

# The ultimate guide to crafting **training content** that engages your teams

*Great training fuels confidence, sharpens performance, and helps employees unlock their potential, but only when it feels relevant, fair, and worth their time.*

All too often, training can be seen as a distraction from real work, whether that's closing deals, resolving customer queries, or analyzing data. Employees often think of onboarding or upskilling as an unfortunately necessary stage that they need to get through as soon as possible. They might not see a clear connection between what they're learning and how it will improve their conversations, decision-making, or efficiency. When feedback feels inconsistent or biased, employee trust in the process erodes and motivation quickly follows. And with managers juggling packed schedules, one-on-one coaching often gets pushed aside. **That's why well-crafted, engaging training content is so critical.** It bridges the gap between theory and impact, makes learning feel meaningful, and keeps employees coming back for more. In this guide, we'll show you how to build training experiences that resonate, inspire, and drive real performance.

## What makes training content compelling and engaging?

- 👉 If you want your employees to engage with training, the content itself needs to earn their attention. That means going beyond the basics, and creating experiences that feel relevant, energizing, and clearly connected to their day-to-day challenges.

Let's explore what makes training content truly engaging and something that employees will look forward to.

### 1 Interactive elements

Research studies have shown that people learn faster through active learning. Building in interactive experiences also makes your content more enjoyable and engaging. For example, sales reps prefer to actively try out their pitch or conduct a realistic sales conversation, rather than reading tips on successful sales calls or passively watching a "best sales call" video.

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The biggest surprise was how much more excited people are to talk to Second Nature's avatars than to us. We're a fun group at Zoom, we like to have a good time, and people were so extremely excited about the program and their results and how it was set up

**MICHELLE DOTSON, SENIOR MANAGER OF SALES ENABLEMENT AT ZOOM, WHICH ACHIEVED "UNHEARD-OF" 100% PARTICIPATION FOR ITS NON-MANDATORY TRAINING THROUGH SECOND NATURE.**

## 2 Clear value

Employees look for training that's evidently going to make a difference to their performance. Offer content that's relevant to the real-world decisions they have to make and which directly enable them to be more productive and efficient. Create practical materials that strengthen relevant skills, so that employees can draw a clear line between their training and their workplace success.

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It was very direct and to the point and I find this type of training more effective than Powerpoint or video instruction.

**SECOND NATURE USER, ZOOM**

## 3 Visual content as part of a mix of content types

Nothing puts people off training like a page of text. It doesn't matter how engaging your writing style is - they'll lose interest before they read a word. Include plenty of visual content, like infographics, diagrams, charts, and videos, to keep your reps interested.

Content that has a clean and eye-catching design with minimal clutter is best for capturing attention, simplifying complex information, and improving retention. Mixing it up with videos, animations, GIFs, and other types of visual content helps maintain engagement and motivate employees to train more.

## 4 Storytelling and humor

Once you've triggered someone's emotions, they are more likely to feel invested in the content and pay attention to the entire training session. Getting your trainees to laugh at a joke or catching their attention with a fascinating narrative are excellent ways to build engaging training content. Using humor helps to keep things light and makes the material more memorable.

Employees at Zoom rated Second Nature's AI avatar 4.5 out of 5 stars, and 95% said they'd prefer to use AI avatars for future training.

## 5 Gamification

Gamification elements like rewards and dynamic leaderboards tap into each person's competitive streak. Everyone likes the feeling of besting their colleague, or even beating their own previous score. Video-game like scenarios make training something fun and exciting, encouraging employees to participate in and complete sessions.

## 6 Personalization

One-size-fits-all doesn't work for training content. You end up with something that doesn't quite suit anyone. Employees who are given content that's too far above their level may lose their motivation and stop trying, while content that's too easy gets seen as boring and causes them to quit training sessions.

You want to offer training content that fills each employee's individual gaps, strengthens their specific weaknesses, and moves forward at a pace that keeps them challenged and motivated.

GoHealth saw role play practice time rise by 7x for new hires and 6x for ongoing training after implementing Second Nature.

## 7 Easy accessibility

It's not just about what goes into your training content. It's also about how you make it available to your employees. Requiring them to show up physically or log into a virtual classroom at a specific time creates barriers between them and the training. It's best to offer training content on demand through a digital platform, so that employees can train whenever they like and wherever they like.

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I definitely practiced more with Second Nature just because it was always available. Sometimes my classmates weren't in the mood but Second Nature was always there.

**ARYN FRAZIER, XULA STUDENT.**

**OVER TWO-THIRDS OF XULA STUDENTS PRACTICED MORE OFTEN WITH SECOND NATURE**

## 8 Feedback loops

Everyone likes to see that they are making progress. Dynamic leaderboards that show each employee's score allow trainees to track their improvement, encouraging them to train more often. It's important to combine this with instant feedback that includes suggestions for strengthening their skills and correcting mistakes. This way, employees can see their abilities get better, making them feel more engaged with the training.

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Feedback is a gift that helps us grow and adapt. Second Nature provides a safe place for feedback where a learner could practice their skills

**JAY FORTUNA, VP OF LEARNING AND ORGANIZATIONAL DEVELOPMENT AT GOHEALTH**

## 9 Social learning

Employees enjoy connecting with their colleagues to share advice, swap tips, and support each other with stories about their own experiences. They are more likely to take in lessons that come embedded in someone else's real-life interchange, so encourage collaboration and knowledge-sharing through forums, group tasks, and peer training circles.

## 10 Easy navigation

People want to feel a sense of control over their training. Make sure your employees can easily move through the different sections, skills, and tasks within your training content, so that they can skip forward or rewind and revisit specific elements. You should have a clear layout and user-friendly navigation tools that enable employees to find the points they want without hassle or frustration.

