

# Advanced Analytics and Business Intelligence for your Training and Development Programs



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Learning  
Labs



Creators of **Authentic platform**, a dedicated business intelligence and visualization suite exclusively for L&D organizations and Education businesses.

- Integrate with your LMS, HRIS, + relevant sources
- Total cost of ownership lower than BI tools
- Dedicated team with experience in L&D- not just BI
- Action center provides quick insights
- [authentic@mightylearninglabs.com](mailto:authentic@mightylearninglabs.com)

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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.*

# Poll Question

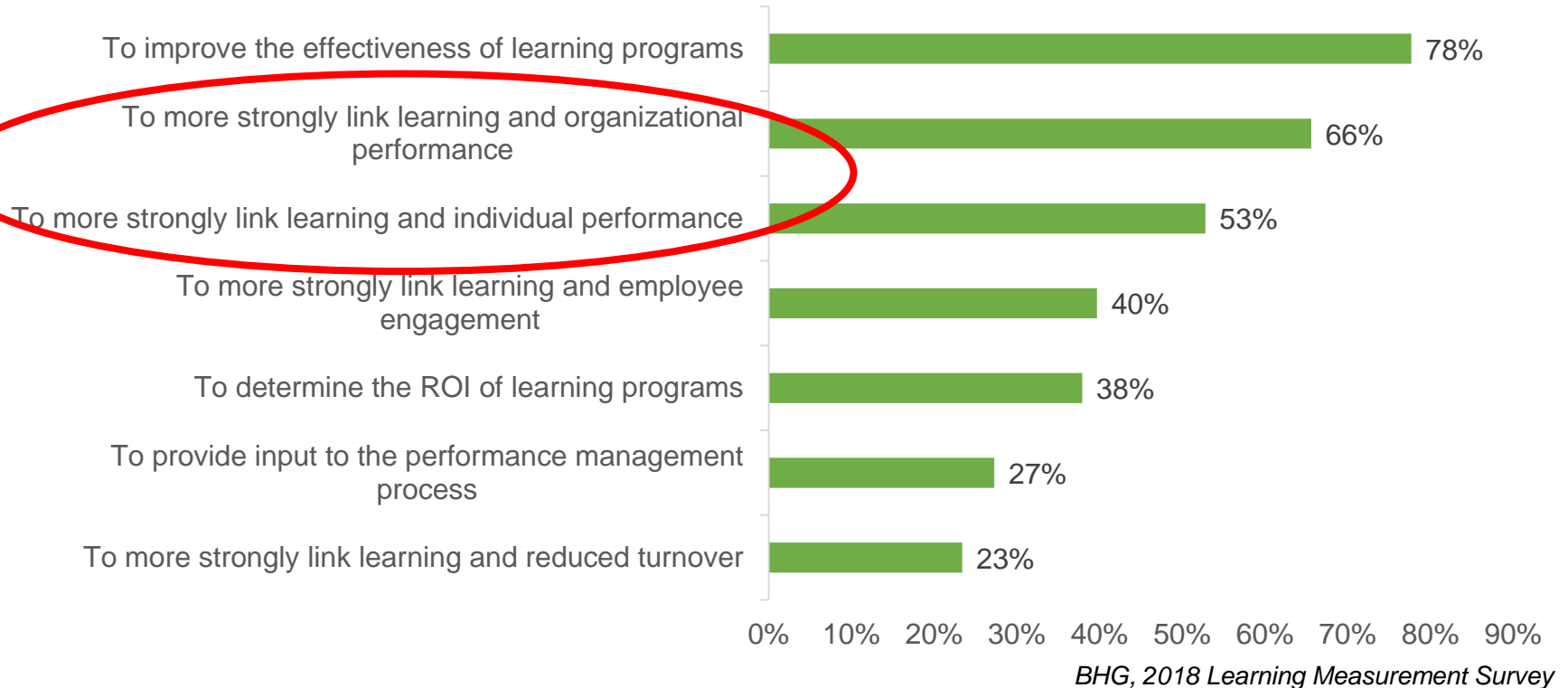
## Which best describes your organization's approach to learning analytics?

- We essentially do no analysis at all.
- We do basic analysis using metrics like completions and learner satisfaction.
- We analyze across an array of metrics, but few of our learning programs/initiatives get analyzed.
- We analyze the majority of our learning across a variety of metrics and use this data to improve our learning strategy and delivery.
- We analyze data from all types of learning and data from across the business to determine learning's impact as well as predict future needs.

# The State of Learning Measurement



# Drivers Behind Learning Measurement



# Analytics Maturity

High-performing: We are able to gather data across all types of learning, whether formal, informal, or experiential. We are able to analyze this and other data from across the business to determine learning's impact as well as predict future needs.

5%

Above-average: We analyze the majority of our learning across a variety of metrics and use this data to improve our learning strategy and delivery.

