

# Learning Strategy for the Digital Age



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Brandon Hall Group*

2/16/2017

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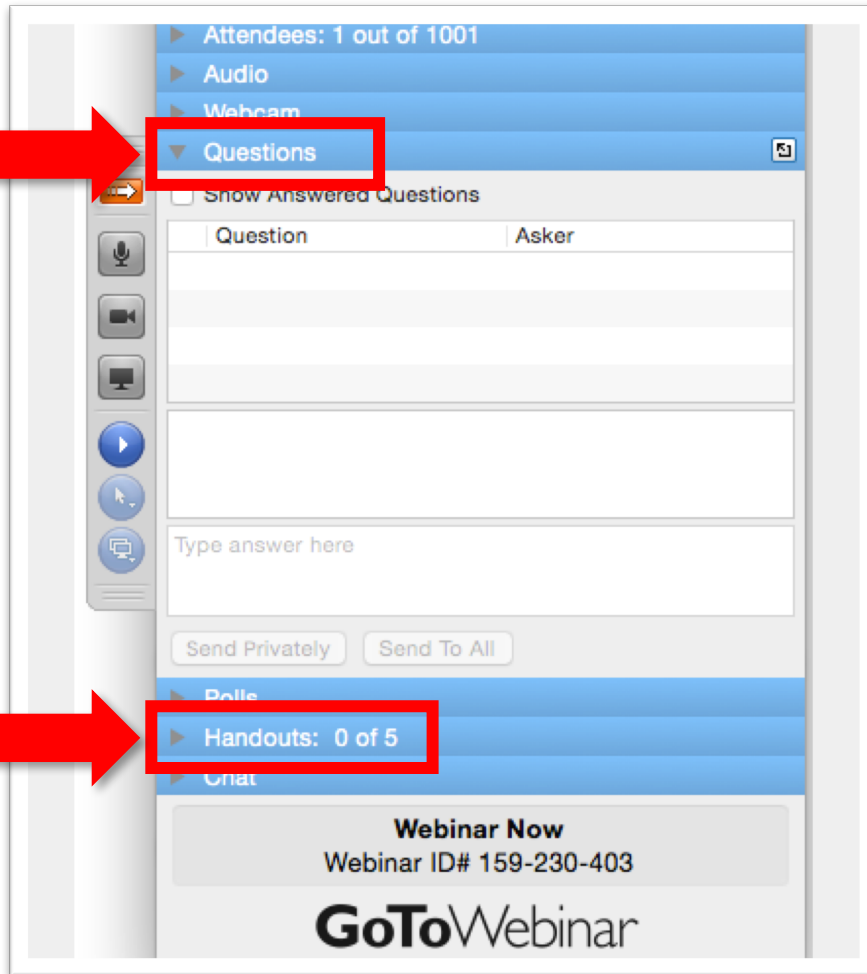
PROFESSIONAL DEVELOPMENT

# Open Surveys

**We invite your to participate in our surveys.**

- For a complete list of surveys that you can take, please visit our survey page [here](#).
- If you would like to join a panel of survey takers, please contact us at [success@brandonhall.com](mailto:success@brandonhall.com)

