



From Good to Great Training

How to Maximize
Learner Engagement With
a Blended LMS and LXP

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Introduction

Ask anyone in learning and development and they'll be the first to agree: engaging employees in training isn't always easy.

Generic, one-size-fits-all programs often miss the mark, overwhelming employees with content that doesn't feel relevant or actionable. Add busy schedules and monotonous training formats, and it's no wonder course completion rates often fall between just 5-15%.

But there's a better way.

In this resource, we'll show you how GoSkills combines the power of a learning management system (LMS) with a learning experience platform (LXP) to tackle these engagement challenges head-on. By offering a more personalized learning journey, interactive content, and flexibility, GoSkills makes training more practical, engaging, and effective—so your employees stay committed to their development.



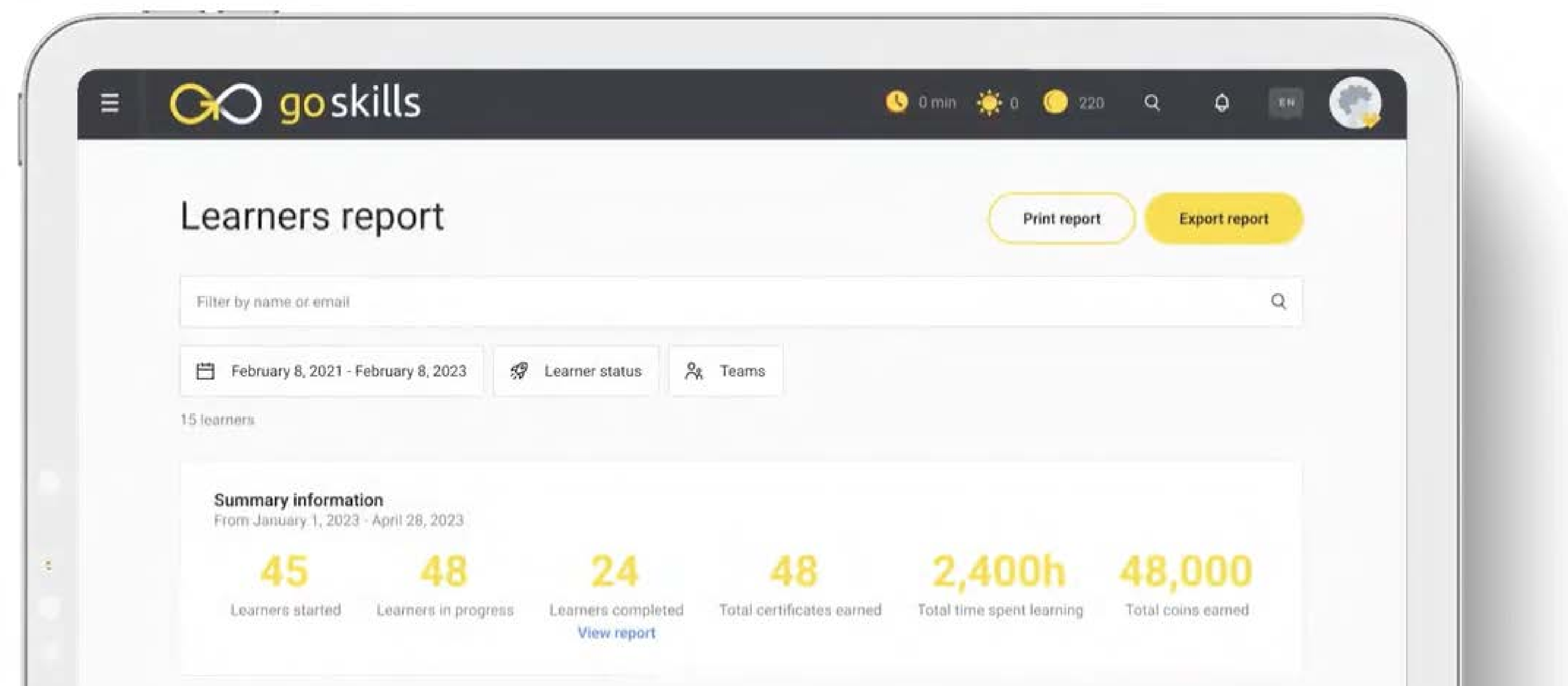
Understanding LMS and LXP models: Functions and benefits

Before we explore how blending LMS and LXP features creates a more powerful learning solution, let's walk through how each functions on its own.



