

Moments that Matter: Making Sense of the Modern Learner



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VALUE AT EVERY STEP
OF THE **LEARNING JOURNEY**



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STRATEGY & DESIGN

- Current/future state analysis
- Curriculum design
- Appraisal and redesign of existing learning assets
- Consultation for:
 - online learning
 - blended-learning
 - mobile learning
 - ROI/metrics
 - performance support

CONTENT SOLUTIONS

- Digital learning
- Fully customized solutions (no authoring tools)
- In-house media
- Graphic design and animation
- Instructional design
- Micro-learning
- Gaming/ Gamification/ Interactivity
- Full translation and localization services

LEARNING PLATFORM

- Cloud-based delivery
- Scalable and modular
- Content hosting and management
- Mobile delivery
- Customized learning portals
- Tin Can API analytics
- Dashboard reporting
- Adaptive testing engine

SALES ENABLEMENT

- Marketing & sales app (tablet)
- Interactive customer-focused sales showcases
- Access sales & marketing collateral
- Highly customizable
- One-touch sharing
- Peer-collaboration
- Real-time analytics and reporting
- Embedded micro-learning
- Works offline

MOBILE REINFORCEMENT

- Mobile reinforcement app (smart phone)
- Individual learning paths
- Quizzes and tips
- Customized push notifications
- Rich reinforcement experiences (micro-learning modules, podcasts,
- Real-time analytics
- Performance support
- Gamification (awards and leaderboards)

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Leading Independent HCM
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Publishing 2+ Pieces of
Research Each Day



Sample of Our Clients



How We Help You



Learning & Development



Talent Management



Leadership Development



Talent Acquisition



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STRATEGIC CONSULTING



EXCELLENCE AWARDS



PROFESSIONAL DEVELOPMENT



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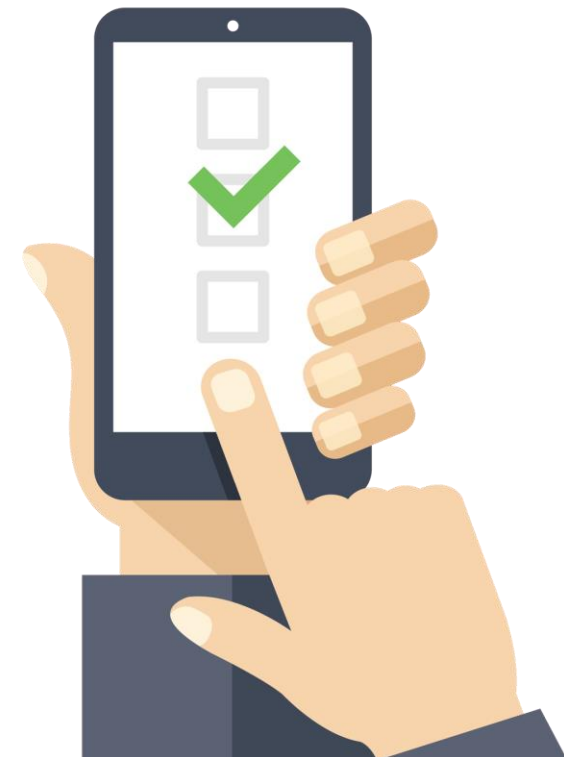
April 13th Deadline
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- **Wellness & Well-Being**
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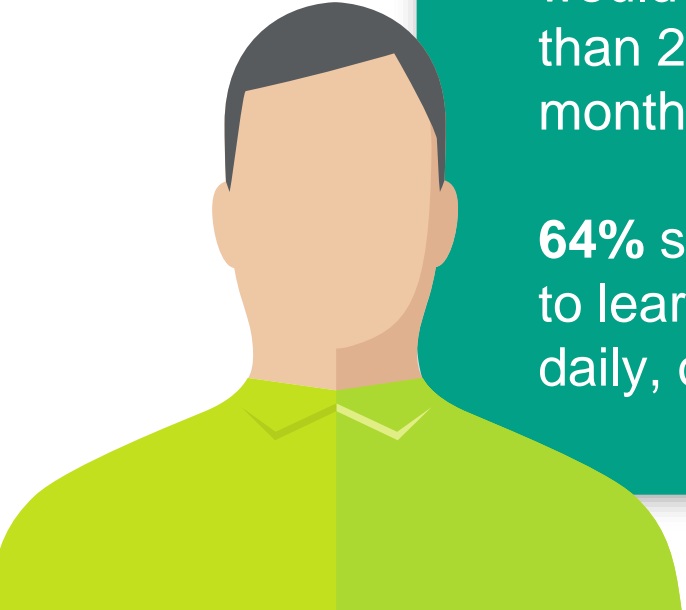
How To Ask Questions



- Submit your *questions* or *comments* about the discussion to our presenters using the **Questions** tab on your control panel.
- Presentation *slides* and *giveaways* can be found in the **Handouts** tab on your control panel.

Recording & Slides will also be sent out after the webinar.

Today's Learners



27% of employees say they consume more than 2 hours of learning per month

54% of employees say they would *like to* consume more than 2 hours of learning per month

64% say they need to connect to learning resources weekly, daily, or more often

69%

Of what they learn comes from outside the course and class

61%

Access to Information

The *number one* thing learners want from technology

Learning's New DNA

- **Contextual**
 - Role
 - Location
 - Development path
- **Small**
 - Short videos
 - Quick updates
- **Informal**
 - Everyday
 - Ad hoc
- **Mobile**
 - Down time
 - Moment of need
- **Social**
 - Discussions
 - Recommendations