# 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.***

# Agenda



The Realization of 70/20/10 - Formal, Informal, and Experiential Learning



Learning Technology

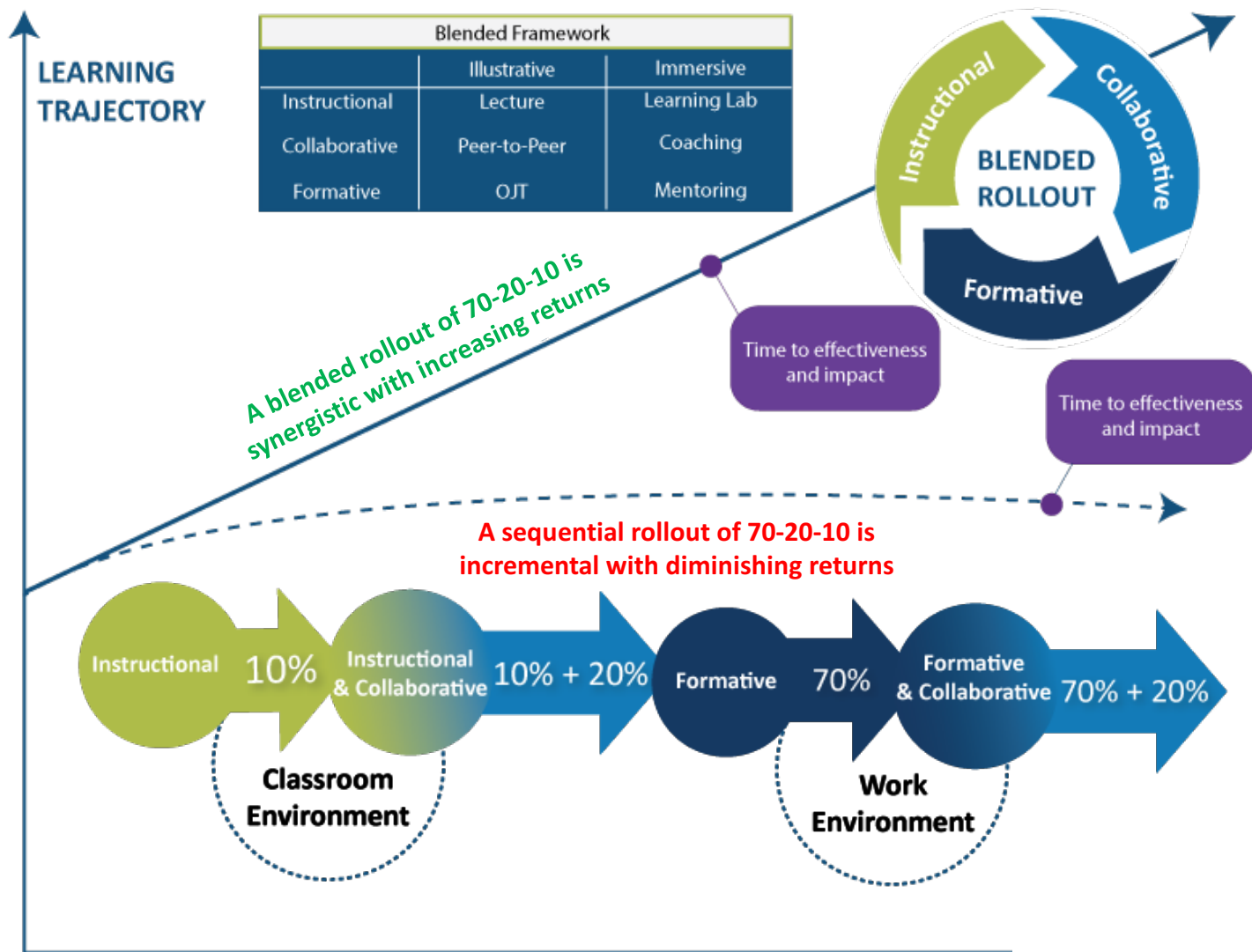


Measures and Metrics



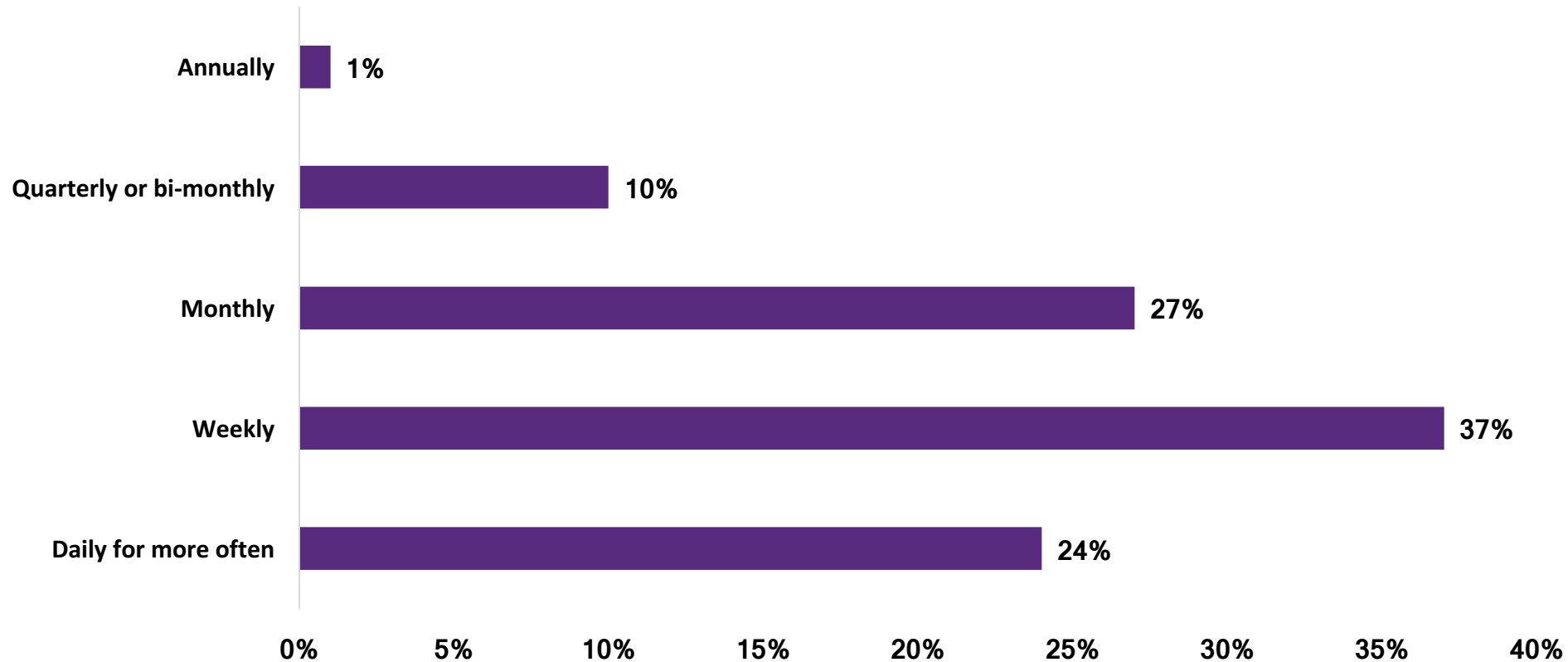
Learning Organization and Skill Needs

# 70/20/10 Model in the Digital Age



# How Often Employees Connect with Learning

Expected Frequency of Learning Interaction to be Successful in the Job

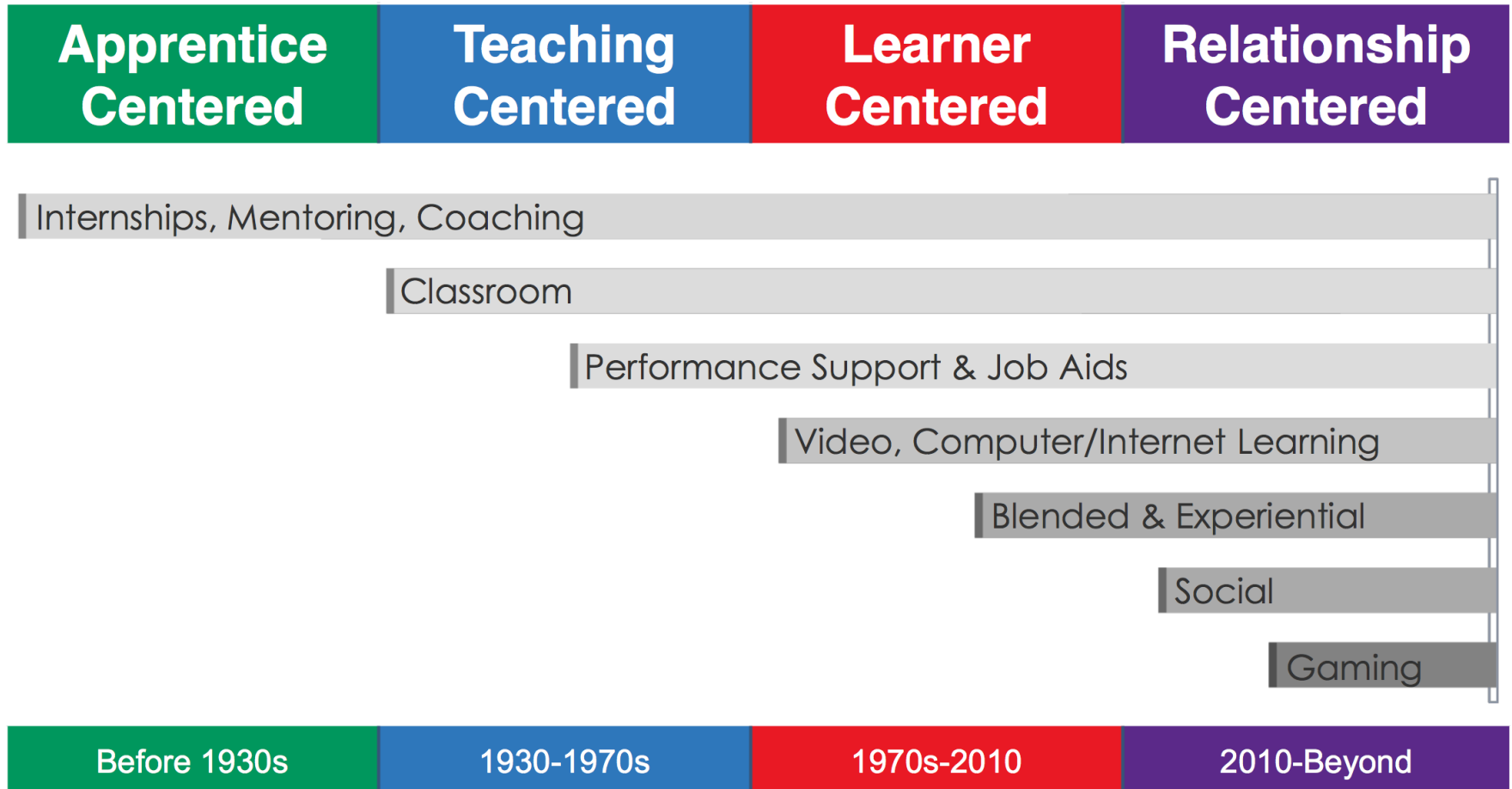


# Poll 1: Which of the following best describes your learning?

1. We follow a “digital first” strategy – everything is available digitally and accessible anywhere
2. We develop everything based on a blended learning approach
3. We have started to develop content with flexible delivery capability, some material is available online
4. We have a primarily Instructor-led training approach