Learning management systems deliver structured training at scale

Learning management systems (LMSs) have become a cornerstone of corporate training programs, mainly because they have a knack for delivering structured training efficiently and at scale. An LMS simplifies the administration of educational courses, allowing organizations to orchestrate training schedules, deliver content consistently, and monitor learner progress. This is particularly effective for compliance training, since it ensures all employees meet required standards and maintains detailed records for auditing purposes.



Key functions of an LMS

1

Structured training

LMS platforms enable the design and deployment of standardized training modules across the organization, ensuring uniformity in learning materials.

2

Compliance and certification

They automate the tracking of completion and proficiency, essential for industries where regular certification is mandatory, like government administration, healthcare, or finance.

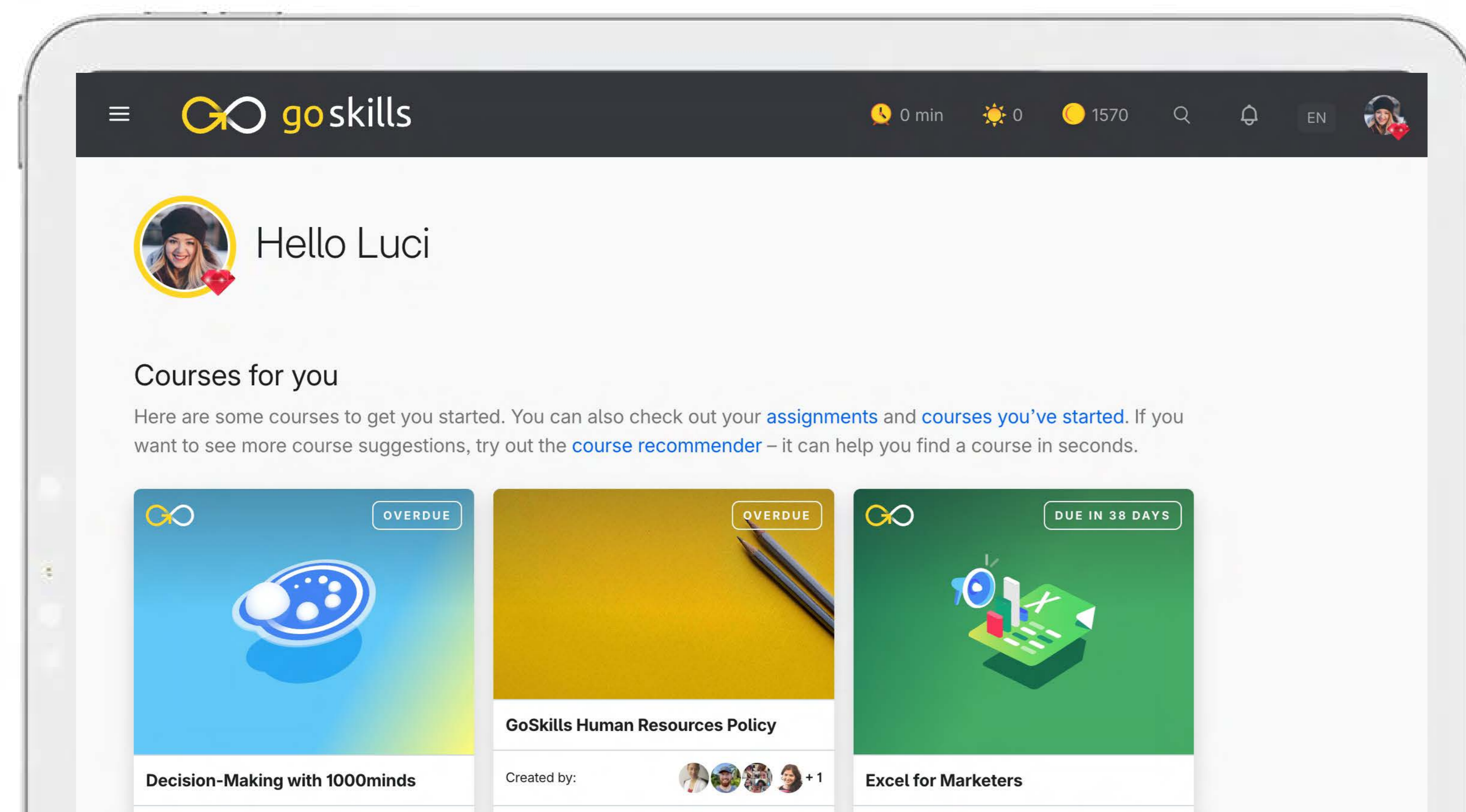
3

Performance tracking

With built-in analytics, LMSs help track individual and group progress, identify areas of improvement, and support data-driven decision-making in training programs.

Learning experience platforms focus on the individual learner

In contrast to the structured environment of an LMS, a learning experience platform (LXP) focuses on the individual learner's journey. LXPs use modern technology like AI to suggest personalized learning paths and content, enhancing engagement and effectiveness. These platforms support informal learning options, like social learning and knowledge sharing, making learning more adaptive and collaborative.



Key functions of an LXP

1

Personalized learning experiences

LXPs adapt to the learner's behaviors and preferences, offering tailored content that meets their unique needs and learning styles.

2

Social learning

They incorporate social features like peer interactions and content sharing, which help cultivate a learning community within the organization.

3

AI-driven recommendations

LXPs use artificial intelligence to analyze learning patterns and recommend courses that align with the learner's interests and career goals, fostering a proactive learning culture.

