

# Solution Provider Profile

## Mindmarker

November 2024



| Company At-a-Glance            |  |
|--------------------------------|--|
| <b>Name of Product/Offered</b> | Mindmarker Microlearning Platform                          |
| <b>Headquarters</b>            | Watertown, MA  |
| <b>Year Founded</b>            | 2013   |
| <b>Geographic Coverage</b>     | International  |
| <b>Top Customers</b>           | Amway, Discover Financial Services, Comcast Business, Visa |
| <b>Website</b>                 | <a href="http://www.mindmarker.com">www.mindmarker.com</a> |

## Mindmarker Solution Overview and Value Proposition

Distributed employees have about 24 minutes per week to complete training. Multi-hour classroom or virtual learning sessions are difficult to coordinate and for employees to stay engaged in, and even when they do, they forget 90% of what they learn. Plus, learning teams have little visibility into what's working and what isn't. As a result, many corporate learning and training programs suffer from low employee satisfaction, low enrollment, and poor outcomes.

All of this makes efficiency and relevance critical. Enter: microlearning. At Mindmarker, microlearning is content formatted into bite-sized bursts delivered to employees in the flow of work. It's the most effective way for employees to engage with training and ensure that it sticks.

Mindmarker's top-tier instructional designers build training content into bite-sized microlearning bursts that employees complete in the flow of work—or the time it takes to make a bag of popcorn. The company works with organizations to define what success means for a company's training—whether it be knowledge retention, behavior change, or skill-building — and then tailors the program structure and content to meet these goals. With this methodology and the robust analytics suite, companies can go beyond just assessing completion and get to monitoring behavior change and proving overall business impact.

## How It Works

Mindmarker delivers bite-sized microlearning bursts to employees in the flow of work through our mobile and web apps. Using spaced learning principles and adaptive learning technology, Mindmarker ensures the most relevant content reaches employees when they need it most. Through gamification, Mindmarker empowers organizations to create effective learning experiences optimized for greater engagement. Every Mindmarker program provides robust analytics and insight into employee performance so the company can assess completion, monitor behavior change, and prove overall business impact.

## Adaptive Learning

Mindmarker applies adaptive learning rules that can change which content employees receive based on their selections and responses. This adaptive learning capability allows organizations to proactively identify and bridge learning gaps or allow learners to select more challenging subjects once they've mastered a topic.

## Impact

Mindmarker makes it easy for learners to consume and apply learning without losing productivity, resulting in:

- Higher participation and re-enrollment
- Higher employee satisfaction
- Better learning outcomes
- Faster upskilling and behavior change
- Learning delivered in less time and cost

## Analytics

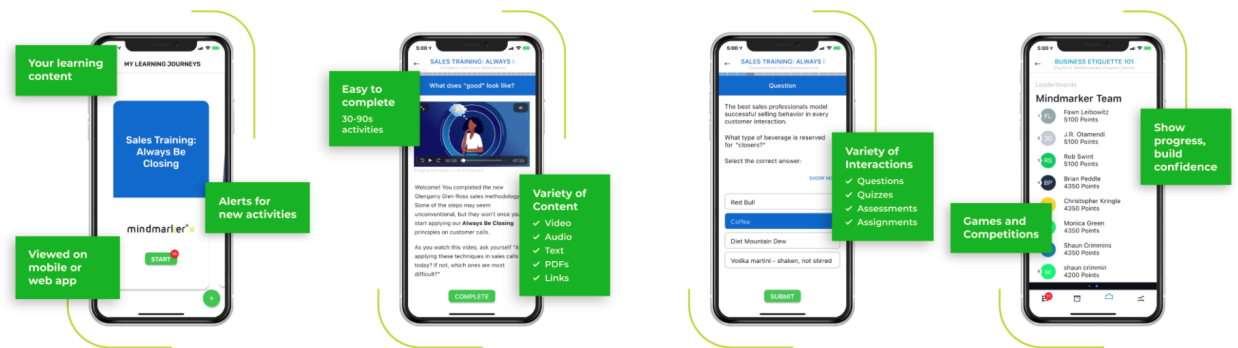
Mindmarker's manager portal gives organizations visibility into learning metrics at the group and individual levels. They can view completion rates, assessment scores, responses, behavior change measures, and other insights gathered from learner interactions with each mindmarker. Companies can identify learners that need additional help and programs that need attention and improvement.

