

# Five Elements for Defining Your Learning Culture



*David Wentworth  
Principal Learning Analyst,  
Brandon Hall Group*



*John Clyde  
Marketing Content  
Manager, Instructure*

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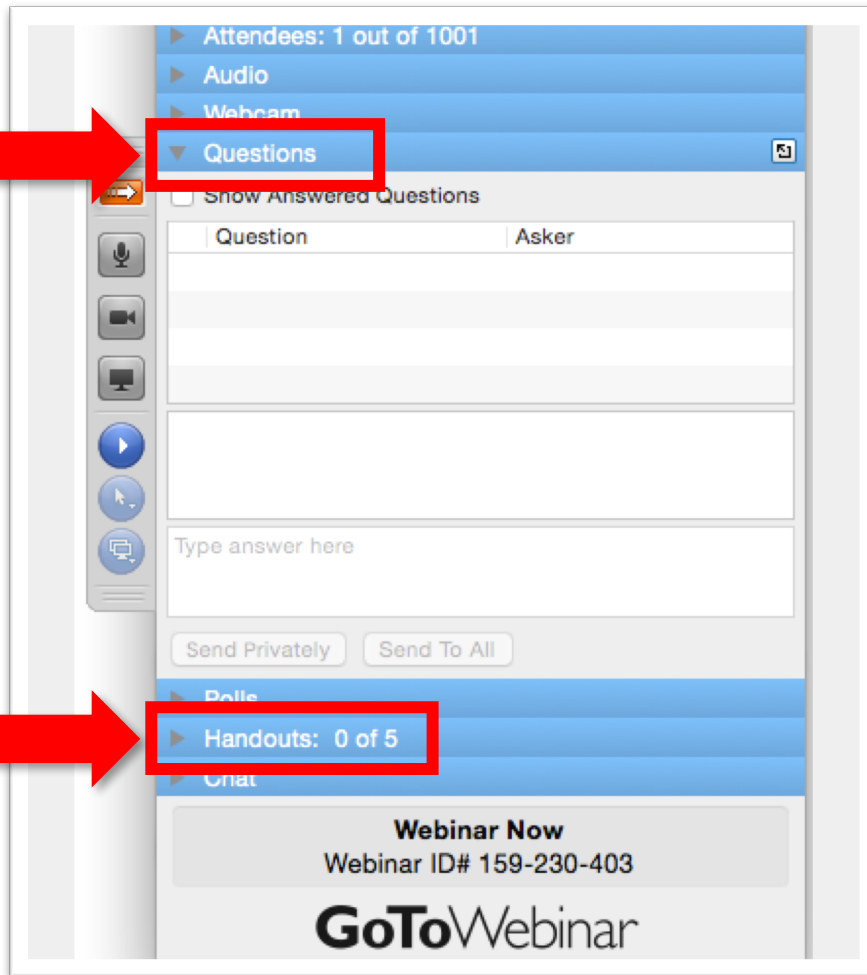
*PGA National  
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- Submit your *questions* or *comments* about the discussion to our presenters using the **Questions** tab on your control panel.
- Presentation *slides* and *giveaways* can be found in the **Handouts** tab on your control panel.