17%

Average-performing: We analyze across an array of metrics, but not all of our learning programs/initiatives get analyzed, and we run basic analysis.

41%

Under-performing: We do nothing beyond basic analysis using metrics like completions and learner satisfaction (smile sheets).

29%

Low-performing: We essentially do no analysis at all.

9%

*BHG, 2016 Learning Analytics Survey*

# Analytics Challenges

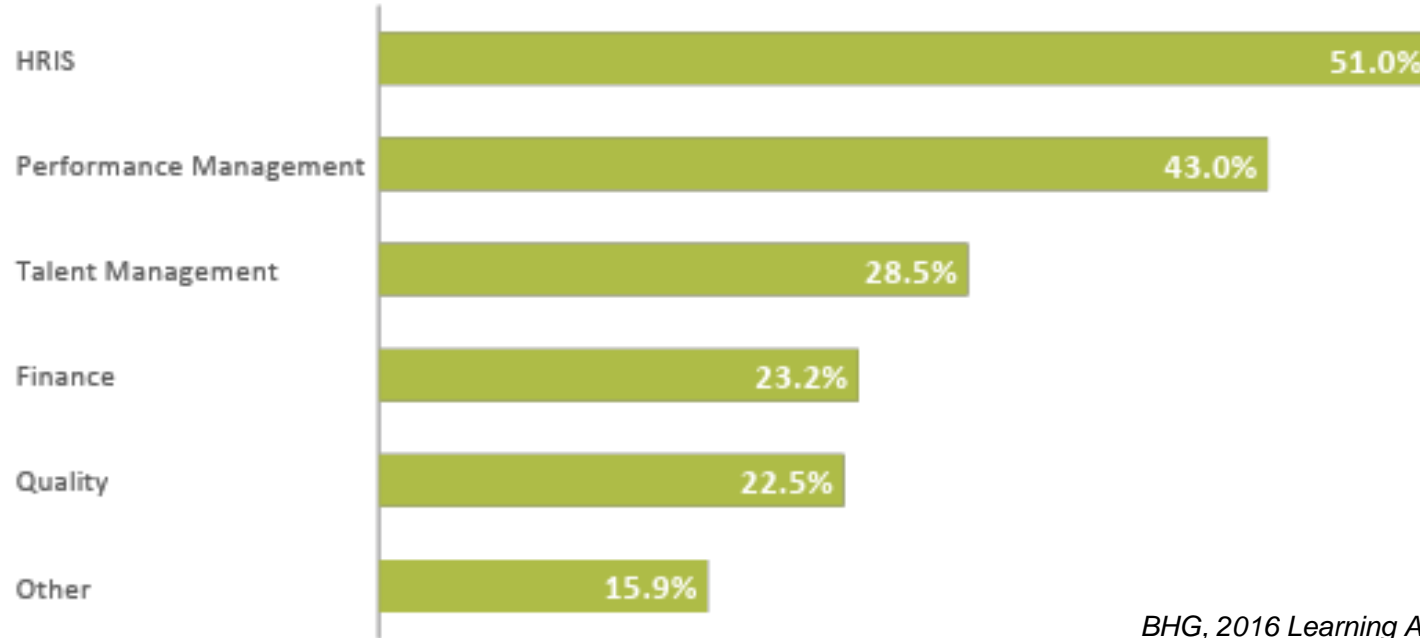
# Resource Challenges



*BHG, 2016 Learning Analytics Survey*

# Data Challenges

Data Sources Used for Learning Analysis



*BHG, 2016 Learning Analytics Survey*

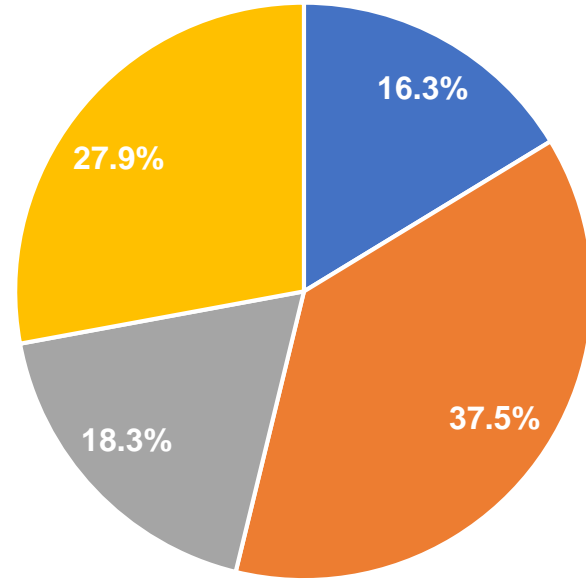
**Only 40% of companies say their learning strategy is shaped by talent data from across the organization**

*BHG, 2016 Learning Analytics Survey*

# Resources

# Role of the LMS

- We do not have an LMS
- Our LMS is the sole source of learning data analysis
- We have a data analysis tool integrated with our LMS

