

Frustrated by Lagging Engagement? Use the ARCS Model of Motivational Design to Reignite Learning!

If you've faced waning learner engagement, you're not alone. The good news is that the ARCS Model of Motivational Design offers a proven problem-solving approach for boosting and sustaining learner motivation. This model provides tactics in four areas—**Attention, Relevance, Confidence, and Satisfaction**—that you can easily incorporate into your next training.

ATTENTION

Gain it at the start and sustain it throughout the learning experience.

- Introduce a problem, mystery, or conflict that participants can only solve if they seek out new knowledge or information by working their way through the training.
- Present an eye-opening statistic or astonishing piece of information to “hook” the learner.
- Find ways, when appropriate, to use humor or incorporate elements of pop culture.
- Develop opportunities for learners to brainstorm, be creative, and make decisions.
- Ensure variation in training methodologies, including the look and feel of the training, number of instructors, types of exercises, and delivery methods.

RELEVANCE

Enable participants to experience learning that is directly applicable to their role and responsibilities, interests, organizational culture, or personal aspirations.

- Ensure your participants understand from the start what they can gain from the training.
- Explain how this training experience aligns with their current role and how it will build on existing knowledge and skills.
- Model “what good looks like” or ask tenured employees or leaders to model behaviors.
- Design opportunities for elective learning that offer freedom of choice.
- Use pertinent content, including realistic imagery, appropriate terminology, and applicable scenarios or examples that align to the learners’ environment.
- Remove outdated terminology, scenarios, and materials.

CONFIDENCE

Create opportunities for learners to feel they've succeeded, and work to counteract learners' anxiety and apprehension.

- Present expectations, learning requirements, objectives, and information on any certification at the start of the training.
- Provide participants with success experiences in which they build confidence by accomplishing tasks throughout the learning.
- Design the training with any prerequisite knowledge up front and build the experience so that it increases in difficulty.
- Give immediate feedback:
 - Positive feedback should attribute learners' success to their efforts.
 - Corrective feedback should help learners see the cause of their mistake and explain how to fix it moving forward.
- Ensure multiple opportunities for application and practice while in the safe training environment.

SATISFACTION

Design training so learners leave feeling good about their accomplishments, see it as valuable, and want to continue learning.

- Set up job shadowing or mentoring experiences in which participants who have excelled can help other learners or peers.
- Provide unexpected awards and recognition.
- Tailor your feedback to each learner.
- Ensure numerous opportunities for reinforcement throughout the training and after it is completed.
- Create situations in which trainees can put their new knowledge and skills into practice in realistic settings where there is a chance of success.

ARCS Works!

We've seen the power of the ARCS Model firsthand. Learners who completed ARCS-designed courses were more engaged and left feeling higher levels of learning satisfaction than learners who completed similar content when ARCS strategies and tactics were not applied.

At Encompass, we're happy to discuss how you can incorporate ARCS into your training programs. For more information, scan the QR code to check out our LTEN article on this topic.



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Read what our partners are saying about us.

*I was a client of Encompass on two separate occasions. In both instances, we needed to focus on **training and execution**. With Encompass, I found it wasn't just another "one-and-done" training event, which we experienced in the past. Rather, Encompass really focused on developing a **complete learning journey**—including **reinforcement**, which often gets missed. This approach really sets Encompass apart!*

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