

learningbank 

The Modern Learner

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Accommodating the Modern Learner

Who is the Modern Learner of today?

- Key insights

The Approach


- Popular Learning Trends

The formula - Heart, Brain, Hands

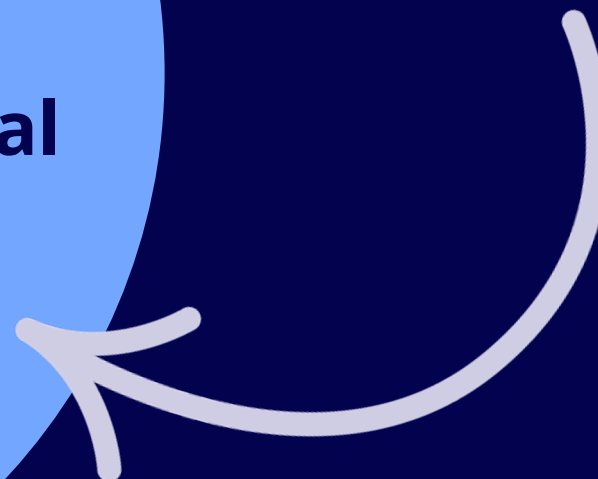
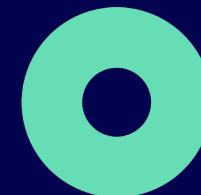
- Learning types and formats
- The Big Why

The Mindset - Motivational-Driven

- Behaviour and Motivation
- Tools towards a Modern Learning Organisation



“A process that leads to change, which occurs as a result of experience and increases the potential for improved performance and future learning”



Who is the learner of today?

The Modern Learner



We get easily distracted and overwhelmed.

In average workers get interrupted as frequently as every 5 minutes.

We are impatient.

If something does not catch our attention within the first 5 - 10 seconds, then we lose interest and jump on to the next.

We get our knowledge on demand.

Most of the learning, both in our private life and in our work life, is done in the moment of need

We want to learn.

But... 1% of the workweek is all that employees have to focus on training and development.

Who is the learner of today?

The Modern Learner



The increasing importance of soft skills

Soft skills are essential for workplace success, and employers want employees with soft skills