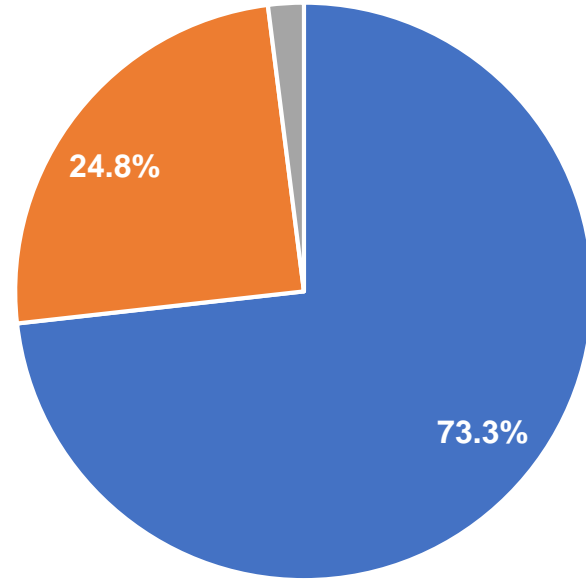


*BHG, 2016 Learning Analytics Survey*



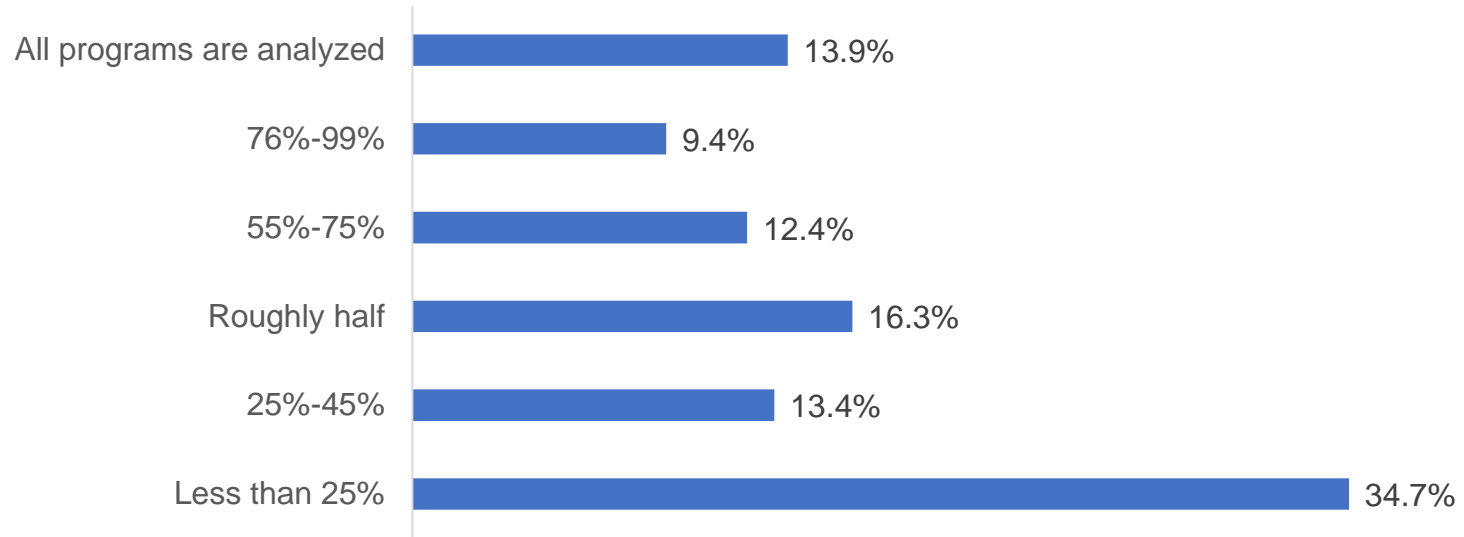
# Analytics Talent

- Not at all
- We use both internal and external talent
- We exclusively use external talent



