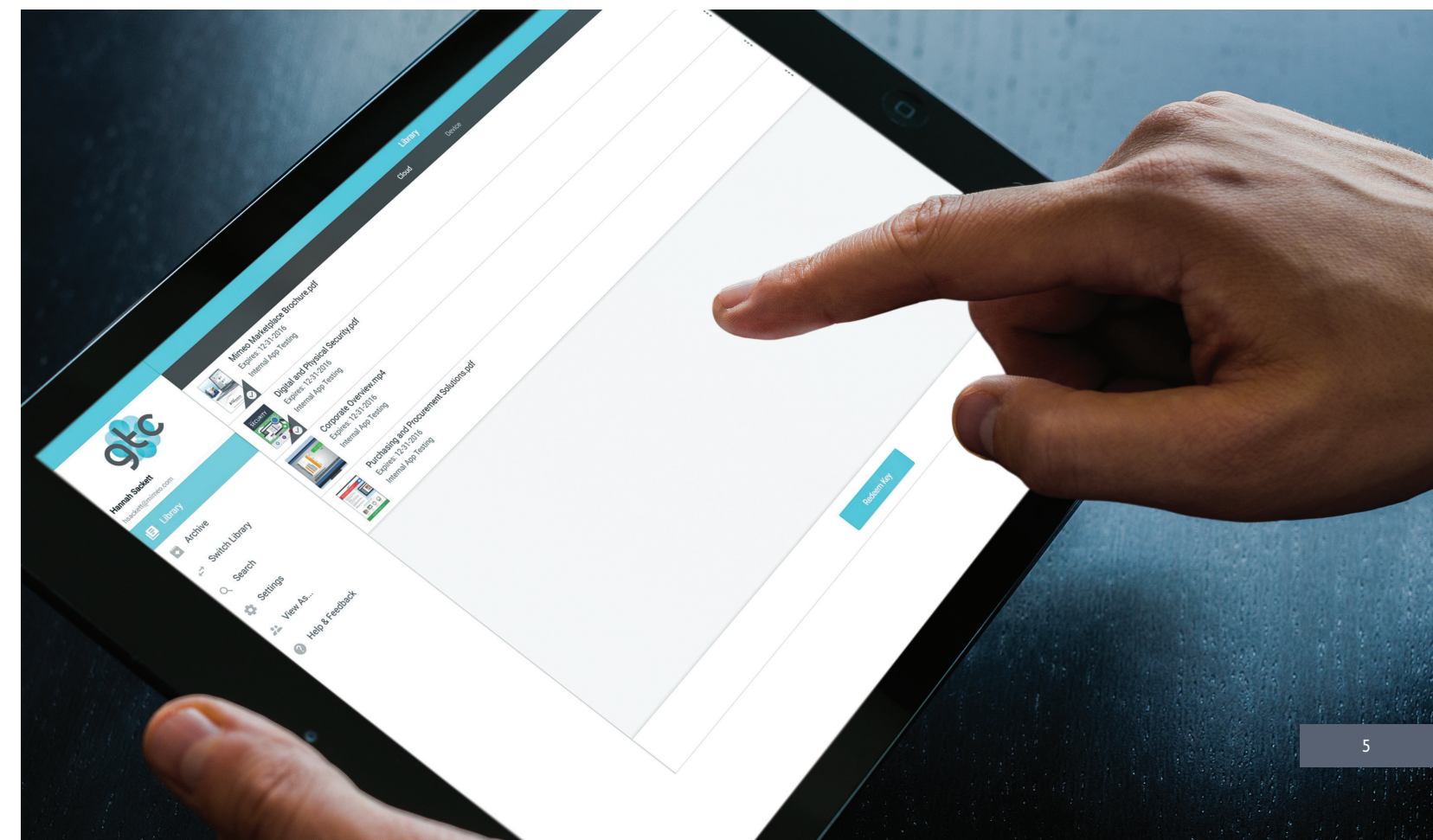
What elements of the classroom environment need to be transcended into your digital experience?