The case for a blended LMS and LXP



Ideal learning environment for employee training

A system that offers the structure necessary for required training, and the flexibility to adapt to individual learning styles, preferences, and needs.

While LMSs and LXPs each play crucial roles in corporate learning, using them in isolation can lead to challenges that limit engagement and curb measurable outcomes.



LMS limitations

- **Lack of learner autonomy.** LMS platforms often set the learning path, leaving little room for learners to explore topics outside the predefined curriculum. This can stifle curiosity and hinder the development of a comprehensive skill set.
- **Unengaging user experience.** A traditional LMS that hasn't utilized modern design will have a less intuitive interface and lack engaging content features like video, quizzes, and social learning, leading to reduced learner motivation.

LXP limitations

- **Overemphasis on self-directed learning.** While LXPs excel at providing a flexible learning environment, they can sometimes overwhelm learners by offering too many choices without sufficient guidance.
- **Inadequate tracking mechanisms.** LXPs may lack the robust data tracking and analytical tools that LMS platforms provide, making it difficult to measure learning outcomes and ROI comprehensively.

The platform that blends both LMS and LXP features addresses these standalone challenges by balancing guided learning with the freedom to explore.

This means:



Structured flexibility

A hybrid system guides learners through essential topics while also encouraging exploration through recommended courses and content that align with individual interests and career goals.



Strong learner commitment with clear results

By integrating interactive elements from LXPs with the systematic tracking capabilities of an LMS, organizations create more engaging and measurable learning experiences.



Reduced learning fatigue

A hybrid system keeps learning fresh and exciting, maintaining learner motivation and engagement.



Enhanced engagement through personalization

LXPs inject life into structured training provided by LMSs with personalized content recommendations and interactive learning communities.