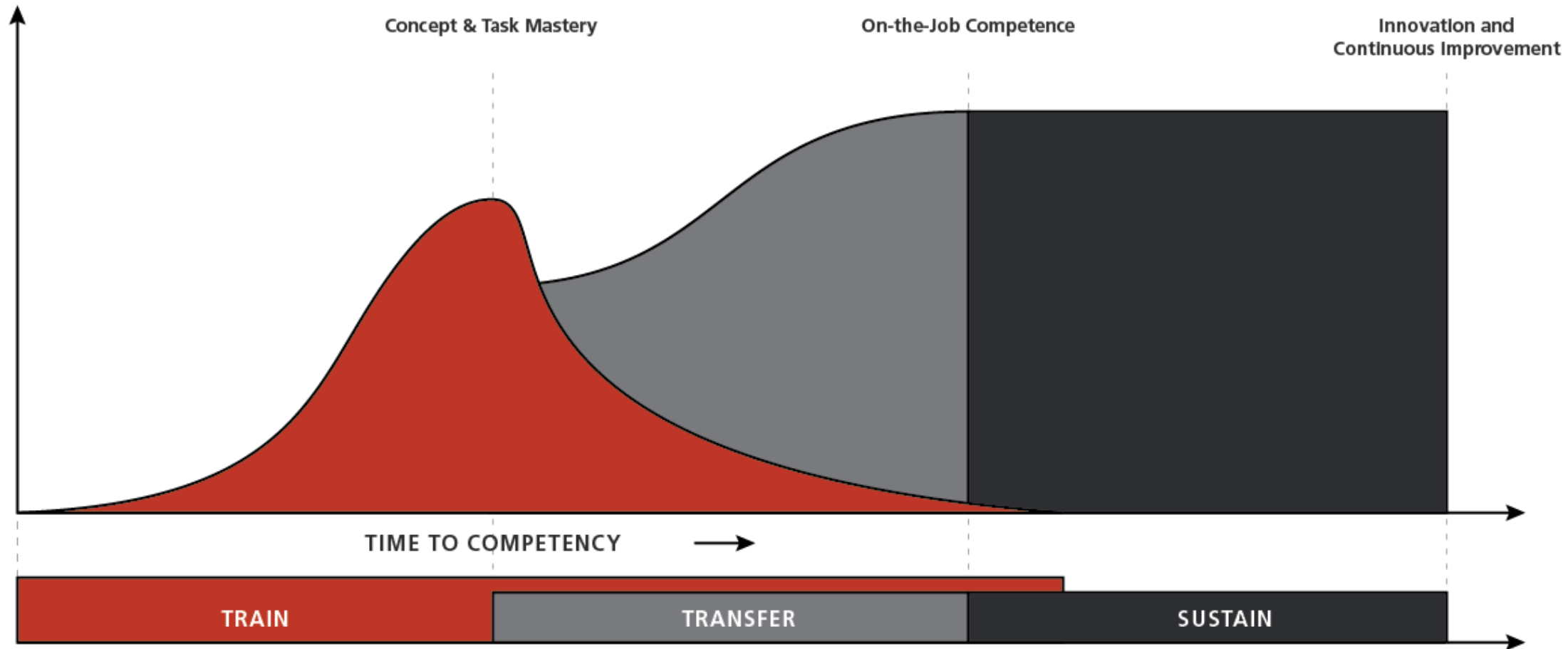
Moments that Matter

Making Sense of the Modern Learner



“Modern” Learning is about Moments, not Courses

Transitioning to Continuous Learning



SOURCE: ONTUITIVE 2012

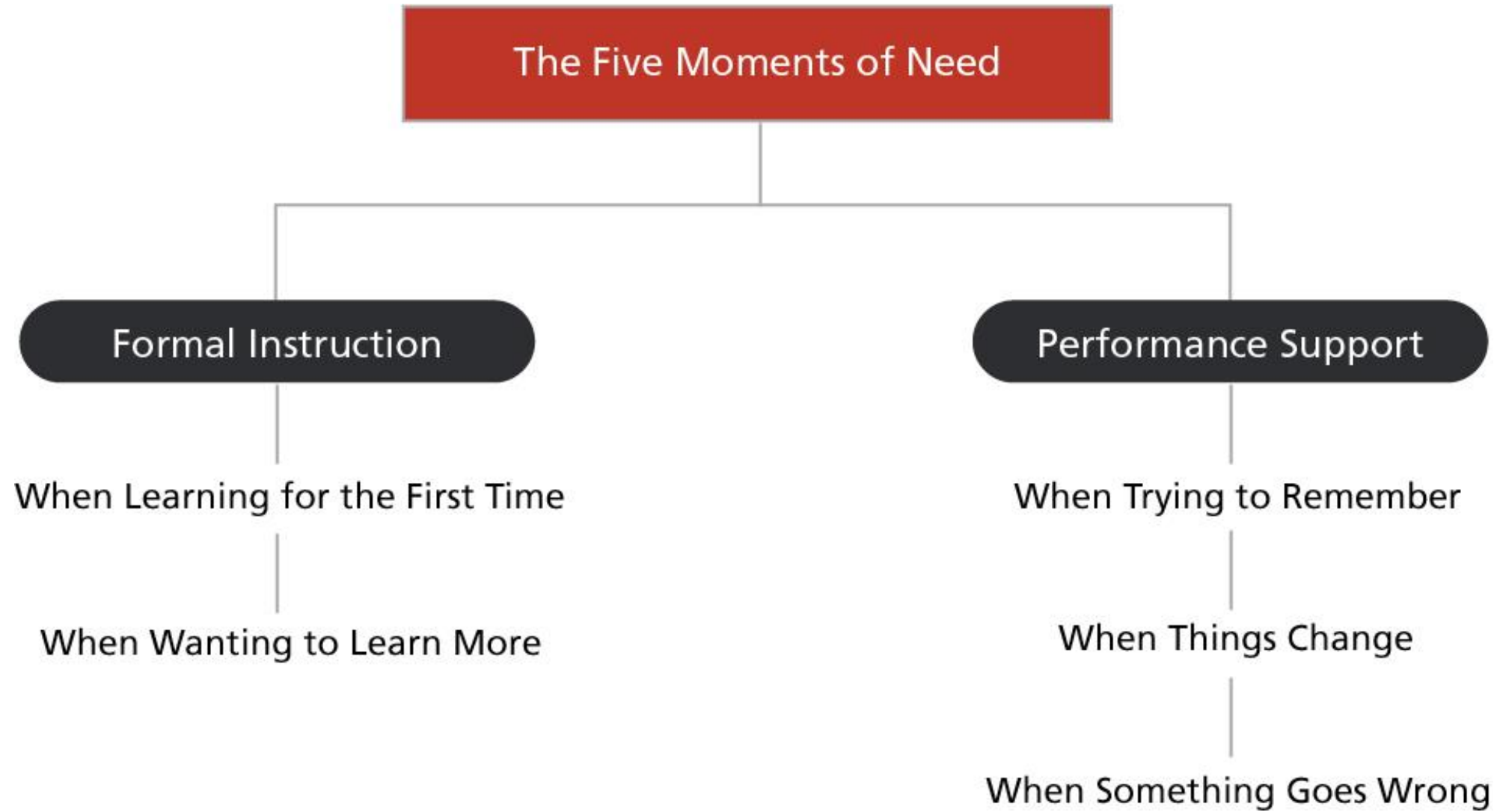
44% of top-flight organizations apply techniques such as spaced learning to aid retention and application of learning (versus 9% from 'The Rest')

52% want learning at the point of need

Transitioning from event-based learning to continuous learning environments is one of the greatest areas of impact any organization can make.

1% of a typical work week is all that employees have to focus on training and development

Fewer than 15% of people successfully apply what they learn



Source: Mosher and Gottfredson (2012)



What is a BURST?

A BURST is a high-energy, high-utility, high-quality, bite-sized animated video designed to target a specific learning objective.



**90 seconds
or less**



**Made by
learning experts**



**Professional
scripting & media**



**Delivered in
20 days**

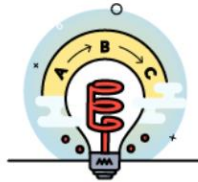
How it works

Step 1 Tell us your learning objective

Step 2 Select your BURST type



Motivator



Explainer

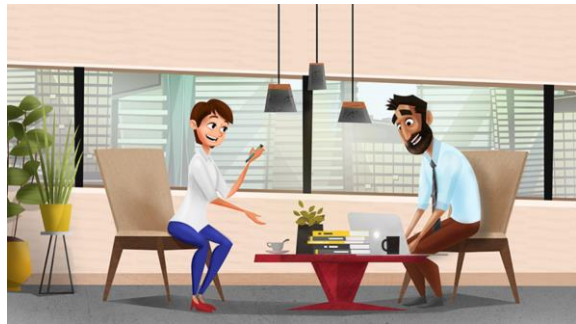


Reinforcer



Storyteller

Step 3 Select your BURST style



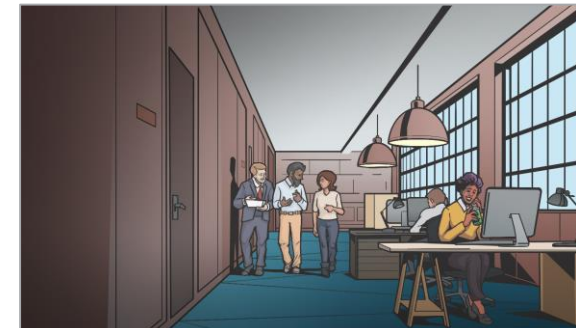
Luna



Kenzy



Draper



Novella

With every BURST, you get

- ✓ A hands-on session with our creative team
- ✓ Professional scripting & media
- ✓ Storyboards

- ✓ Background music
- ✓ Subtitles
- ✓ Video (in any desired format)

Learning Objective: Get sales leaders excited about a new mobile learning experience to help improve their performance.