Use a Solution Your Learners Don't Have to Learn

You wouldn't use a product or a service that is difficult. Neither would your learners. If you're unable to deliver your content in a way that's both quick and easy to consume, it doesn't matter how good your content is. Your training initiatives will be met with hesitancy. And even small degrees of user hesitancy can build up to an entire program's failure.

In short, learning should never be difficult. So we designed Mimeo Digital with not only you in mind, but also your learners. Mimeo Digital is straightforward, intuitive, and easy to use.





Use a Solution Your Learners Don't Have to Learn

Replicating Your Instructor-Led Training

Every person is different, but one thread they share in common is that today's **learners demand a continuous and consistent experience**. Some learners prefer using their laptops, while others chafe at the idea of having to use such a "traditional" device.

Mimeo Digital is available for both sets of learning preferences - providing you with the unique ability to place a foot in each learning camp.

Learners can access Mimeo Digital on their online browsers via desktop and through its mobile app on their smartphones or tablets. All of the content uploaded into your Mimeo Digital Library synchronizes across both versions. In an effort to eliminate the learning curve, the mobile app's features and user actions are identical to that of the browser's.



Create Multiple Points of Access



The Online and Offline Digital Classroom

Learners should never be limited to one content medium. Oftentimes, L&D professionals paint themselves into a corner by providing learners with a sole content access point. Mimeo Digital provides you with the opportunity to deliver the bigger picture to your learners through shared **critical files, streaming videos, and social learning tools**.

The content you upload to the library can be saved to be viewed and engaged with by learners while they're devices are offline. Now they can consume your content, however (and wherever) they like - on the go or in the classroom.



Enable Learner Collaboration

In any successful learning and development program, **collaboration is a necessity, not an option.** The mentality of “if you build it, they will come” is a fool’s errand. You wouldn’t expect to lead a classroom by passing out documents or playing videos in an echoing silence. Whether the degree is minimal or extreme, collaboration among learners and their instructors always contributes to success.

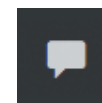
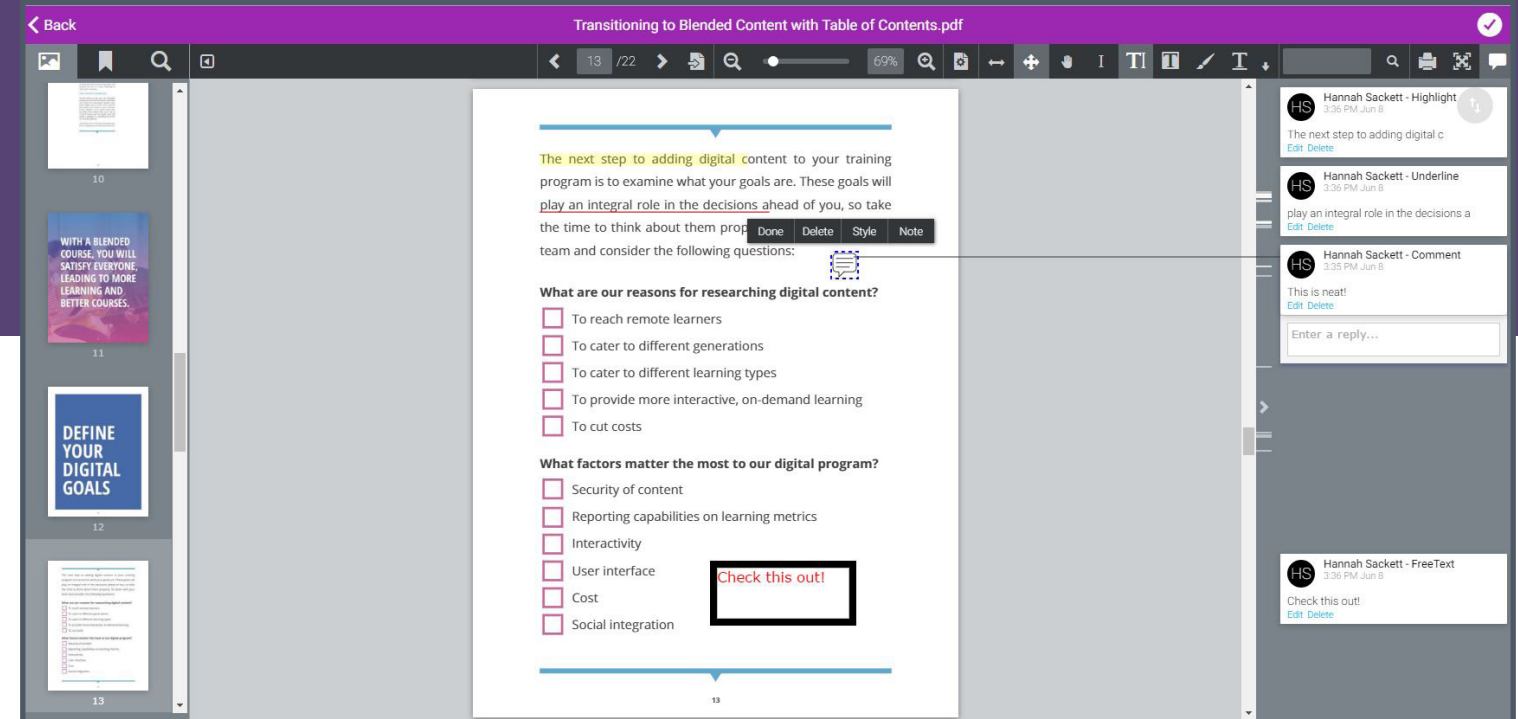
Your Classroom, in Digital Form

