



MobieTrain

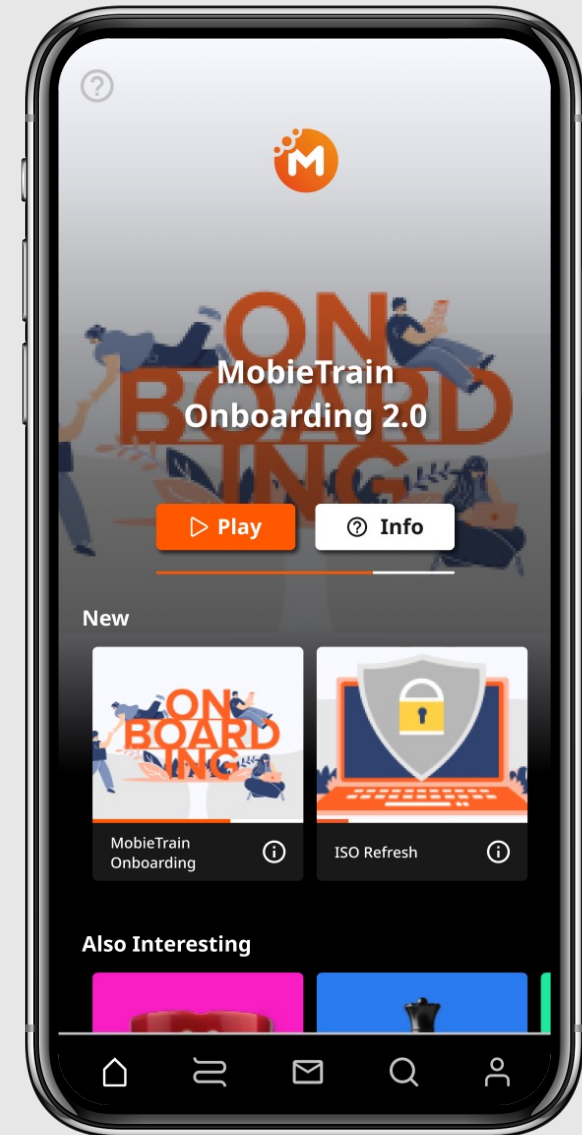
Change Behaviour. Boost Performance.

A glimpse into the mind of a **Content Writer**



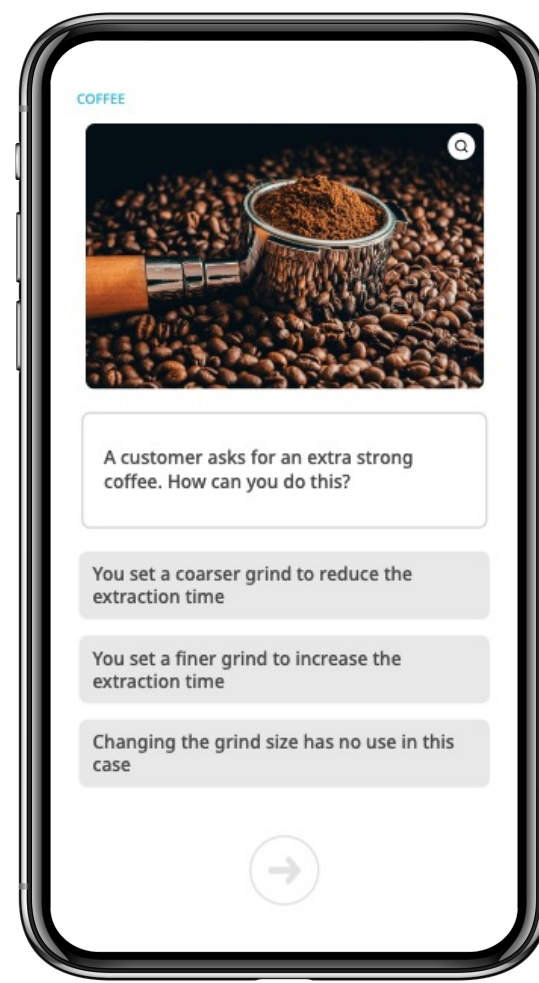
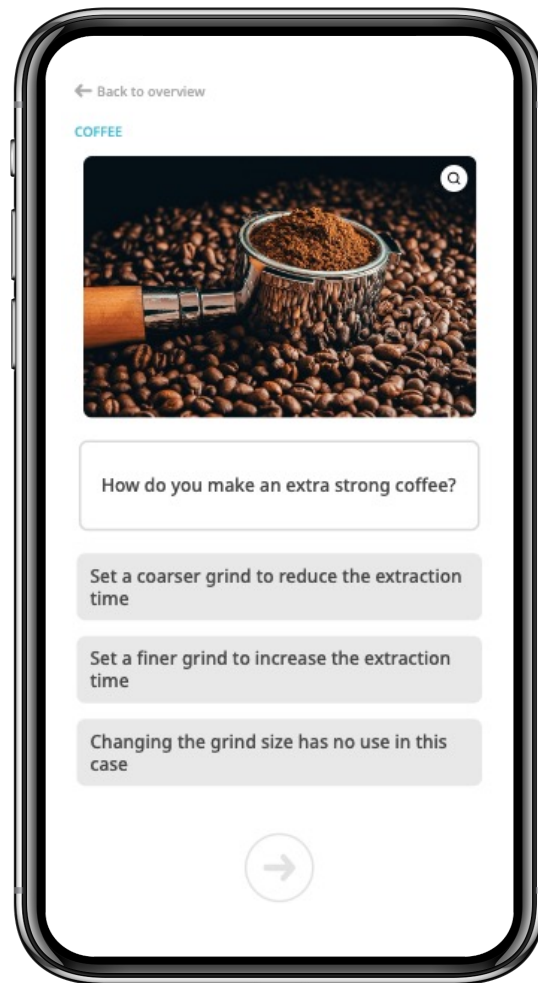
Agenda

- What makes a good question?
- Practical guidelines
- Mix it up! (formats)
- The importance of feedback
- Tips & Tricks
- Q&A



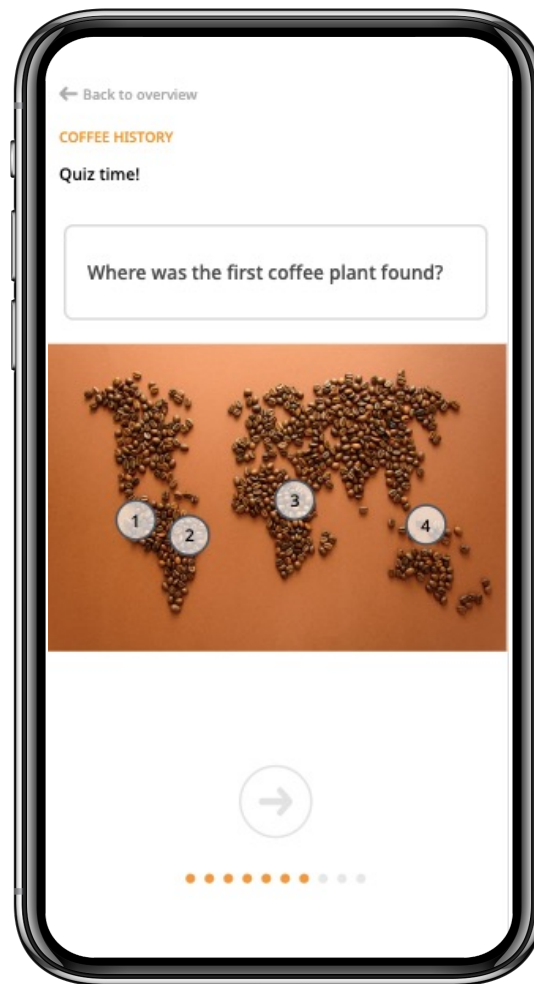
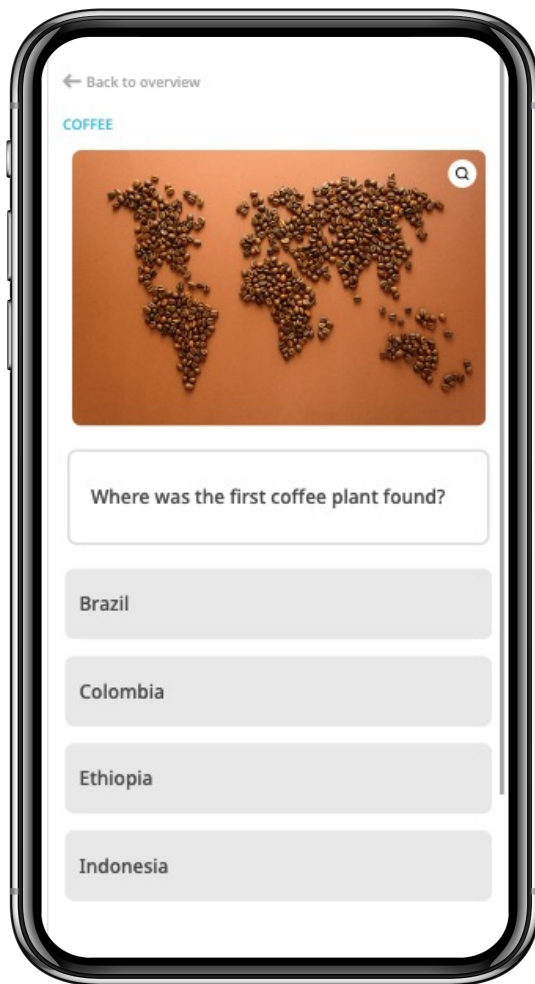
Let's get started!





