



Poorly Crafted Content Could
Mean your Employees Dismiss it!

Presenting

ACTUATE

Video Based Microlearning Solutions |
Built for the Phone.

Powered by CitrusLearning Systems

Table of Contents

Section - 01: Introduction		Page No.
1.	How to Ensure Your Employees Engage With - Rather than Ignore - Your LMS	2
2.	The Actuate Advantage	9

Section - 02: Indicative Client List and Testimonials		Page No.
1.	Client List	14
2.	Client Speak	15

Section - 01

Introduction

How to Ensure Your Employees Engage With - Rather than Ignore - Your eLearning Content

Getting your employees to actively and consistently consume eLearning content is the key to ensuring a worthwhile ROI on your online learning investment.

Why eLearning initiatives often fail

Most traditional e-content is clunky, long-format, theoretical and not optimized for the modern-day learner, who looks for relevant and field-tested content in bite-sized, video and infographic formats.

Little wonder then that organizations have so much trouble ensuring eLearning uptake and user engagement with their LMSs.

Well, no more!



Presenting

ACTUATE

eLearning Solutions that Make Your LMS Shine

Actuate eLearning Solutions to get your people actively engaging with your LMS (and kudos for you)

Unlike run-of-the-mill online learning content, Actuate's microlearning courses from CitrusLearning are built from the contents of our hugely successful blended and classroom trainings, now packaged as microlearning courses. This means that these:



Have been created by people with the relevant business/ job experience



Have been field-tested and perfected with people who use these skills



Employ microlearning (bite-sized), visual - video and infographic - formats

Bottom line: our content is optimised:

- To get your people performance ready
- For you to receive kudos for your role in helping them get there!

Who should buy our microlearning courses?

Actuate's microlearning courses are intended for organisations:

- Planning to augment their regular classroom training with online learning support
- Where employees often struggle to find the time for formal, long-format learning events
- Seeking to help employees - especially the millennials and Gen Z - learn using formats they are most familiar with: bite-sized videos and infographics

About Actuate's online courses

We recognize that people learn very differently today. With the advent of YouTube and WhatsApp, we are more attuned to consuming information in bite-sized chunks and in visual formats.

Courses that Actuate offers are therefore:



Bite-sized

All our courses are made up of multiple bite-sized lessons, each of which is between four and fifteen minutes in duration. This ensures better lesson uptake because it is easier for learners to carve out five or fifteen minutes in their busy schedules, as opposed to the longer hour-something dedicated chunks of time that traditional eLearning demands (which users simply put off for 'another day').



In engaging visual formats

We use highly visual and engaging video, slideshow or infographic formats in our lessons. Meaning, everyone - especially the modern-day learner - loves it! Say goodbye to boring eLearning.



Assessment ready

Structured in a lesson and assessment format, each micro lesson is followed by an objective-style assessment. This helps you ascertain if and how much of the lesson the learner has imbibed.



Highly rated by users

“

When it comes to content, CitrusLearning Systems is super, right up there with the best.



CitrusLearning's content is very original. It's extremely relatable to and easy to place in the context of work.

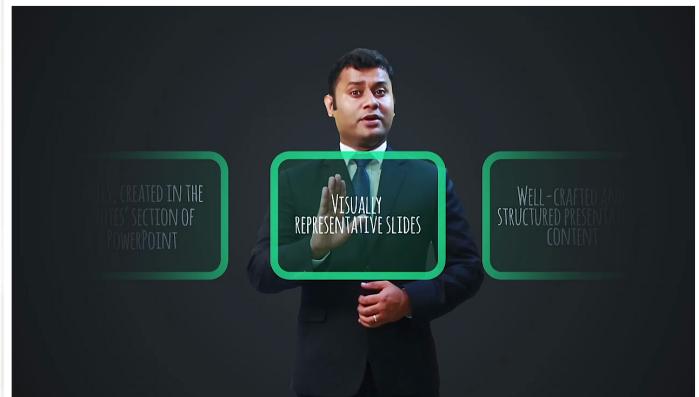
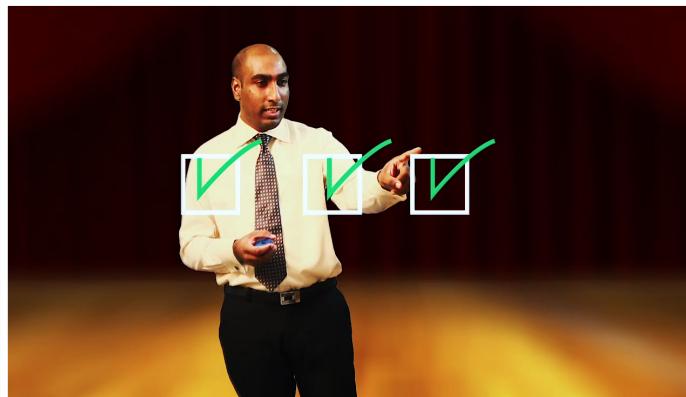
Eldrin Fernandes,
Sr. Manager - L & OD,
Mumbai, India.