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

# Agenda



Impact of a Culture of Learning



The Learning Culture



The Manager's Role



Corporate Examples



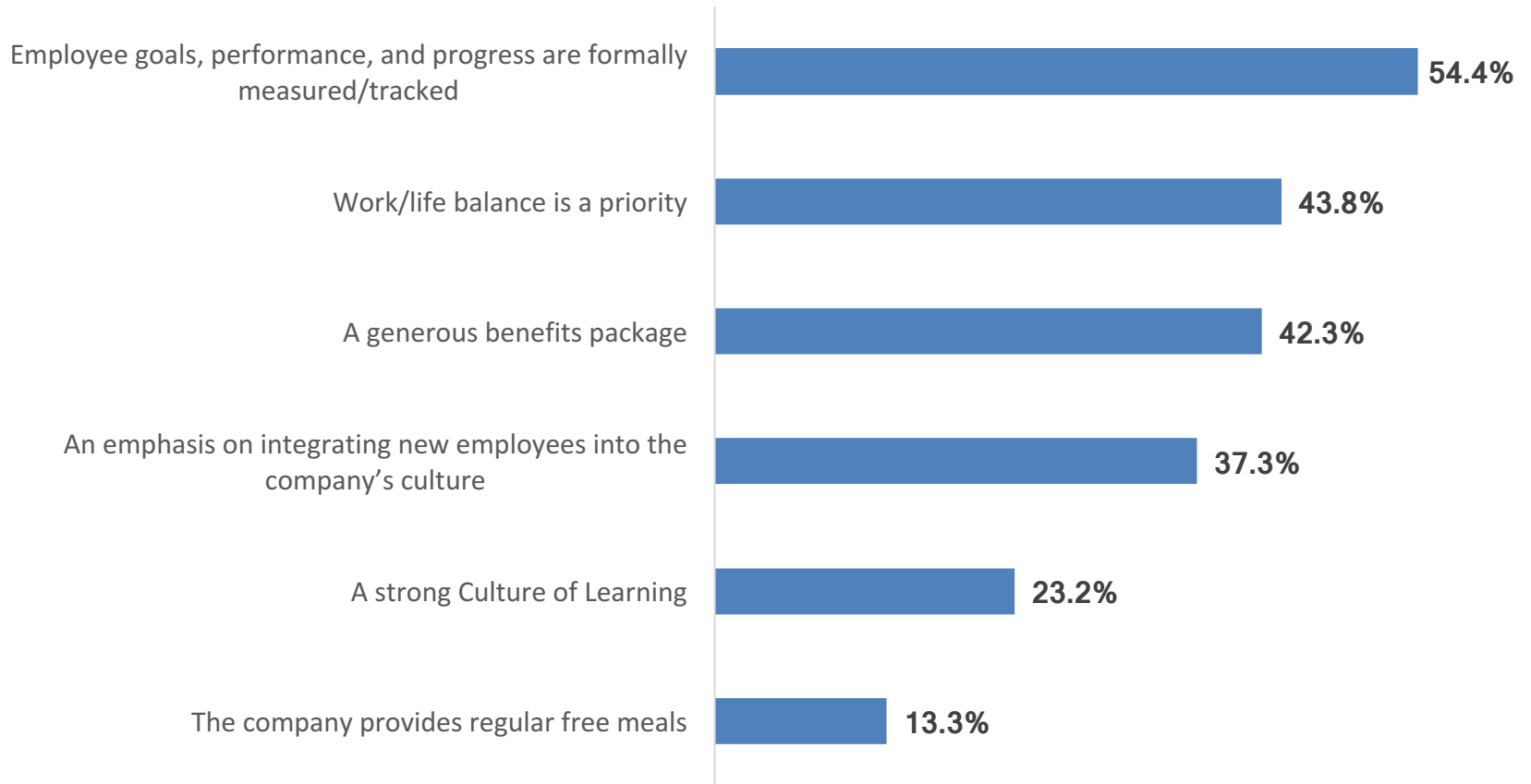
Takeaways



# POLL: Do you believe your organization has a strong learning culture?

1. Not at all
2. A little, but we have a long way to go
3. We are getting there, but always room for improvement
4. Definitely a sense that learning is important
5. We have perfected the learning culture