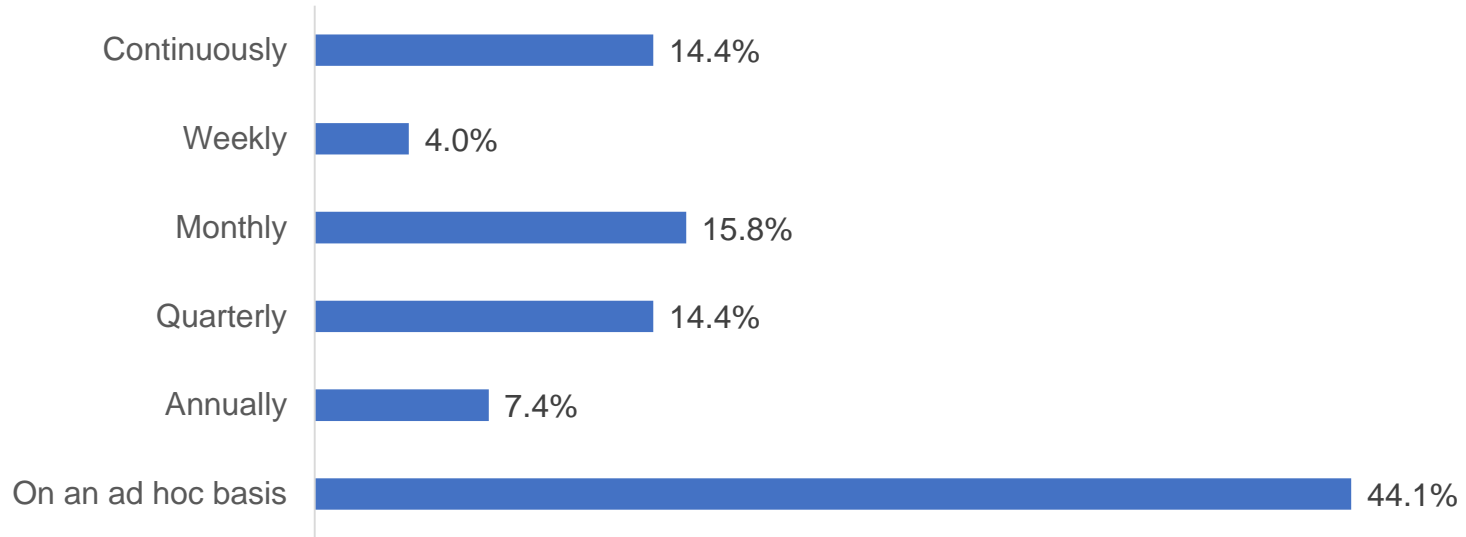
*BHG, 2016 Learning Analytics Survey*

# Amount of Programs Analyzed



*BHG, 2016 Learning Analytics Survey*

# Frequency of Analysis



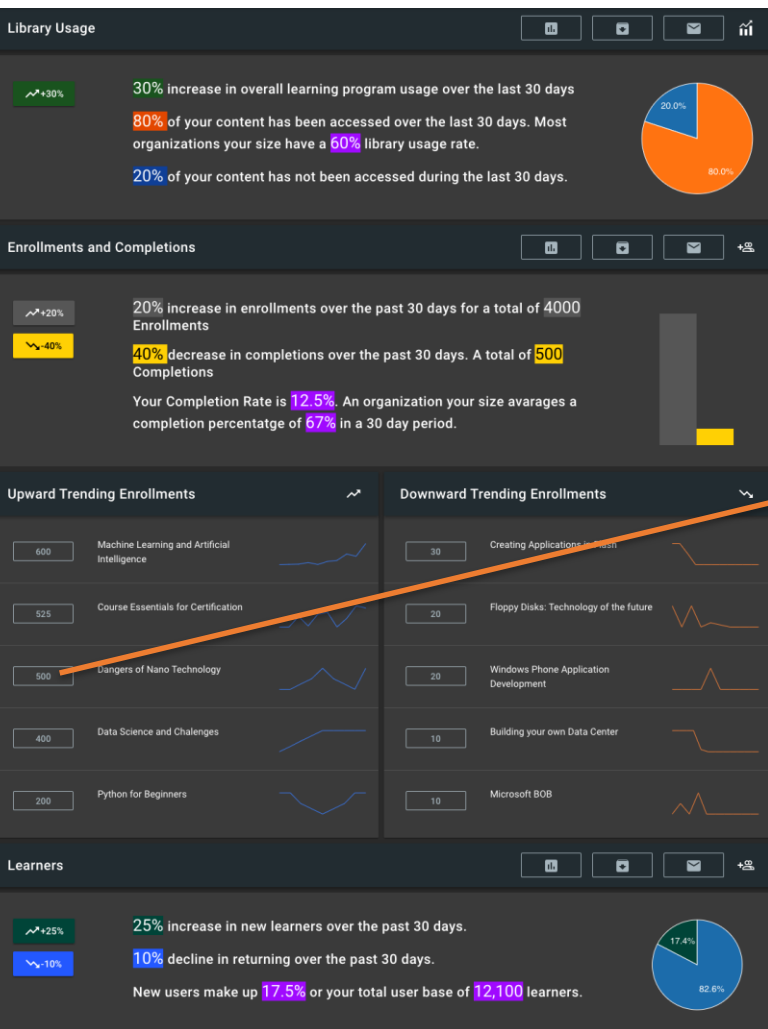
*BHG, 2016 Learning Analytics Survey*

# Challenges recap

# Common Challenges faced by L&D teams in search of data analysis

- IT team is **too busy** - they're on borrowed time
- No *dedicated* resources to “*own*” the data analysis
- BI tools either *too expensive* or *too demanding*
- **Lack of data management tools** or infrastructure
- As cumulative impact of above: **no ongoing practice**