”

Made in India, for Indian Audiences

Content that you get from overseas content providers utilise characters and situations that are often alien to the Indian context. Also, the characters' accents are often hard for an Indian audience to follow.

Not with our content.



All our content is made in India. Meaning, the situations and characters reflect an Indian context and their accents are easy to understand. Importantly, the content is contemporary, i.e. it reflects challenges that the modern-day employee faces.

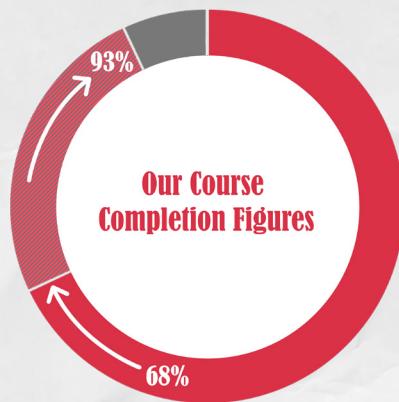
Bottom line: you get great content that your employees can relate to.

We will help you drive greater online learning offtake

At Actuate, our all-consuming desire is to ensure that our clients succeed. In fact, we work closely with them to ensure this end.

Now, we have had huge successes with the completion of our online courses. Completion rates for our courses range between 68 and 93 percent. You can benefit from our experience and ensure that your online learning initiatives are a success, similarly.

Give us a holler. We'd love to share how the best in the business are ensuring high eLearning offtake and active use of the LMS.



How good are our courses?

Well, we've tested our courses with practitioners in the field under consideration, with great success!

For example, salespeople who've undertaken our sales trainings have reported huge successes as a result of using our content. Here's just one of the many testimonials attesting to this fact.

“

[Using lesson learned] I managed to win a deal at a premium pricing that was 15% higher than the market price, with a customer who was driving a hard bargain for a discount.



Sharda Bareja,
Delhi, India.

”

We've packaged this content in the form of online, microlearning modules to help deliver the same outcomes that learners from our classroom sessions have had.

Client Speak

Here are a few more clients talking about our content.

“

The content had a Lot of depth and relevance.

The tools were highly engaging.

Best of all, the lessons were simple to understand and use.



Hamsaz Vasunia,

Head HR & Training, DCB Bank,
Mumbai, India.

”

“

CitrusLearning's conceptual clarity, depth and ability to put workshop lessons in the context of your business is equivalent to the top five training firms.



Agnelo Joseph,

Head – Employee Engagement & Development,
Reliance Commercial Finance,
Mumbai, India

”

“

CitrusLearning is at par with any other large organizations.

I don't see a difference.
Infact it's better.



Puja D'souza,

Head HR Distressed Assets Resolution Business,
Mumbai, India.

”

These are but four of many.

About Actuate and CitrusLearning

Our consultants have advised over seventy organisations across industry verticals over the last sixteen years. Interventions we've driven for our clients have spanned front line staff, middle level managers and CEO level participants.

It is this rich experience that we have funneled into our online learning content.

With Actuate's microlearning courses, you get content that is field tested, structured in formats that the modern-day user loves, and which is designed to get them performance ready!

Why don't we demo some of our content to you?

Get in touch with us.

