learningbank

Learning in the flow of work
Why traditional learning needs to change & how to do it?

"Learn something new every day"

Challenges with learning today

1. Physical course days away from workplace
2. Busy workdays with No time is planned for learning or development
3. Learning is not engaging, motivating and relevant
4. Low degree of knowledge transfer
5. Difficult to find relevant KPIs, which results in learning being measured at completion rate and not at learning goals

4 INSIGHTS & TIPS ON

How to solve it

#1

LEARNER CENTRIC

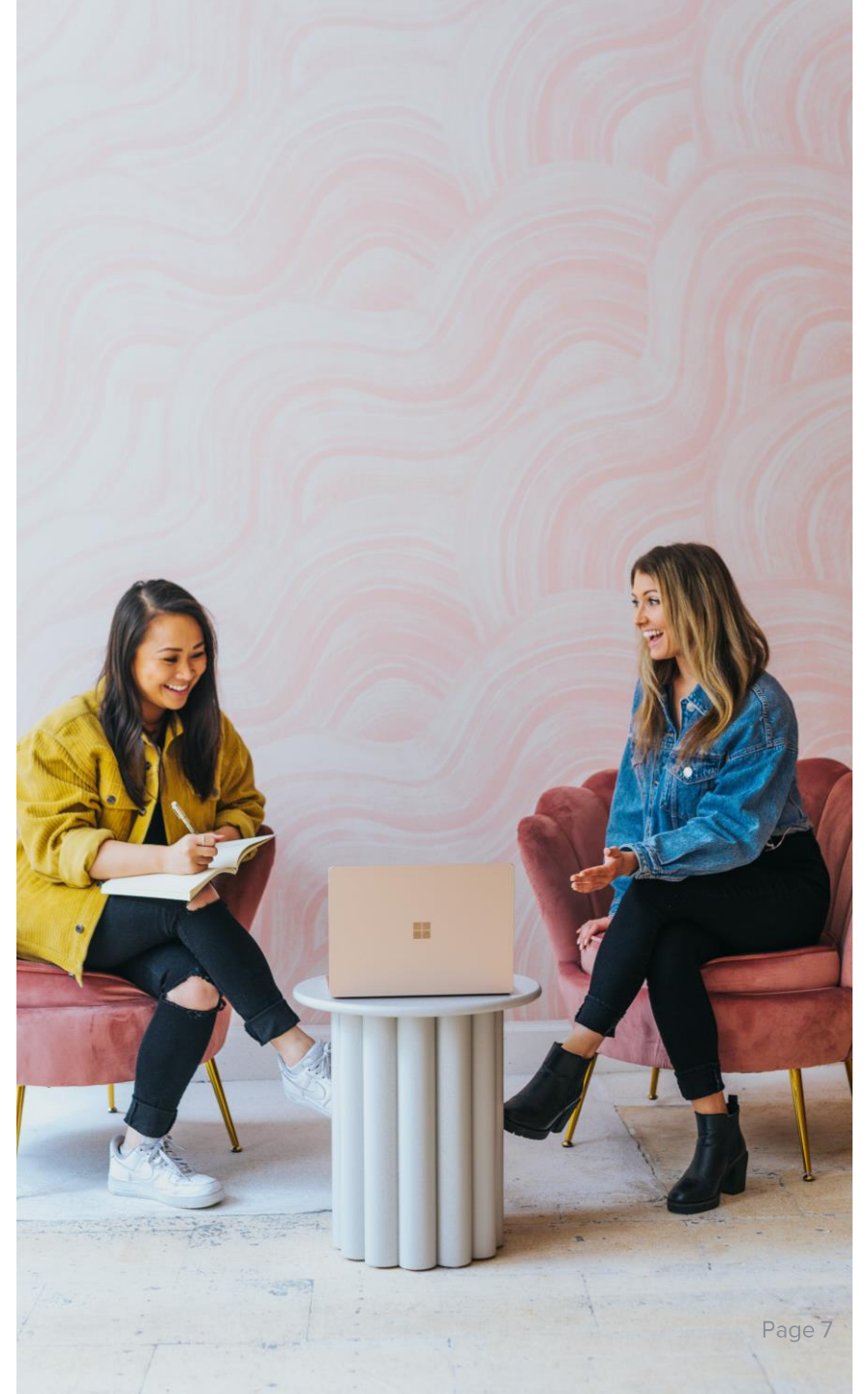**Out of 150 buying processes how many do you think included one or more employees?**