How could we improve this question?

- Scenario instead of 'just theory'



How could we improve this question?

- Scenario instead of 'just theory'
- Different format

**What makes a
good
question?**



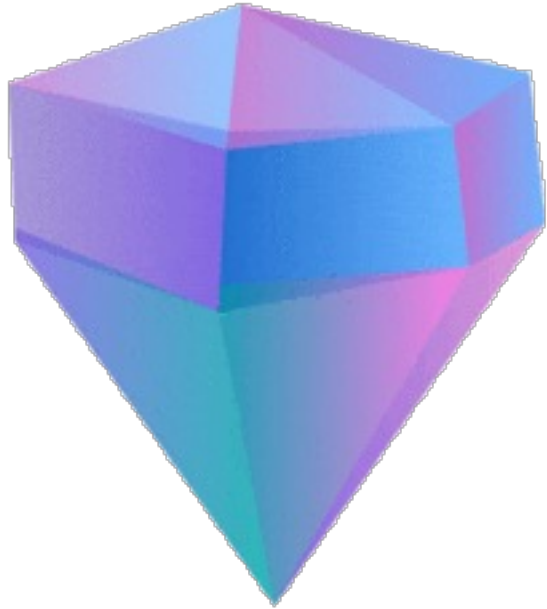
First things first!

○ Ask yourself:

- What should my audience remember?
- What are the key take-aways?

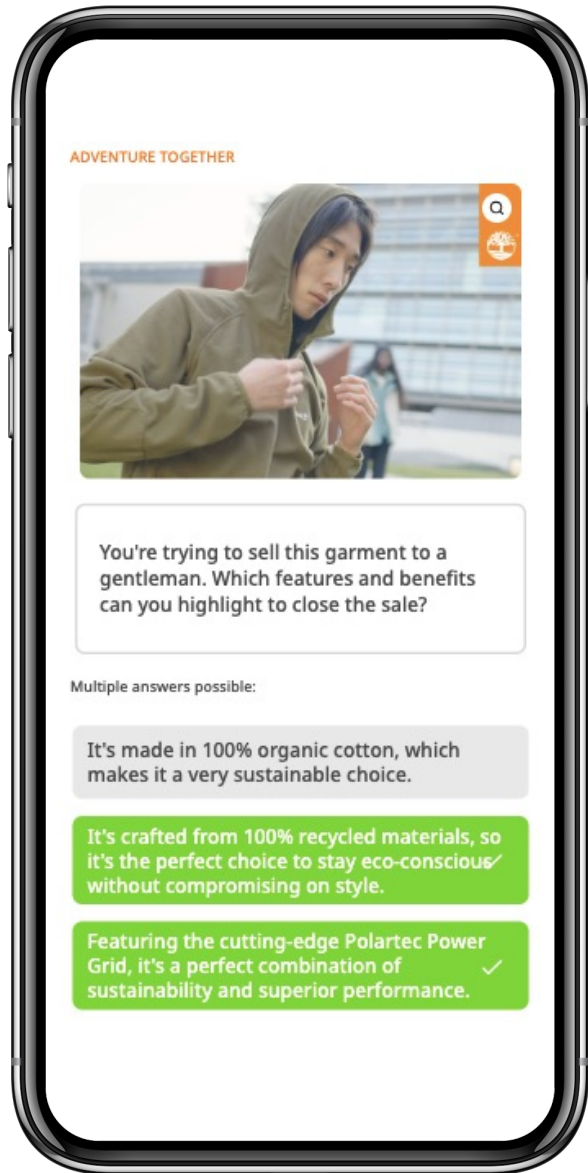
Build your questions around that!





Be crystal clear

- Don't leave room for misinterpretation
- Use your own words (not too much jargon)
- Question words:
 - Who is your go-to person for HR-related questions?
 - What are the key features of product X?
 - Where can you find important documents?
 - When was our company founded?
 - Which statements are true?
 - Why is excellent customer service so important?

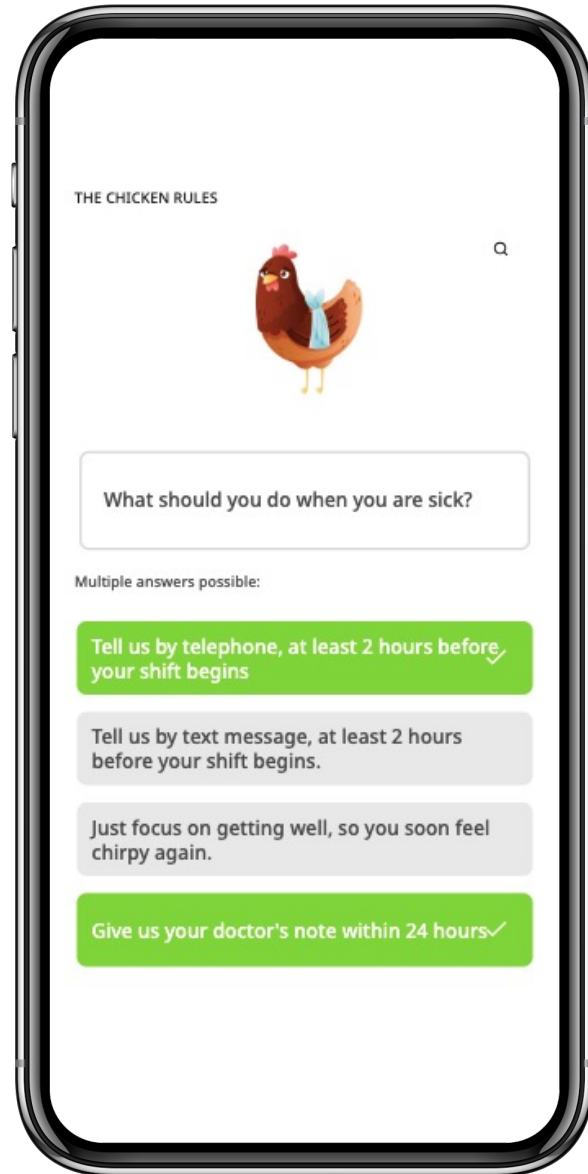


Make it practical!

○ Include realistic scenarios

○ **Example:** *“What benefits of product X could you highlight to customers to seal the deal?”*

○ **Instead of:** *“What are the features of product X?”*



Make it practical!

- Include realistic scenarios

- Example: *“What benefits of product X could you highlight to customers to seal the deal?”*

- Instead of: *“What are the features of product X?”*

- Tackle FAQs (within your company, from clients, ...)

ICONS & ADVENTURE TOGETHER



Imagine this: *You're introducing the legendary 3 Eye Lug to a gentleman, and as you notice his partner admiring the shoes, a smile spreads across your face.*

It's your lucky day! Why?

Not only do we have the perfect fit for HIM, but we also have an equally stylish and comfortable version specifically crafted for HER.

Drag and drop:



How can you apply the value 'team spirit' in this situation:

You see your colleague struggling with a project. What do you do?