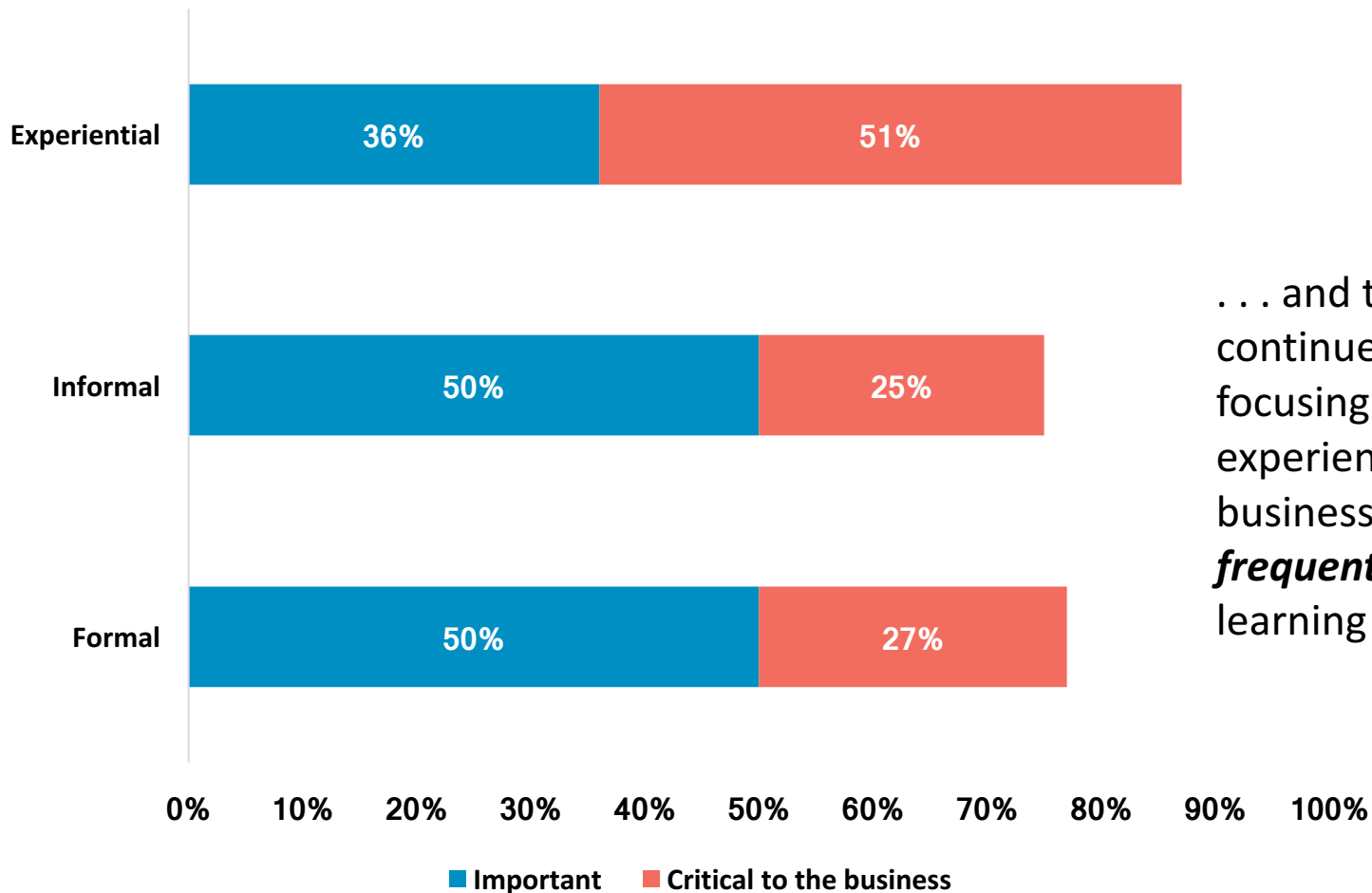


# The Changing Model for Learning



# Where Learning is Focusing Effort

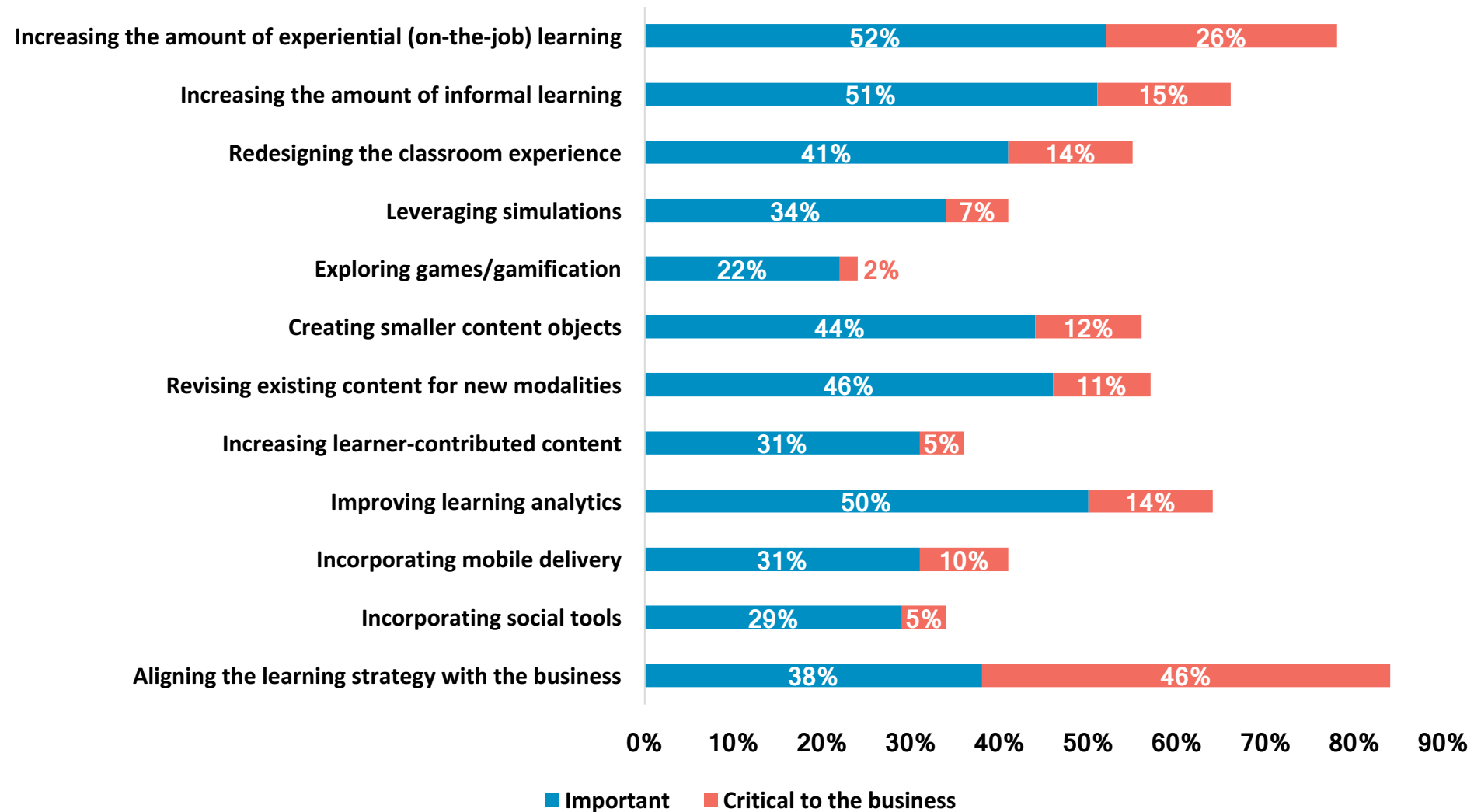
Informal and Experiential learning are gaining in importance to the organization . . .