# Elements of Company Culture

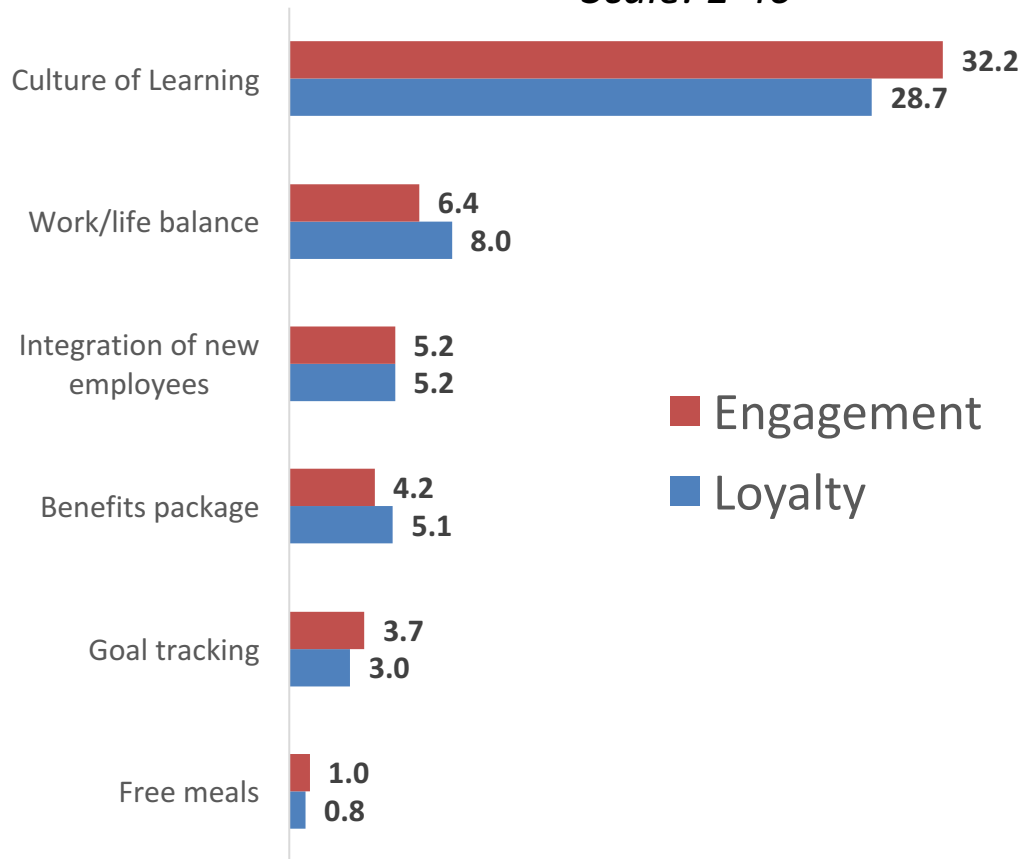


Source: Instructure, 2016, n=2,246

# Elements of Company Culture

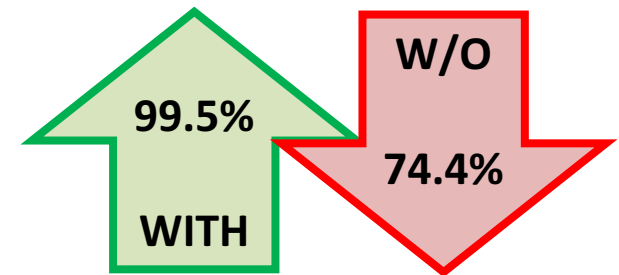
## Relative Impact

Scale: 1-40

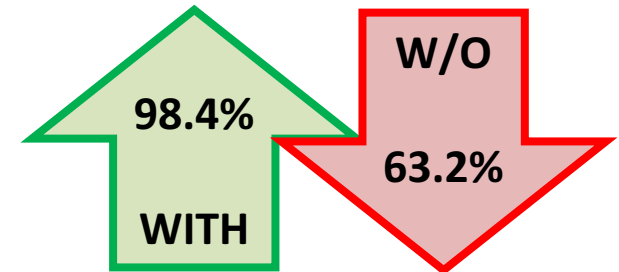


■ Engagement  
■ Loyalty

Do you consider your employees **engaged**?



Do you consider your employees **loyal**?



Source: Instructure, 2016, n=2,246

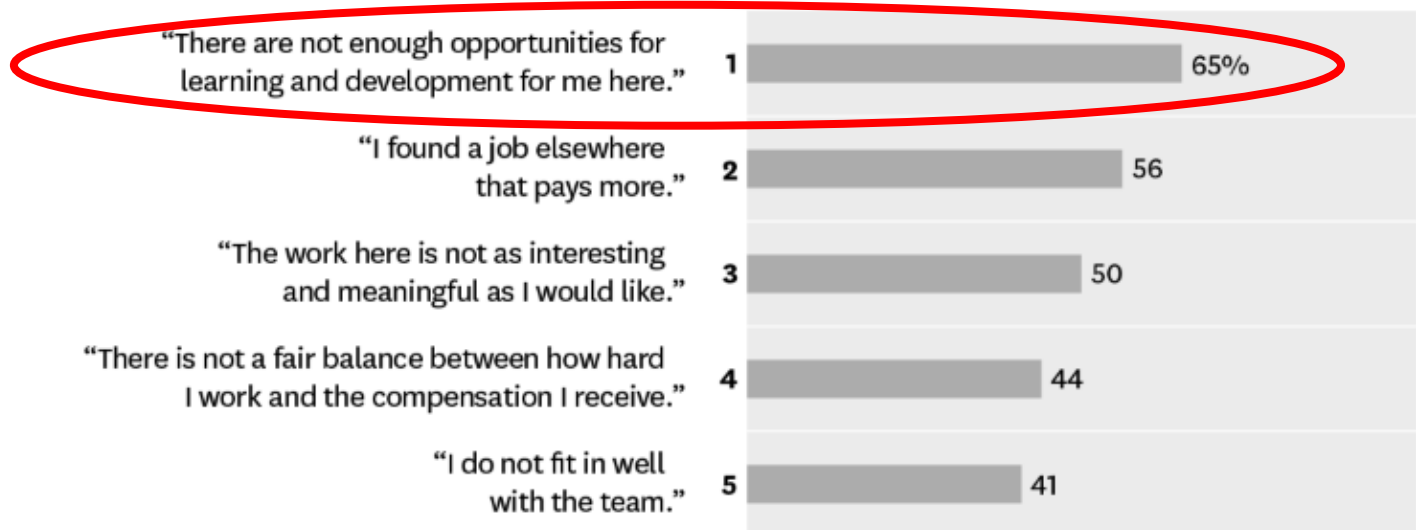
## The Top 5 Reasons People in Their 30s Leave Companies