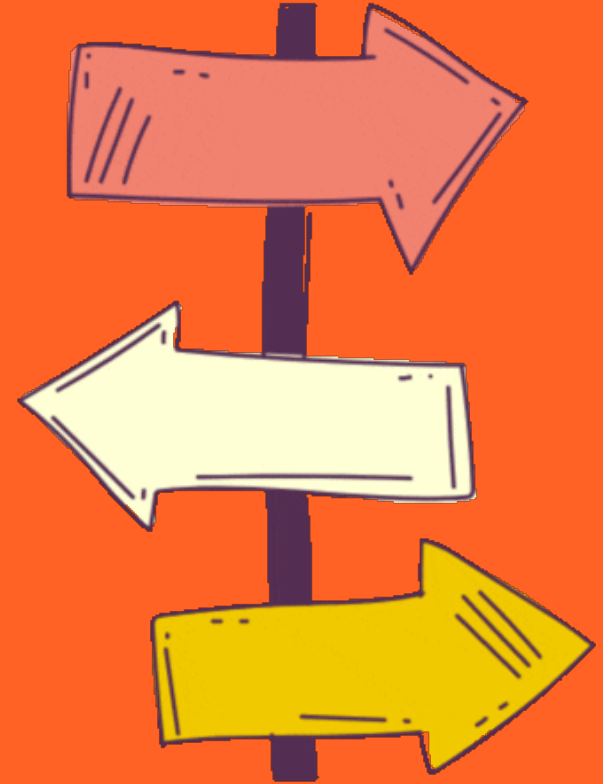
Ask if they could use help

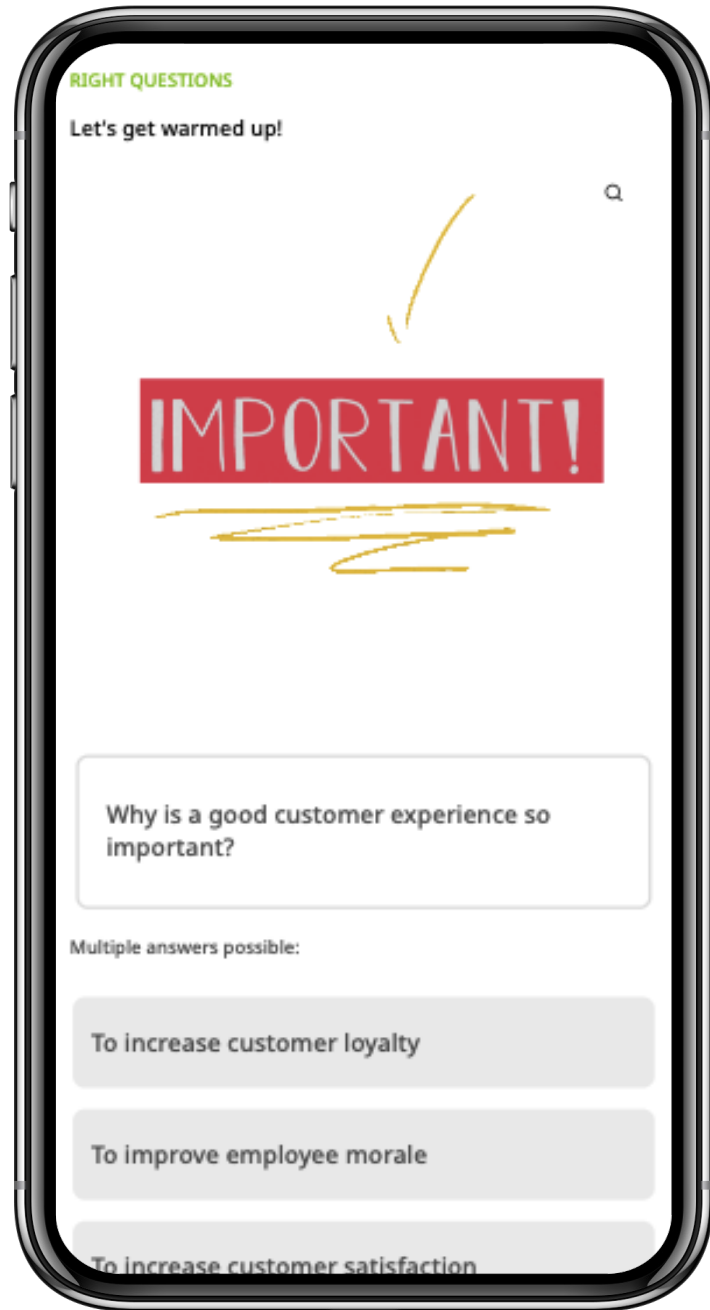
Ask your other colleague if he can go and help