Success story: Boosting employee engagement and course completion rates at Hampton Roads Transit

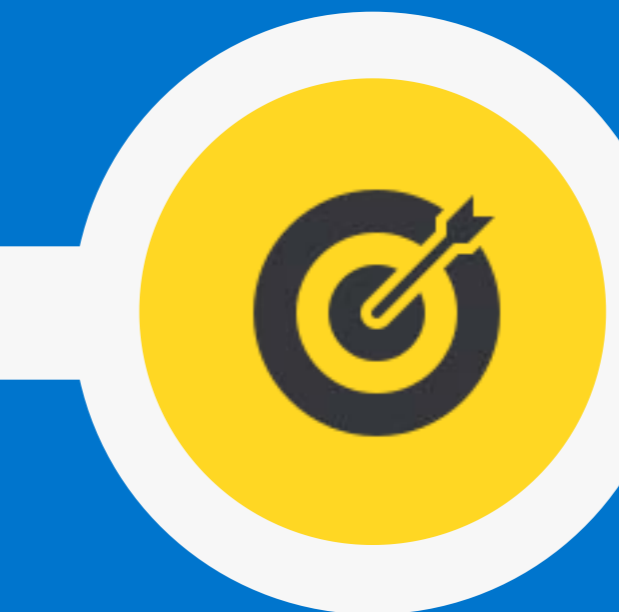
Hampton Roads Transit (HRT) recognized the need to overhaul its traditional leadership training program, leading them to adopt GoSkills' dynamic platform. With GoSkills, they transitioned from long, static sessions to interactive, bite-sized lessons that employees complete at their own pace. The impact was clear: the flexibility and engaging content significantly boosted both completion rates and employee satisfaction.

Key results

Up to 69% course completion rates



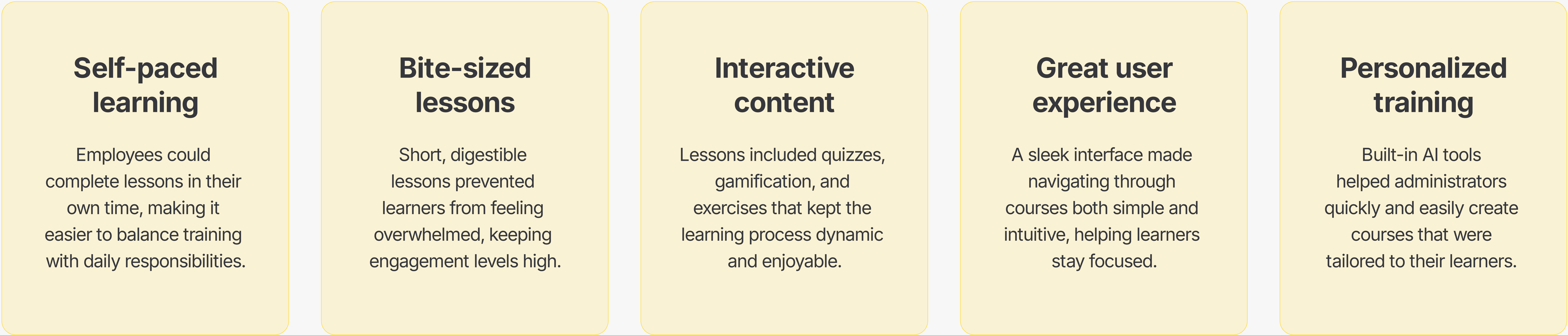
**Increased promotions
among program participants**




**Uplift in job satisfaction and
a renewed, positive outlook
on its training initiatives**

The program’s customization and flexibility were critical to its success. GoSkills allowed HRT to tailor courses to its specific needs, ensuring the content was relevant and directly applicable to real-world scenarios. This personalized approach helped employees feel more invested in their learning, contributing to the strong engagement rates.

Why GoSkills worked:




Internal growth is a direct result of increased employee engagement

Participants in the Leadership Education and Development (LEAD) program were more motivated to advance their skills, and as a result, HRT saw a notable increase in promotions to leadership roles. By creating a culture of continuous learning and leadership development, HRT empowered its employees to take charge of their professional growth.

GoSkills was integral in transforming HRT's leadership training program. The move to modern, flexible learning tools has proven that **employee engagement and completion rates can thrive when organizations invest in solutions that cater to today's learners.** Hampton Roads Transit's success shows that leadership training is most effective when it's engaging, accessible, and relevant.