Only

3

TIP#1: Know your audience

- **Include Employees as a part of the project/decision group**

- **Create learner personas and do a readiness analysis**

- **Find internal ambassadors**

- Do a Skill Gap Analysis

- Carry out a thorough training needs analysis.

#2

THE FIGHT FOR ATTENTION

How much time does the average person spend on social media per day?
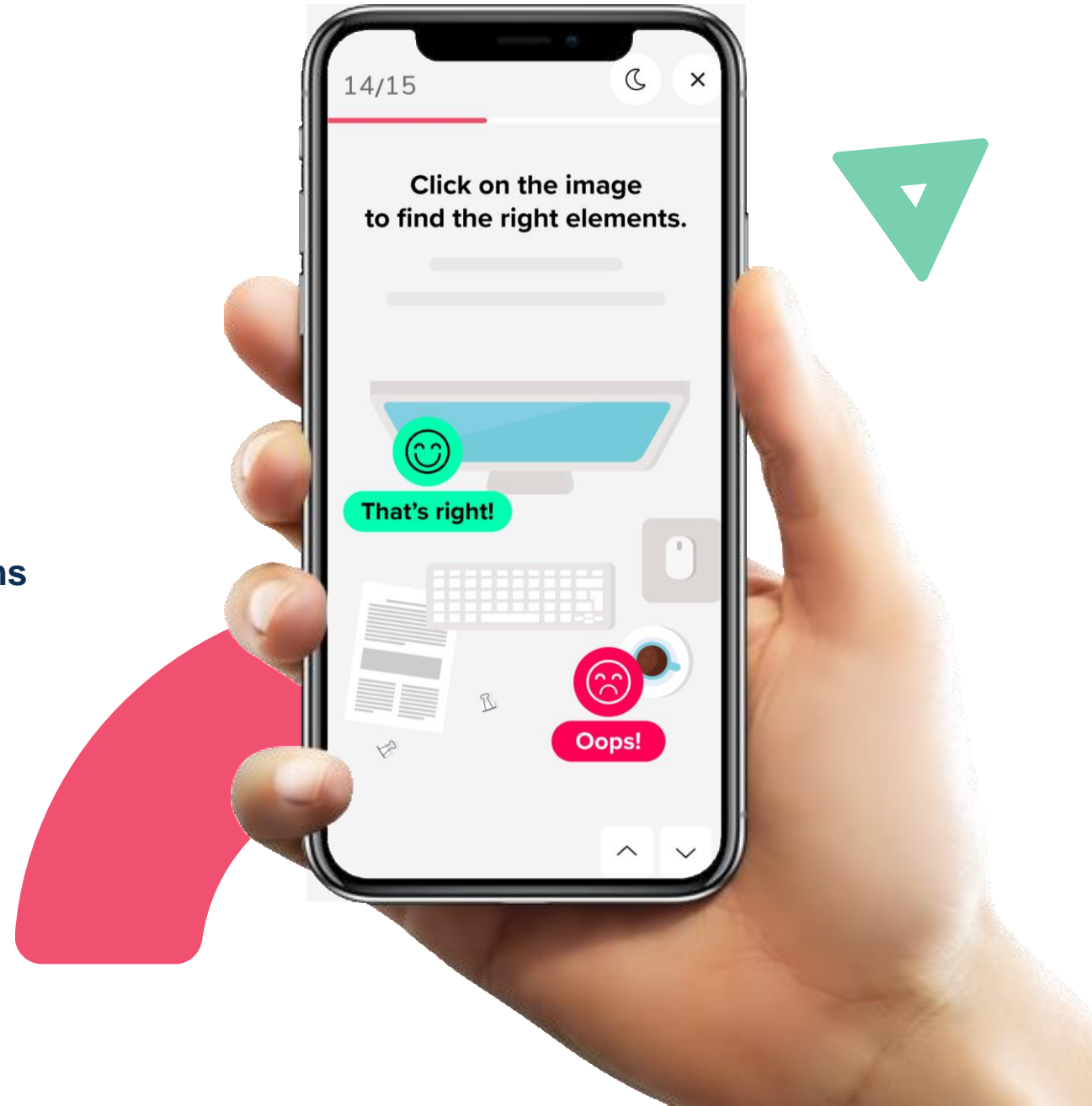
On average a person spends