*What is holding you back from producing the content **you want**?*

Now you know what goes into compelling and engaging training content, it should be a cinch to produce the materials you need. Right? Well, not necessarily. There can still be a number of obstacles that hold you back from meeting your training content goals.

## 1 Producing content at scale

Training needs can change rapidly, and every time they do, there can be pressure to deliver new content ASAP. If you have a large workforce, serve a diverse audience, and/or run a call center or BPO with multiple varied clients, you might need to produce a lot of content at short notice.

Second Nature's AI assistant makes it fast and easy to produce new role plays. All that's needed is to upload sales materials like decks, battle cards, or even recordings of previous sales calls, and hit the "build an AI role play" button. In a couple of minutes, you'll have a new training session, and in less than an hour you can create a full role play library.

## 2 Supporting varied learning styles and needs

Your employees aren't carbon copies of each other. Some of them have a lot of relevant experience, and some have none. They all need to learn your unique messaging, corporate culture, and value proposition, but some may have previously worked in similar positions for very different industries or verticals, so they also need to change their style or adapt to different sales cycles or culture.

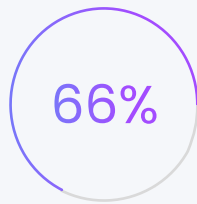
Additionally, some of them are fast learners who get bored if the pace is too slow; some prefer to move more slowly and review several times; some need a lot of encouragement; you get the idea. You might also have employees from different cultural backgrounds and languages. Crafting content that meets the needs and preferences of your varied workforce is far from easy.

### 3 Delivering interactive challenges and gamified experiences

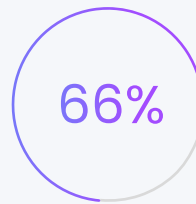
Turning corporate messaging, compliance requirements, and other vital information into interactive and/or gamified training content can be challenging. You might struggle to see a way to make your sales deck interactive, or find it hard to come up with ideas for gamifying governance policies. There's only so many times that you can make a multiple-choice quiz with virtual fireworks on completion, and still expect employees to be excited by it.



Practising with AI is more realistic than practicing with fellow students



AI role plays make me more effective



AI role plays are more efficient than practicing alone



AI role plays are more realistic than imagining the buyer's side of the conversation

### 4 Ensuring content meets training objectives

Your training content needs to check a lot of boxes. Besides being engaging and compelling, you also need to make sure that it advances your training goals. Those could change frequently, as mentioned above. They could include raising employee confidence, preparing sales reps who will pitch to CEOs, making sure that HR personnel know how to listen actively, and more.

### 5 Keeping feedback loops fast and relevant

It's one thing to craft training materials that are interesting, practical, and relevant. It's another to manage feedback effectively. You can't control the availability of your managers, so you can't promise that they'll always review and evaluate a role play recording within a certain window of time. Even when you're the one sending feedback, you can't always do so as quickly as you'd like.

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Simply because my professor has so many other students, feedback would come back within a week or so, so getting the feedback instantly from Second Nature was very beneficial.

**ARYN FRAZIER, STUDENT AT XULA**

## 6 Limited time and resources

It can take a lot of time to plan the best training content. But you don't always have a lot of time. Sales enablement, L&D, and training teams tend to be small, even if they're supporting large and diverse teams, and they don't always have the top-of-the-line resources that can streamline content production. It can be a struggle to find the time and energy to refine training content until it reaches the standards you have in mind.

## 7 Inability to measure effectiveness

Feedback and iteration loops are difficult to implement for training content. Employees don't often respond with their impressions about your content or how engaging they find it. It's rare for them to share useful information about how they felt about your training content or ways that it could be improved, making it hard to identify and correct weak spots. Tracking ROI from training content is notoriously challenging, leaving training personnel operating in a vacuum. Without clear ways to connect training content with changes in employee performance, it's tough to know whether your content is making any difference, or what to change to correct the situation.

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I've created hundreds of thousands of [onboarding] programs over my career, but I can't really verify if they know something. I can create the best training but I don't know if they've got it. But you can use AI to test and almost ensure your sellers know exactly what you need them to know.

**MICHELLE DOTSON, SENIOR MANAGER OF SALES ENABLEMENT AT ZOOM**

## 8 Technology limitations

L&D and training departments aren't always the first in line for a tech upgrade. Personnel often struggle with legacy tech and outdated systems, which don't give them the tools they need to develop engaging content. If your LMS doesn't support interactive experiences, enable newer formats, or allow users to navigate forwards and backwards through a training session, it can undermine all your hard work developing an engaging concept. If you are going for a third-party solution, make sure it's one that can integrate with your LMS.

## How **Second Nature** can help

Second Nature training platform provides AI-powered content development and delivery, helping enablement, HR, and L&D teams produce the engaging and compelling content that employees need. The system responds to user learning styles, adapting pace, tone, and recommendations so that every employee has a personalized training experience.

The easy-to-use editor converts existing training material into interactive, gamified learning experiences in just a few clicks based on your existing materials, allowing you to build full training libraries in a few hours and respond swiftly to changing training needs. Dynamic leaderboards and instant, objective feedback stimulate a sense of competition and encourage employees to train more.

With realistic training conversations, Second Nature enables customer-facing employees to prepare for real world situations, new hires to learn unfamiliar processes and workflows, and all workers to negotiate challenging situations. As users track their progress and feel their capabilities improve, they recognize the value that the training provides.

Additionally, user-friendly reports and an easy-to-read manager dashboard allows training and leadership personnel to track participation and completion rates, measure progress, and compare against sales and productivity figures to demonstrate impact and ROI.

**Learn more about how Second Nature can help your organization create compelling, effective training for your employees.**