

5app.

Cutting through the noise

starts with L&D



Can we have
a quick
chat?

Happy
Monday!

Got 5
minutes?

Couple of
final final
edits (sorry!)

Hey

Modern business is noisy. Emails, instant messages, calls, WhatsApps, meetings, town halls, push notifications, social media, that quick two-minute chat in the office kitchen that turns into an impromptu 45-minute meeting debrief.

There's no one culprit - we're all responsible for creating this noise. Yes, even L&D. We're constantly demanding attention to complete certifications, start new courses, provide feedback, join webinars... the list goes on, and when combined with all the other sources of noise, it's easy to see why employees are suffering.

Nearly 70% of remote workers experience burnout as a result of digital communications.

Forbes, 2023

Workers spend an average of five hours a day using digital

communication tools, so that's a lot of opportunities for interruptions, distractions and unnecessary noise from all angles. Constant communications contribute to burnout for 60% of employees, and almost half of workers say that ineffective communication negatively impacts their job satisfaction.

With so much going on all day every day, how on earth can we expect our employees to keep up with what actually matters to them? It's time to reduce the noise levels in our businesses - and L&D is perfectly positioned to lead the charge.



How do we typically handle workplace noise?

When we run into any issue at work, the temptation is to throw more 'stuff' at the problem.

Whether it's a platform, an elearning course or a totally revolutionary policy that will change the trajectory of your business forever, it's hard to resist the lure of 'newness' as a response to workplace challenges. According to RedThread Research, there are at least 426 learning technology providers on the market, so temptation lies around every corner.

Now, in case it wasn't obvious... that presents us with a major challenge when things are already too noisy. Too much noise + more noise = ... well, you get the picture.

In fact, what we should often be doing, especially when we're dealing with noise, is to think about what we can scale back. **Less is often more.** and more functionality or content doesn't necessarily mean a better solution. Sometimes, we need to look at what we've already got and see what's contributing to

distractions or overwhelm, rather than adding to the problem.

To be clear, we're not suggesting you burn down everything you've built! Instead, sometimes building better learning experiences means cutting down on noise and laser focusing on what people really need, and when they need it. In our experience, that very often means making the most of what you've got rather than always trying to create something bigger, flashier and shinier.



Blah blah
blah... ping,
ring ring...

+ What happens when we let the noise take over?

Sometimes, we get spellbound by the offer of more, more, more. When we let the workplace get too noisy, employees quickly get burnt out, distracted, overwhelmed and don't know what to prioritise. Naturally, this sends engagement plummeting, and people stop engaging with anything at all.

This creates frustration, both for employees and the L&D team,

and the cycle continues - more content, more noise, more churn. A whopping 97% of employees say communication affects their task efficacy on a daily basis. This frustration pushes employees to leave the company in their droves, or they engage in quiet quitting, or they end up burnt out, stressed and resentful. In other words, it's not good for anyone.

What's the difference that makes the difference?

L&D can try 100 things to achieve a goal, but what's the one thing that moves the needle the most?

As we know all too well, L&D's resources are finite, so it makes sense to 'spend' the most where it makes the most difference. Of course, there's a strong element of trial and error involved as that 'one thing' will look different for every business, but there are simpler, less risky ways to get started.

It's our job as L&D and HR professionals to curate content, maintain quality and cut through the noise on behalf of our employees. In doing this, we make it easier for our people to find exactly what they need (and not what they don't), which can improve organisational productivity by as much as 25%. This means truly understanding your audience to ensure your content is aligned with their needs.



Time is our biggest competitor in L&D.

61% of L&D professionals say that a lack of time is their biggest obstacle to success, with 42% struggling with budget constraints. It's clear, then, that doing more with less has never been more vital for L&D.

Essentially, any time-saving measures we can take are a good place to start making a difference. This could be segmenting your audience into teams for more targeted content delivery, automating comms with nudges from your platform or pushing the right content to the right people at the right time with suggested or featured assets.

...doing more with less has never been more vital for L&D.

What does this look like in practice?

+ First-class learning experiences

It goes without saying that the thing that makes the difference will look different for every company. But no matter your approach, there's no one-size-fits-all approach even within the same business.

Think of it like a flight. Whether you have an economy, business class or first class ticket, you're getting from A to B at the same time. The main difference is the experience.

The same applies to learning. Everyone will benefit from an economy experience, which will be your standard learning offering, but you can maximise the impact of your programme with business and first-class experiences, which will be more tailored, more personalised and more relevant to everyone in those audiences. Not everyone in the business will get the same learning experience, but that shouldn't be seen as a negative - focusing your first-class efforts on groups who will benefit the most will secure the biggest results for you.