How to implement an engaging, personalized learning strategy using GoSkills' blended LMS & LXP

5.1 Conduct a skills gap assessment before training

A skills gap assessment provides a solid foundation for any personalized learning program. It ensures that the training you develop is precisely targeted to fill those gaps and enhance your team's capabilities. Begin by accurately identifying your workforce's current skills and pinpointing the areas that need development.

GoSkills offers learners a placement test before they start a course, providing a personalized skills analysis that highlights their strengths and areas for growth. This targeted insight motivates learners to address any skill gaps. By comparing their placement and final test results, learners can see their progress, while administrators gain valuable insights into the course's impact.

5.2 Create targeted assignments and learning paths

Once you have a clear skills analysis, you can use the GoSkills Assignments and Learning Paths features to seamlessly address the areas that need attention. Creating specific, focused tasks not only makes the learning experience more relevant, but also ensures that every minute spent training is effective and directly beneficial to improving job performance.

You can also set due dates for courses, helping to create a more structured and organized learning experience. The Teams feature allows administrators to create specific groups within the organization, making it easy to deliver tailored learning experiences to different teams and departments.

5.3 Monitor progress and adapt learning paths

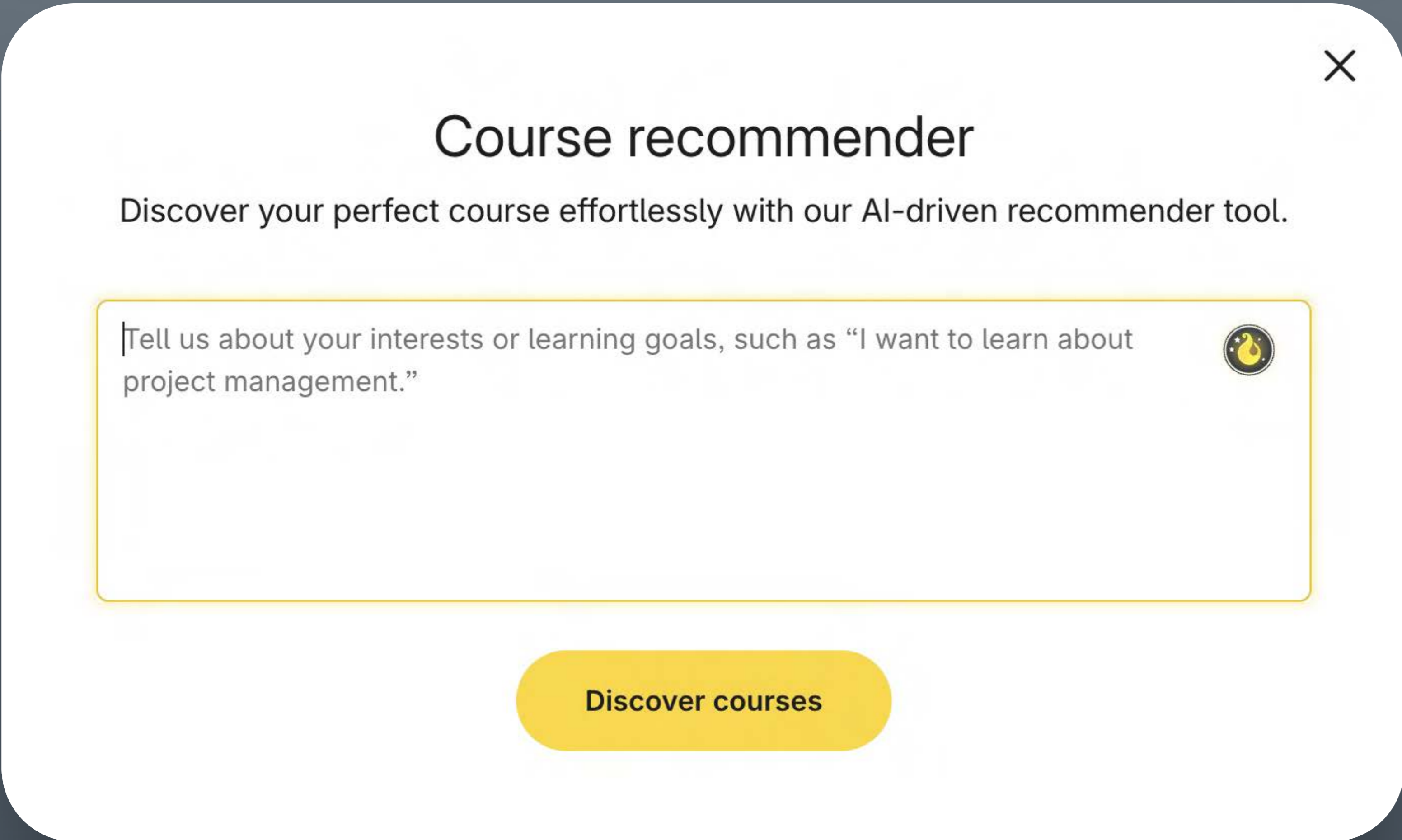
Personalized learning is a dynamic journey. By monitoring each learner's progress regularly, you can use data to adapt their learning paths in real time. This approach ensures that training stays aligned with the pace of individual learners and their evolving needs, maximizing engagement and learning outcomes.

