



Poorly Crafted Content Could
Mean your Employees Dismiss it!

Presenting

ACTUATE

Microlearning

Live Action Video Microlearning

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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 LMS and digital 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 offtake 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 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 to eight minutes in duration. This ensures better lesson offtake because it is easier for learners to carve out four to 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 video formats

We use highly 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

“

Lessons learned in the workshop have become a part of my team's sales practices. I Personally managed to use lessons learned and bagged a critical deal while increasing profit margins by 2% and reducing credit period by thirty days.



Harshal Goyal,
Randstad India,
Bengaluru, India

”

Latest Actuate Microlearning Course Rating and Related Statistics

Our Latest endeavour to collect feedback was between April 01, 2020, and June 20, 2020 (yes that's this year). Please allow us to share some vital stats with you.

Certificates Generated
(Courses Completed)

15,837

Average Course
Feedback Score

4.23

On a five-point scale

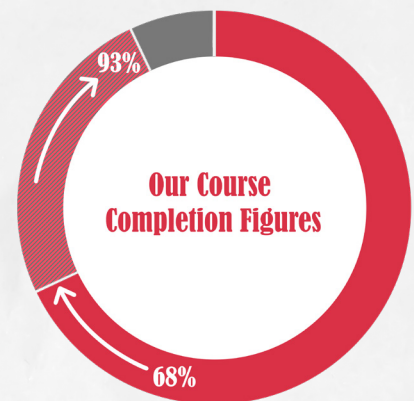
Average Number
of Course Completed
Per Learner

3.43

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.

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.

About Actuate and CitrusLearning

Earth's greatest treasure lies in human potential!

It's a belief that drove Jerson James, founder, Thomas Wordsworth HR Systems, the company that owns the Actuate Microlearning brand, to launch the company. And the company's vision, "to help people be the best possible versions of themselves" is the guiding light behind every initiative that we run.

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.

[Contact Us](#)

Section - 02

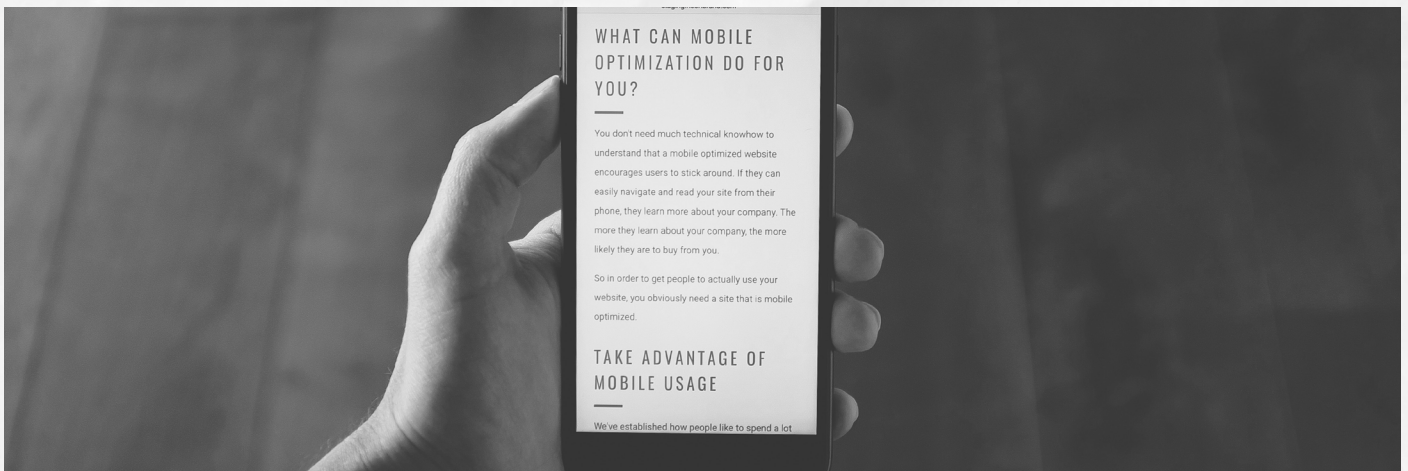
The Actuate Advantage

Four ways our courses best enables your LMS to shine

① Optimised for Mobile

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

All our courses are in bite-sized and infographic formats.



② Field-Tested and Practical - Not Bookish - Content

Actual 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)



③ Bite-Sized, Video and Infographics

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



④ 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



13

Categories
of Courses



34

Courses



367

Microlessons



58

Hours of Learning

Section - 03

Indicative Client List and Testimonials

Indicative client list and testimonials

Manufacturing and Engineering	FMCG	Pharmaceutical	Banking
<div> Saurashtra Cements Ltd.</div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
			Logistics
			
Petrochemical	Microfinance	Insurance	
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IT	Healthcare		
<div></div> <div></div>	<div></div> <div></div>		
	NBFC & Broking		
Others	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	
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“

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.

I would definitely recommend



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

”

“

In our experience, 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.

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

”

“

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

The content was relevant and focussed on behaviour change.

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



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

”

Get In Touch

As so many of our clients have testified, Actuate's services have the potential to add immense value to your key personnel.

If you desire to equip your employees with the skills to better meet business metrics, then get in touch with us:



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Actuate Microlearning Solutions

<https://actuatemicrolearning.com>