

# Luma's Observation

Learning is endless, but interest is not.

How do you currently engage learners into their training?  
There is always ongoing training, so do learners see it as monotonous and endless or fun and purposeful?



*luma*



# Lumafy Tip 4

Create a campaign or challenge over a specific time frame and communicate it to the learners.

## Do you experiment with different campaigns and timeframes?

Going back to Tip 3, remember to set the campaign or challenge that ties to your users goals not your goals.



It's 2021! A new year! Each quarter we are going to have a challenge. Be on the lookout for your first challenge that will start January 1st and run through the end of March...



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