Pretend you haven't seen anything



Practical guidelines

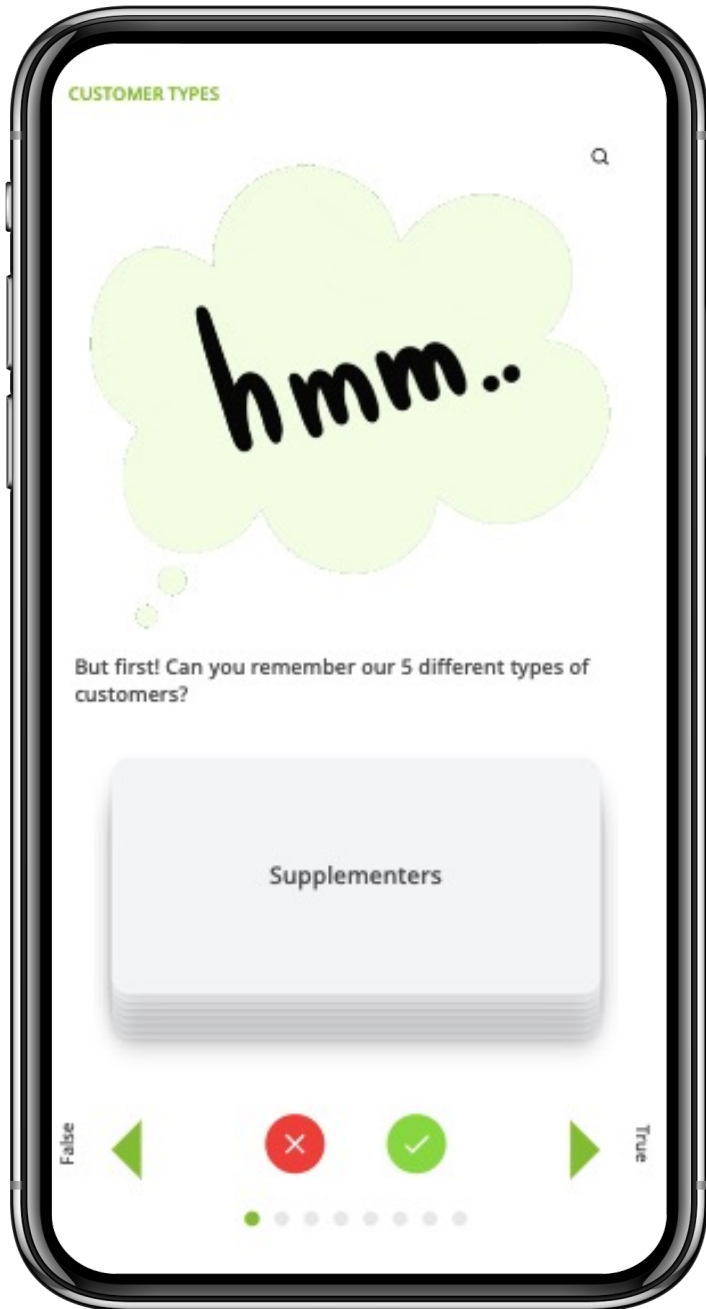




Practical Guidelines

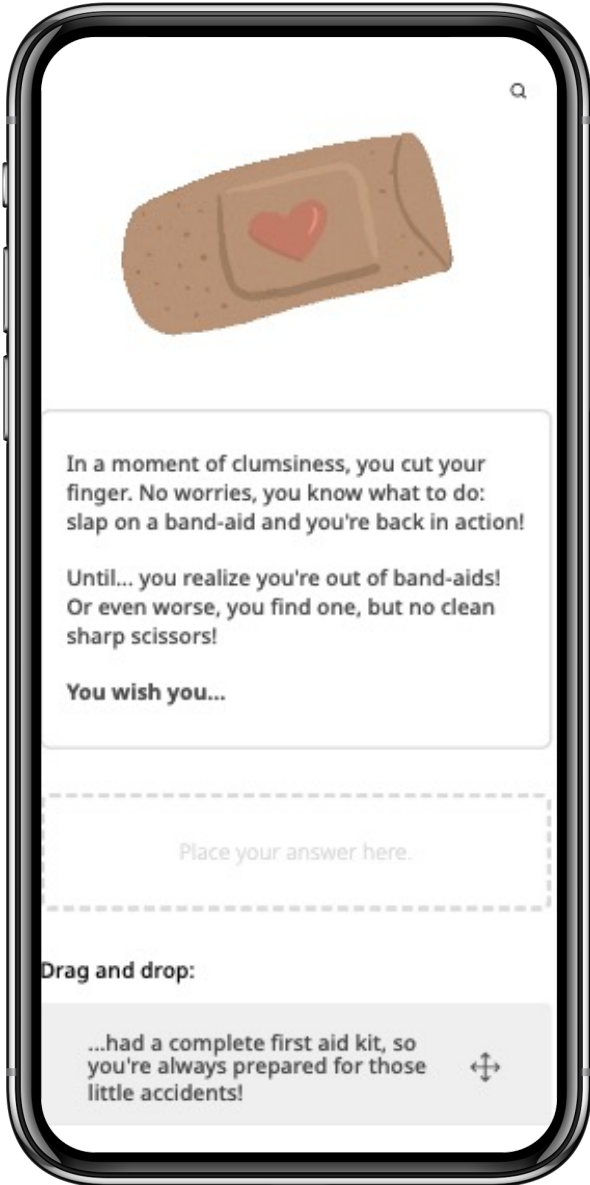
- 3-5 questions per LM

- Start with a warm-up



Practical Guidelines

- 3-5 questions per LM
 - Start with a warm-up
 - Activate prior knowledge



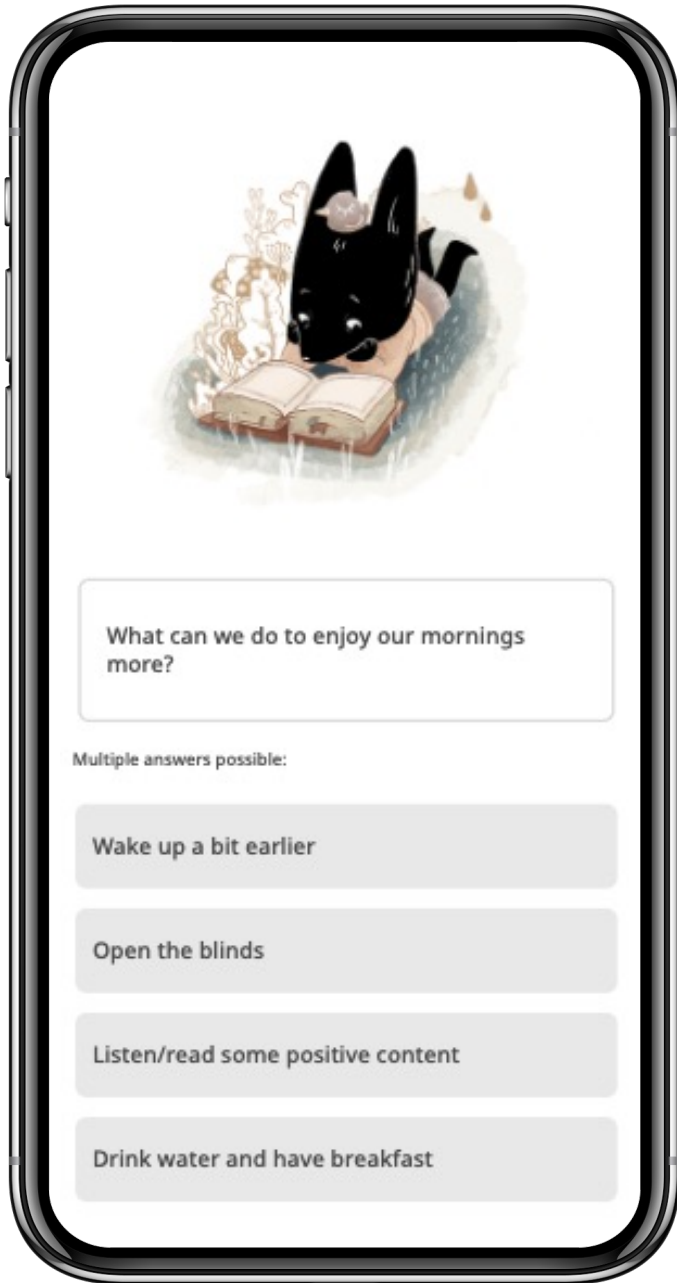
Practical Guidelines

○ 3-5 questions per LM

○ Start with a warm-up

○ Activate prior knowledge

○ Motivate / Arouse curiosity



Practical Guidelines

○ Alternate hard and easy questions

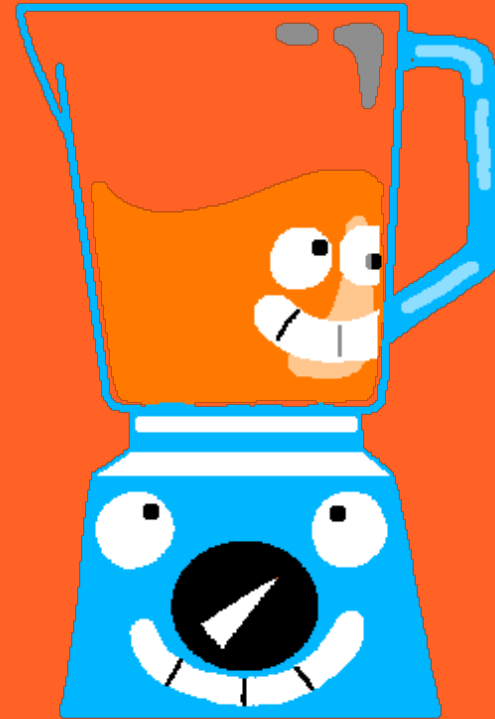
○ Success

○ Motivate

○ No rocket science

Mix it up!

Our formats



Our fantastic formats

 Text


 Video


 Swipe


 Multiple Choice


 Multiple Answer

 Multiple Answer Swipe


 Multiple Image Choice


 Multiple Image Answer

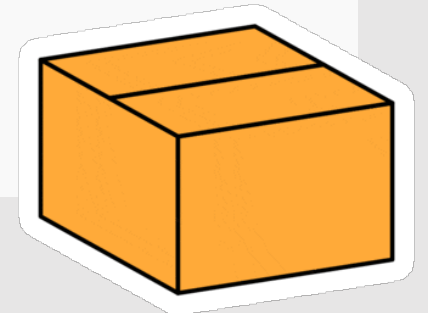
 Multiple Choice Drag and Drop

 Yes / No

 Ranking

 True Fact

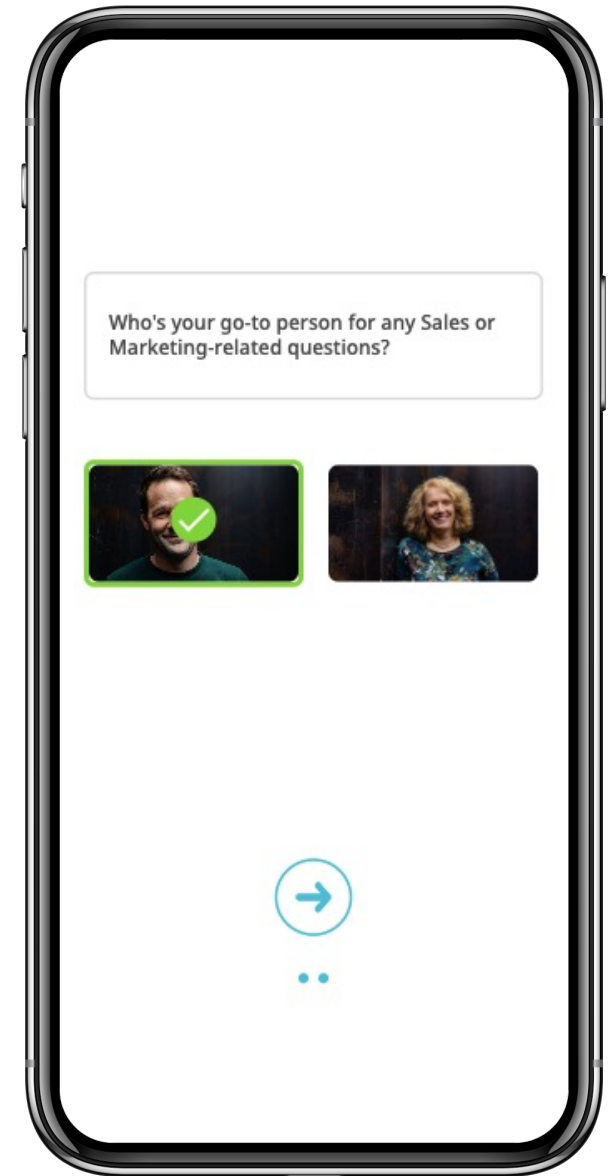
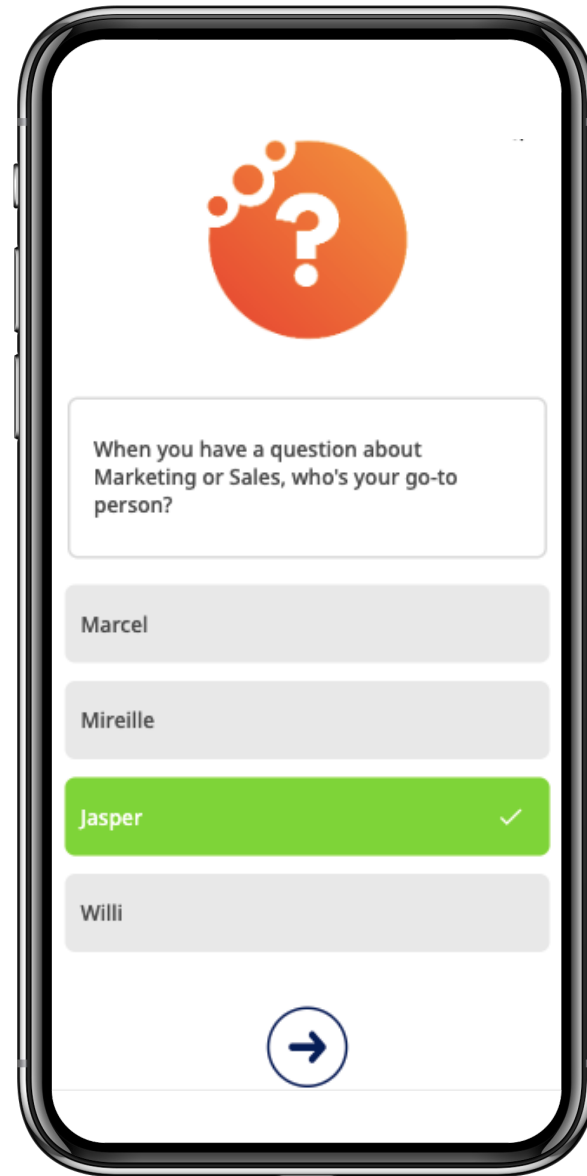
 Hotspot Image



