mindboost.

From Soul-Crushing to Soul-Stirring: 7 Steps to Learning Magic

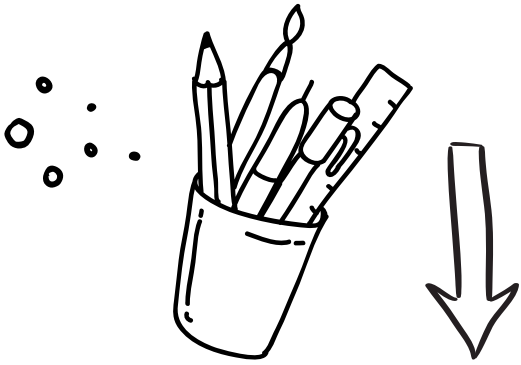


If you're an L&D leader wrestling with impossible demands, plummeting engagement, and the crushing expectation to perform miracles on a shoestring budget, we hear your pain.

You're fighting a battle where 90% of your workforce desperately needs new skills, while nearly half of existing capabilities face extinction within the next five years.

Corporate learning has become a soul-destroying compliance exercise, designed to satisfy auditors, not transform humans. The result? Spectacular failure to drive real change or inspire meaningful action.

But here's what we've discovered after years of revolutionary work: workplace learning doesn't have to be the thing people dread. It can become the spark that ignites their potential. So, we're sharing our powerful steps—the exact blueprint we use to create learning experiences that don't just educate but electrify.





Discover

In an era of rapid change and talent shortages, learning has never been more critical, yet capturing emotions has never been harder. This stage enables everyone to discuss the aims, challenges and early ideation to support crafting something amazing.

Top tips

1. Explore the idea with genuine curiosity.
2. Share experiences and challenge preconceived ideas.
3. Imagine the project 12 months from now, what made it a success?
4. Ask why someone would want to do this, the benefit to them and how they would feel?
5. Imagine the dream, and don't be constrained by what you've done before.

Define

The difference between good and great companies now, is their ability to engage employees in continuous learning. This stage re-enforces the discussions and allows everyone the reflection time to ensure they're on the right path.

Top tips

1. Deeply understand the audience, how the may think, how they may feel the tech they use and the operational challenges they may face.
2. Paint a picture of what great looks like and what should people do differently?
3. Confirm success metrics for the learning, how will this be measured, adapted and presented.
4. Present early design ideas and the flow of the learning in a way that excites people.
5. Agree the dream, and don't believe things are fixed.