GoSkills offers robust reporting capabilities to offer insights at every level—from individual lesson impact to entire course effectiveness, and from single learner progress to team-wide performance.

With the GoSkills course builder, you can also add course review forms to capture qualitative feedback, helping you make ongoing improvements to the course.

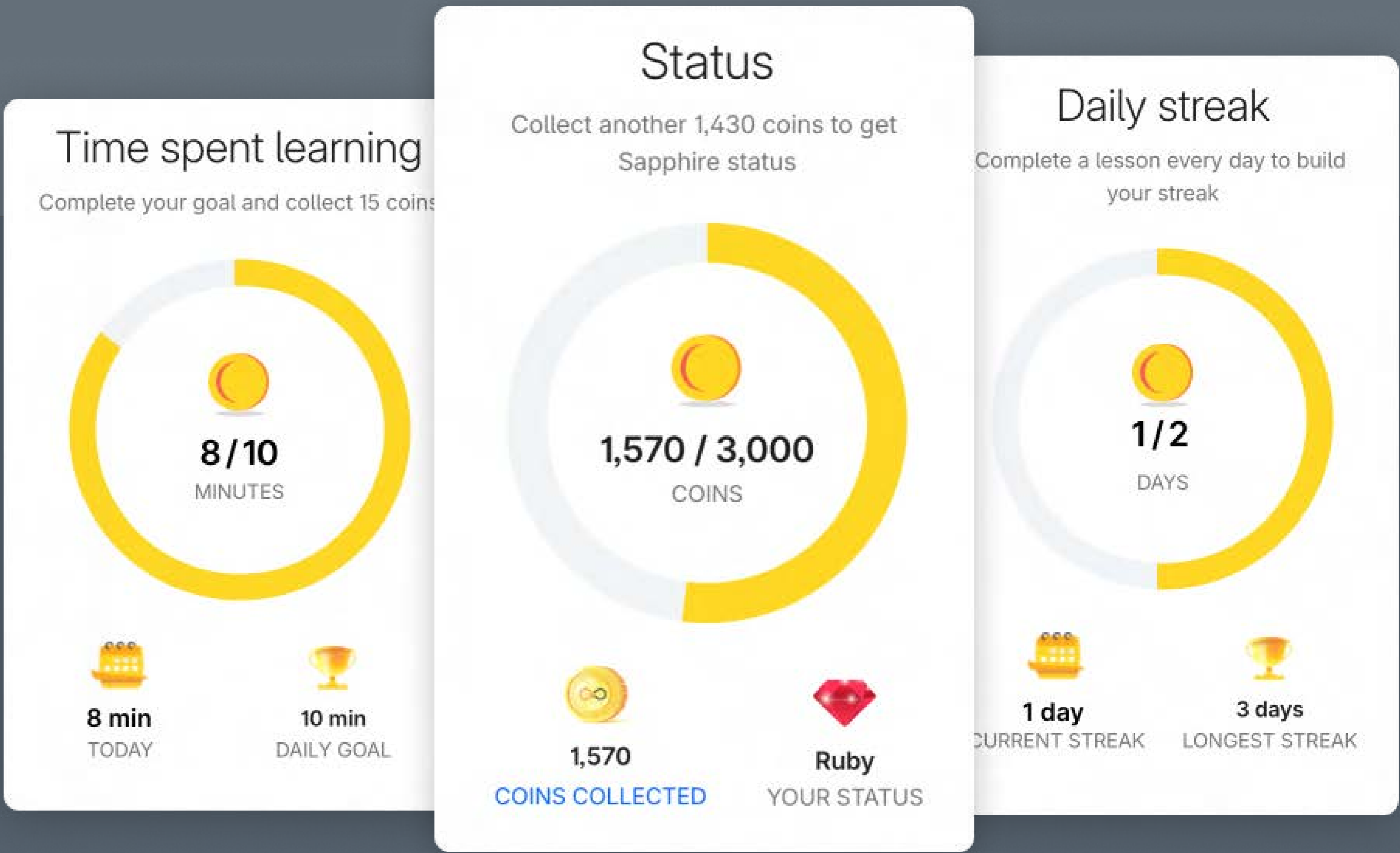
5.4 Embrace adaptive learning technologies