147 minutes per day

on social media

TIP#2: Make learning fit into their busy workday and be where they are

- Integrate to the tools they already use in the workplace

- Don´t scatter learning ressources in many systems (intranet, lms, lxp, communication etc)

- Plan time for learning & development so that it is aligned with their workday
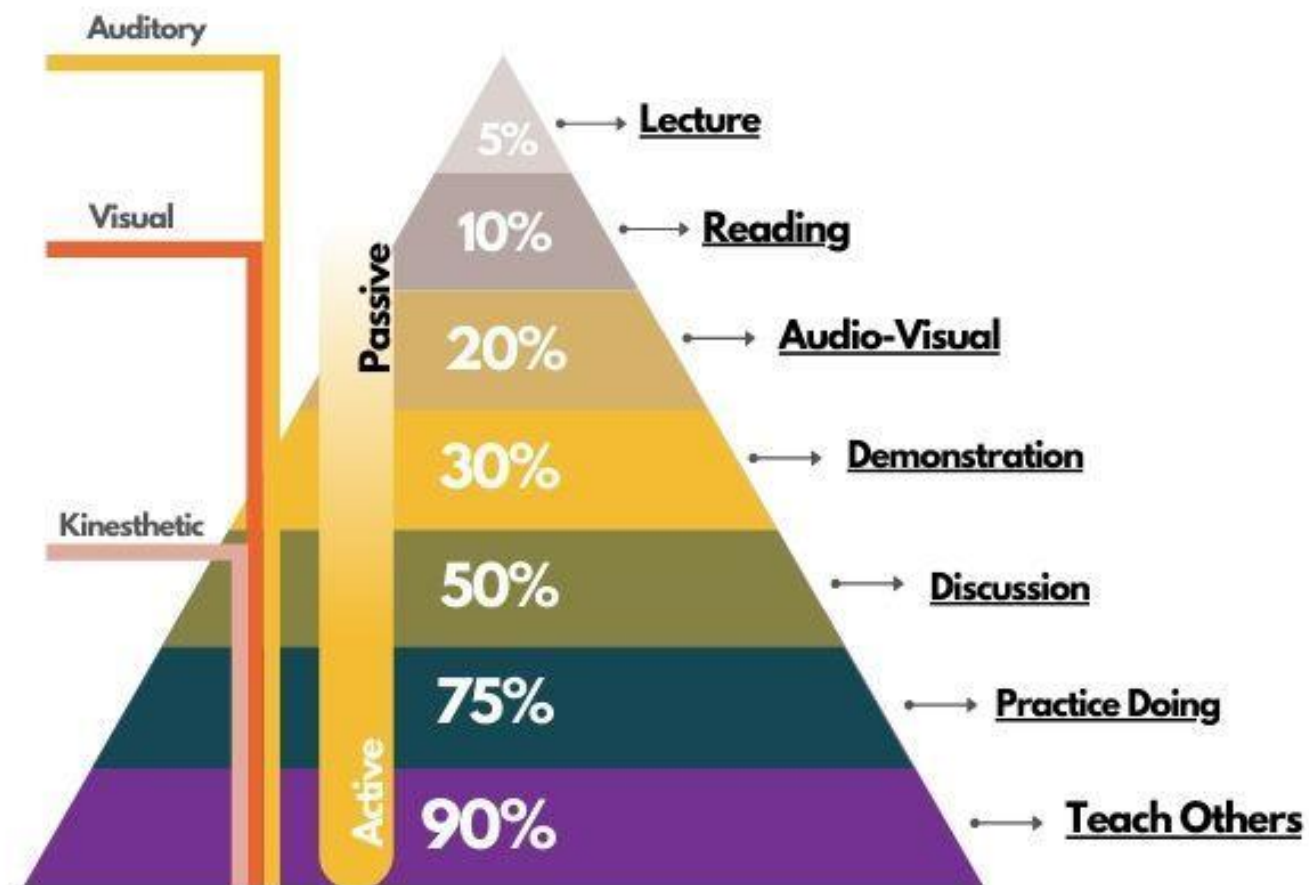
Example