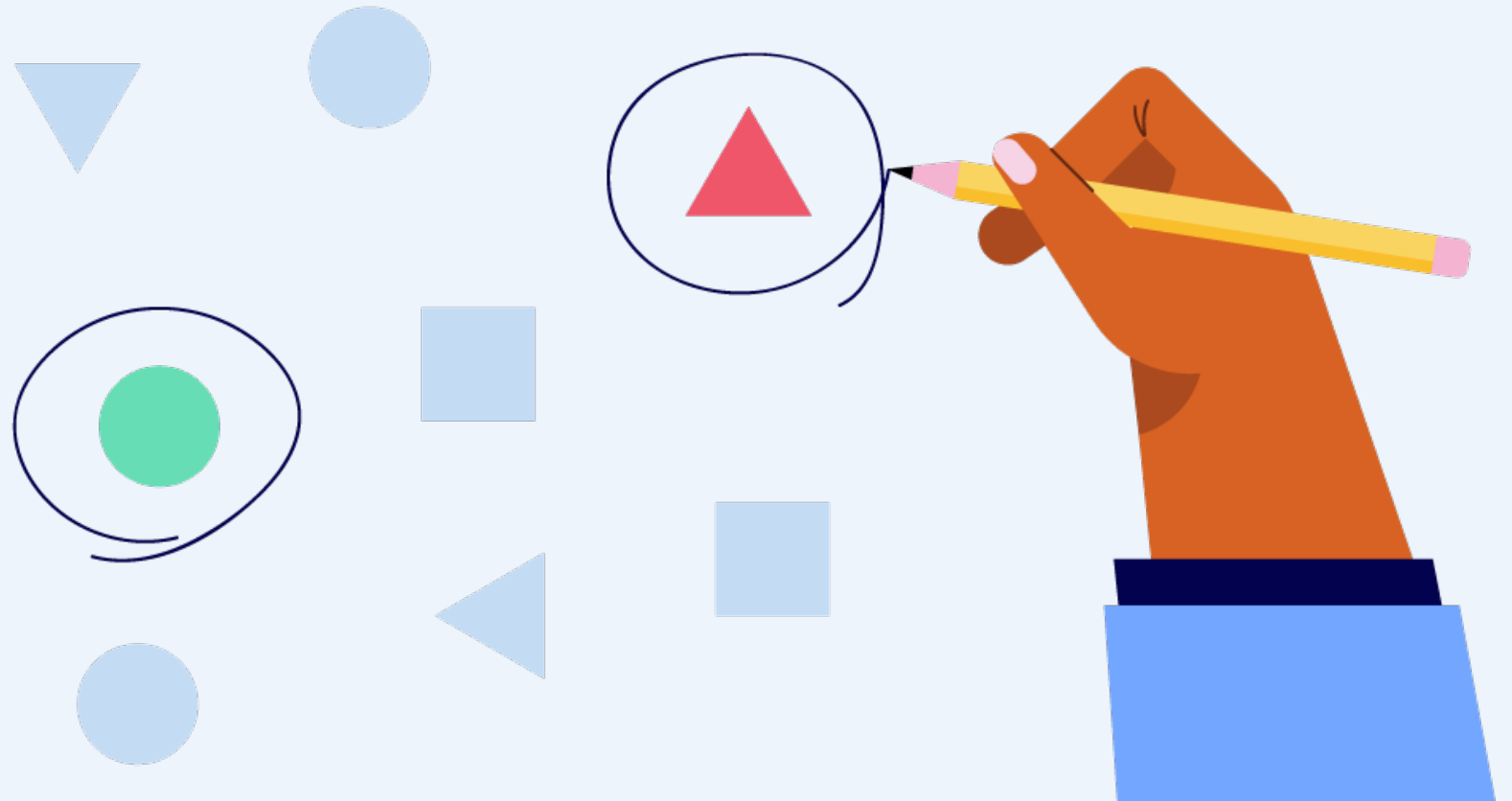
The focus on lifelong learning

Lifelong learning key to career success. Be a lifelong learner and stay relevant.

Eight	Swap	Cell	Ring	Sun
Plugs	Lamp	Banana	Chair	Sway
Army	Bank	Fire	Find	Worm
Clock	Zebra	Color	Baby	Knife
Chair	Seal	Find	Bird	Rock




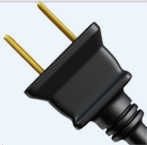






Exercise

1. Spend 1 minute looking at the next slide
2. Write down all the words you can remember
3. Compare



**Write down all the words you can
remember**

Eight	Swap	Cell	Ring	Sun
Plugs	Lamp	Banana	Chair	Sway
Army	Bank	Fire	Find	Worm
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THE APPROACH

Popular Learning Trends



Gamification

We apply game-mechanics to increase motivation, engagement, but far more important to create a higher learning outcome.

- ✓ Interactions
- ✓ Adaptive
- ✓ Storytelling



Micro Learning

Learning in smaller doses can capture and hold the attention of easily distracted employees.

- ✓ You don't eat a glass of vitamins at once, you take one each day
- ✓ Max 10-15 minutes of duration
- ✓ More digestible in a busy day



Stretched Learning

90% of training is forgotten after 3 days. It takes between 18 -254 days to change a habit.

- ✓ Training requires time and repetition
- ✓ Automated flows and reminders based on learning curve



Blended Learning

Combines various learning activities, and promotes deeper learning, reduces stress, and increases learning satisfaction.

- ✓ Social learning
- ✓ Improves learning retention
- ✓ Targets different learning styles

Learning types & formats to support the best learning outcome



WHAT (HEAD)

Learning material is **brief and precise**. While also giving the user a learning context, so they know what framework they are working within. This could be background information on the topic, theoretical definitions, or descriptive procedures.

- To-the-point learning
- Helps to check knowledge acquired



HOW (HANDS)

To ensure **actual behavioural changes**, we build learning content that is directly applicable in real life. We prepare them for trying out the newly acquired knowledge in real life.

- Push to blended
- Tutorial-based
- Simple to remember



WHY (HEART)

The learning content is developed to **motivate** and **engage** users on a deeper and emotional level. Thus, the focus is on the experience as an employee or user, creating interest and belonging.

- Storytelling / story-based
- Unconscious impact

The Big Why

- ✓ The 'why' is a motivating element for learners, because it has to relate their reality.
- ✓ Consider the learners' viewpoint: What benefits do they derive from this learning?
- ✓ Break out of the agenda bias



