



The Ultimate Guide to Building a Better Workforce

# Part Three: **Training and Development by Learning Styles**



# Training and Development by Learning Styles

For both new and existing employees, you want to be sure that you create a corporate learning program that is effective for all learning styles. The concept of “learning styles” outlines how individuals learn differently. This idea has been studied extensively in academic settings; however, it can often be overlooked in the workplace. Many organizations use a “one-size-fits-all” approach to training and development. Unfortunately, this may not be the best way to ensure that employee learning styles are addressed and your staff truly grasps important concepts.

## Understanding the Learning Styles

**One of the most common ideas** surrounding learning styles is that individuals often fall into one of the following categories: auditory learners, kinesthetic learners, visual learners and verbal learners (reading/writing).

- Auditory learners prefer that new content is presented through listening and speaking situations.
- Kinesthetic learners understand information through hands-on practice.
- Visual learners understand information best when it is presented through images.
- Verbal learners learn best through words, specifically through reading and writing.

## Learning Styles in the Workplace

Many corporate learning programs are inadvertently tailored to auditory learners. These individuals thrive when they are presented information through lectures, seminars and group discussions, which are popular methods of training employees. These are the employees who can attend a conference and come back with a thorough understanding of the topic presented.

Kinesthetic learners have an advantage in the workplace as well. The act of performing their job is tied to their preferred learning style. The hands-on learning that occurs in their day-to-day duties helps them to understand and retain information. They may not seem engaged in training workshops, but when left to their own devices, they generally thrive. To help kinesthetic learners retain new information, you could consider more “hands-on” workshops, or a “buddy program” where they have the opportunity to teach a coworker what they’ve learned.

Visual learners thrive in an environment that uses images to convey ideas. They prefer graphs and charts over group discussions, and PowerPoints or videos over lectures. Help visual learners understand key concepts with engaging videos on relevant topics that will hold their attention.

Verbal learners will often be the employees with pages full of notes after a meeting. They understand information best when they can read it or write it down. If they are struggling with a concept, they might take their own time to look it up and read more on it. Provide verbal learners with a tool that will help them access reputable materials for their independent research.

# Training and Development by Learning Styles

## Training and Developing All Learning Styles

It can seem daunting to try to incorporate all four learning styles into your training and development strategy. However, with the right approach, you can ensure that all employees are given an opportunity to succeed. EBSCO has outlined a variety of different training and development strategies in the chart below that you can utilize to develop a holistic program.

	Auditory	Kinesthetic	Visual	Verbal
Training Seminars	✓			✓
Industry Conferences	✓			✓
Hands-on Workshops		✓		
PowerPoint Presentations			✓	
Videos/Webinars			✓	✓
Books/Book Summaries				✓
Audiobooks	✓			
Magazine Articles				✓
Training Colleagues	✓	✓		

# EBSCO Can Help



EBSCO's *Accel5* is a microlearning solution that helps employees develop critical soft skills in just minutes a day. Content in *Accel5* can be tailored to the variety of learning styles within any organization. Additional features of *Accel5* include:

- **Insight From Thought Leaders.**  
*Accel5* features exclusive content from members of "Thinkers50," the premier global ranking of management thinkers.
- **Concise Content.**  
*Accel5* is a microlearning solution with all content designed to be consumed in just minutes.
- **Soft Skill Focus.**  
Content in *Accel5* is focused on critical soft skills such as leadership, teamwork, innovation and more.
- **Customizable Experience.**  
*Accel5* offers functionality to customize the platform to highlight the competencies most important to your organization.

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