

Small firms to make a ‘cultural shift to e-learning’ using Ambidect’s Learn with Mobile Professional platform

Learning placed at the heart of everyday work, says learning and development expert

Congleton, UK, December 4, 2017 – Small and medium-sized enterprises (SMEs) can make a cultural shift, focusing their staff’s e-learning on the workplace by using Learn with Mobile, a highly-flexible, cloud-based mobile learning platform launched today by Ambidect, the global innovator in learning and development platforms for businesses.

Unlike static ‘classroom’-based training, Learn with Mobile Professional ensures that assets like course materials, ‘how to’ guides and interactive games are instantly accessible, ‘social media-style’, on any trainer or employee’s device or computer, irrespective of location or office IT set-up.

Learn with Mobile blurs the line between learning and working. An ‘always-on’ platform, it makes learning fun for employees while inspiring SME owners and managers to set up more regular, ‘on-the-go’ learning sessions or informal staff knowledge sharing forums. This step-change in learning assets’ usability better harnesses trainers’ and star employees’ knowledge and know-how for workforce learning and upskilling.

By delivering highly-accessible content for different ages and work grades, Learn with Mobile encourages employees to view or re-use their learning materials or product quizzes, or access them out of work hours or move on themselves to the next knowledge level. As a result, employees rapidly acquire a continual learning habit and boost their own knowledge retention.

This learning in the workplace enables SMEs to strengthen – or even do away with – classroom-based training courses that often take staff away from the workplace, in favour of running more engaging, ‘hands-on’ learning that can be embedded in workplace life.

This approach also challenges accepted business training models where it’s estimated that 70% of knowledge is acquired in the workplace, 20% is gained from colleagues’ know-how and only 10% is gained through ‘formal’ training courses.

Ambidect developed and proved Learn with Mobile’s functionality for international firms that wanted business units’ staff to make more use of company-produced materials and boost learning outcomes. The platform has helped boost learning rates for front-line employees, in-store teams, and regional offices as well as at remote locations where training opportunities were limited or under-realised.

Available as a cloud-based service on fixed price per user per month subscription, Learn with Mobile Professional version is instantly available on employee/user’s PCs and devices, in contrast to block-booking classroom-style training or installing cumbersome, enterprise-level learning management systems (LMSs). Using Learn with Mobile Professional, businesses can company brand their own system. In addition, a Learn with Mobile Starter version is available free to small companies with fewer than ten learners.

Tim Thomas-Peter, Ambidect’s managing director, explains: “Learn with Mobile Professional inspires a cultural shift for small firms because it puts e-learning at the heart of workplace life. Company training has for years been dominated by boring ‘classroom-style’ training that’s divorced from ‘on the spot’ learning that SMEs are good at anyway. Our Learn with Mobile platform will make e-

learning a daily reality and an enjoyable aspect of work for firms which can't always afford large-scale, 'classroom' training but still want to reinforce the training sessions that they do provide. It brings the best of all worlds to small firms' learning."

For further detail of Learn with Mobile Professional, contact Ambidect on www.ambidect.com or phone 01260 221292 or email tim@ambidect.com.

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About Ambidect

Based in Congleton, UK, Ambidect is the global innovator in learning and development platforms for businesses. It has a long track record of developing highly-flexible cost-effective learning platforms and information systems, for global enterprises, mid-size firms and UK public organisations. Its management and development team has over 40 years' expertise in software engineering, open source development and global information delivery.

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