The Actuate Advantage

Five ways our courses best enables your LMS to shine

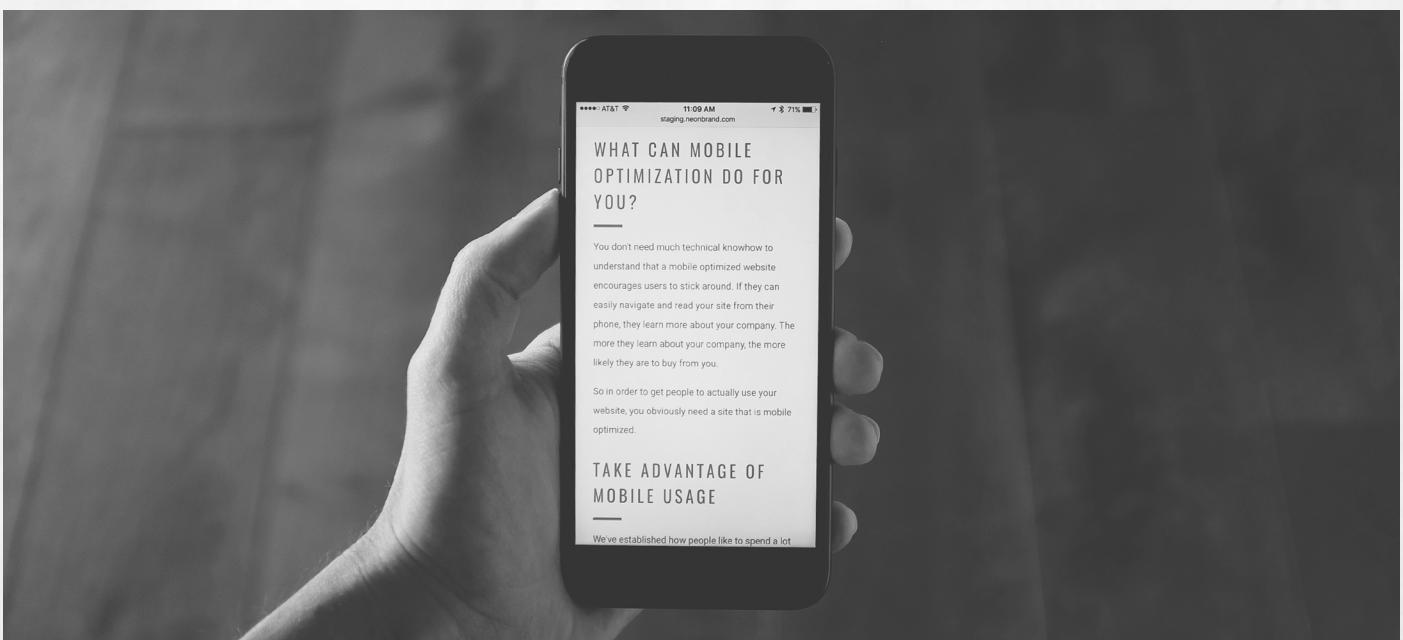
① Made in India Content

Our content reflects the Indian context, and the characters/accents are easy for users to understand. Bottom line: you get great content that your employees can relate to.



② Optimised for Mobile

The modern-day learner - especially the millennial and Gen Z- accesses the internet for learning from their mobile phones and tablets.



③ Field-Tested and Practical - Not Bookish - Content

Actuate micro e-learning content is essentially content from CitrusLearning's highly rated classroom workshops, which were customised for the clients that we have served.

Meaning, our modules are:

- Field-tested,
- Relevant
- Highly rated by participants.
- Practical and implementable' (no mere book knowledge here)



④ Bite-Sized, Video and Infographics

Learners prefer video lessons. All Actuate content is bite-sized and in visual formats to address this reality.



⑤ Allows for Active Employee Engagement with Your LMS

Considering Point 4 above, you can use our content for:

- An L&D Newsletter/ Blog
- WhatsApp Based Learning Initiative
- Standalone learning modules

Meaning: your LMS will no longer be a static repository of knowledge, but a tool with which your employees will actively engage.



What the Actuate Course Catalogue Offers



Behavioral, Leadership, Managerial, Cognitive and
Technical Skills Micro Learning Courses



11

Categories
of Courses



29

Courses



303

Microlessons



52

Hours of Learning

Section - 03

Indicative Client List and Testimonials

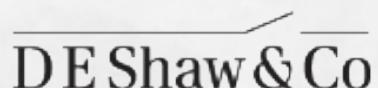
Indicative Client List



When it's about money..



We only do what's right for you



Testimonials

“

CitrusLearning Systems content had depth, was completely jargon-free and spot-on.

The content was relevant and focussed on behaviour change.



Sanjay Talukdar,
Head – L & D,
Mumbai, India

All the examples and online lessons (videos, slideshows, podcasts) were superb.

”

“

In our experience, CitrusLearning's content is relevant, meticulously researched, engaging, and thorough.

The pedagogy employs multiple tools ensuring that all learning styles - reflective, active, sensing, intuitive - are adequately addressed.

Participants have rated these highly.



Kailash Jalan,
Sr. Manager, Capita,
Mumbai, India.

CitrusLearning is a highly professional organisation and I would definitely recommend them.

”

“

Our employees have rated CitrusLearning's training better than those conducted by an international [big-four] consulting company



Shashank Misra,
Senior Manager Corporate HR & Head - HRBP,
Reliance Securities, Mumbai, India.

”

Get in Touch

Turbocharge your digital learning strategies. Get in touch with us:



+91 98201 96161



jerson@actuatemicrolearning.com

ACTUATE
Actuate MicroLearning
www.actuatemicrolearning.com