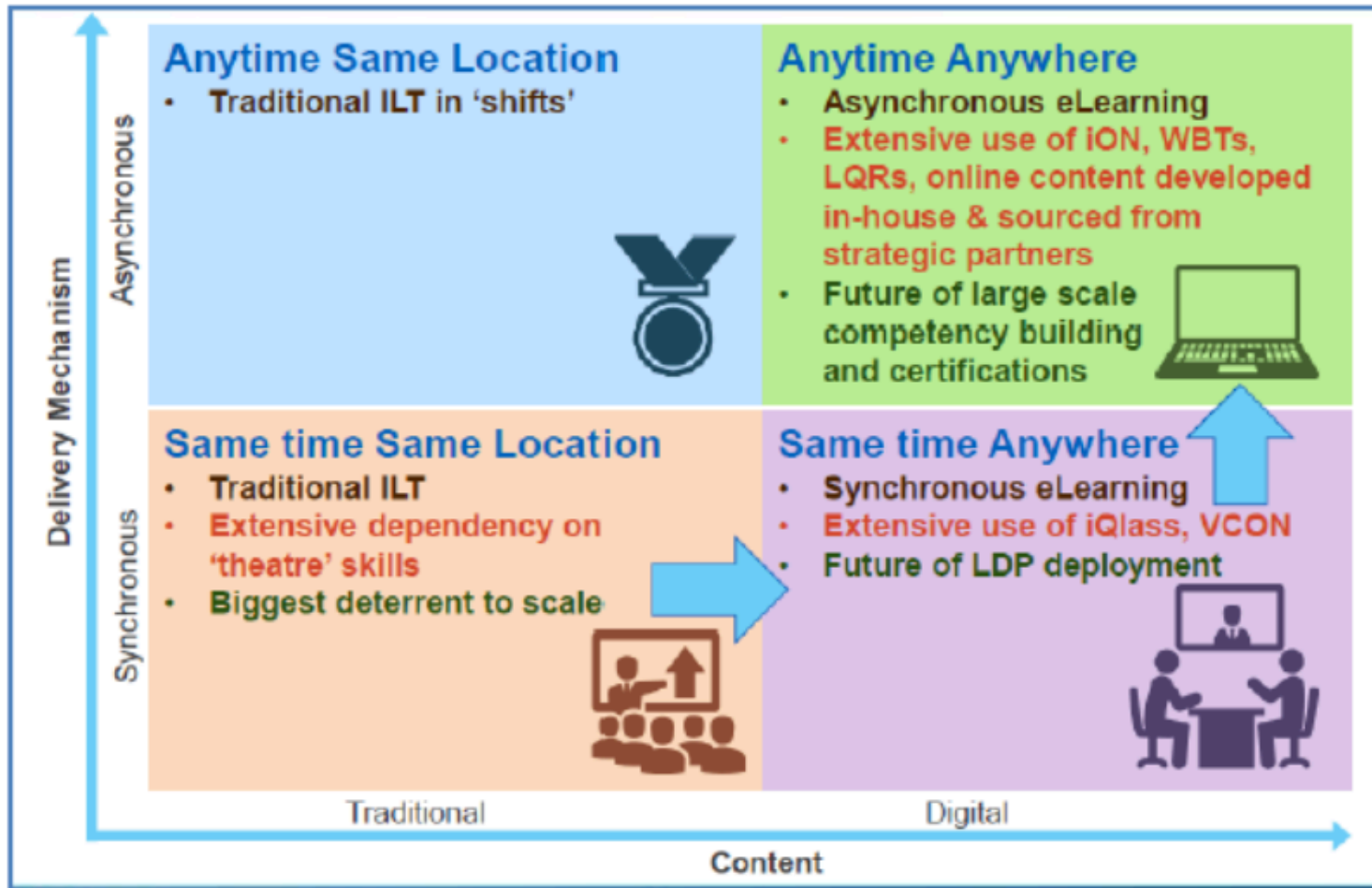
. . . and that shift will continue, with companies focusing on informal and experiential to drive business success **3x more frequently** than formal learning experiences