On the road to a Motivational-driven mindset

Participation, Motivation and Retention

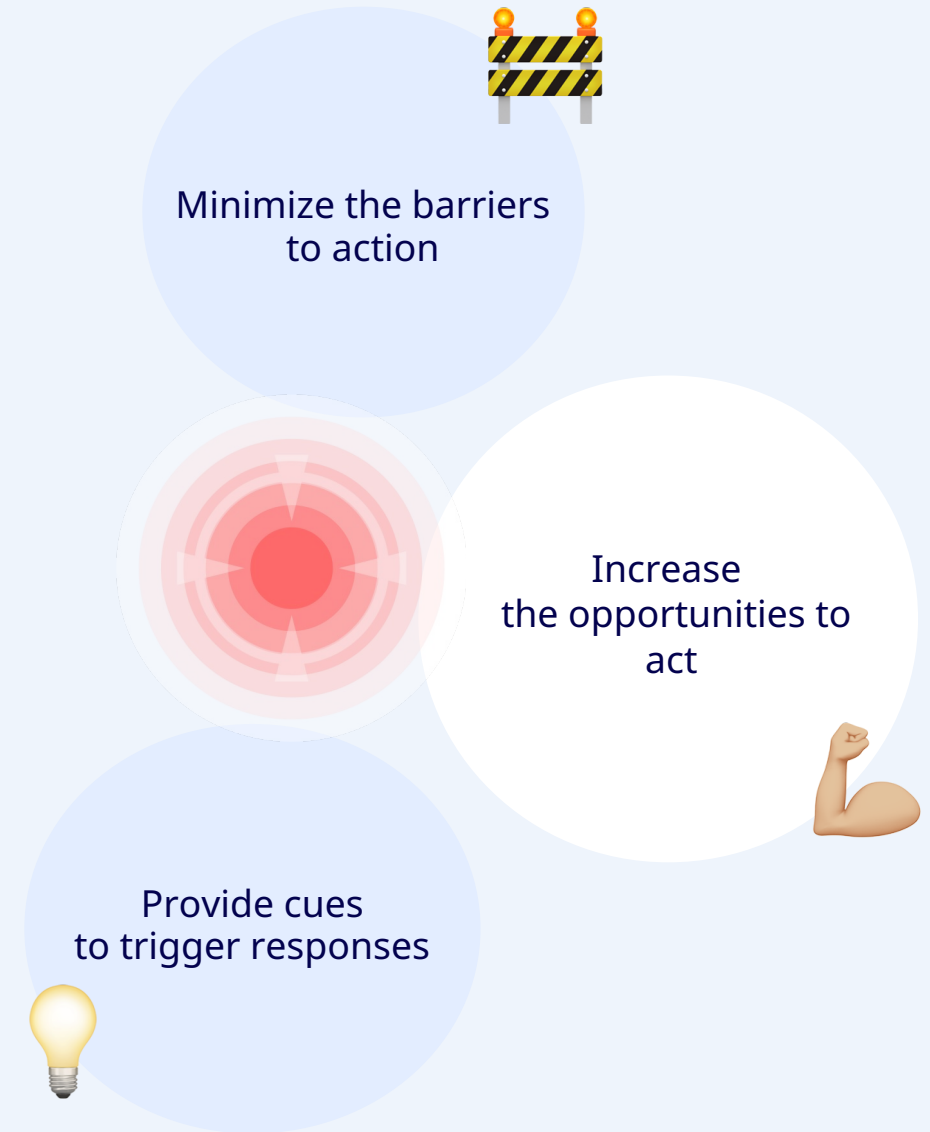
All behaviour is motivated, and those motives can be more or less important from one another.

It is the given individual's own beliefs about their environment that determine their behaviour.

The Modern Learning Organisation

To change behaviour is to change beliefs, to change beliefs, change the environment.

- ✓ **Content**
- ✓ **Events**
- ✓ **Community**



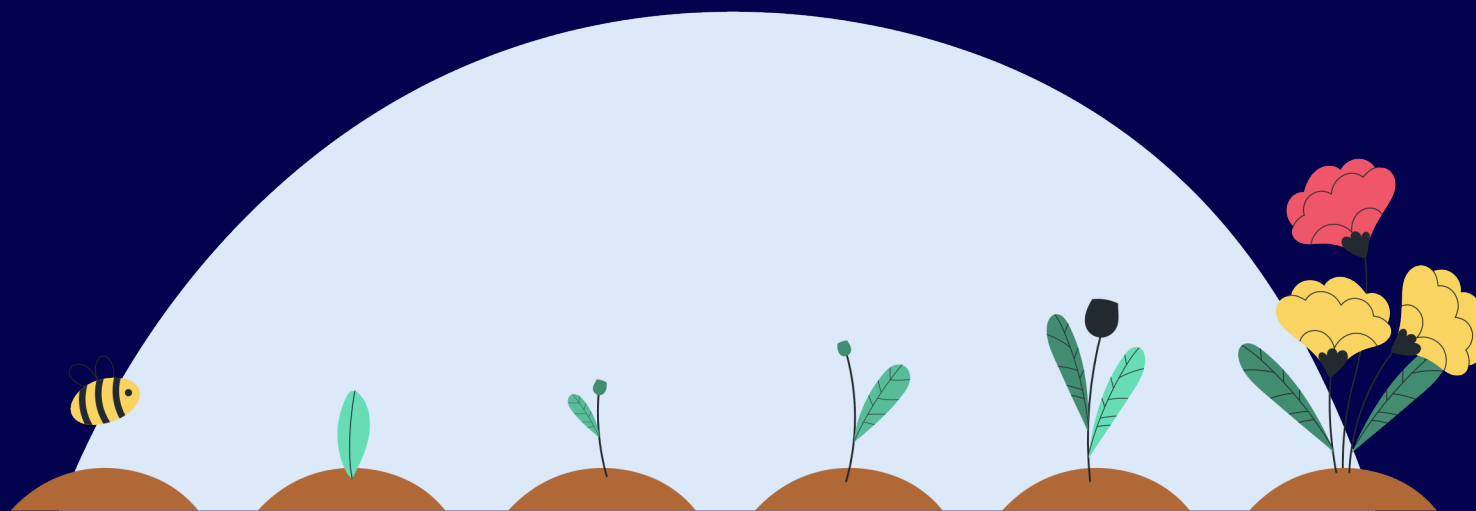
Key takeaways

Take **The Big Why** into consideration in everything you do, and **who you do it for**.

With the formula **Head, Hands,** and **Hearts** ensure your content has the best **substance** to result in actual learning.

Be **Motivational-driven**. Set the best conditions in the environment for your people.

Content + event + Community





Thank you!

