



Take a Tip from Millennials to Transform Adult Learning Environments

Instructor-led learning. One-way communications. Static displays. If your meetings, conferences and events are still based on 20th century approaches to adult learning, you need to rethink your engagement strategy. Who better than Millennials to help?

What can Millennials teach us about engagement? A lot! In a recent study by Deloitte, Millennials said businesses who want to engage them should:

- 1. Focus on people and purpose, not products and profits.**
- 2. Find ways to show you are socially responsible.**
- 3. Speak with them, not at them.**
- 4. Add a dose of fun.**

As arguably the most interactive generation ever, you can take a tip from Millennials and transform your adult learning environment – no matter what generation you are trying to engage. Rethink your trade show booth engagement strategy. Reengineer general session engagement. Reimagine engagement at user conferences. Here's how.

Millennials
will shape American life
for the next decade.

— THE BROOKINGS INSTITUTE

Reimagine engagement

Use some or all of these engagement strategies to transform your adult learning environment.



1

Instead of focusing on solutions, focus on how those solutions can make a positive impact.

Paint a picture of how lives, businesses and industries can be changed for the better because they use your solutions.

2

Consider tying learning activities to social giving

Reward individual participation with charitable donations. Make it a group activity and you can create a sense of community while showcasing the fact that your organization and your people are socially responsible citizens of the world.

3

Be inclusive.

Make it a conversation instead of a presentation. Foster two-way exchanges using social media. Elicit their opinions using polls and display the results in real-time. Take surveys pre-, at- and post-event and use them to shape your content. Create photo and video ops and feature them throughout the event on social media platforms.

4

Make your adult learning environment an experience.

Involve learners in something that's exciting, challenging and involves the active participation of learners. Orchestrate fun, knowledge-based competitions. Have learners collect Microcredentials for targeted learning on specific topics throughout the event. These digital badges not only provide proof of learning, they can help you gamify the experience.



90%

of what we know about the brain has been discovered in the last 15 years.

— SOCIETY OF NEUROSCIENCE

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