# Learning Initiatives Focus

## Most Important Learning Initiatives for Achieving Business Goals Over Next 18-24 Months



# Strategic Thinking about Learning Types



Source: Tata 2015

# Key Takeaways:

## 70/20/10 Impact on Strategy

- 70+20 equals 90, and is not sequential
- Learning is moving into the workplace and going social
- Risk is growing, learning must learn to manage, not avoid, risk

# Poll 2: Which of the following learning technologies does your learning team employ? (choose all that apply)

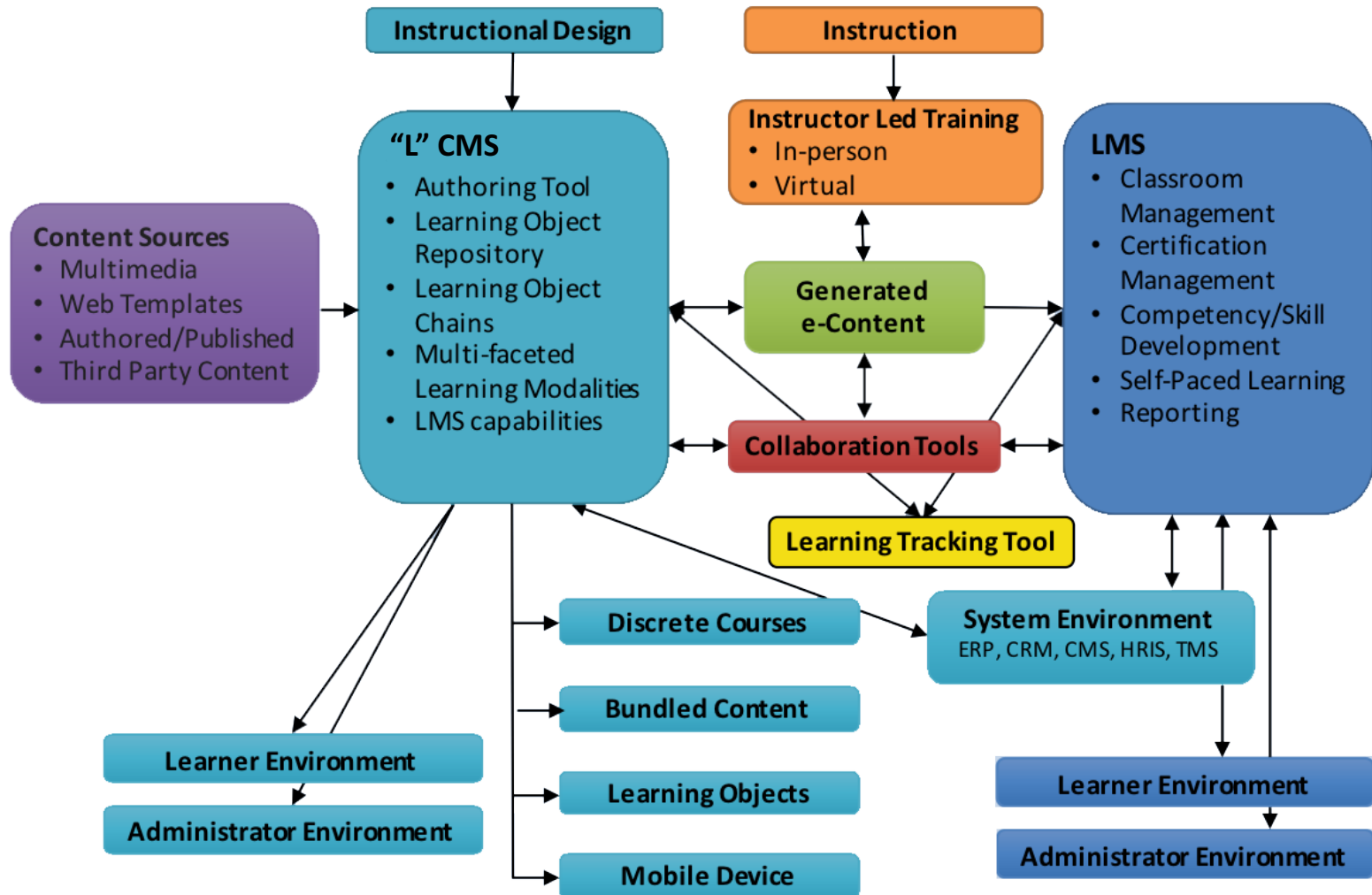
1. Social / collaborative tools
2. Video / Interactive video
3. Games
4. MOOCs
5. Simulation