Type: Motivator

Style: Novella

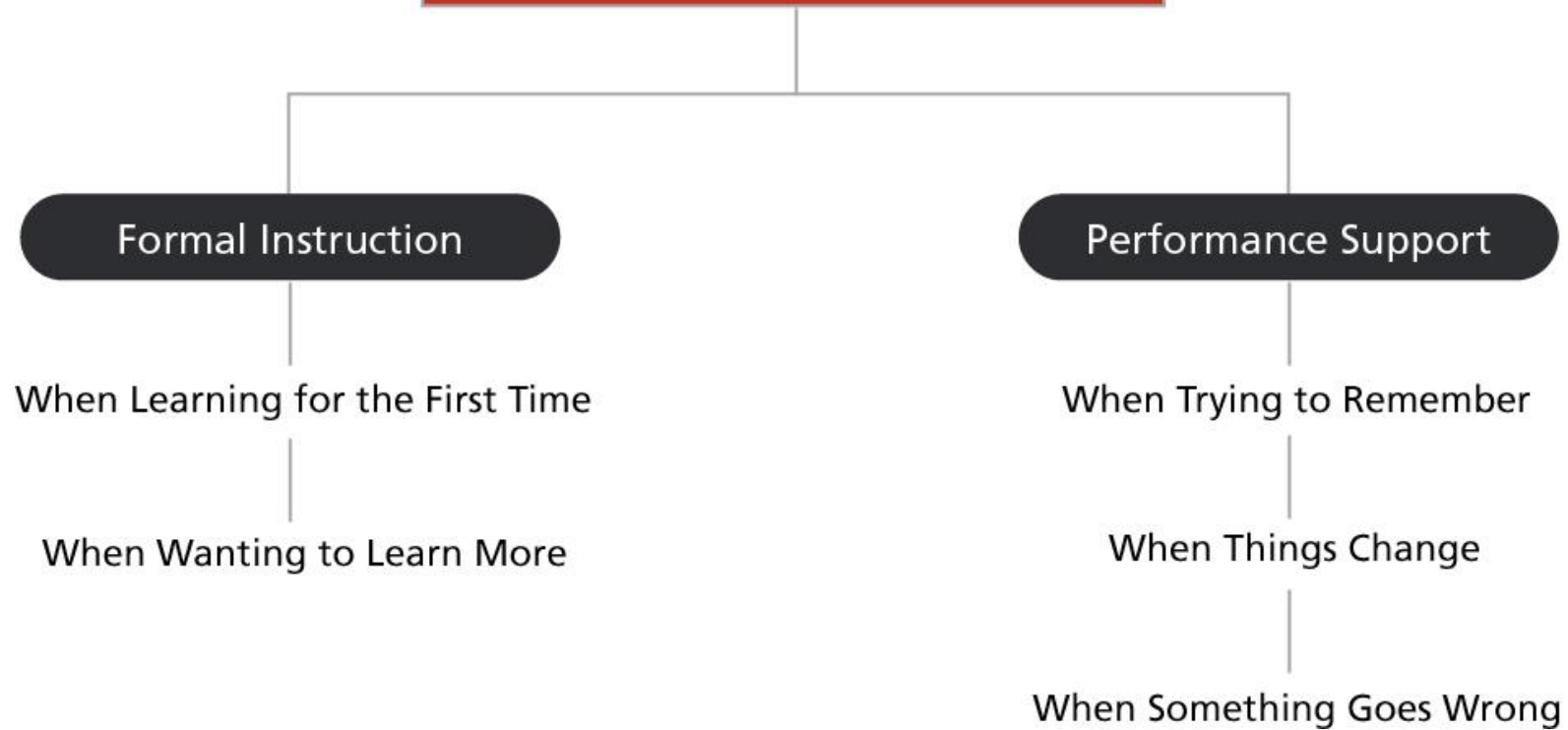


Demo





The Five Moments of Need



Mobile – Learning in the Moment

Bite-sized Lessons

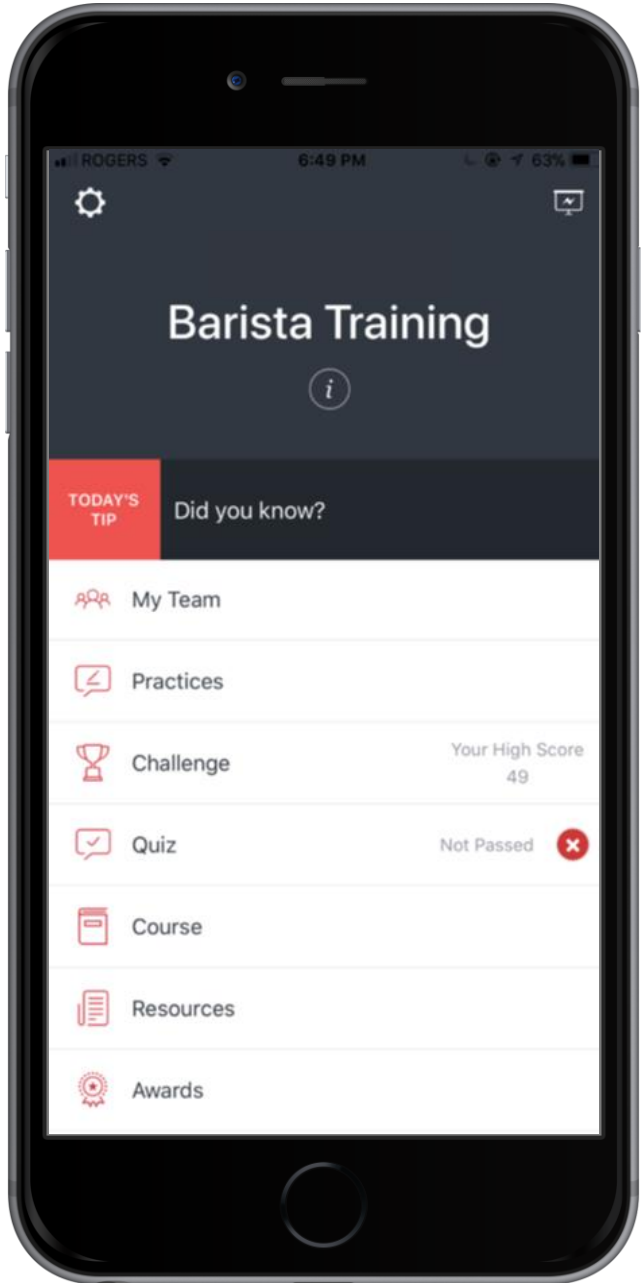
5 minute lessons. Combination of static, interactive and media slides. Use of rich media.

Reinforcement Practices

Scheduled, targeted retrieval practice opportunities designed to boost retention and drive transfer of learning.

Performance Support

Resources for when they matter most: videos, podcasts, documents, web links. This includes the new “Mentors” feature that connects you with people on your team based on learning needs.



Gamification

Challenge mode, awards, unlocking, leaderboards, team dynamics all work together to drive usage of the app, increase engagement and optimize performance.

Adaptive Learning Engine

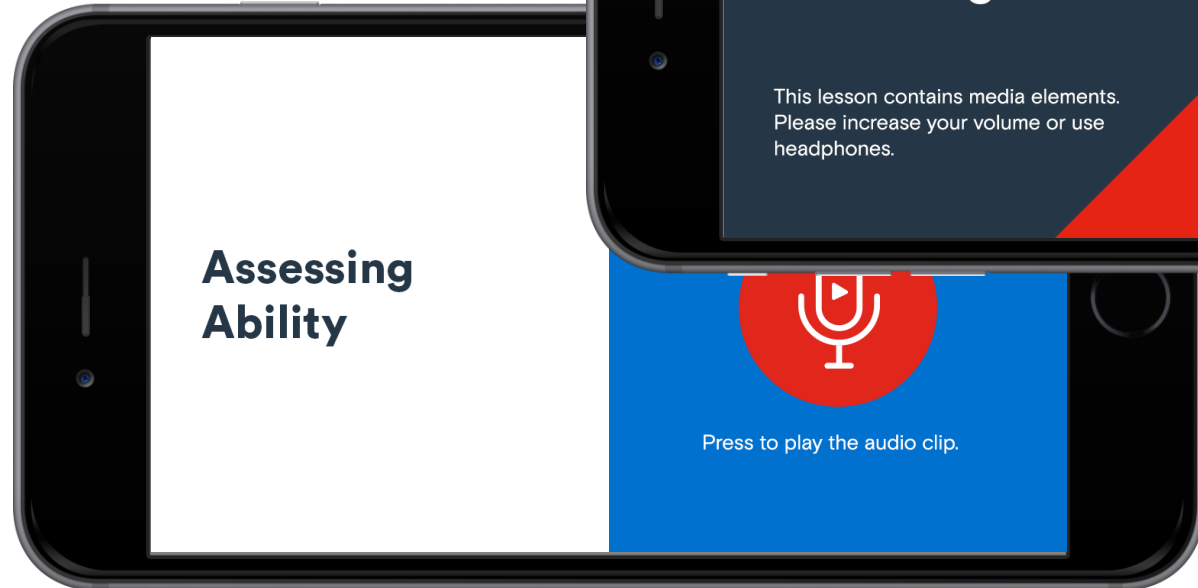
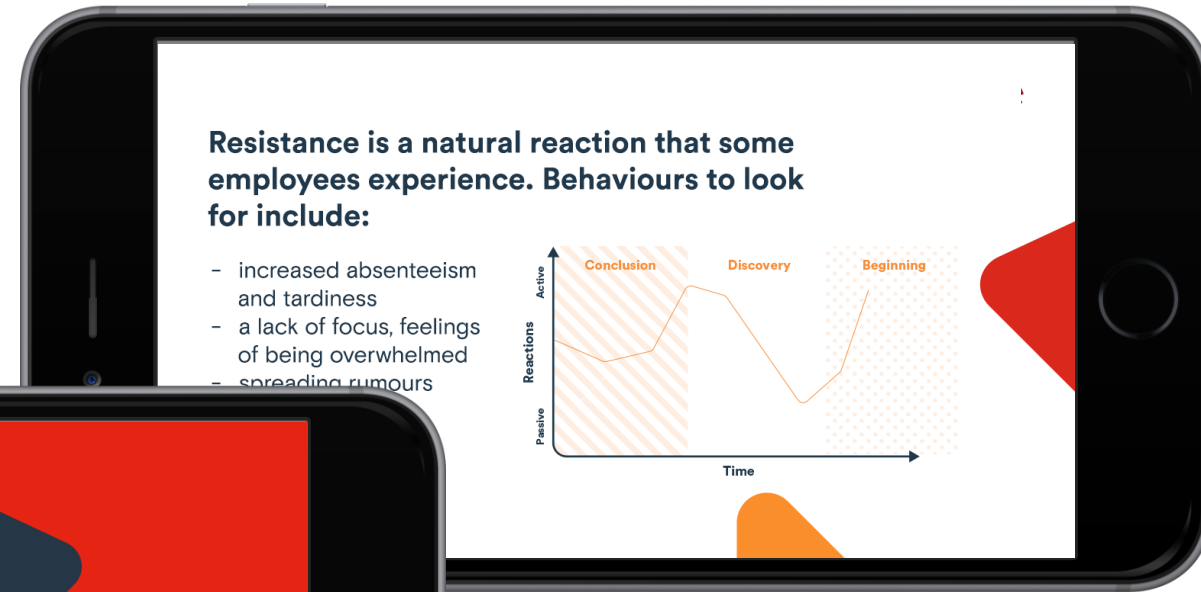
The backbone of the app. Constantly curating lessons, practices, resources, tips and more based on your specific, ever-evolving learning needs.

