Keep these 3 things in mind:

1. Mobile learning is still about the learner: While there are many benefits to mobile, if learning doesn’t happen, using the technology doesn’t make sense.

2. You must think strategically: A sound learning strategy must be in place before you begin your mobile learning endeavors. Determining who and where your learners are and what they need to learn is part of a strategy. Further, what technologies do learners use? What are they comfortable with? Will mobile be the best method for what participants need to learn?

3. How you design and deploy is equally important: Discuss your proposed program with potential end users, design a small pilot, involve IT early in the process, get high-level support, and set a policy for the use of employees’ mobile devices.

According to Tecmark, we look at our smartphones 221 times a day.

Mobile learning can provide information and answers to questions that workers—many of whom are already mobile—want when they want them, just as Google provides the answers to our questions in our personal lives.

Google research reports that 80 percent of people use smartphones. According to Tecmark, we look at our smartphones 221 times a day.

“By stepping outside the box of traditional instructor-led training and e-learning, HR and training departments can provide tremendous resources to employees, but doing so will require a commitment to thinking differently and trying new ideas.”
— Chad Udell and Gary Woodill in Mastering Mobile Learning: Tips and Techniques for Success.