### TOP 5 REASONS WOMEN



How important is a culture of learning?

### TOP 5 REASONS MEN



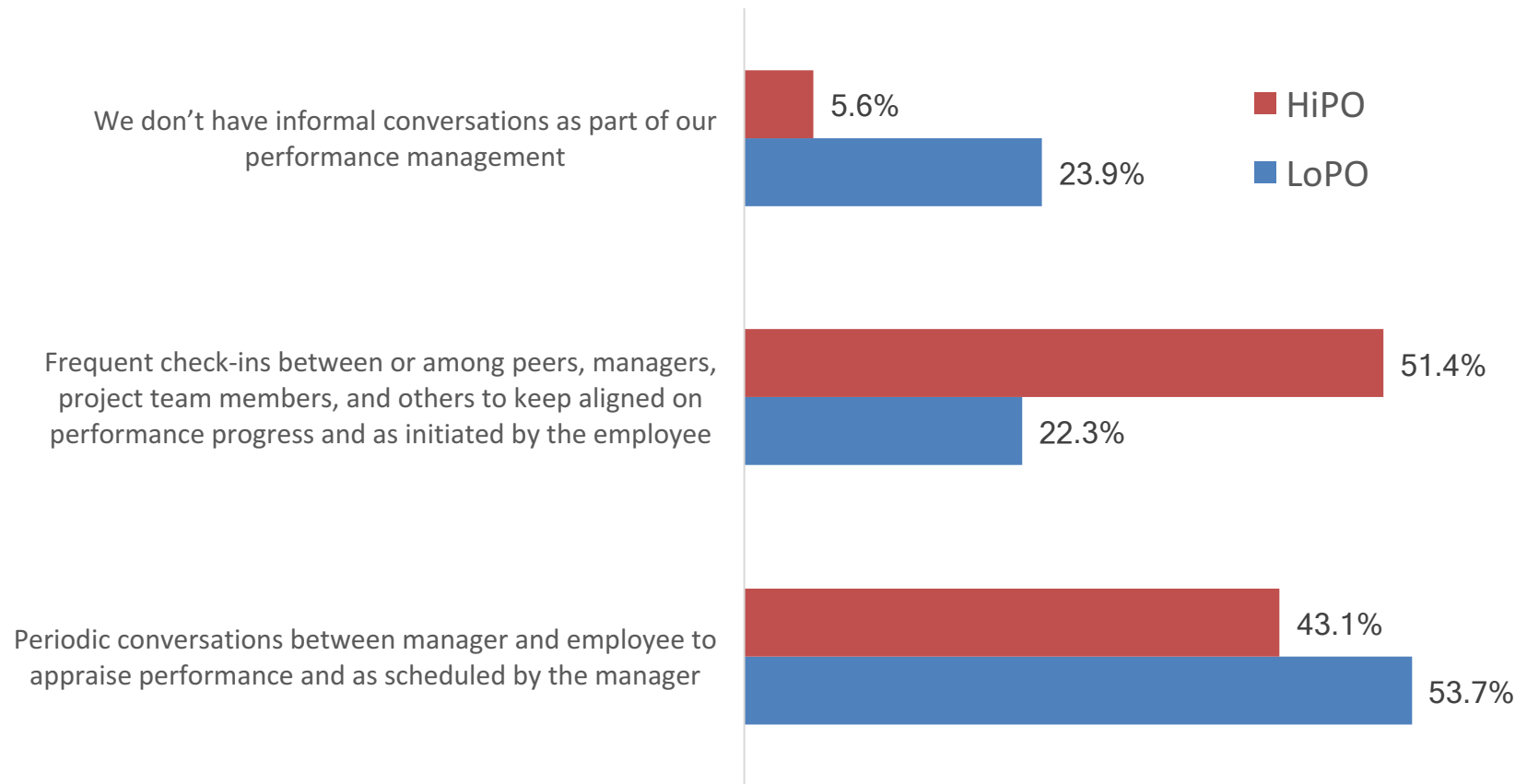
Source: ICEDR

# Elements of a Culture of Learning

- Facilitate performance feedback from managers to employees
- Promote managers from within more often than hire from outside the company
- Make knowledge and information sharing a part of company culture
- Formalize training and development processes
- Recognize or compensate employees for their learning