Real-Time Analytics

From managers to executives, real-time insight into how your learners are doing, and how you can support them further.

Our Mobile-First Lessons

- 5 minute or less lessons
- Combination of static, interactive and media slides
- Rich media
- Tied to an adaptive engine



Demo



3 Ways to Optimize your Content Strategy

Design for moments

- Create more opportunities for continuous learning
- Design to the moment of need
- Make sure your content fits the moment
- Optimize your mobile content strategy (and let it impact the rest of your content strategy)



Make the Moment Meaningful

The Power of Brand





Modern Learners. Modern Expectations.

Modern Expectations

- Short
- Highly Personalized
- Interesting
- Just-in-Time
- Adaptive
- Push, not pull
- Driven by need
- “Viral”
- Media Rich
- Efficient
- Stories, not courses
- Immersive
- High Impact
- Multi-device
- Needs Based
- What’s in it for me?

- Home
- Trending
- Subscriptions
- LIBRARY
- History
- Watch later
- Data Science Inn...

- SUBSCRIPTIONS
- Vox 5
- Toronto Maple ... 38
- SteveDangle 2
- Steve Dangle Po... 5
- LastWeekTonight 1
- The Tonight Sh... 40
- SPORTSNET 81
- Nerdwriter1
- Lessons from th... 1

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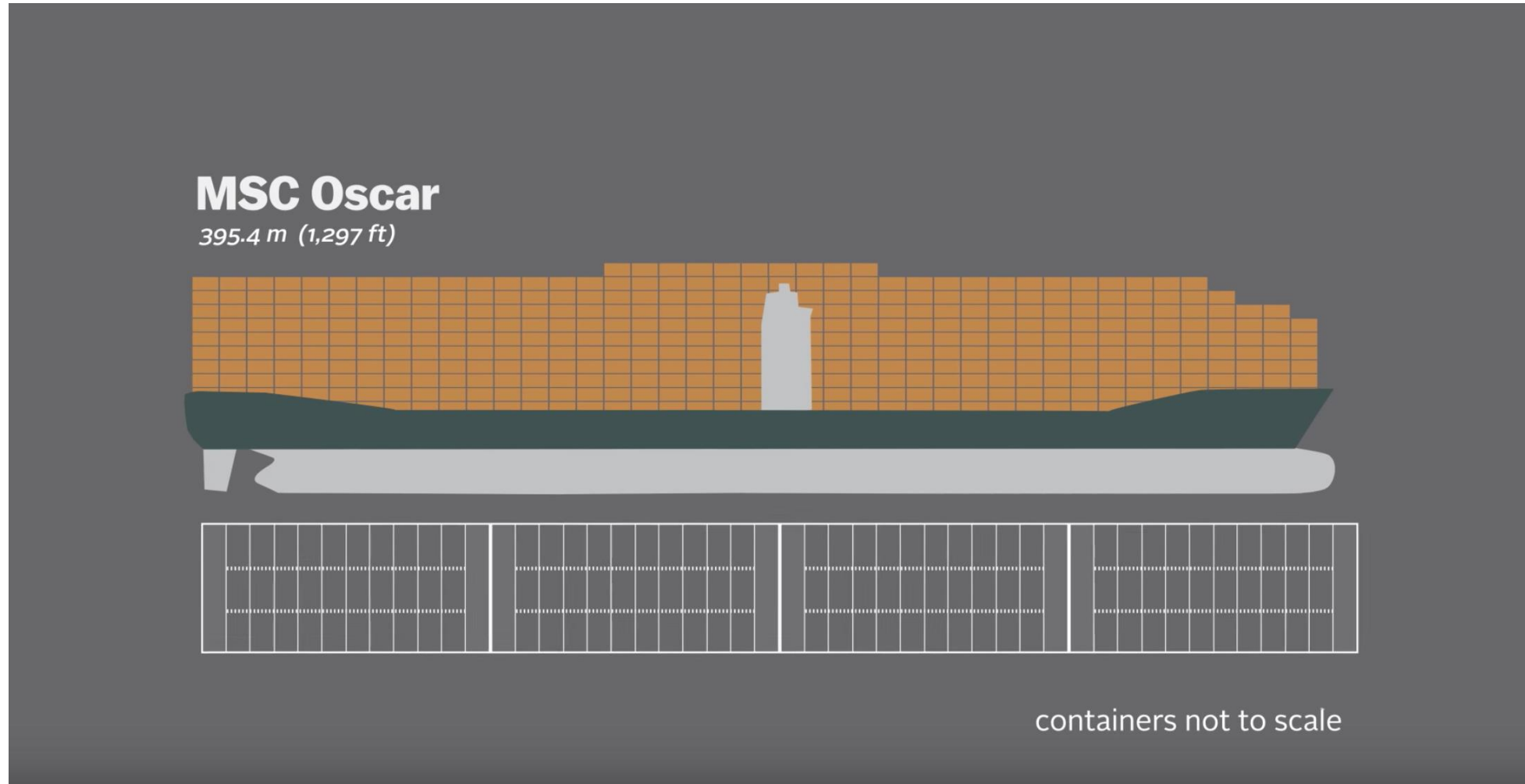
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Well-written

Doesn't waste my time

Rich Media

Short

Interesting

Knows its audience

Vox
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WORDS BY **JOSEPH STROMBERG**
PRODUCED BY **JOSS FONG**

If given a choice, would your learners subscribe to your brand?