# Poll 3: Which of the following learning tools does your learning team use? (choose all that apply)

1. Analytics
2. xAPI/LRS
3. Mobile
4. LCMS/CMS
5. LMS



# The Architecture of a Learning Platform



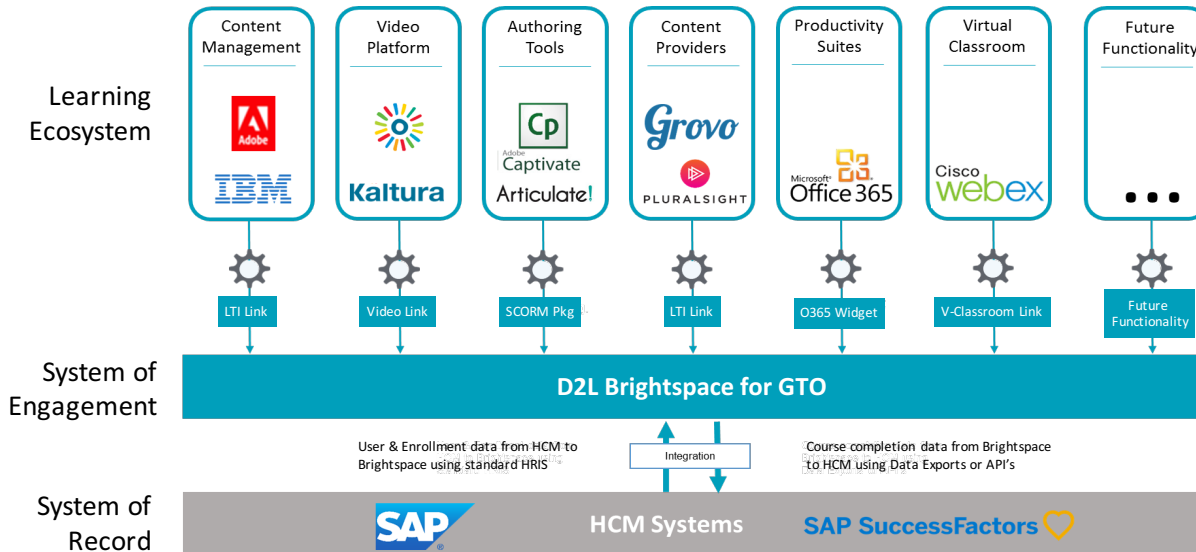
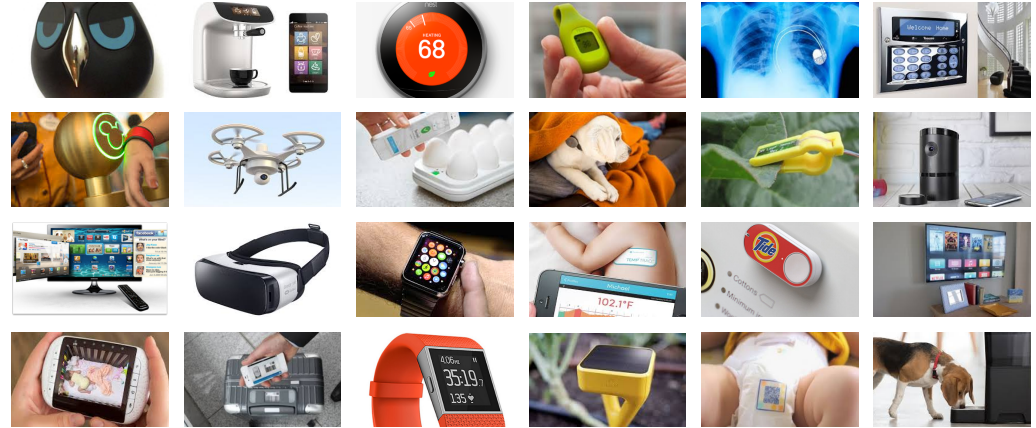
# The Evolving Technology Picture



# Example of Learning Architecture

# MetLife®

Consumer apps drive user experience expectations



Companies need to think through, and provide, a great user experience for their employees.





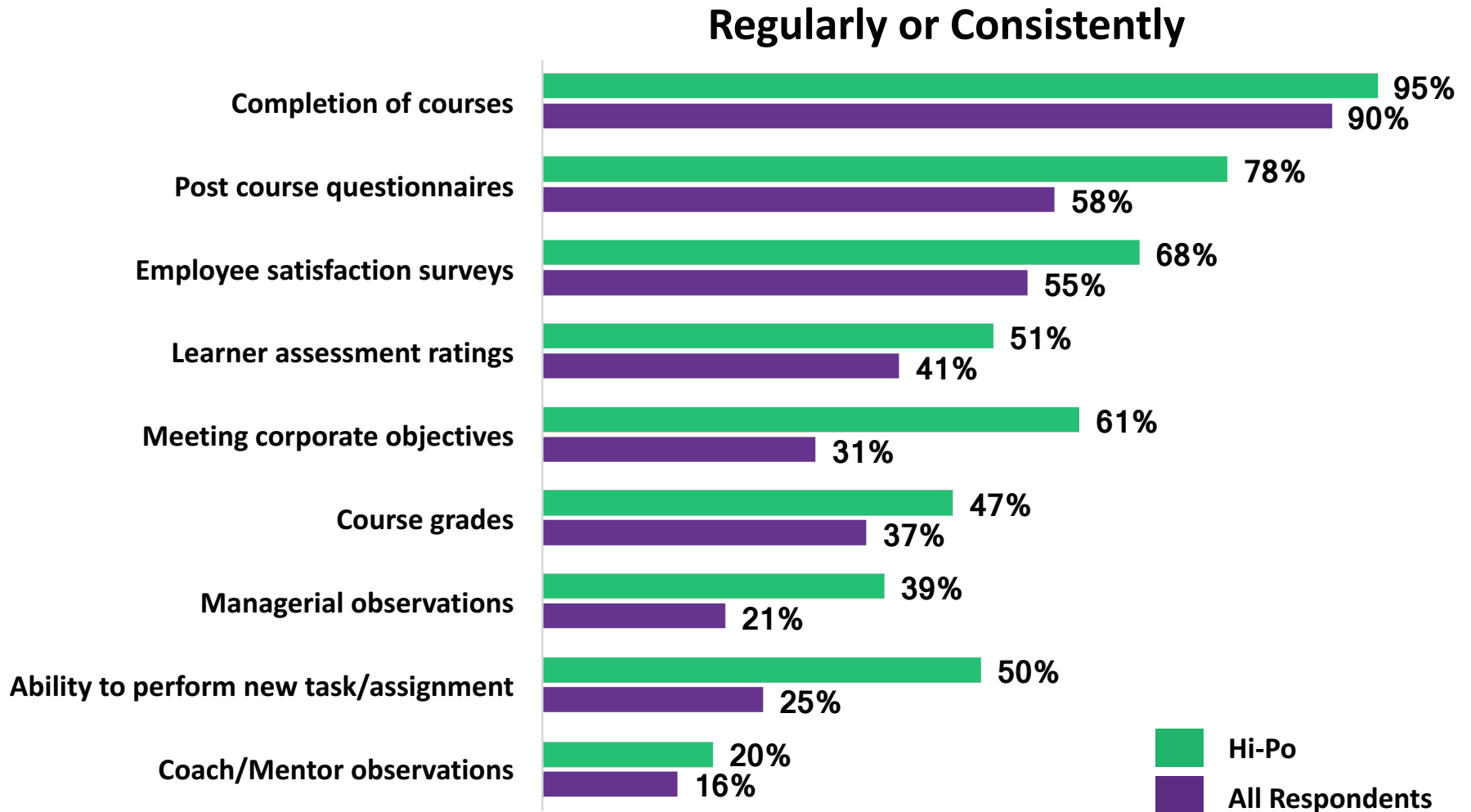
# Key Takeaways: Technology Impact on Strategy

- **ENABLE** Options, don't **ENFORCE**
- **EXPERIENCE** counts
- **RIGHT NOW** is more important than **RIGHT**