MPC



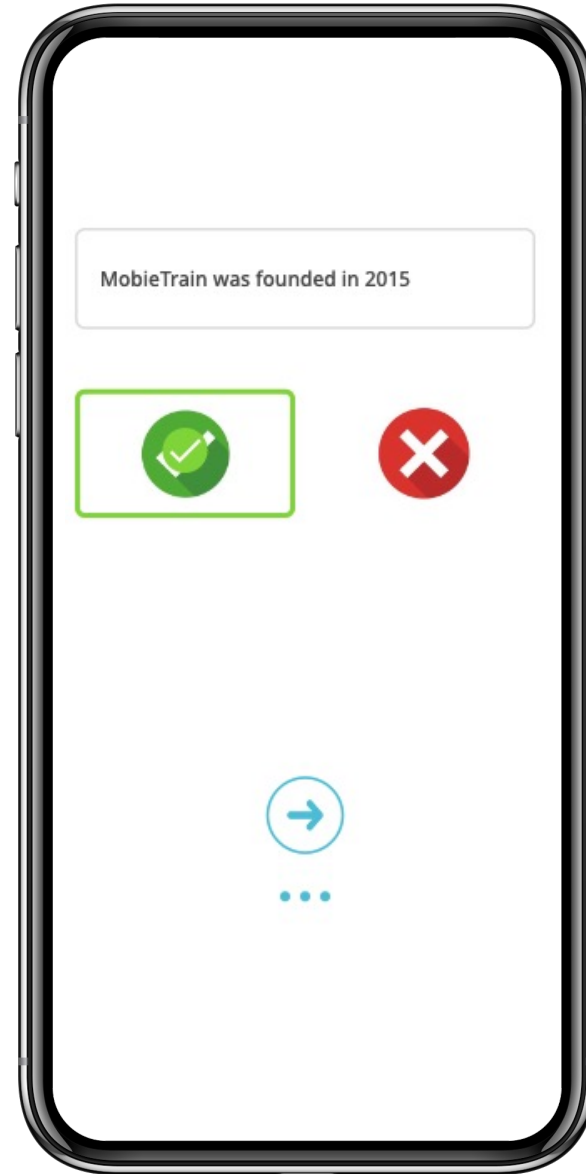
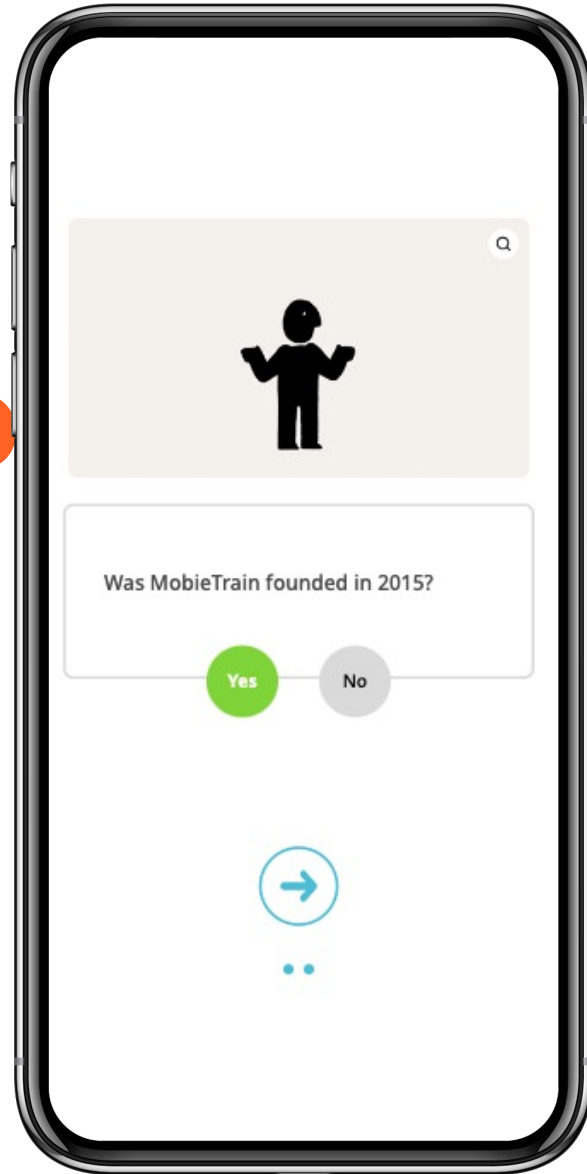
MPIC



Yes/No



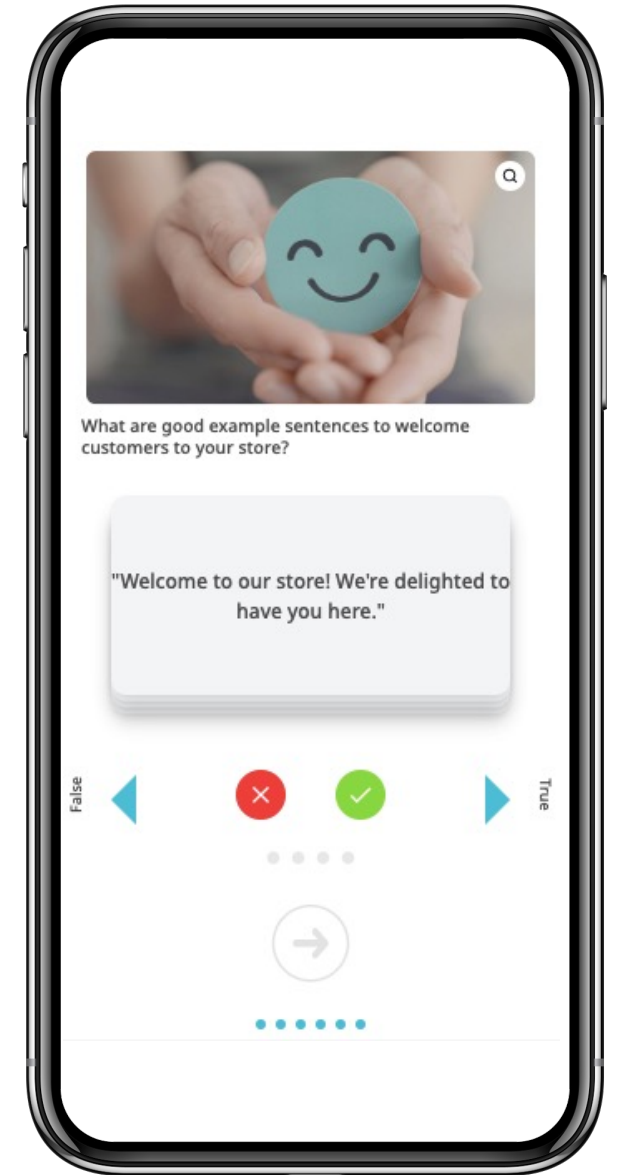
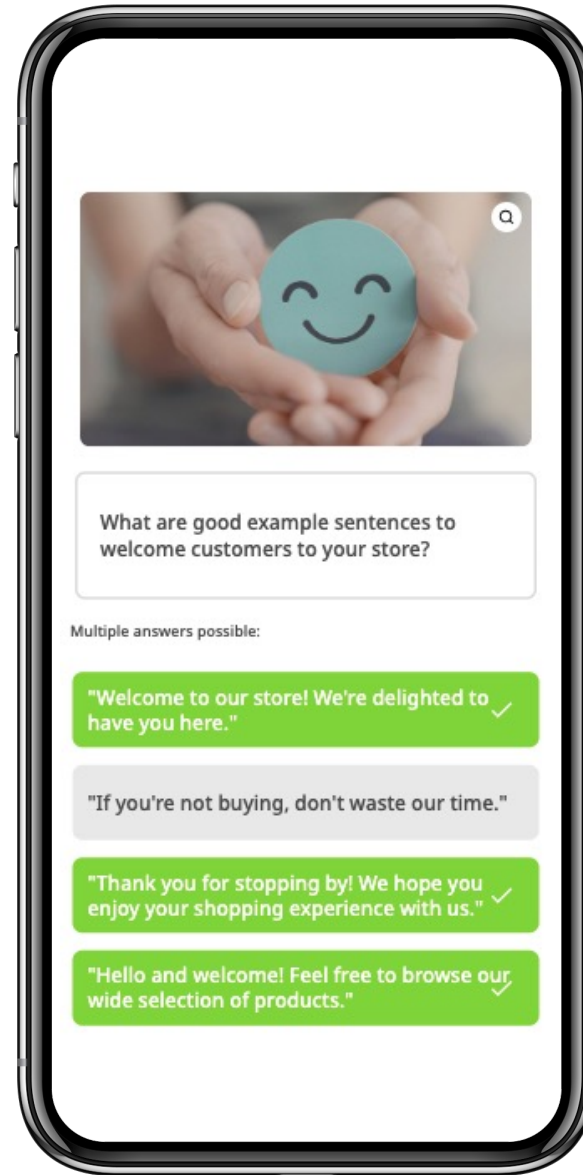
MPIC