Why Learning Brands Matter

- Credibility
- Legitimacy – Raises the bar
- Consistency – A repeatable experience
- Builds reputation
- Builds community
- Builds loyalty
- Sets the tone for future initiatives

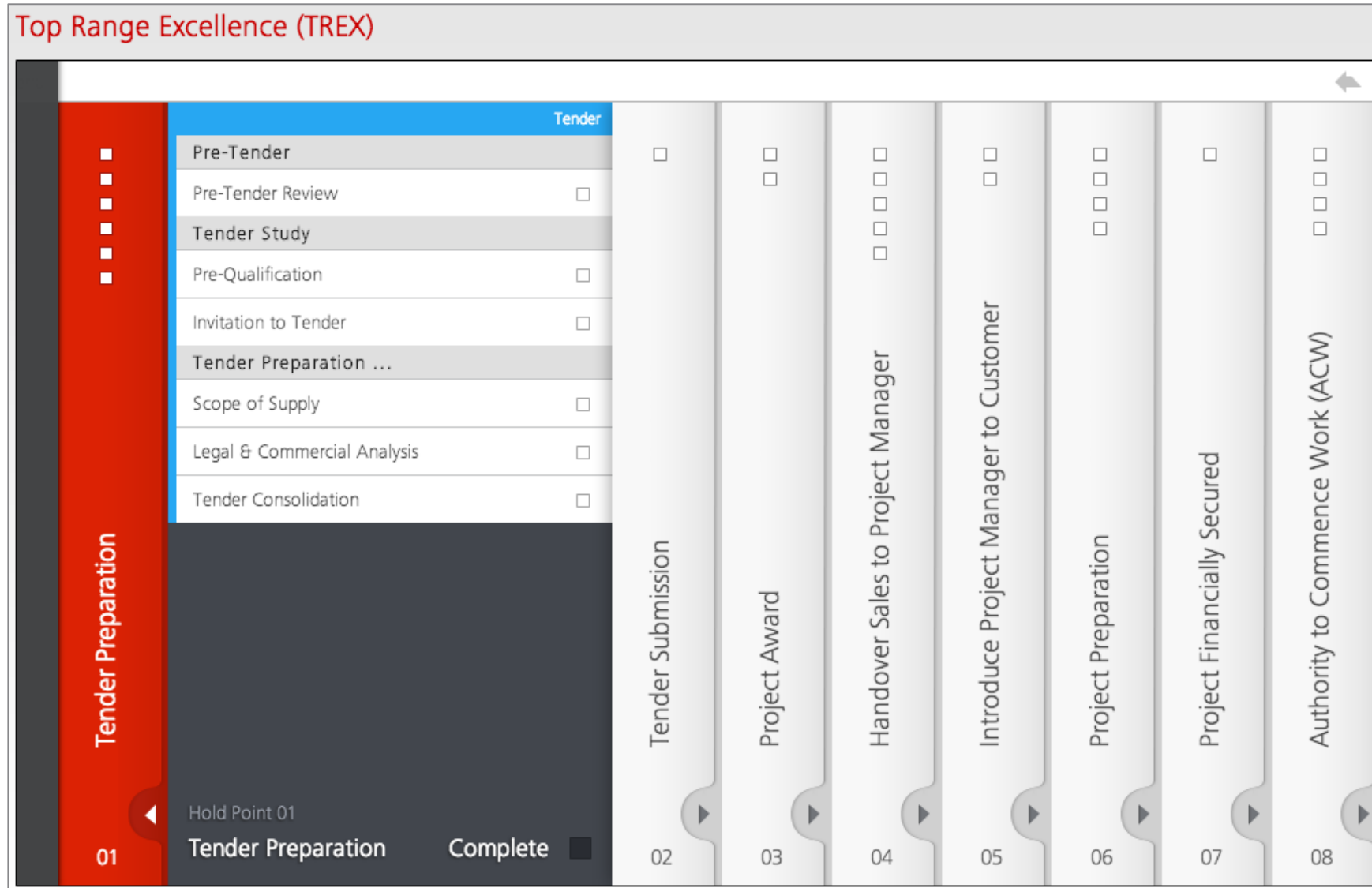




Building a Learning Brand

What do you want people to say about your learning?





Human.



Demo



Out-of-the-box.

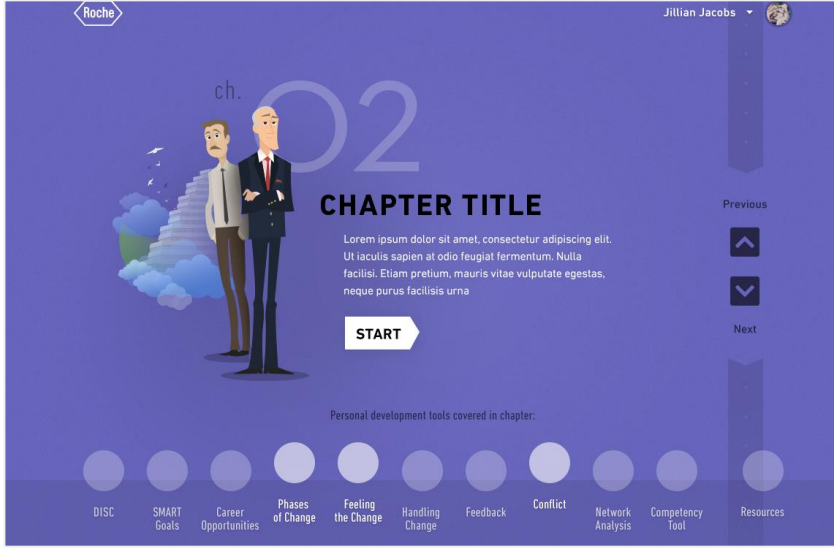
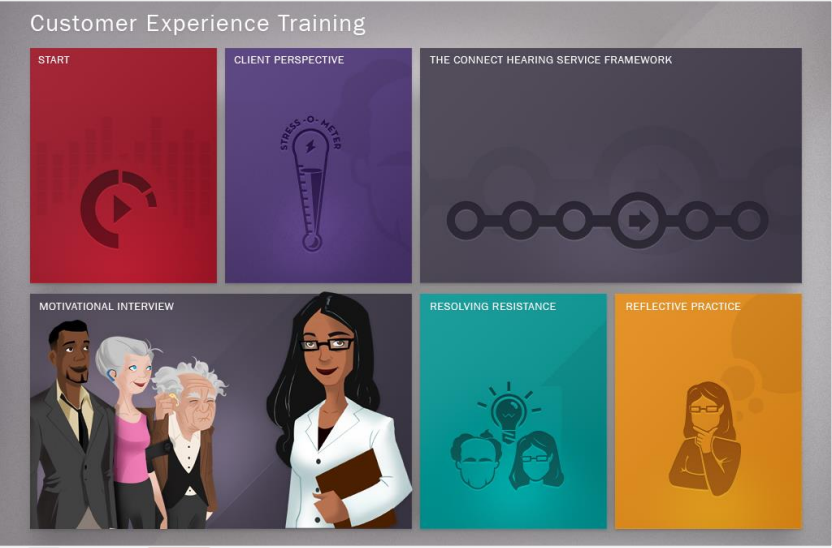
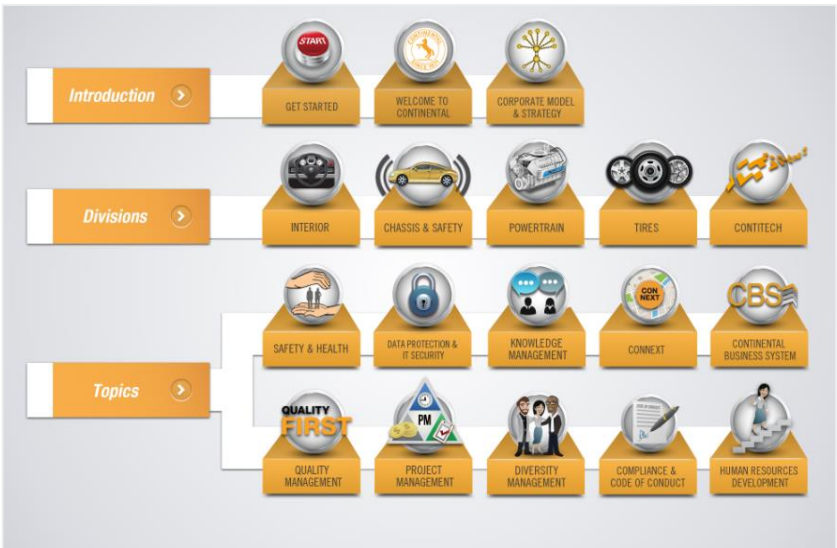


Demo

riley
learning



Instant Engagement.



What goes into a brand?

- Your Story
 - Values
 - Approach
- Aesthetics
 - Logo
 - Style
- Production Value
- Motifs
- Voice



Get Started

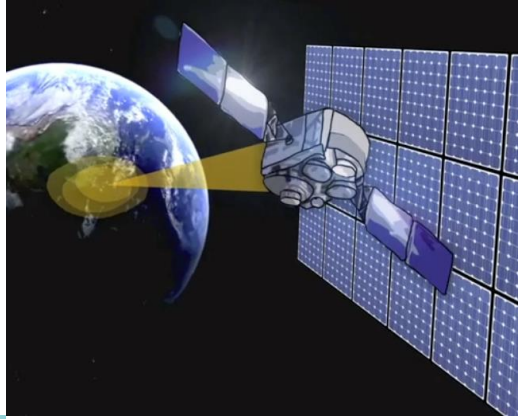
- Introduce a compelling narrator
- Create a logo for your learning department
- Intro/outro sequences (audio or visual)
- Create a trailer
- Promote continuity from one initiative to the next
- Try out a creative framework (e.g. fictional world)
- Be interesting. Be exciting. Have fun.