To reiterate this toolkit’s introductory point, the **benefits of an instructor-led classroom must be replicated into digital** settings to deliver valuable learning. Mimeo Digital leaves these benefits to be defined by you.

If you find success in a lively collaborative classroom, bring the same culture into your Mimeo Digital Library. Collaboration among your learners is not only possible, but you can structure it as you see fit. Simply **enable or mute certain individual user and group actions** at the structure mandated by your classroom.



Mimeo Digital Reader



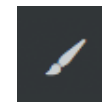
Annotations

Learners can interact with one another through Mimeo Digital’s group notes - creating a conversation centered on the learning objectives at hand.



Highlight Content

With Mimeo Digital the ink never dries up. Learners can highlight content of interest with just a swipe of a finger or a click of a mouse.



Drawing Tools

We can’t promise you’ll have a Rembrandt or a da Vinci in your midst, but with drawing tools, your learners will be able to easily show instead of tell what’s struggling to get out of their heads.



Electronic Signature

Learners can leave their individual marks by inserting their unique signatures into the content you provide. Electronic signatures are often used to create accountability and/or regulatory compliance.



Don't Trap Your Content

A major driving force behind Mimeo Digital's inception was the headaches, frustrations, and stress associated with L&D professionals having to put their content into rigid digital templates.

While these templates are marketed for their ease-of-use, L&D professionals are often left to connect the dots when it comes to template account management.

L&D Professionals are the New Content Curators

Creating courses and content under the restrictive authority of a template left training instructors with an absence of editing capabilities, limits in distribution types, complexities in content updates, and no means of tracking content engagement. **These L&D professionals, who are really content curators,** were left with outdated content trapped in digital templates.

Trying to part ways with digital templates is no easy feat. The time and effort that go into creating, customizing, piloting, and then leaving digital templates are usually met with ill reward.

Since digital templates are considered proprietary files, the content within the template is usually exported as HTML or EPUB files. To extract the content, these files require to be converted. This is not an ideal situation for anyone, but is especially problematic for non-tech savvy professionals.

Complete Control of Content

Your content--its control, management, and deletion--is your content on Mimeo Digital. When you need to **upload, download, or delete** content from your Mimeo Digital library you can do just that in a few clicks. Our platform doesn't require you to have experience in parsing through HTML code. It's simply your content at **your complete control**.