MPA



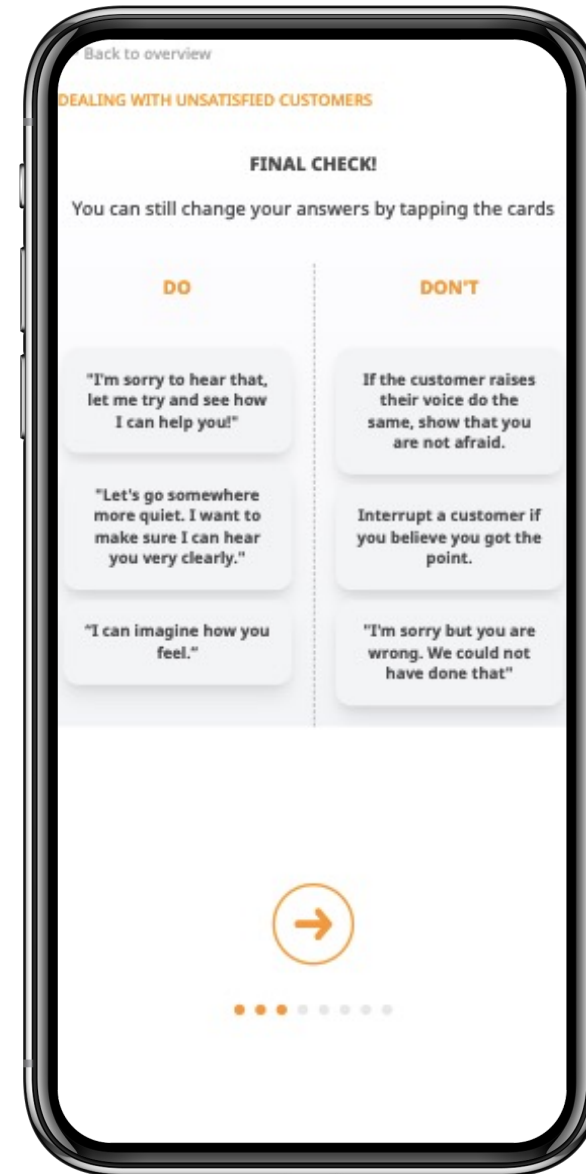
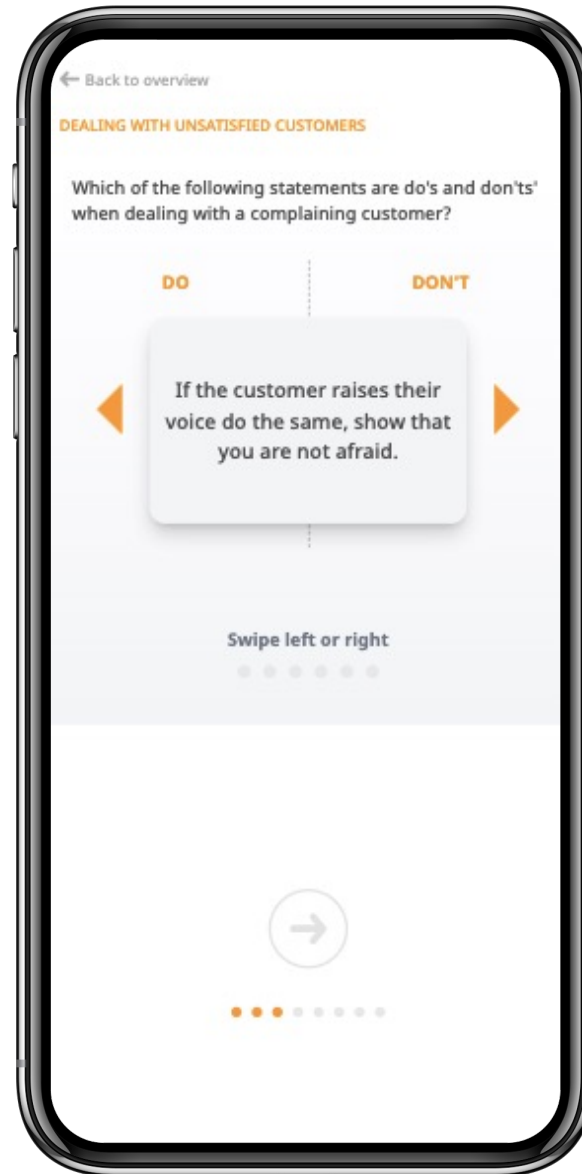
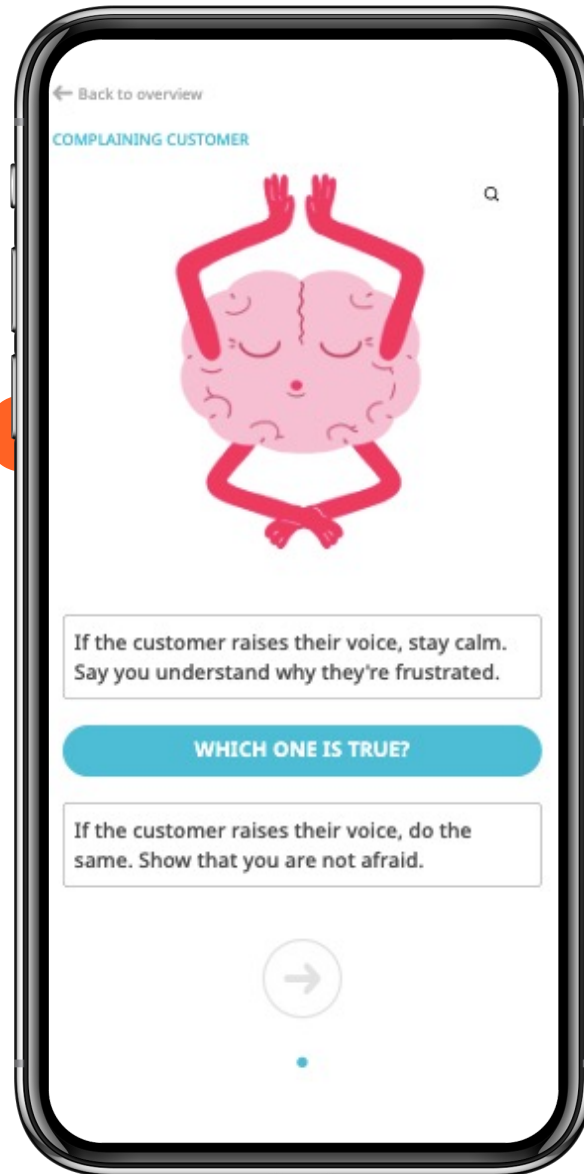
MPA swipe