# Facilitate performance feedback from managers to employees

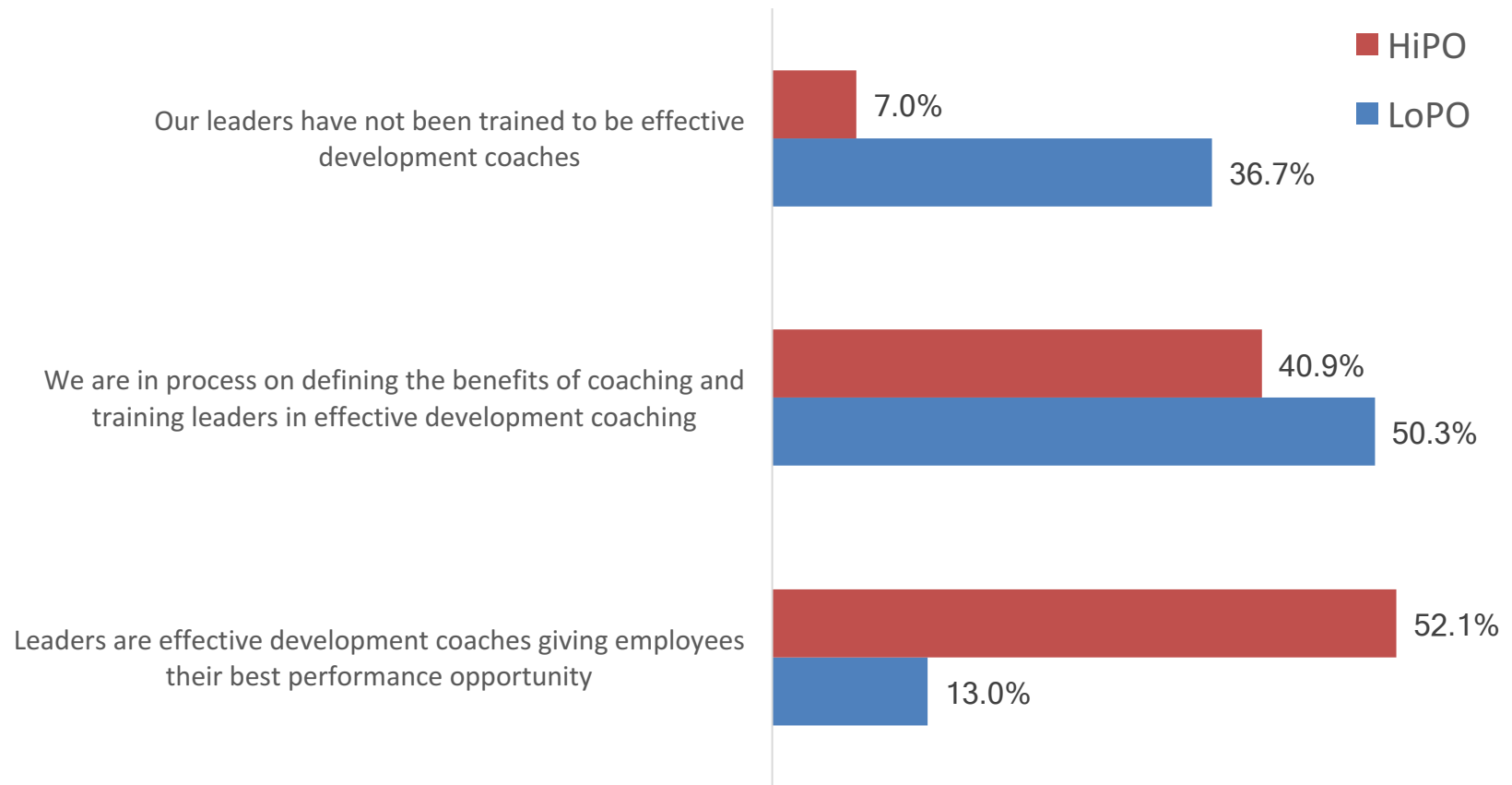
## Frequent Feedback



Source: BHG, State of PM 2016, n=279

# Facilitate performance feedback from managers to employees

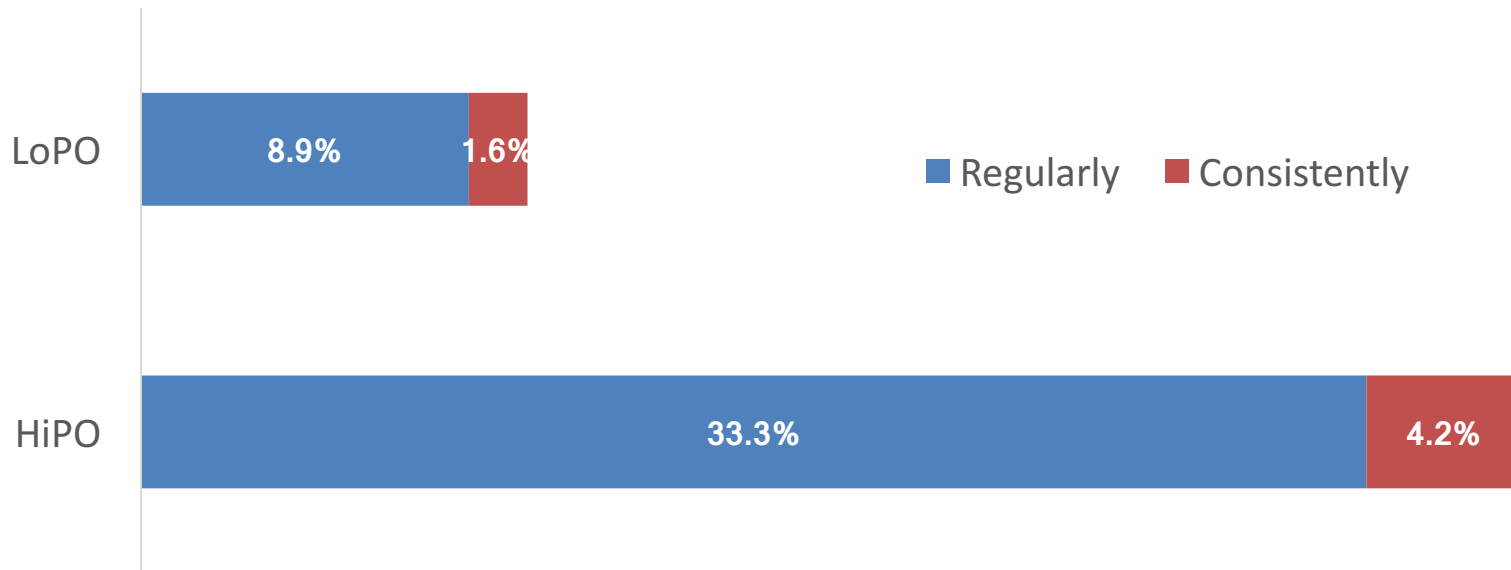
## Coaching Culture



Source: BHG, State of PM 2016, n=279

# Promote managers from within

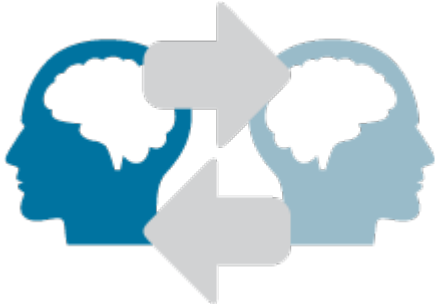
Promotion Used as a Measure of Learning Effectiveness



Source: BHG, Learning Measurement 2016, n=367



# Make knowledge and information sharing a part of company culture



## Internal knowledge transfer

- Workers need to connect with learning frequently
- Knowledge sharing boosts performance



## External knowledge transfer

- Building customer relationships
- Increasing customer satisfaction
- Streamlining the supply chain



## Knowledge retention

- By 2030, 18% of the U.S. population will be at least 65
- 10,000 baby boomers turn 65 each day
- Millennials currently make up more than 1/3 of the U.S. workforce