## About Mindmarker

Mindmarker's Learning & Communication Platform empowers seamless learning experiences with dynamic microlearning programs optimized for employee engagement and workplace training that sticks. The biggest companies in the world use Mindmarker every day to power their most critical learning initiatives.

## Screenshot

Figure 1: Mindmarker's Learning & Communication Platform



Screenshot provided by Mindmarker

## Analysis by Brandon Hall Group™

### Situational Analysis

Organizations are continually striving to create engaging learning that has a real impact on behaviors and business outcomes. However, outmoded learning technology, traditional content and a lack of focus on what the learner needs have led to uninspiring learning experiences that can only be measured through completions rather than real business impact.

What does it take to create a more impactful, engaging learning experience that improves individual and business performance? Personalization, reinforcement and adaptability. Together, these characteristics take learning to the next level.

Corporations are trying to find better ways to curate and deliver learning in a more contextual, engaging and modern technological interface. Several factors are driving corporations to improve their learning experience strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.

- **Technology** — Learning technology is quickly evolving and organizations are in serious need of reevaluating their learning technology ecosystem to offer a more modernized approach to learners.

## **Challenges to the Business**

Learner requirements have evolved quickly and their need to have access to knowledge and information when and where they need it is more important than ever — and organizations have had difficulty catching up. Many organizations remain ill-equipped to meet the rapidly changing challenges of today and ensure their workforce has the skills and knowledge required for the future.

## **Implications for the Business**

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, employees are not learning what they need to know to maintain compliance, develop new competencies and skills, and

advance their capabilities, leading to negative implications including a lack of innovation and creativity that makes the organization uncompetitive.

## **Questions to be Answered by the Business**

Organizations need to rethink their approach to the learner experience to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How does an organization create personalized learning at scale?
- Can one provider offer a state-of-the-art learning platform that delivers engaging, contextual experiences?

## **Mindmarker as the Answer**

Organizations are seeking to make learning more personalized and aligned with the flow of work, but it can be challenging to convert existing, large-format content into effective microlearning elements. Mindmarker works with companies to pinpoint key elements in existing content and transform them into microlearning units. These “mindmarkers” can be short activities, quizzes, videos and more.

The company is focused on adapting microlearning principles into the flow of training — before the core learning, during or after. Mindmarker sees microlearning not just as a

reinforcement tool – though it is excellent at that – but as an engagement tool to leverage throughout the entire learning cycle.

Mindmarker’s “PDP” process — standing for pre-, during and post-learning — is part of an effort to give organizations a better understanding of microlearning’s potential impact and to integrate it holistically across all learning initiatives.

Mindmarker is structured to present learners with material based on their performance in the activities, meaning learners get mind markers that align with their pace of progress. This keeps learners engaged and motivated when they might otherwise get discouraged if they’re struggling, or bored if they’re excelling.

Of course, this kind of adaptivity also produces deeper insight into learner behavior and performance. This is the kind of data that can’t easily be created by more traditional learning. Learners who are struggling can be identified, as well as challenges with the content itself. This helps the entire learning process become more agile as it can identify and adapt to changes more quickly.

The platform is completely mobile-friendly, allowing learners to receive prompts and interact with mind markers wherever they are and whenever they like. This is another critical element of effective microlearning solutions.

The biggest differentiator for Mindmarker in this niche technology space is the ability to create these activities from a company’s existing content. Creating microlearning elements from scratch may be outside the skillset of many L&D teams and reconfiguring existing content can be time-consuming. Mindmarker represents a strong partnership opportunity for organizations that want to leverage microlearning.

**Contribution Team:**

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WE CAN HELP**

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