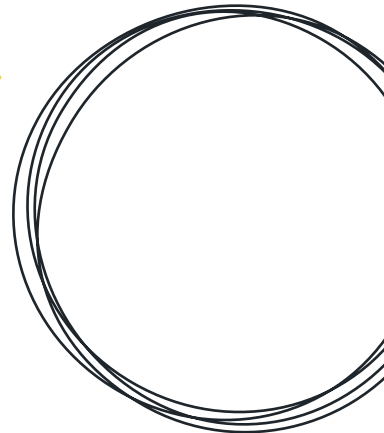
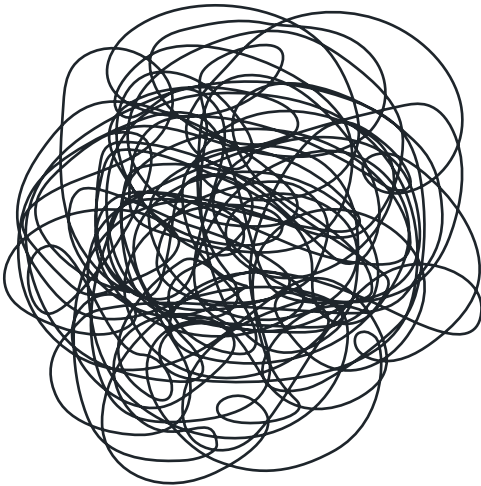
+ Borrow from marketing

Focusing on the way you market your learning content is crucial as a way to stand out against the rest of the business noise. Your internal marketing is just as important as the learning solution itself, but it's often neglected by L&D, so if you find that your learning isn't making the splash you want, amping up your marketing efforts can lead to a powerful uplift in the impact of your learning programmes.

Of course, who better to ask for help with this than your own marketing team? They will know how to make your comms resonate with your audience, and can inspire you to try out new techniques to grab employees' attention. With the right internal marketing, you can ensure your learning culture shines, while also cutting through the noise with targeted, truly engaging messages.



...What does this look like in practice?



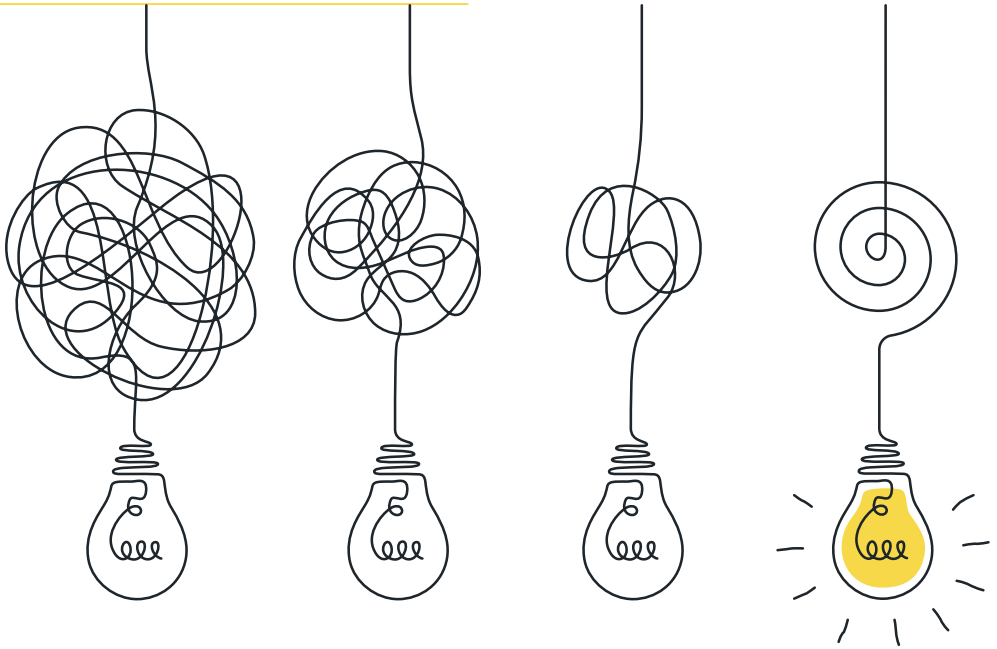
+ Prioritise simplicity

No matter what some vendors may try to sell you, there is no one-size-fits-all solution.

Just as people are different, so too are companies - even similar companies of the same size in the same sector will have different cultures, goals and needs.

But one thing we all have in common is the urgent need to reduce noise - and that starts with us. L&D is just as guilty of creating noise as every other department, but the good news is that we have the tools and understanding of our audience to do something about it.

...Prioritise simplicity



Reducing workplace noise is about more than simply reducing output.

It's about ensuring the relevancy of every piece of content we put out for each individual or team, and making sure people only see what's relevant to them, when it's relevant to them, and nothing else.

Cutting through the noise and prioritising simplicity means we laser focus > focus exclusively on the learning experience to reduce cognitive overload, simplify complex systems and processes and stay faithful to our company culture and what makes it unique.

The secret to reducing noise across your business? Reducing complexity. Why make things more complicated than they absolutely have to be?



*The secret to reducing noise across your business? **Reducing complexity.***



It starts with us


A business is a living, breathing organism with many moving parts. We're not pretending that L&D can solve the noise problem for an entire company, but we can do our bit and lead by example.

By cutting through the noise with crystal clear comms and making an effort to get the right content to the right people at the right time, we're getting the ball rolling on making the workplace less stressful, more productive and happier for everyone.

And only very rarely does that mean piling shiny new things onto your learning solution. In the vast majority of cases, you can achieve your goals with exactly what you've already got. Look at where you're creating complexity where it's not needed within your platforms, processes and content, then consider how you can simplify it for a better learning experience.

In a nutshell:
give everyone
exactly what
they need.
Nothing
more,
nothing less.
Simple.

5app



**Want to learn how
to cut through the
noise?**

Schedule your demo today and
we'll show you how it's done.

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