Don't Trap Yourself in a Delivery Platform

Alleged "out-of-the-box" templates won't get you much further than just that... out-of-the-box. Rather, templates require a team devoted just to managing them. Content curators with new or legacy content are unable to deliver content immediately because of the hoops they must jump through to do so.

Instead the process follows sending it to the template management team who upload, deliver, publish, and manage. Management becomes an ongoing process. It begs the question, how much of a "solution" is a digital template for content curators?

Mimeo Digital sidesteps digital templates. **Content curators are free to design, upload, edit, mute, or delete any content** as their training needs and their learners' needs require.

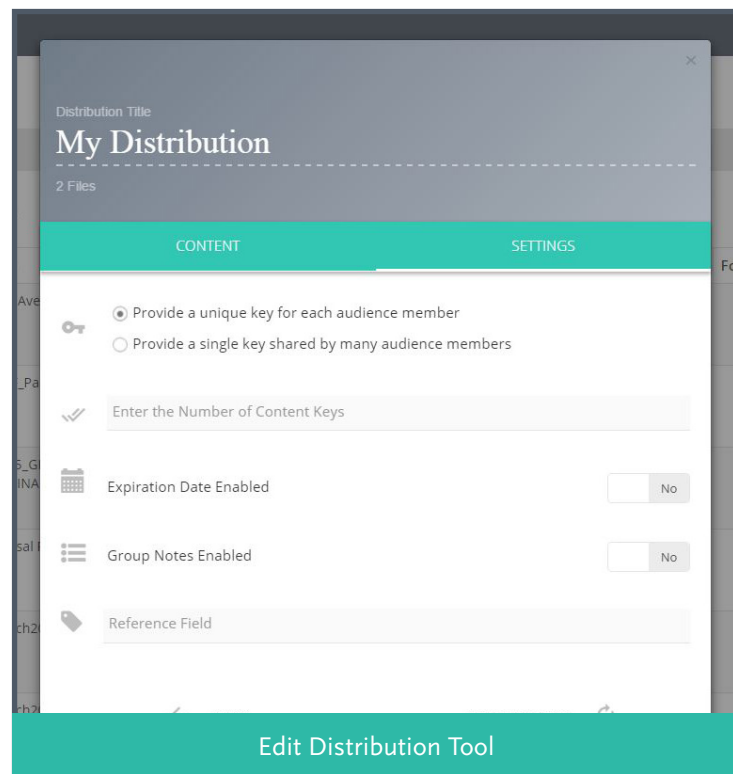




Take Control Over Your Content

Classrooms are dynamic settings. Learners walk in, learners walk out. Mimeo Digital administrators grant or revoke content access to the ebbing tides of users in no more than a few simple clicks.

At the helm, Mimeo Digital administrators can **create groups of learners and distribute content to their libraries through unique content keys.**



If you have last minute drop-ins for a live class taking place in just a couple of hours—or even a few minutes—there’s no need to spend time or energy creating a brand new, entirely separate distribution. If you had, these new learners would have been excluded from any group notes taken on Mimeo Digital.

Simply use the Edit Distribution tool to change any distribution details like adding new users or deleting current ones.

If you have an issue that resides with a piece of content’s engagement settings, you can easily update the necessary settings -- even if the

content has already been distributed. Using the Edit Distribution tool, Mimeo Digital administrators can turn on or off features, like group notes.

With the capability to edit an already live distribution, there’s no need to kill keys and begin anew. You’ll save time and so will your audience.

