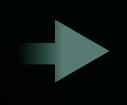
## **QZemio**®

# How to Make Corporate Training Truly Impactful

Part 1: Why Generic Training Falls Short (And How We Fix It)

## Low Impact

Only 25% of training measurably improves business performance.



#### **Drive ROI**

Design learning programs that deliver measurable performance gains by directly targeting business outcomes.

## **Forgetting Curve**

Learners forget 40% of content after just 20 minutes.



#### **Boost Retention**

Combat forgetting by using spaced learning and highly engaging, varied content formats.

### **Low Motivation**

1 in 3 employees cite "uninspiring content" as a major barrier to learning.



## Inspire Engagement

Use job-relevant design to transform passive content into dynamic experiences employees want to complete.

## Part 2: The 5 High-Impact Content Formats for Retention & Productivity

#### **Format Key Benefit Best Use Case** For delivering quick, essential information Just-in-Time 1. Microlearning (e.g., policy updates, software tips, compliance Knowledge reminders) that can be consumed in 3-5 minute Modules chunks on any device. For training employees on complex, high-risk 2. Simulation & Risk-Free tasks (e.g., using new software, operating Scenario-Based Practice machinery, customer service scripts) by allowing Learning them to make mistakes without real-world impact. For explaining complex concepts, demonstrating High procedures, or providing software tutorials 3. Video-Based Engagement (e.g., animated explainers, screencasts, "how-to" Content & Retention guides) with strong visual clarity. For reinforcing knowledge, boosting engagement, Drive and encouraging course completion in required Motivation 4. Gamification training (e.g., using points, badges, leaderboards, & Behavior or challenges in compliance or onboarding programs). For teaching in-depth or soft skills (e.g., leadership, Real-Time 5. Virtual sales, complex subject matter) that require live Instructor-Led Interaction discussion, Q&A, and personalized feedback across & Scale Training (VILT) a geographically dispersed team.

Drive measurable performance & skill adoption across your workforce.