# Formalize training and development processes

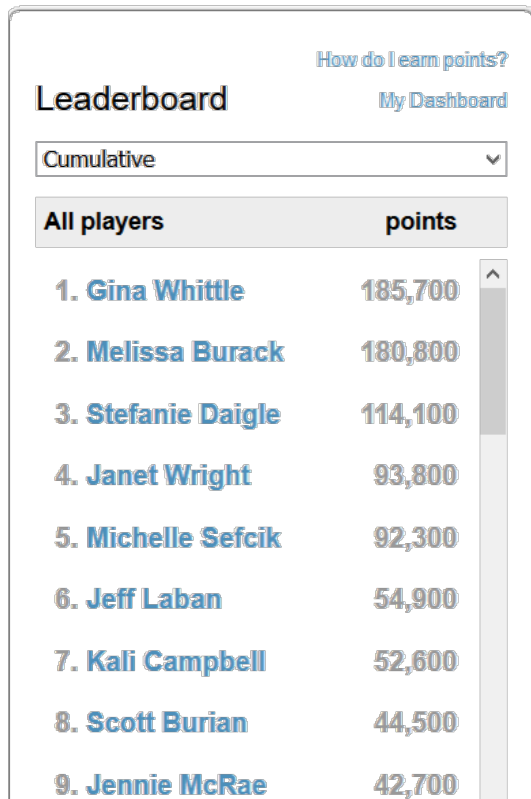
These Learning Elements are significantly more available in Strong Learning Cultures

- Face-to-face formal training/courses
- Hands-on, active, real world, on the job instruction
- On-demand online courses, at your own pace
- Self-directed/informal from others or on your own
- Anytime/Anywhere mobile-friendly learning
- Audio/video course, lectures, tutorials, or demonstrations

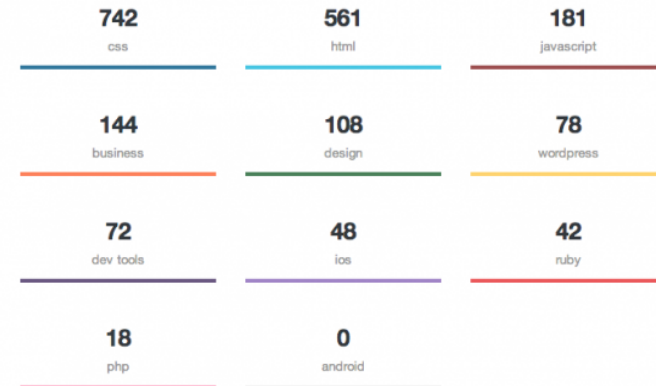
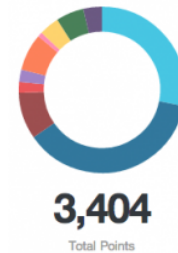
*Source: Instructure, 2016, n=2,246*

# Recognize employees for their learning

## Gamification



## Points System



## Rewards



# Focus on Quality

Loyalty will follow

# Training Design

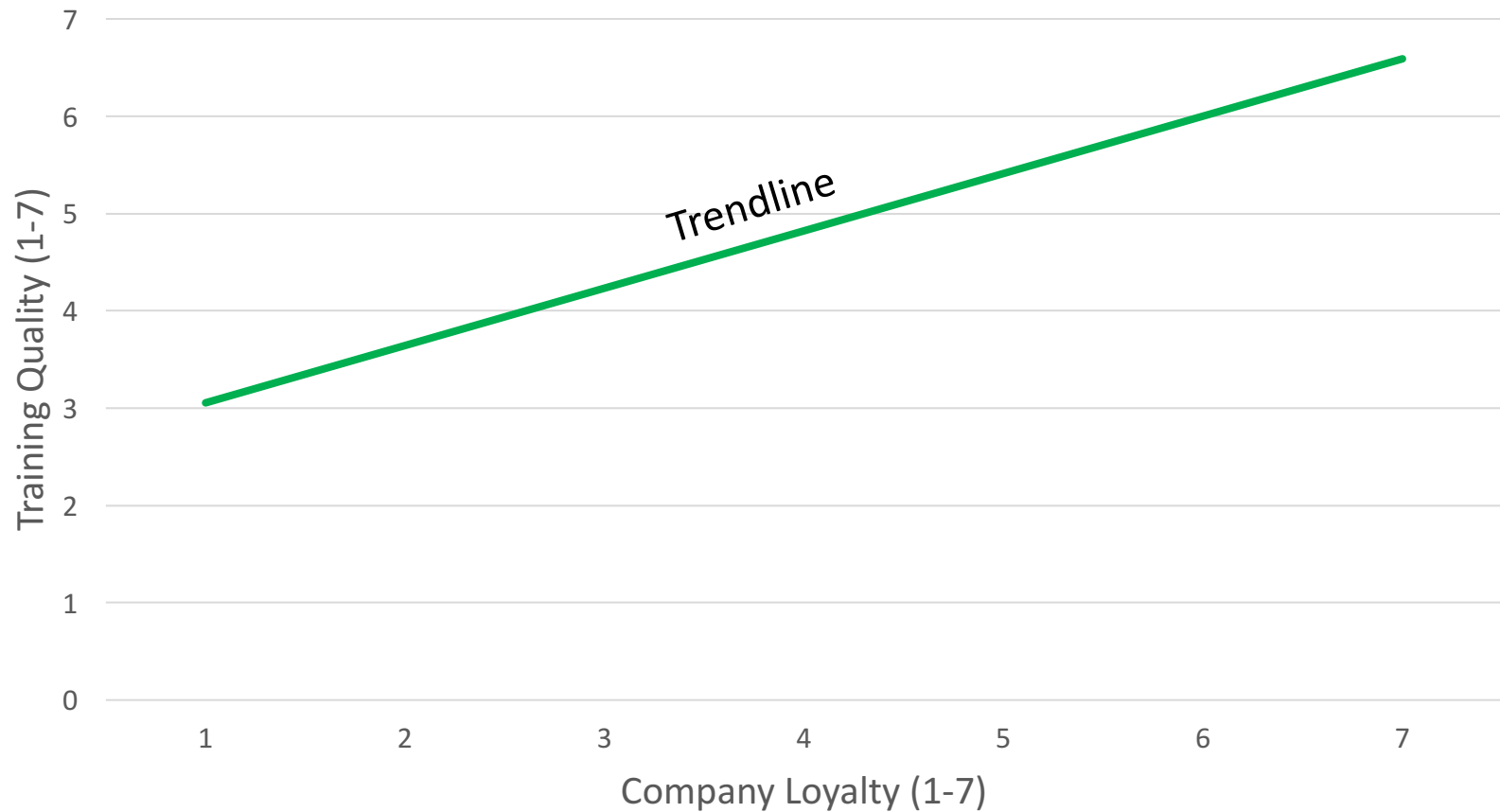
## The correlation between training design elements and engagement