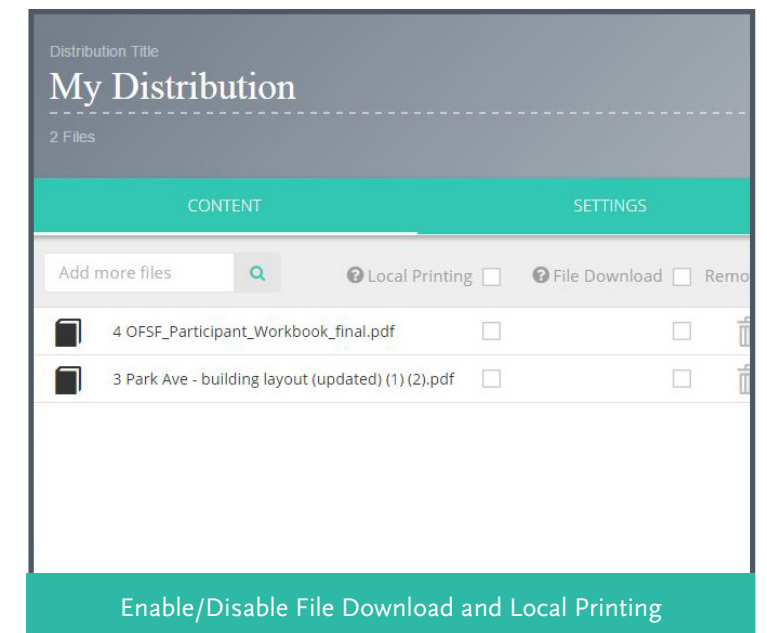


Be Prepared to Turn Off or Pull Back Content

Like adding learners or changing settings, Mimeo Digital makes it just as easy to turn off and pull back content. As an administrator, you can turn your content off like you would a light switch. And when you’re ready to provide access again, turn that piece of content back on.

There is no need to delete files, only to manually search for the correct version to reupload to a different distribution at a later time. Upload once, turn it on (and off) when needed.

Turning off content empowers you to hide content that is irrelevant to your learners. It also ensures sensitive data that you provide is only viewable in small windows of time. Plus, you won’t run the risk of bombarding your learners with content overload.



Why should I care about content overload?

Content overload. **Pulling content back from your audience is a growing issue for many reasons.** When content is made available to your learners that extent and reach of content may become boundless.

Additionally, learning and development can lose its relevance when there’s too much of it. Learners who are provided with an entire course worth of content in one sitting will be unlikely to sift through it all, let alone actively engage with it.

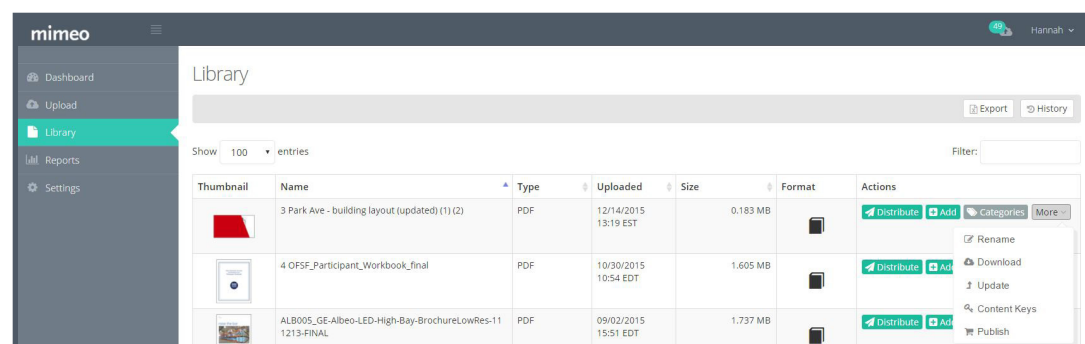




Update Your Existing Content

Learning is an ongoing process, requiring content to be elastic. If a piece or section of content in your Mimeo Digital Library is rendered ineffective or obsolete, you can instantly update that specific content to fit the bill.

Content uploaded to Mimeo Digital can be **dynamically updated** and made accessible from all of its access points. Requiring setup one time in one format.



Unlike digital templates, Mimeo Digital is designed to be flexible with your content's lifecycle. Once content is uploaded to Mimeo Digital, it can be easily updated. For example, have you ever felt that pang of embarrassment when you catch a spelling mistake? Trivial, yes, but spelling errors (although small) tend to glare out at the eye of the instructor.

Even Update Content You Already Distributed

Mimeo Digital allows its administrators to **update content on the go, even after it's already been distributed**. So in the case that outdated, incorrect, or highly sensitive information is published to one area of a critical file or a section of video, you can seamlessly update that content to reflect what you desire.