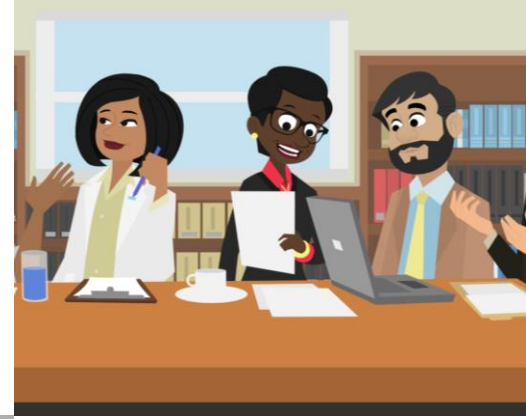
What's your Learning Brand?



Launch Pads



Creative Frameworks



Trailers



Character Development



World Building



Games



Visual/Aural Bumpers





3 Ways to Optimize your Content Strategy

Design for moments

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- Make sure your content fits the moment
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Maximize the moment

- Start building your brand
- Create an experience that learners would want to subscribe to
- Take risks – What's going to make you unique?



Don't Waste the Moment

Extend Your Insight





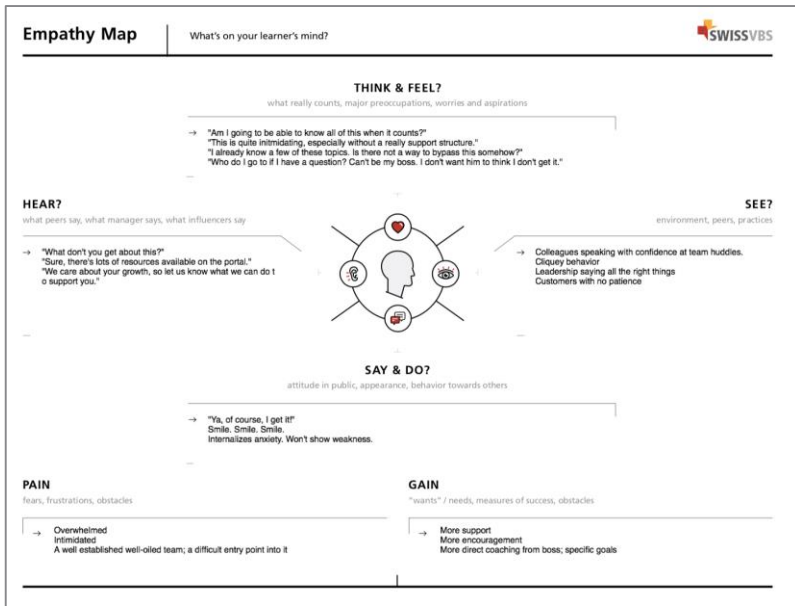
Extending Your Insight into Learner Needs

Qualitative vs. Quantitative

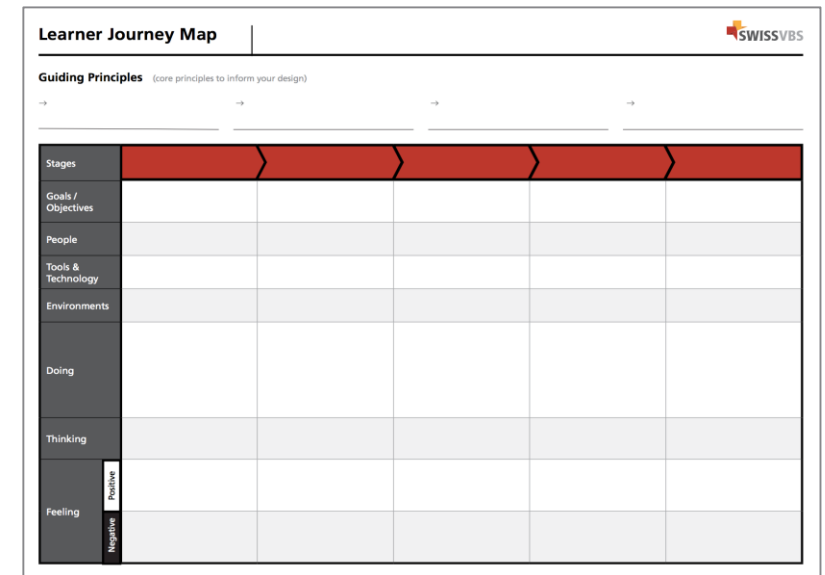


Empathy: Probing Deeper

Empathy Maps



Learner Journey Maps



Learner Personas

Learner Persona | SWISSVBS

Name → Samer "Sam" Hageet

Bio (e.g. education, languages, ethnicity, ability)
→ 30
South Asian
Speaks English, Hindi and Gujarati

Role
→ Commercial Sales
Based in Calgary, AB

Responsibilities
→ Primarily working with medium size business in the Calgary area.

Professional Goals
→ As a new hire, Sam is eager to quickly get up to speed and start producing results. He's very career-driven and sees his new role with Scotiabank as step 1 towards a prosperous career with Scotiabank.

Learning Goals
→ Sam is still very much getting his feet wet. He is a sponge right now, learning a lot from his colleagues right now. But when he's on his own, he's left with whatever he can access online through BusinessNet and Scotiabank Live. There's so much to know on the product side, but Sam is a quick learner. What he's more worried about is working with clients. He's worried he won't know what to do in the moment.

Prior Knowledge / Experience
→ Sam was previously a branch clerk for TD and moved his way up to portfolio advisor. He's now more interested in the commercial/corporate side of the bank.

Digital Literacy
→ High, Classic Millennial. Addicted to his phone. Often frustrated with slower technologies (his laptop takes forever to connect to the network).

Needs
→ More coaching/education with regards to client interaction. He finds client situations to be very high pressure situations. He is slowly getting all the product knowledge, but translating that into a real-life client situation is difficult. Sam has to really know his client's business before he can get even begin to think about the right thing to recommend to him/her.

Obstacles
→ Sam doesn't feel like he always has support. He looks to his more experienced colleagues and sees how they handle client interactions, and doesn't necessarily feel like that is the ideal way to do things. In this sense, Sam feels a bit like a lone wolf - trying to do the right thing, but caught up in the way things are to be done. He feels a bit confused with all of this.