# Examples

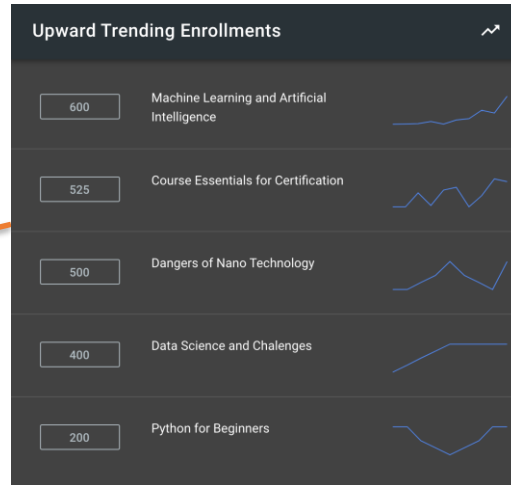


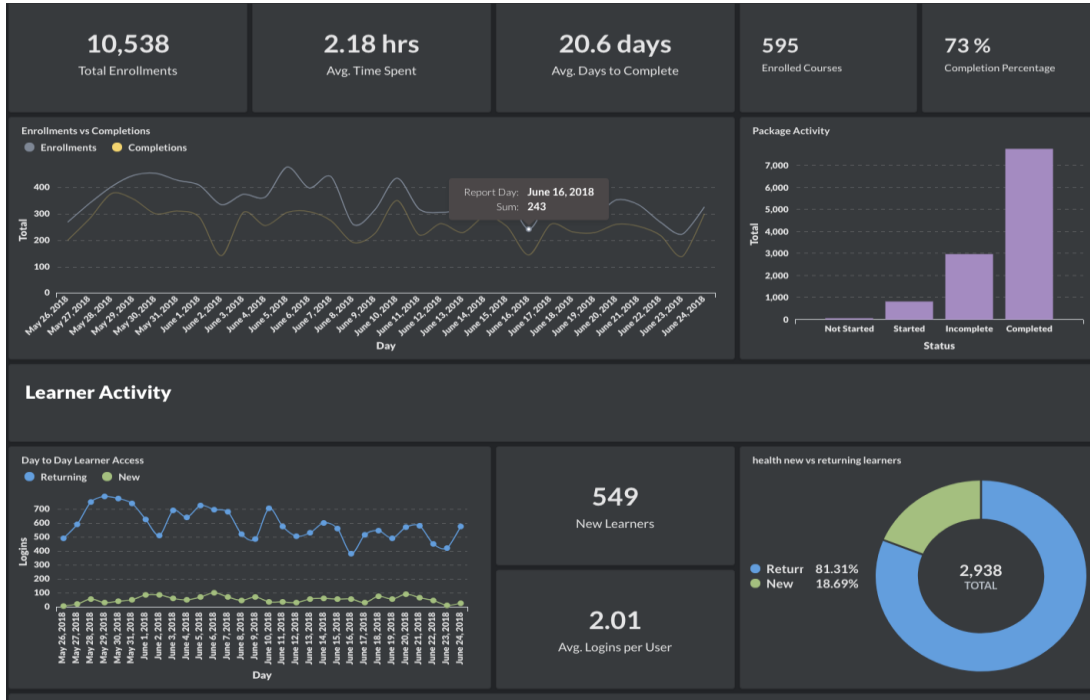
- **Action Center**

- **Quick Insights across all aspects of your learning program**

- **Library Content**
- **Trends**
- **Learner Behaviors**

**Immediate action can be taken**



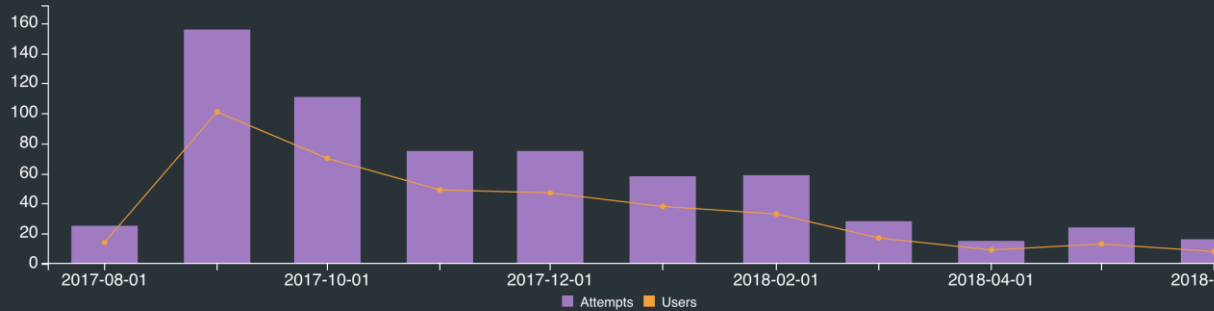


- **Health Dashboard.**
- **Executive level overview of your learning platform.**
- **Baseline Metrics provide the “heart rate” of your program:**
  - Enrollments
  - Completions
  - Logins
  - Credits/Points
  - Certificates
  - Course Level Details