Training Design	Coefficient <i>r</i>
Design training to be simple for employees	.405
Use e-learning technology to help employees organize and recall content	.378
Make training programs simple and effective	.478
Use e-learning technology to engage employees	.387
Give managers data on employee learning	.405
Make trainings in smaller, time saving units	.408
Create training content that is intuitive where examples and exercises are relevant to the job	.475

Source: Instructure, 2016, n=2,246

# Training Quality

## The correlation between training quality and loyalty



Source: Instructure, 2016, n=2,246

# Elements of a Culture of Learning

## Recap

- Facilitate performance feedback from managers to employees
- Promote managers from within more often than hire from outside the company
- Make knowledge and information sharing a part of company culture
- Formalize training and development processes
- Recognize or compensate employees for their learning

# Questions?





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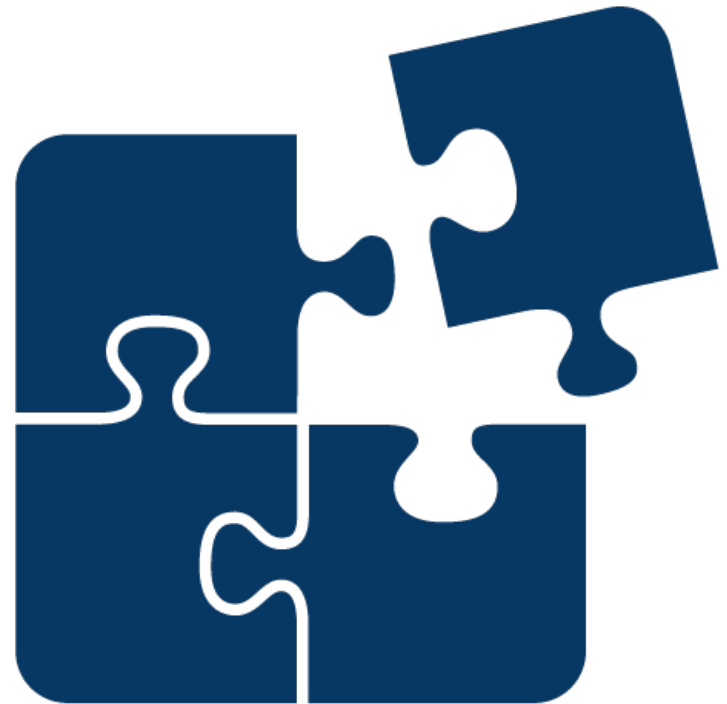
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4

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Career Development/Succession  
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State of Talent Management Tech-  
nology



# Research Calendar

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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

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- Joanne Veech, Global Talent Leader  
PwC

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



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