#3

TRANSFERING KNOWLEDGE

How much is forgotten 3 days after a traditional course?

Up to

90%

Is forgotten within 3 days

TIP#3: Combine different techniques to make learning stick

Gamification

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

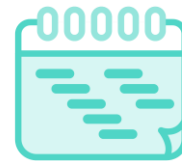- ✓ Interactions
- ✓ Adaptive
- ✓ Storytelling

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 2-15 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.

- ✓ Enables social learning
- ✓ Improves learning retention
- ✓ Targets different learning styles

Example from the real world: Effective learning that fits a busy workday

- **The journey starts with a kickoff module and a self assessment that guides the employee to the most relevant learning**

- **The learning was small 5-20 min learning modules**

- **The content was visual, interesting and interactive**

Danske Bank Base Camp

Kick Off
Self Assessment
Negotiation fundamentals
Advanced negotiations
Preparing for negotiations
My negotiation strategies – and theirs

3. To what extent do you consciously change your negotiation strategy during a negotiation?

○ I always use the same negotiation approach

◉ I use the same negotiation approach, but with small variations

○ I sometimes vary the strategic approach

○ I often vary the strategic approach

○ I always vary the strategic approach based on the situation at hand

Next

Danske | Bank

The result: High completion rates and engaged employees

The feedback was given by employees, who have completed the digital Aim High training. Evaluation on a scale from 1 to 5.

The time spent on this topic was time well spent

4.3

To what extent can you use the material from this topic in your daily work?