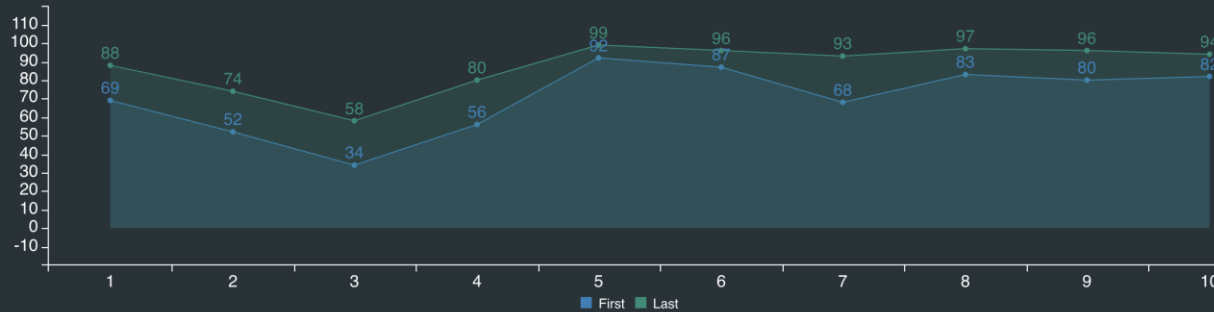


# “Escaping the Flatland” of spreadsheets and data files.

Attempts vs. Users by Month

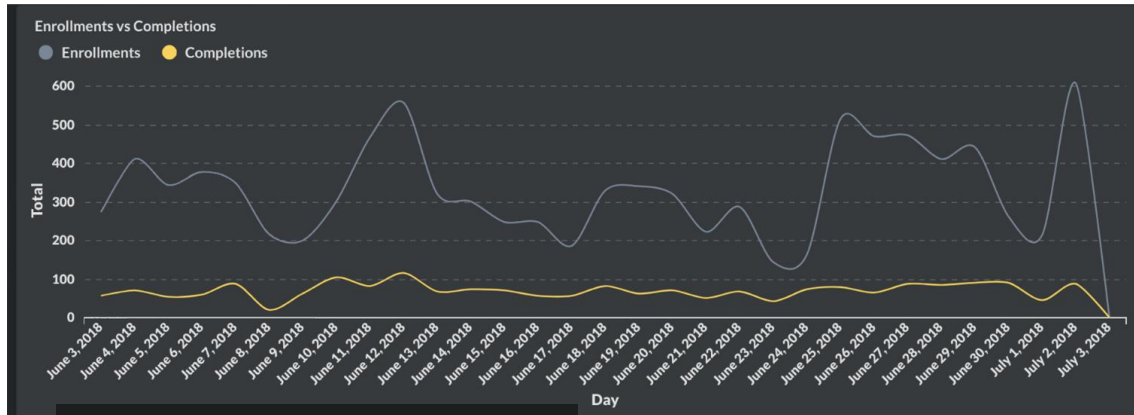


Question Performance

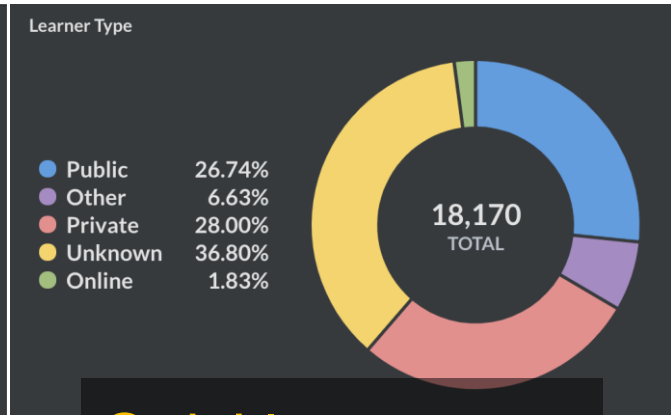


Many perspectives and analytics compiled in easy to understand dashboards, tailored to the person's role.