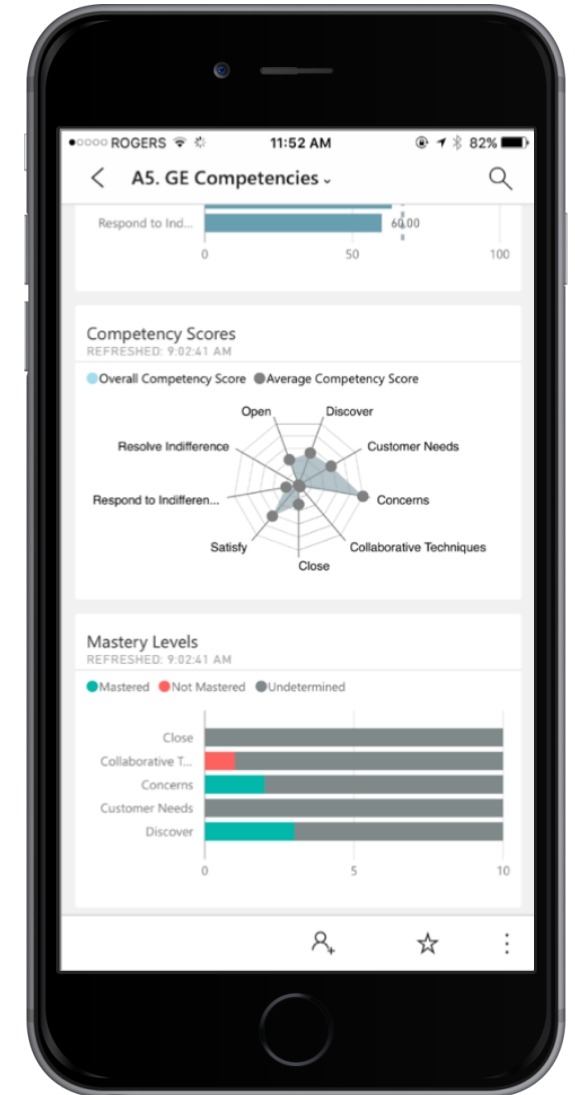
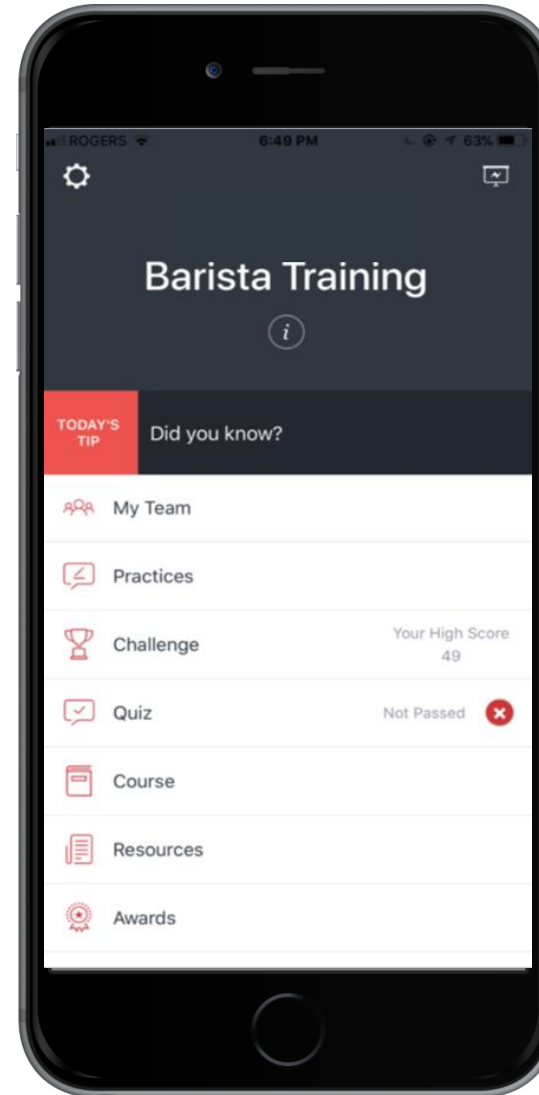
Additional Comments
→ One thing Sam struggles with is time for training. He's a new hire with a young family and is too busy just trying to keep afloat. He's always on the go and out of office (as salespeople like him often do) and has small moments in a day/week to think about training/learning/coaching.
He can't dedicate hours to training and gets discouraged when he sees materials that are more than 15 minutes (he frankly doesn't have the energy or time for 15 min + modules). He just wants help to his questions and doesn't want to try and scrap his way through to try and find it.



Quantitative Means

Mobile & Analytics

Knowing where learners are and what they need



The Data We Work With

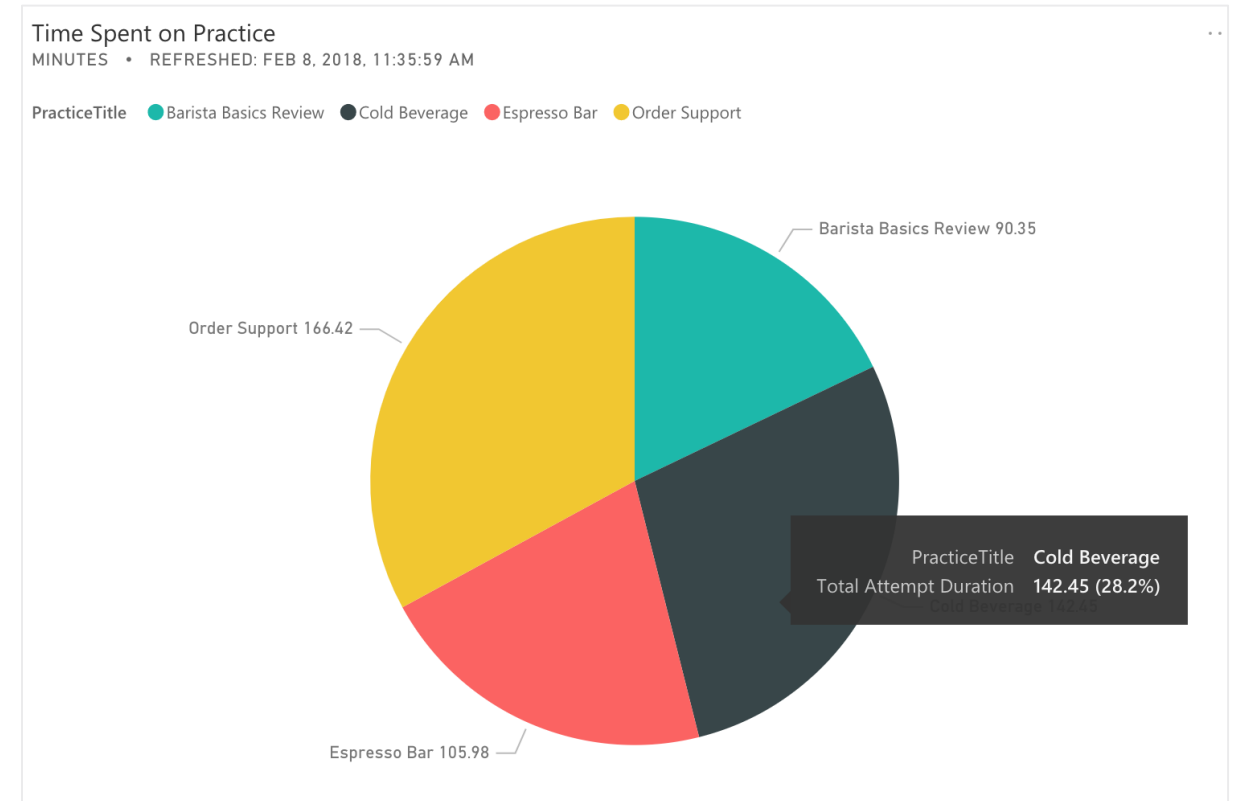
Name	Program Overview	Executive Overview	Engagement	Competency	Performance	L&D Overview
Approach	Birds-eye view of the LRP; Objective, factual information about the LRP.	Data points of high interest to an executive; metrics that inform budget considerations	Supporting initial rollout, providing management with data to support adoption/usage of app.	Granular insight into knowledge gaps and strengths.	Track retention behaviors	Inform Learning Managers with insight to improve LRP and learning strategy
Metric	<ul style="list-style-type: none"> Number of: <ul style="list-style-type: none"> Users Competencies Awards Flashcards Flashcard Decks Tips Practices Questions Questions by Competency Resources Media (Video and Audio) Documents Web Resources 	<ul style="list-style-type: none"> Number of users with one or more practice completions Time spent on practice by day Activity level Earned awards Competency Scores over Time (performance) Average score on practices over time (by Group) Historical trends in competency strength (by Group) 	<ul style="list-style-type: none"> Tips viewed Tips favorited Flashcards viewed Flashcards learned Earned awards Practice Attempts Time spent on Practices Resources accessed (by competency) Percentage of resources accessed by competency Users who have downloaded the program and on what day Average time spent in the Practice (weekly) 	<ul style="list-style-type: none"> Mastery levels achieved Competency with highest number of Mastered Competency with highest number of Not Mastered Individual snapshot of current mastery scores by competency Historical trends in competency strength (by group and individual) 	<ul style="list-style-type: none"> Aggregate Practice Scores Competency Scores Competency Scores (Radar) Average Practice Score, sorted by rank Group (and Individual) historical trends of Practice performance 	<ul style="list-style-type: none"> Tips favorited Performance by Competency Percentage of resources accessed by competency Top 5 questions that have been consistently scored correct Top 5 questions that have been consistently scored incorrect Most accessed resource Most popular question served through the dynamic engine Competency strength at a critical low