True fact



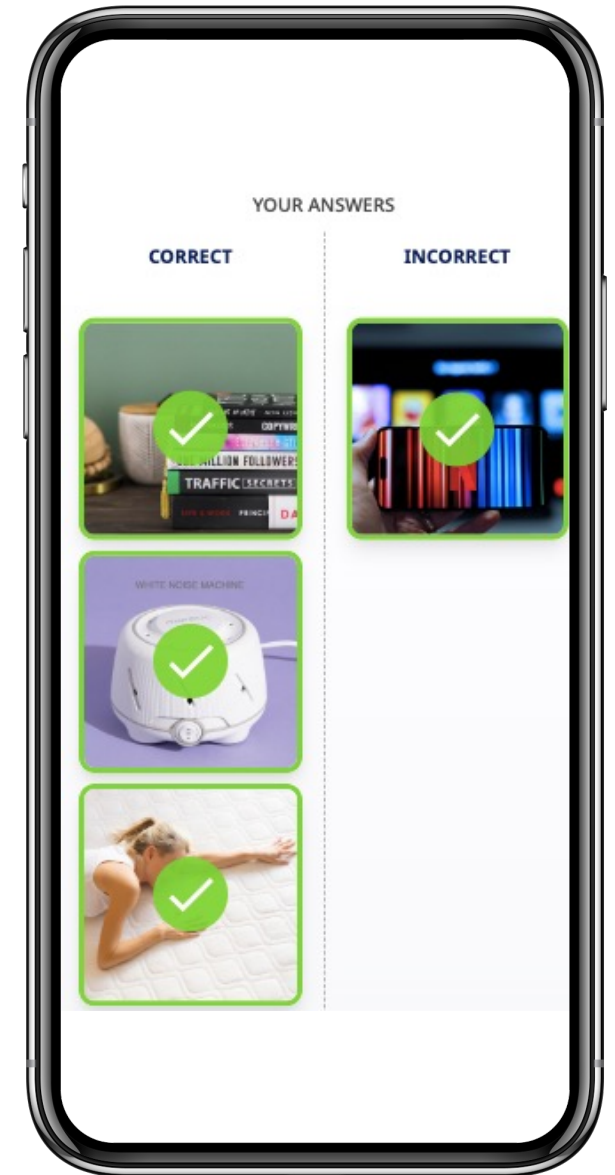
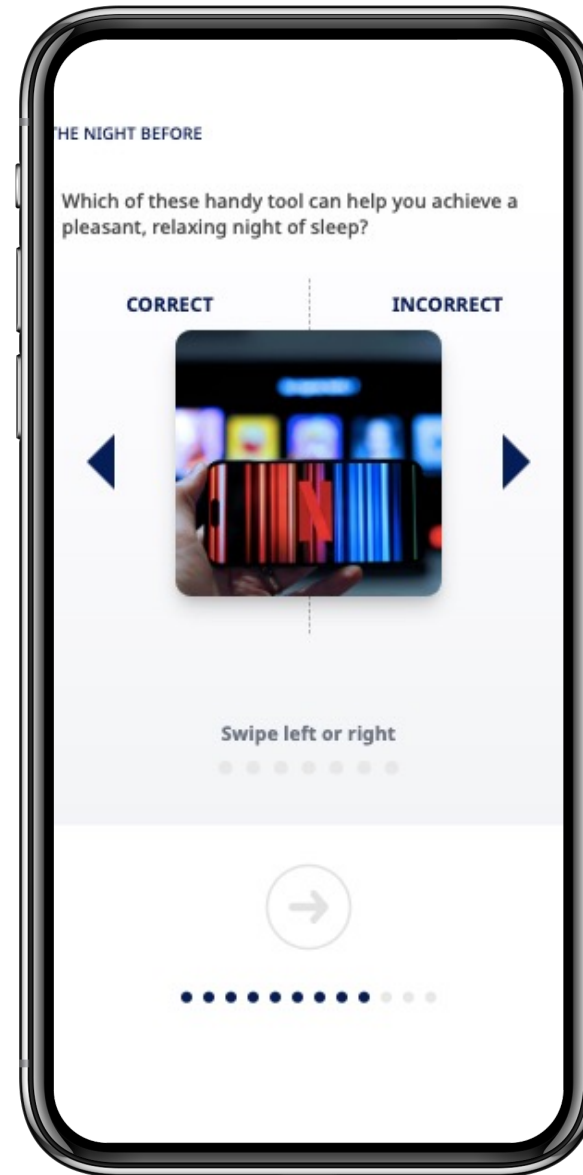
Swipe



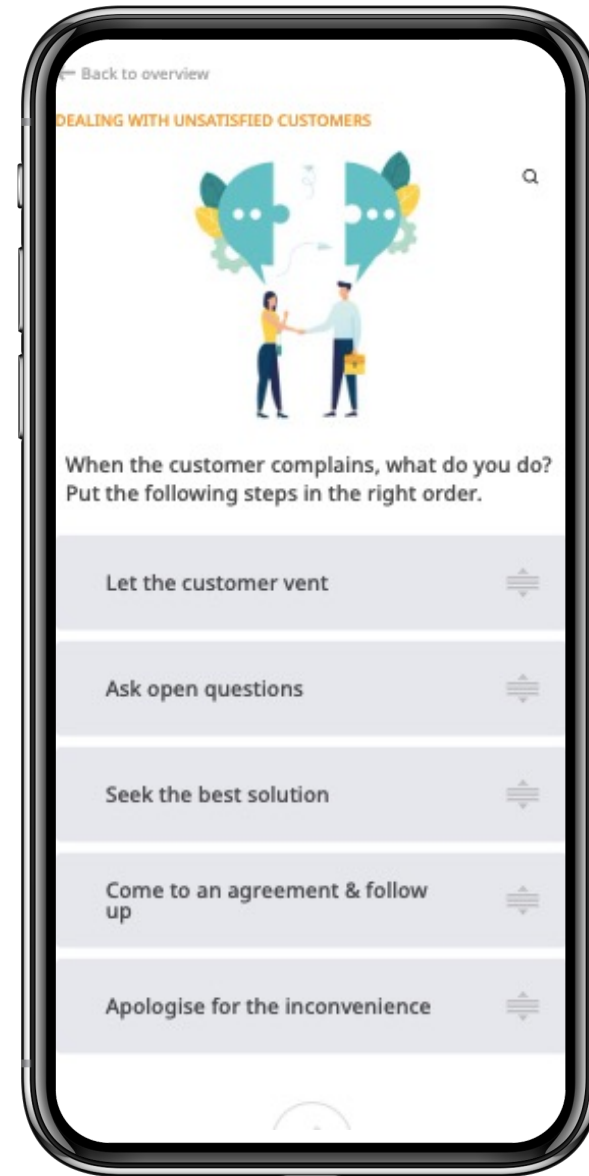
Swipe



Image swipe

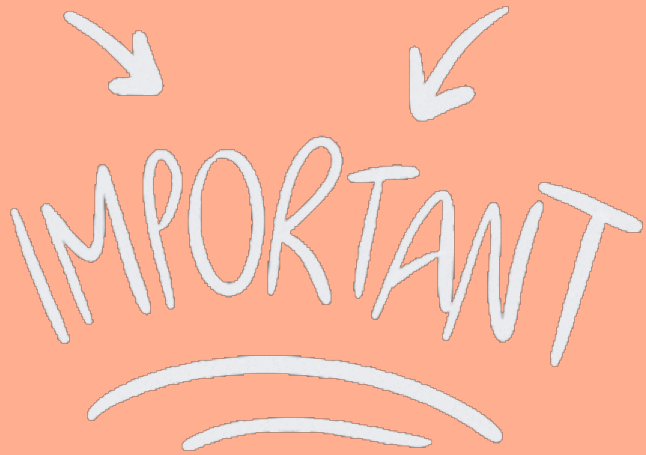


Ranking



The importance of feedback





Hand-drawn word "IMPORTANT" in white, with two arrows pointing down towards it and a smile below it.

Why is it important?

- **Reinforces learning**
 - **Retention**
 - **Immediate FB**
- **Motivates learner**
 - **Acknowledge effort**
 - **Engagement**

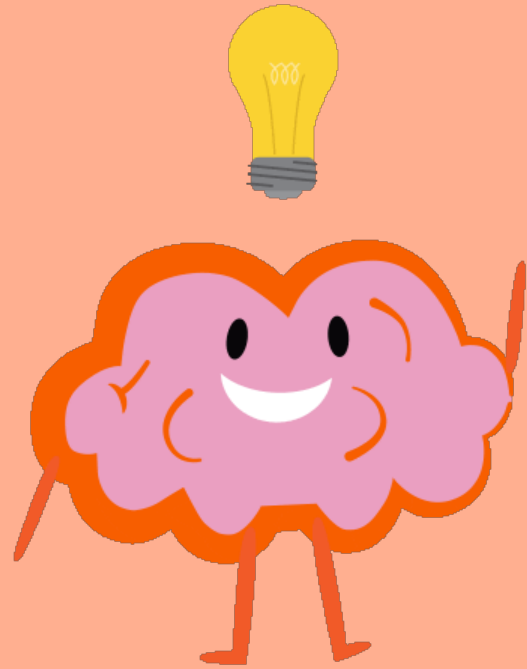


How should you do it?