# Visual charts quickly convey what data can't easily show

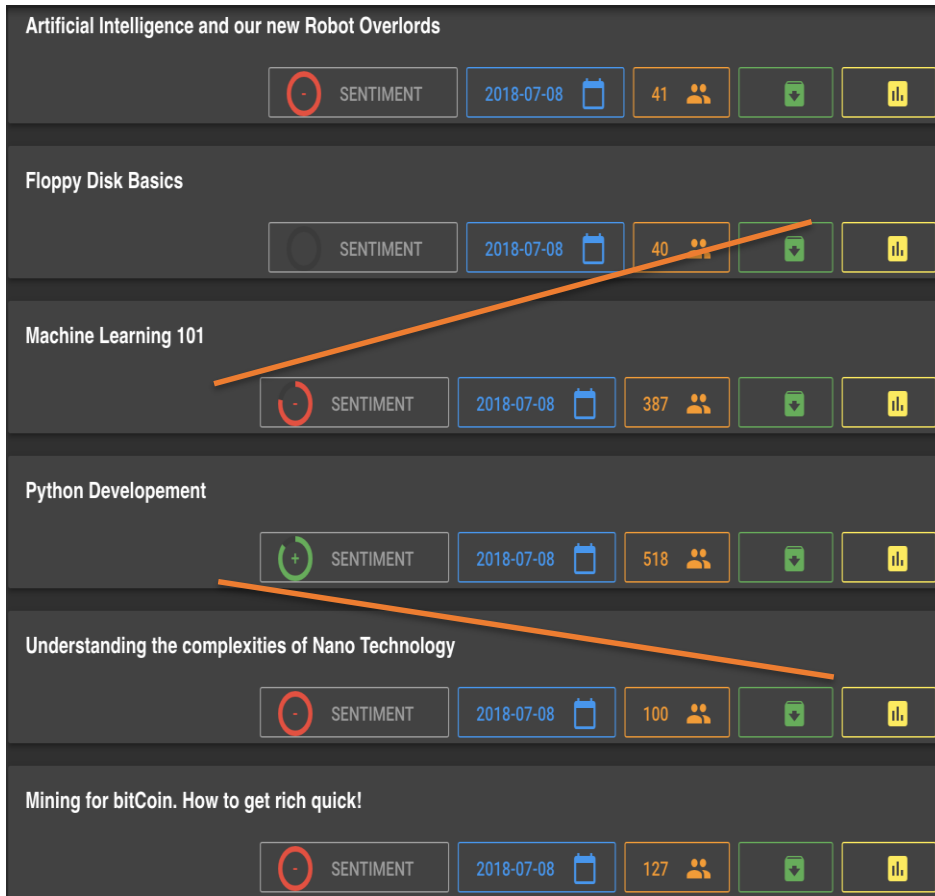


Performance  
and trends



Quickly assess  
information

# Visualizations can do some of the heavy lifting of analysis



The platform summarizes data and provides simplified analysis via icons and sparklines.

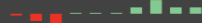
# Machine Learning assists in evaluation of your program

## Sentiment Trends

Machine Learning and Artificial Intelligence



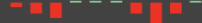
Course Essentials for Certification



Understanding the Dangers of Nano Technology



Data Science and Challenges



Python for Beginners



- Sentiment Analysis

- Cuts through the noise of comments
- Quickly correct learner issues
- Assess quality of courses
- Increased customer support
- Use positive comments as marketing

Date ↑	Sentiment	Response
1/1/2018	POSITIVE	Would really appreciate app based mobile available content to watch on my ipad while on a treadmill. Great way to get exercise and education at the same time.
1/1/2018	NEUTRAL	Thank
1/10/2018	NEUTRAL	Great
1/13/2018	NEUTRAL	n/a
1/15/2018	NEGATIVE	a little outdated. should be updated to reflect more tomosynthesis.
1/17/2018	NEUTRAL	N/A
1/20/2018	NEUTRAL	very good
1/29/2018	NEUTRAL	Good overall review
1/6/2018	POSITIVE	Great lectures that both reinforced and expanded my knowledge. I like the refresher course format.
1/7/2018	NEUTRAL	None

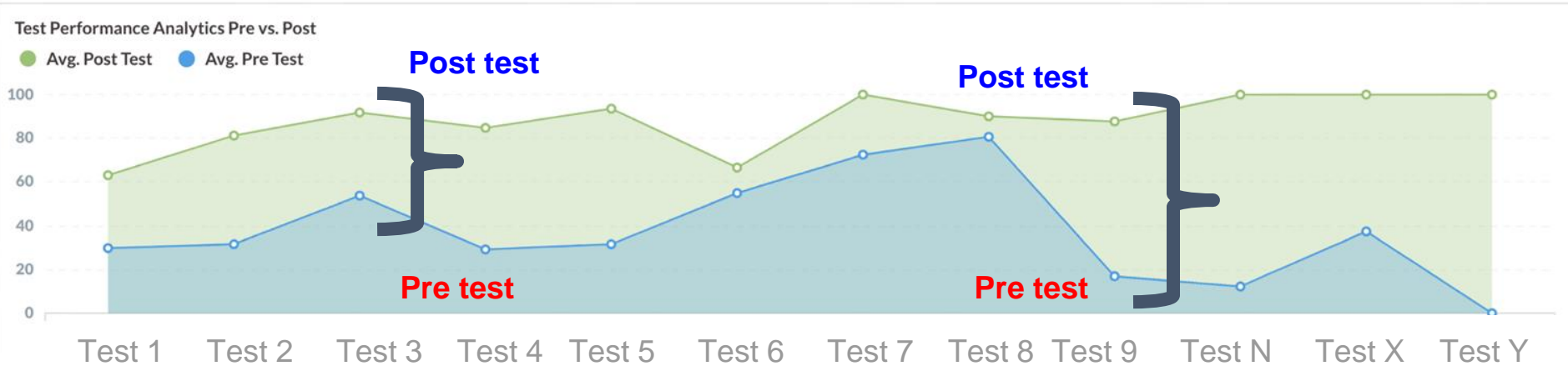
# Case Study: a review of test results

- Large organization seeking to analyze many test results
- Hard to evaluate impact and quality using spreadsheets