Leverage cutting-edge adaptive learning technologies that utilize AI and machine learning. We’ve introduced our course recommender: an AI-powered tool that offers personalized course suggestions tailored to learners’ specified goals and activities. Learners can also receive tailored recommendations for learning materials directly on their dashboard.



5.5 Promote learner autonomy

Empower learners by involving them in their own learning process. Allowing choices in timing, pace, and even the type of content accessed promotes a sense of ownership and motivation toward learning. This autonomy not only enhances engagement, but also encourages learners to take responsibility for their development, leading to higher satisfaction and better course completion rates.



Measuring engagement with the GoSkills platform

Robust analytics are essential for evaluating the effectiveness of your learning programs. Here's how you can track and assess employee engagement.



Course completion rates

Track the percentage of employees who complete assigned courses. Higher completion rates indicate strong engagement, while incomplete courses might highlight areas for improvement.

Learner feedback

All of our courses include a built-in feedback form to gather direct input from employees about their learning experience. Understanding what they find valuable or challenging can provide insights into how engaged they are with the content.

Time spent learning

Use GoSkills analytics to monitor how much time employees are dedicating to their learning journey. Increased time spent on courses often correlates with higher engagement.

Voluntary learner participation

GoSkills' LXP functionality allows employees to explore courses beyond those assigned. Tracking voluntary course participation and engagement can reveal their enthusiasm for self-driven learning.

Quizzes and test scores

Evaluate employees' performance on quizzes and assessments within the platform. High scores show comprehension and application of knowledge, while lower scores might indicate a need for further support or content adjustment.

Progression in learning paths

Measure how employees progress through defined learning paths. This provides an indication of their commitment to development and mastery of new skills.

Promotion and career growth

Monitor whether employees who engage with GoSkills are progressing within the organization. Increased promotion rates or career advancements can be a strong indicator of learning engagement translating to real-world success.

By leveraging GoSkills' built-in reporting features, you can gain valuable insights into employee engagement, identify areas for improvement, and ensure that your training strategy fosters a culture of continuous learning and development.





Ready to transform your team's learning?

About GoSkills

GoSkills is a leading online learning platform dedicated to providing interactive, personalized, and irresistible learning experiences. By merging a powerful LMS and a cutting-edge LXP into a unified hub, GoSkills equips organizations to create and manage engaging learning experiences that elevate their training programs.

Book a **demo** or create a **free account** today.

USA/Canada:

+1 650 822 7732

Email:

info@goskills.com

www.goskills.com