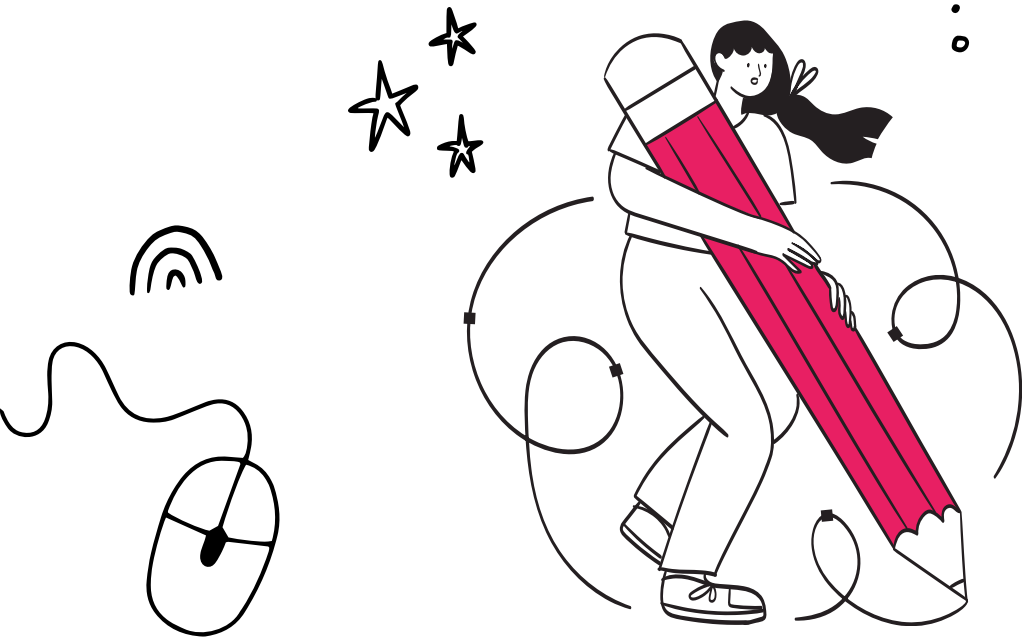


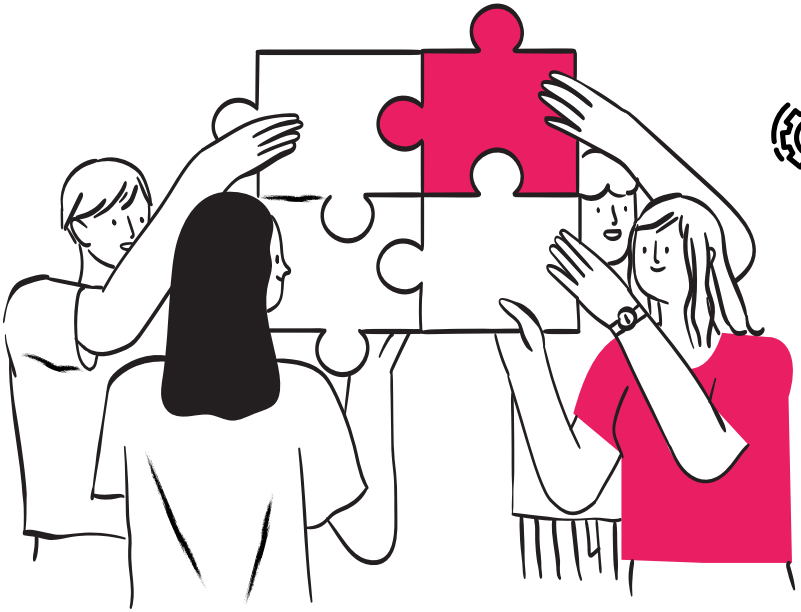
Design

With a world of endless digital noise, mindboost's beautiful design cuts through, while ugly learning gets ignored and forgotten. This stage establishes both the written language and visual language so you can see the two coming together, a sort of early prototype.

Top tips

1. Work collaboratively with subject matter experts on the language and tone.
2. Create a visual language that connects with the written language, tone, desired feeling and subject.
3. Get stakeholders involved to review all of this early.
4. Don't be afraid to rework things and hold people accountable for the success.
5. Paint the dream, and don't be afraid to go outside of the lines.





Develop

When digital learning is crafted with care, every click becomes a moment of discovery and every module a gateway to growth. This stage pulls everything together and enables the testing and review to ensure the dream becomes a reality.

Top tips

1. Work to the agreed design and script, but let new ideas flourish and evolve.
2. If things are not feelings and looking as expected, call it out. Problem solve as a team.
3. Find out what the memorable moments are, store these for the launch campaign.
4. Create a small team of reviewers to critique and feedback on the content before moving forward.
5. Build the dream, and see where it takes you.

Deliver

Great digital learning doesn't just deliver content, it delivers confidence, capability, and the spark that ignites curiosity. This stage is the result of all the hard work and is the opportunity for people to experience what great could look like.



Top tips

1. Before releasing QA the language again.
2. Before releasing test on multiple devices, browsers and platforms.
3. Test the data, and make sure success metrics can be captured.
4. Reflect of 'how does this learning make me feel, do I feel like leaping out of bed?'
5. Share the dream, and make sure it's unforgettable.

