

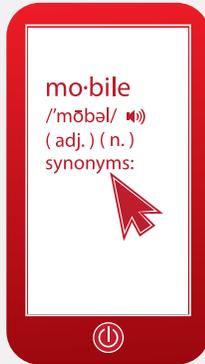
# MOBILE LEARNING

# STRATEGY

01

## WHAT DOES MOBILE MEAN?

Definitions of “mobile” vary between organizations. Often, it’s synonymous with portable, including laptops and audio players, in other workplaces it strictly means smart phones and tablets. In planning your mobile strategy, keep your thinking broad enough to include a number of devices that can support your portability goals. This is especially important as you consider the risks and limitations inherent in a market still in the formative stages.



02

## WHAT PROBLEMS ARE YOU TRYING TO SOLVE?



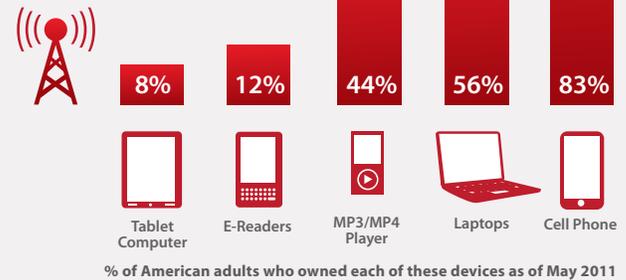
Mobile is one component of an overall learning strategy—consider how to make the most impact with mobile learning. Which of your audiences depend most on mobile devices—sales people, executives, field technicians? Understanding these learners’ unique needs will drive decisions about your m-learning direction. Performance support, reminders, notifications, assessments and surveys fit best for m-learning today.

03

## WHAT DEVICES WILL YOU SUPPORT?

With dozens of different types of devices available and no real consistency across different phones and tablets, it’s difficult to “build once” then deliver to a variety of devices. Common file formats your company uses for general e-learning won’t work on one or more popular mobile devices. Understanding the capabilities and limitations of various devices will help you decide whether you want to focus on a limited number of options—or even a single one.

\*Data from the Pew Internet & American Life Project



04

## DO YOU HAVE THE NECESSARY ORGANIZATIONAL SUPPORT?



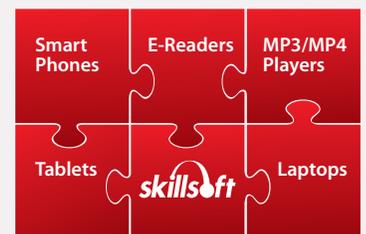
Your mobile strategy needs to align with overall organizational strategy—and your company’s information technology approach. Most successful programs begin with a strong partnership between the HR/Training group and the IT

department. You need to discuss security and network access guidelines, as well as the technical support needs your program will create.

05

## HOW DOES IT FIT INTO YOUR EXISTING LEARNING STRATEGY AND ECOSYSTEM?

Mobile learning can help improve employee performance, productivity and engagement, but it doesn’t meet every need. To succeed, you need to understand how m-learning fits within a broader framework. This will be driven by the maturity of your learning program and systems, your goals and your workforce.



SkillSoft turns e-learning problems into m-learning solutions by optimizing relevant content for mobile phones, tablets and other web-enabled devices, on demand and in easily digestible pieces. Learn more about mobile learning here.