As your course changes, so should your content - Mimeo Digital's versioning control lets you **push out updates in a few clicks**.



Quantify Content Effectiveness

Mimeo Digital eliminates any ambiguity associated with a course's content. App admins gain insights into the effectiveness of content with **real-time and historical analytics** on content engagement. Admins can monitor and represent engagement via flexible **dashboards**.

This transports the conversation from your L&D team to organizational stakeholders. With the power to demonstrate and quantify the effectiveness of content and L&D strategies, reporting delivers insights on ROI and the authority to gain support for C-level buy-in.



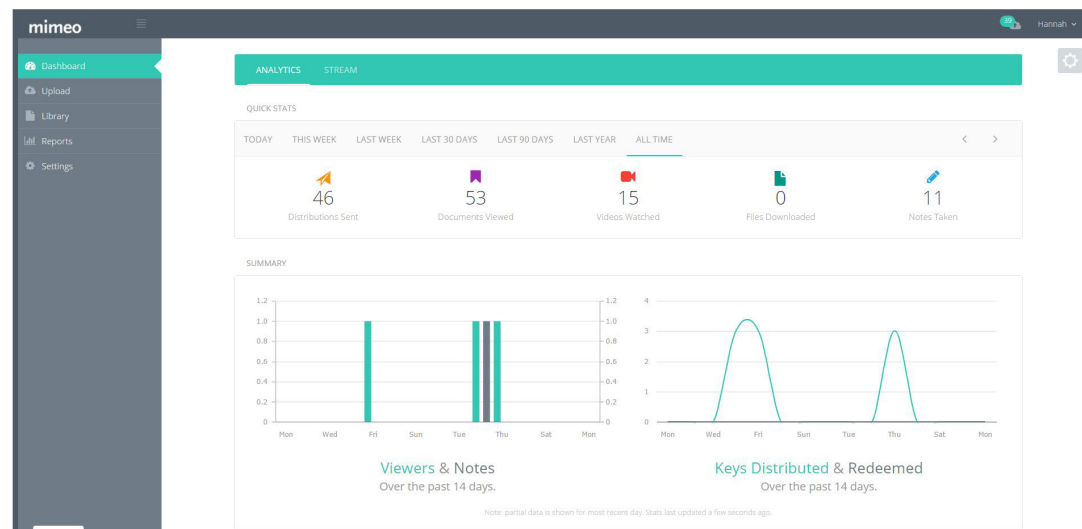


Measure Through Reporting

When it comes to reporting, Mimeo Digital is two-fold: administrators can report on:

- 1.) Learners' engagement
- 2.) The effectiveness of course content

As a result, Mimeo Digital's reporting capabilities give administrators the advantage of separating course performance from the trainer's performance and from the performance of its content.



Learner Reporting

Just like you would in a classroom, you can see the engagement of individuals or even groups of learners in Mimeo Digital's reporting suite.

Mimeo Digital's dashboards are flexible, giving administrators the ability to create reports dependent on the requirements of their unique learning environment. Admins can customize dashboards to see high-level group interactions or drill down to granular details like what individual opened what content and the session's length.



Focused Reporting

At times, particular training courses require organizations to **conduct compliance and regulatory related documentation**. In some cases, organizations must demonstrate their compliance to an external agency. Mimeo recognizes that these compliance requirements are not isolated to just learning and development departments.

Rather, the effects of compliance and regulatory measures have an organizational wide impact - especially when implemented incorrectly.

The screenshot shows the 'Distributions' report in Mimeo Digital. It includes a sidebar with 'Dashboard', 'Upload', 'Library', 'Reports', and 'Settings'. The main area displays a table with columns for 'Name', 'Reference', 'Content', and 'Content Keys'. A dropdown menu is open over the table, showing options for 'Content Keys', 'Activity', and 'Notes'. An 'Export' button is visible in the top right corner.