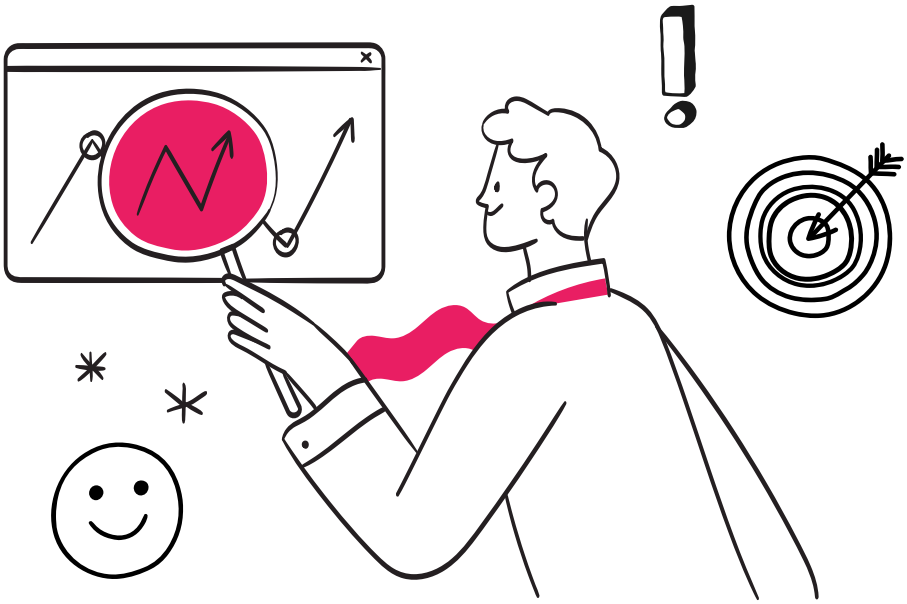


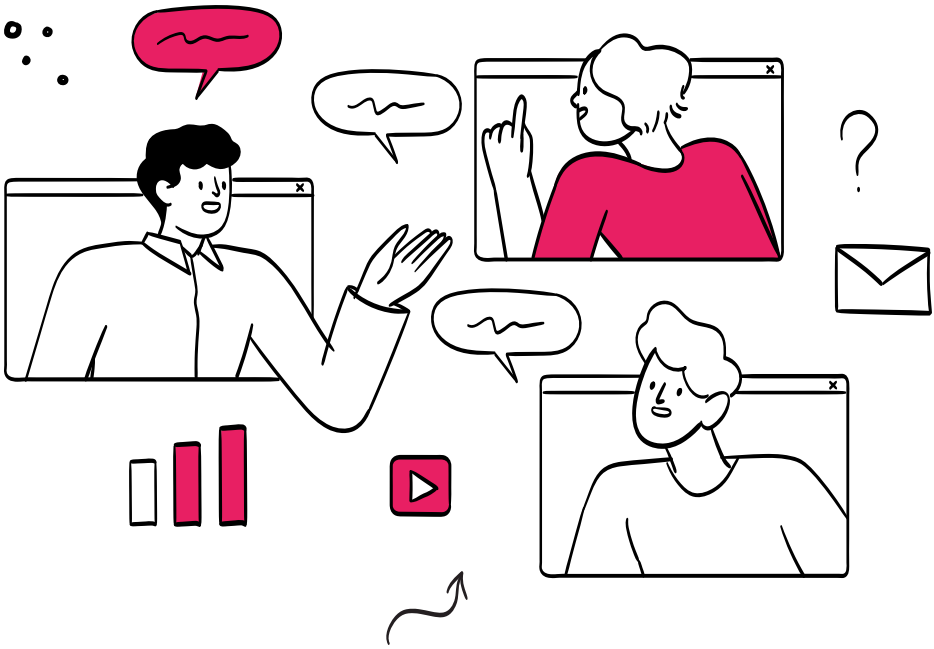
Impact

Revolutionary learning doesn't just transfer knowledge, it transforms people and businesses. It delivers measurable change that shows up in performance metrics, team confidence and builds cultures that drive bottom-line results, and ignites the curiosity that fuels innovation.

Top tips

1. Start with the end in mind, when creating metrics.
2. Don't be afraid to measure feelings and sentiments.
3. Think about the 'so what', how has this learning made real impact.
4. Always make sure the impact is supports your business goals.
5. Celebrate the dream, and tell the story.



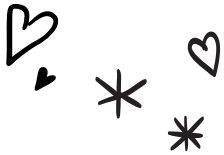


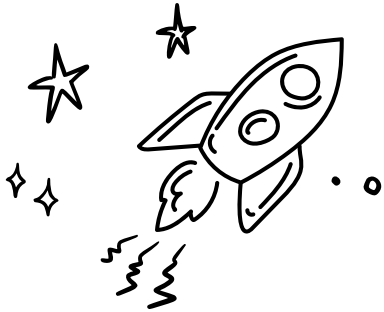
Iterate

The best digital learning grows with your people, evolving, adapting and getting better with every piece of insight. It thrives on feedback, feeds on curiosity, and flourishes through real human connection. Each learner's journey becomes fuel for the next person's transformation, creating a powerful cycle where knowledge multiplies, confidence compounds, and capabilities cascade throughout your entire organization.

Top tips

1. Listen to feedback, changes are never too late.
2. Listen to feedback, small details make a big impact.
3. Listen to feedback, language and design is emotive.
4. Review the data and see the trends.
5. Update the dream, and have a different ending.





Organisations partner with mindboost because we don't merely solve learning challenges, we transform the relationship your people have with development.

While conventional providers keep churning out soul-crushing content that sends employees running for cover, we're the disruptors who've mastered the art of creating learning that makes people lean in, light up, and leap into action with genuine enthusiasm and measurable results. on creating learning experiences that genuinely excite people and drive impact and emotion.

Book your free strategy meeting today