Time Spent on Practice

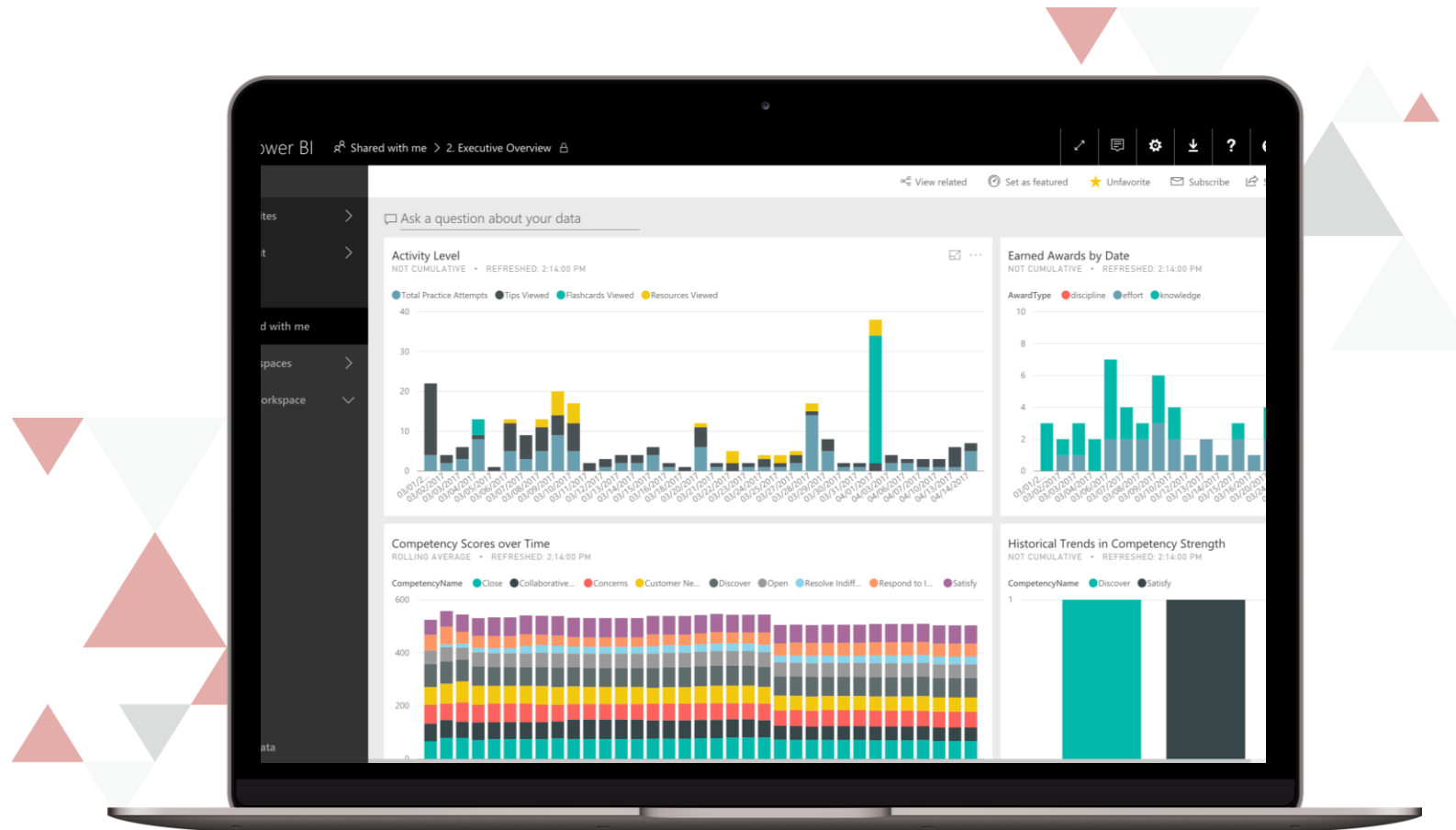
Engagement Dashboard

Implications for learning strategy:

- “Why are learners gravitating towards one topic more than others?”
- “Why are learners spending a lot more time on topic X compared to topic Y?”
- “Does it mean they need more support with topic X or they struggle more with topic X?”
- “How can we investigate further?”



Start with a hypothesis





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- Optimize your mobile content strategy (and let it impact the rest of your content strategy)

Maximize the moment

- Start building your brand
- Create an experience that learners would want to subscribe to
- Take risks – What's going to make you unique?

Don't waste the moment

- Get better at understanding your learners – on a granular level, on a holistic level
- Extend your insight into learner needs through both qualitative and quantitative means
- Start using data during your learning initiatives
- Run a data-driven experiment

QUESTIONS?

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for joining us today!

If you have any additional questions, please email us at success@brandonhall.com.

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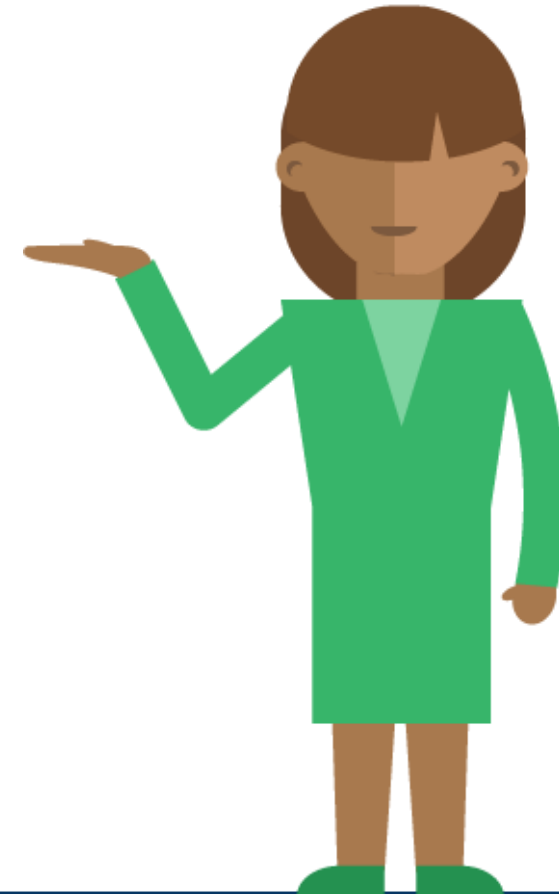
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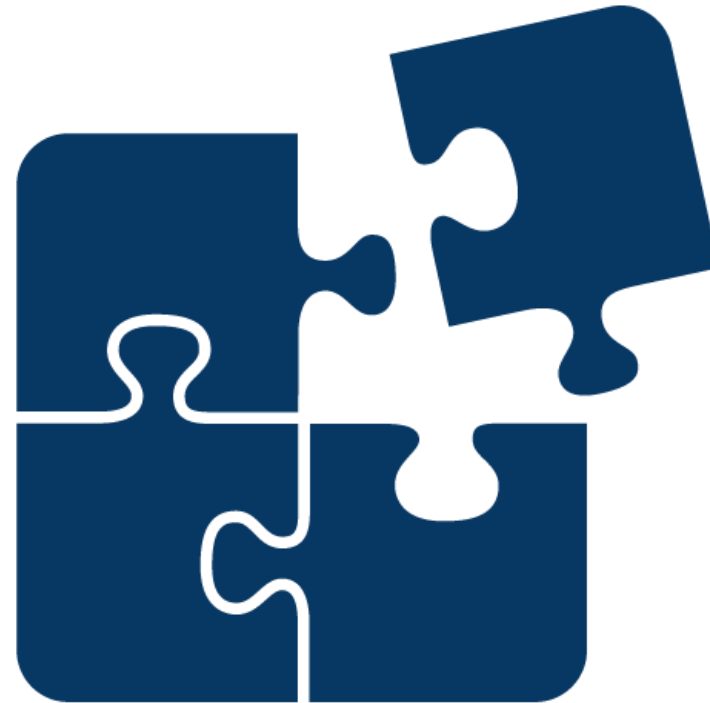
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1

We offer flexible, high-value memberships that offer everything you need at a cost you can afford.

2

Our research is better – more targeted, easily digestible, focused on business results, predictive, prescriptive.

3

Our solutions gets better results – research-driven, focused on the business, simple, targeted, flexible approach.

4

Our case studies are unique for their diversity and focus on business results.

5

Our professional development is practical, tailored to your needs, and equips you to take action.

What Our Clients Have to Say

Brandon Hall Group's Excellence Awards allows you to take a deeper dive and evaluate the programs that you've created at a level that you might not have the opportunity to do... They have always been a cornerstone for me.

- Katrina Williams, Director, Sales Capability
CDW

https://youtu.be/OgdA_tpM55U

What Our Clients Have to Say

I describe the attention and that customer service that I've experienced as being excellent. They are very attentive and wherever I need to be connected to whomever, they are there to help me.

- Joanne Veech, Global Talent Leader
PwC

<https://youtu.be/YkY-v8gfW5k>

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