- **Short, concise & clear**
- **Positive & constructive**
- **Tip: 'did you know?'**

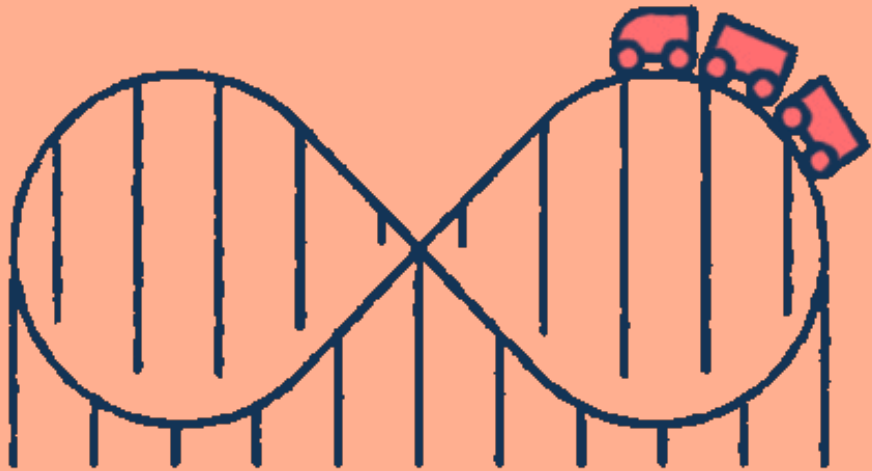
Tips & Tricks





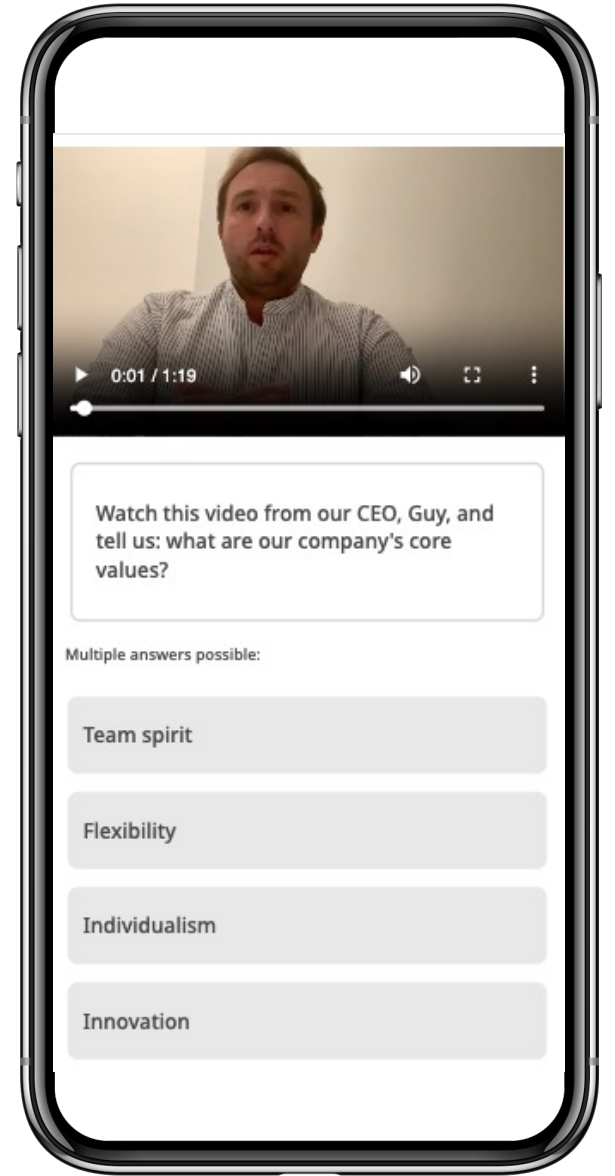
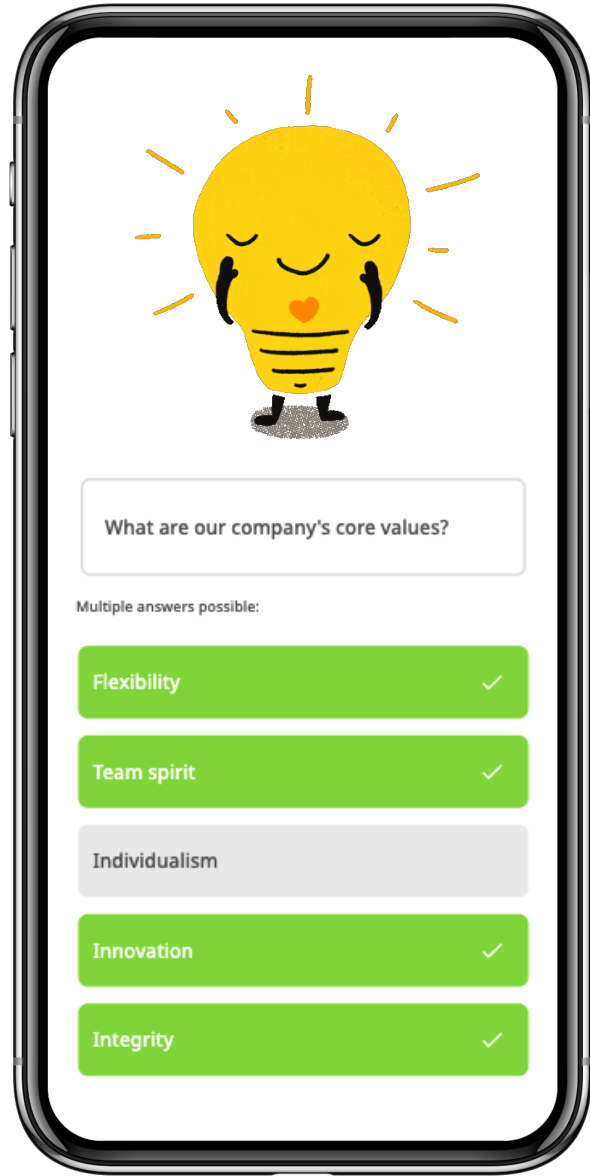
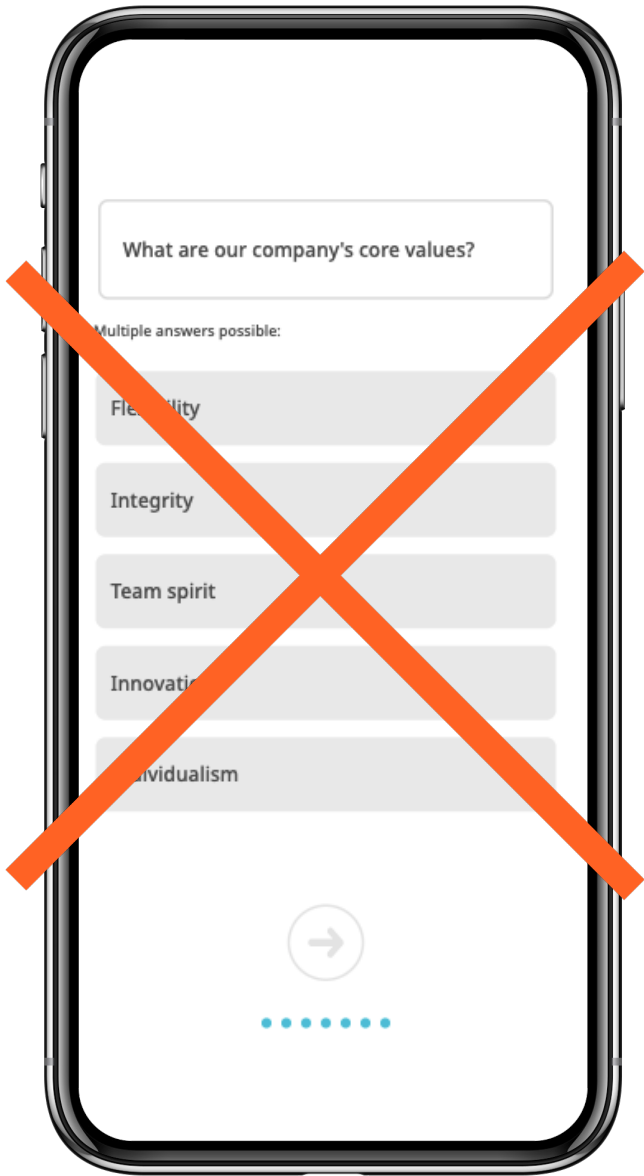
General tips

- **Swipe: different number of right/ wrong answers**
- **MPA:**
 - **At least 3, max 5-6 answers**
 - **At least 1 wrong answer** ✓ ✗
- **MPIC: always put left & right**
- **Don't refer back (final quiz!)**



Keep it fun!

- **Use engaging language (title)**
- ***Quiz time!, Let's test your knowledge!, Memory check!, Let's practice!, ...***
- **Visuals: images, GIFs, videos**
 - **unsplash.com**
 - **pexels.com**



Q&A time!



**Thank you for
joining us!**



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