Name	Reference	Content	Content Keys
		4 OFSF_Participant_Workbook_final	1
05/19/2016 10:25 EDT	Sample Distro	3 Park Ave - building layout (updated) (1) (2) 4 OFSF_Participant_Workbook_final	1
05/12/2016 22:43 EDT	DJS Sample Distribution	Mimeo Digital One Sheet DUPLICATE Transitioning to Blended Content with Table of Contents	1
05/12/2016 09:57 EDT	Sample Distribution	ALB005_GE-Albeo-LED-High-Bay-BrochureLowRes-111213-FINAL 3 Park Ave - building layout (updated) (1) (2) 4 OFSF_Participant_Workbook_final	3
05/11/2016 12:16 EDT	Pragmatic Demo	Transitioning to Blended Content with Table of Contents 3 Park Ave - building layout (updated) (1) (2)	3
04/19/2016 14:26 EDT	My Distribution	Transitioning to Blended Content with Table of Contents	200

Administrators can create dashboards composed of focused reports to ensure:

- Confirmation of training completion with trainees' electronic signatures
- Provided data is up-to-date and correct
- Properly maintained records of regulatory or compliance course completion
- Audit preparedness - including who engaged with what content and when
- Accountability for changes to sensitive data



Reporting

Content Reporting

Oftentimes when a course isn't performing well, the responsibility is pushed around. Learning and development professionals are left with the guesswork between a course's instructor and its content. But in truth, it's impossible to pinpoint areas of improvement without the support of metrics.

Eliminate Content Performance Blind Spots

What is your top content? What content pulls in the least amount of engagement? At what point are your learners falling off in participation?

The Answer? Just look at your Mimeo Digital content reports. Mimeo Digital eliminates blind spots associated with content performance.

Content distributed by Mimeo Digital tells administrators what is most (and least) effective. L&D professionals can use Mimeo Digital's content reporting features to take ownership of their role. For example, instructional designers can directly mitigate any area in which content struggles to hit its mark.



Protect Your IP

It used to be that in order to be secure, you had to close your learners off from engaging with the content itself - building a gap between your learners, your content, and ultimately you. Well, times have changed. **You don't have to compromise between security and effective L&D.**

Mimeo Digital maintains secure control over intellectual property without sacrificing functionality. Your organization owns the content, not individuals.

Data Encryption

When you upload your content to Mimeo Digital--no matter its file type--it is encrypted in one of our secure, on-premise data centers. In flight and at rest, every piece of data is encrypted.

Expiration Dates

Have highly sensitive content that you don't want accessible to learners for long? Set an expiration date. Expiration dates are used by Mimeo Digital administrators to limit content availability for however long they deem necessary. A month. A week. A day. Or a fraction of an hour.

Revoking Access

You can easily and quickly revoke content access. Mimeo Digital admins can revoke entire courses or specific content in a few clicks. Learners are never notified when their content access has been revoked. So in the event that you accidentally distribute the wrong data or a disgruntled learner is ousted, your learners or former learners will never know.

Digital Watermarking

Mimeo Digital empowers admins with the unique ability to watermark their digital content. Inspired by watermarks traditionally imprinted on stationery, digital watermarks--consisting of the learner's name and email--take IP protection a step forward to deter unauthorized redistribution.



A repeated semi-transparent watermark is inserted into image, video, and text files to identify copyright information. Mimeo Digital's watermarking is non-invasive - the actual watermark is inserted in a way that avoids becoming a distraction to learners, but cannot be manipulated.



Learners Engage With Your Brand

Every component of Mimeo Digital is customizable to fit your brand. From logos to navigation bars to theme colors and right down into the heart of the content, you incorporate your brand into the app. This level of customization ensures that your brand is properly reflected while retaining control over your branded content.

Break past the impersonal barriers by treating Mimeo Digital not like a digital content distribution application, but as the face of your own organization. Don't forget your brand. Your learners are interacting with you, it should never feel like a third party.





Mimeo Digital Dashboard

Leverage Mimeo Digital's reporting suite to demonstrate return on investment for each piece of content. Report on everything from who opened your content to how long they interacted with it, all the way down to their notes. No custom development required.





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