# POLL 4: Which best describes the state of your learning measurement program

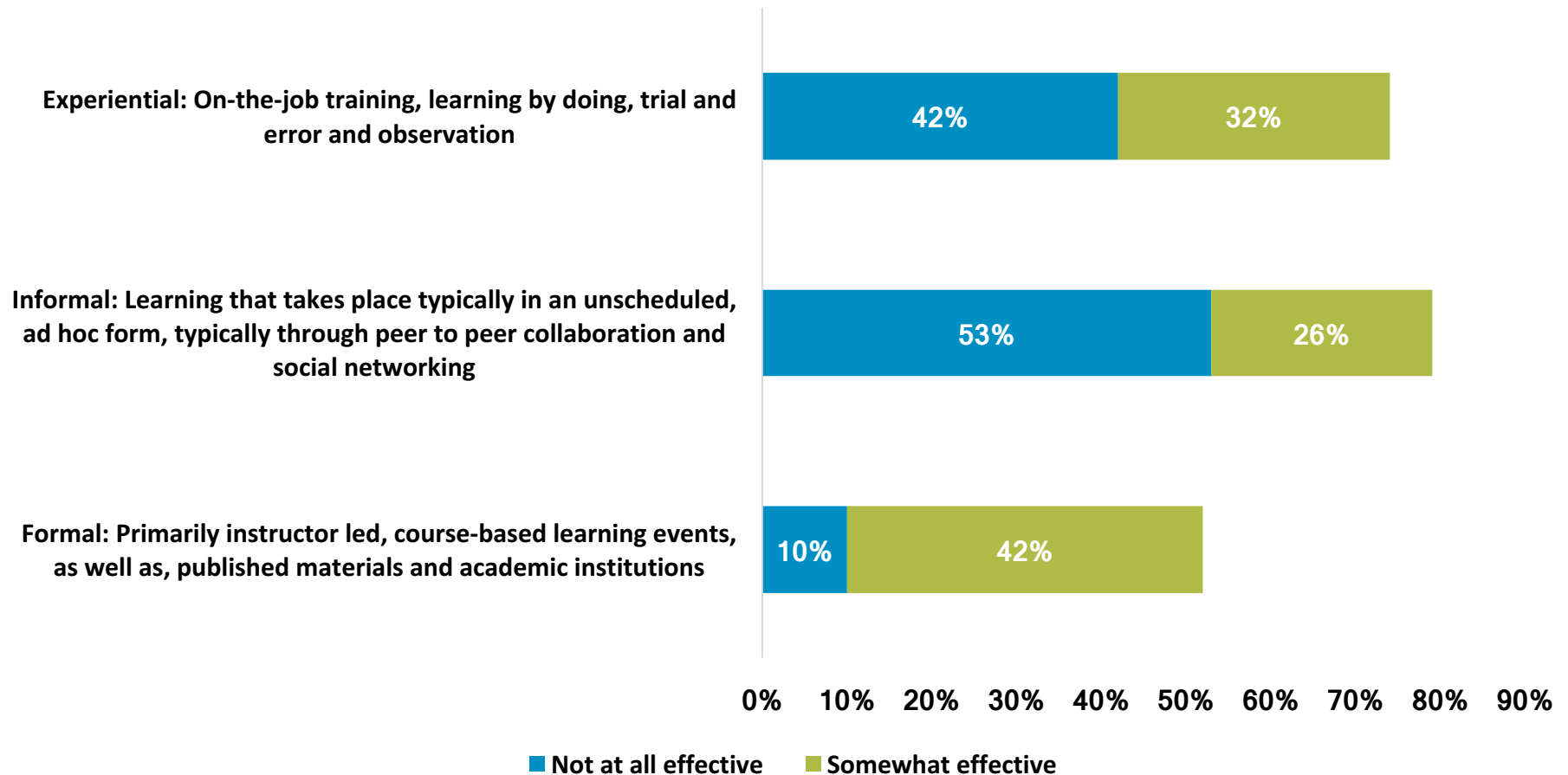
1. We measure some programs, some of the time
2. We measure all learning on a regular basis at least at level 1 Kirkpatrick (or similar)
3. We measure at level 2 Kirkpatrick on a regular basis
4. We measure at level 3 on some programs
5. We measure at level 3 Kirkpatrick on a regular basis

# Top Metrics Used



# We are Not Good at Measuring What We Deliver

How Effective is your Organization at Analyzing the Following Types of Learning?





# Key Takeaways:

## Measurement Impact on Strategy

- Plan for measurement up front
  - When you plan for programs
  - When you plan for new tech
  - When you develop new formats and delivery modes.
- Measuring behavior and business outcomes are important
- New technology opens up new ways of measuring

**Does your organization have  
the skill sets needed to  
execute a learning strategy  
like this?**

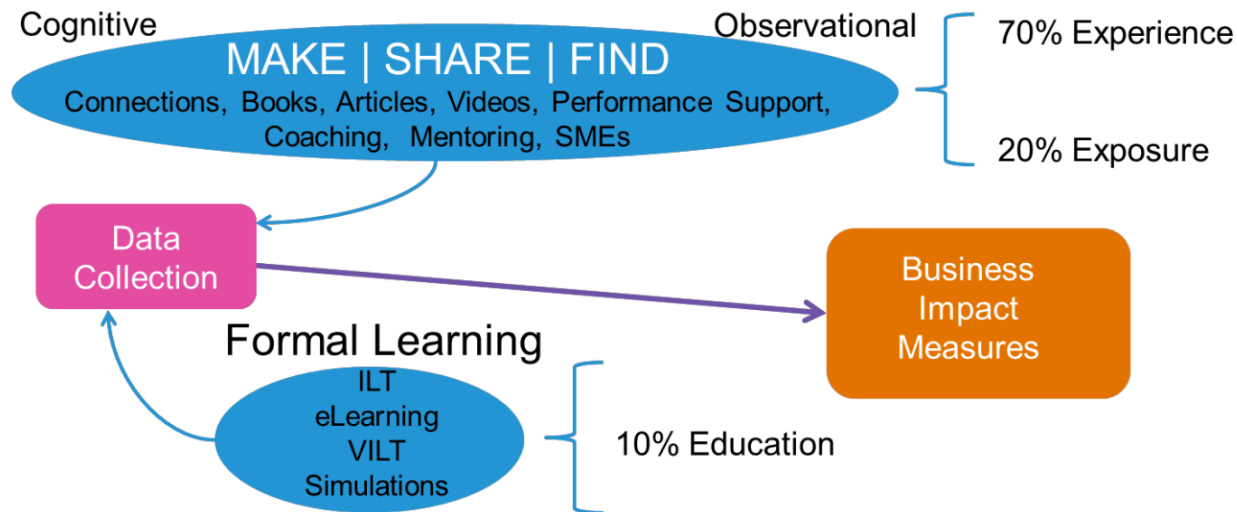


# Focus on the 70/20

- Move emphasis from content to experience.
- Curation becomes a big part of the job.
- Effort to search for and gather content.