4.2

To what extent does this topic enable you to focus on giving the best customer experience when negotiating?
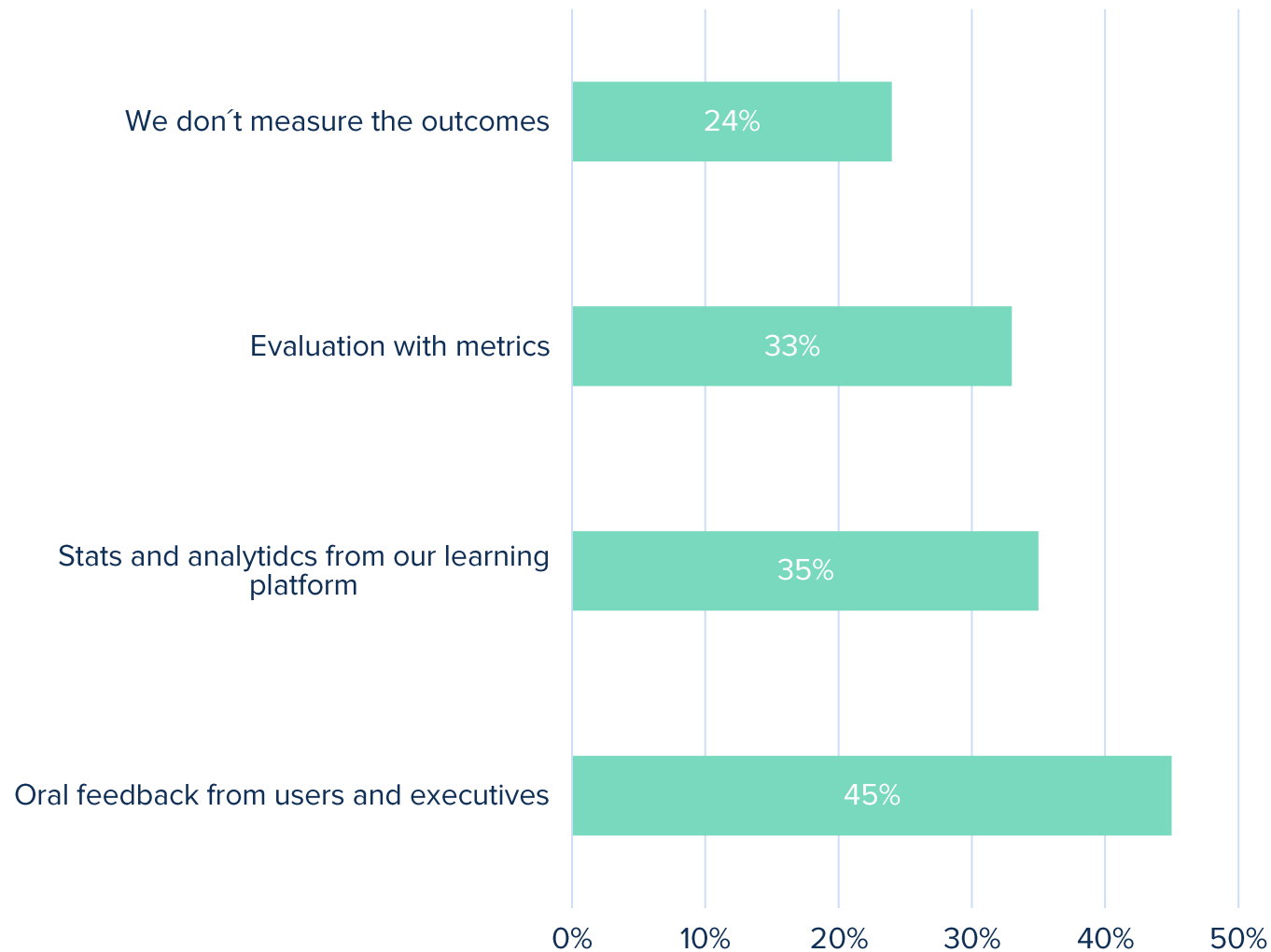
4.3

#4

CONNECTING LEARNING TO BUSINESS OUTCOME

How do you measure the learning outcomes?

TIP#4: Create a Learning KPI Framework

Sales Training	Customer Service	Production
Modules Completed	Time spent on learning	Modules Completed
Manager Assessment	Relevans of learning	Time spent on learning
Individual Store Sales	NPS	Production time

Learning measurement

Relevant KPI for the specific topic

Most important KPI to impact
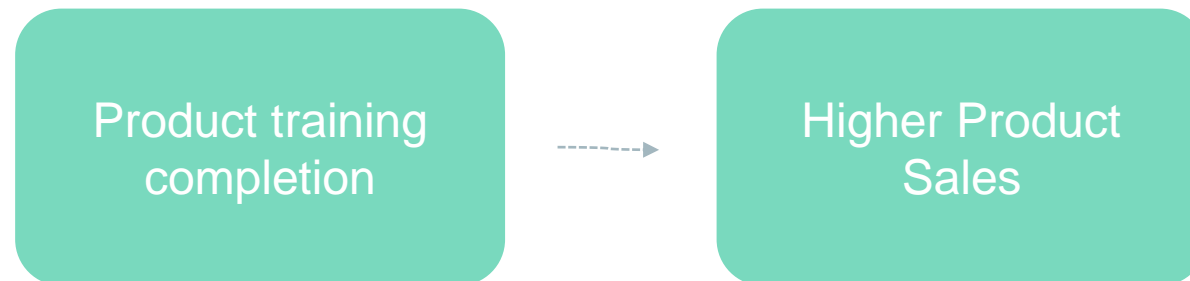
Sales / Revenue

Example from the real world:

CHANGE
LINGERIE

''When the product videos are released, we can see that sales numbers at the specific products get higher.''

Emil Solhøj Nørgaard, CHANGE

Product training completion → Higher Product Sales

Key takeaways

1. Get internal backup by aligning learning with the overall strategy
2. Know your audience before you start
3. Avoid information overload
4. Make learning something people want to do
5. Measure impact and prove ROI