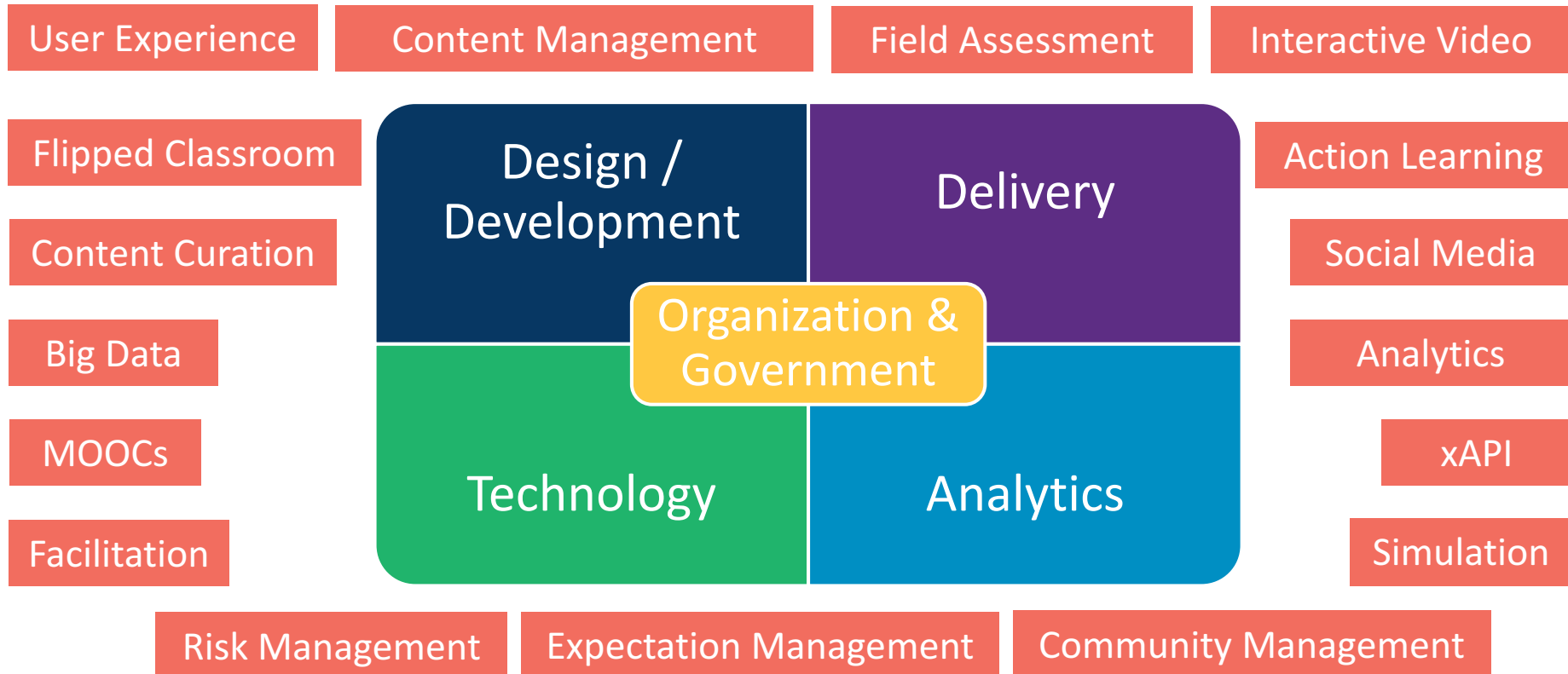


Figure 1: XSU Learning System



Source: Xerox 2015

# Skill Shifts in the the Learning Organization



# Questions?



**Thank you for  
joining us today!**

**If you have any additional questions, please email us at  
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**Recognition** that Validates the Transformation



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## **BENCHMARKING**

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- Maturity Model
- Custom Research

## **STRATEGY**

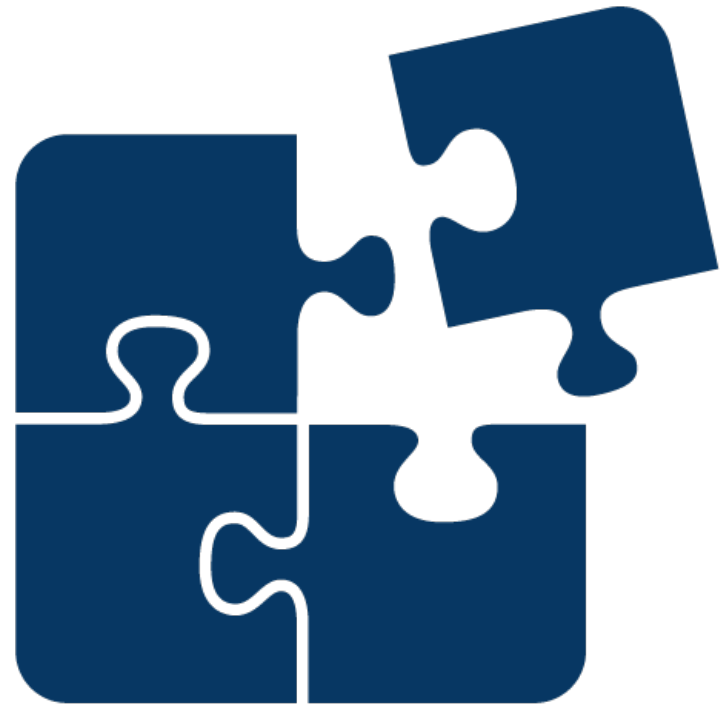
- Business Case
- Planning
- Organization & Governance

## **TECHNOLOGY SELECTION**

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- Architecture Design
- Systems Evaluation

## **DEVELOPMENT & INTEGRATION**

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- Assessment
- Survey
- Process Integration



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1

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2

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

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3

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

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4

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

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5

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

# Research Calendar

## LEARNING AND DEVELOPMENT

# 2017

1st Quarter

State of Learning Technology  
Learning Content Development

## TALENT MANAGEMENT

# 2017

1st Quarter

Career Development/Succession  
Management  
State of Talent Management  
State of Talent Management Tech-  
nology

# Research Calendar

TALENT ACQUISITION

# 2017

1st Quarter

State of Talent Acquisition Technology

WORKFORCE MANAGEMENT/HR

# 2017

1st Quarter

State of Workforce Management Technology



# What Our Clients Have to Say

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- Katrina Williams, Director, Sales Capability  
CDW

[https://youtu.be/OgdA\\_tpM55U](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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