Contact Number	Name	Score	Rank	time	date	attempts	Multiple Choice Question: 01	Multiple Choice Question: 1	Multiple Choice Question: 2	Multiple Choice Question: 3	Multiple Choice Question: 4
6	John Doe	89.56	3	1515	10/2/2018	2	1	1	1	1	1
1	Jane Doe	100	1	2000	4/5/2018	3	1	1	1	1	1
3	Sally Smith	99	2	4500	4/8/2018	1					
4	<b>Omar Jones</b>	45.6	4	845	3/4/2018	4	1	1	1	1	1
e	Eliz Smith	35	9	600	3/5/2018	4	2	2	2	2	2
wser	Jose Cantere	80	7	5000	3/6/2018	2	0	0	0	0	0
r3r	JuJu Schuster	30	10	3345	3/7/2018	2	0	0	0	0	0
B3	Filip Solip	20	11	123	3/8/2018	7	-0.5	-0.5	-0.5	-0.5	-0.5



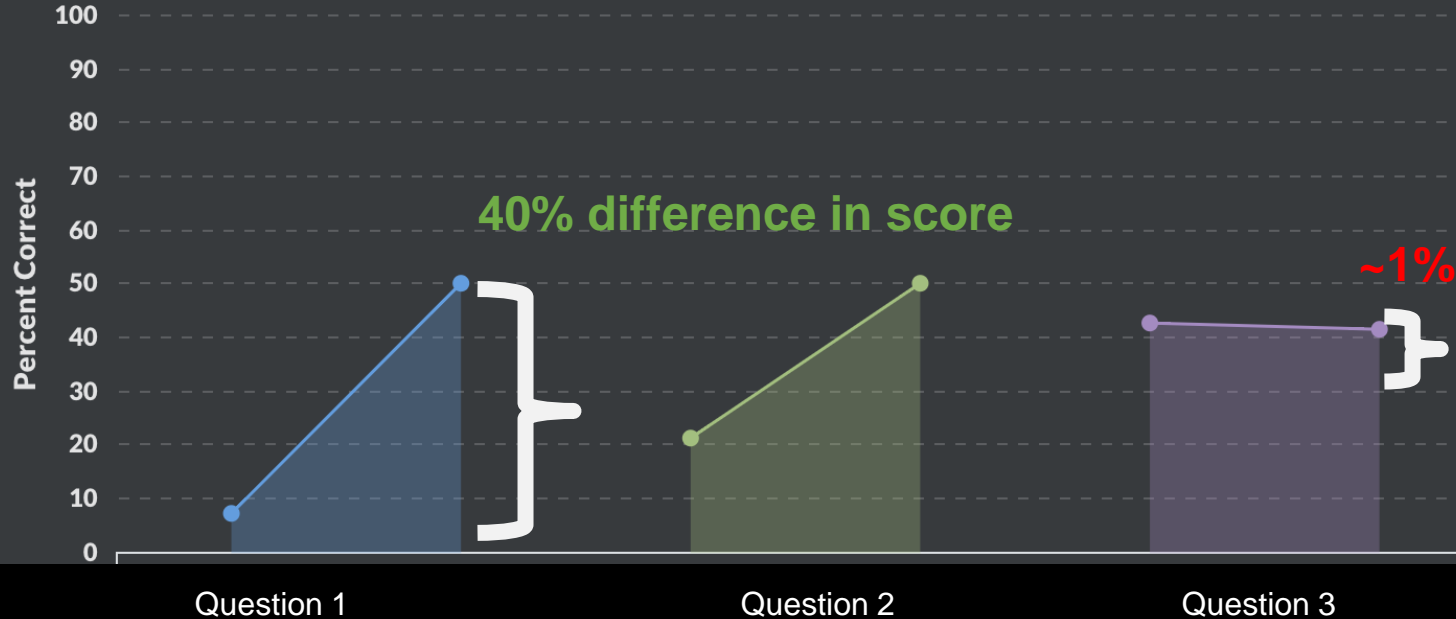
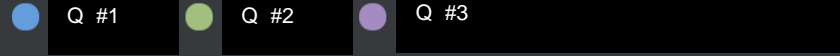
# Solution, chart the aggregate performance of all pre and post tests.



Comparative data and analysis

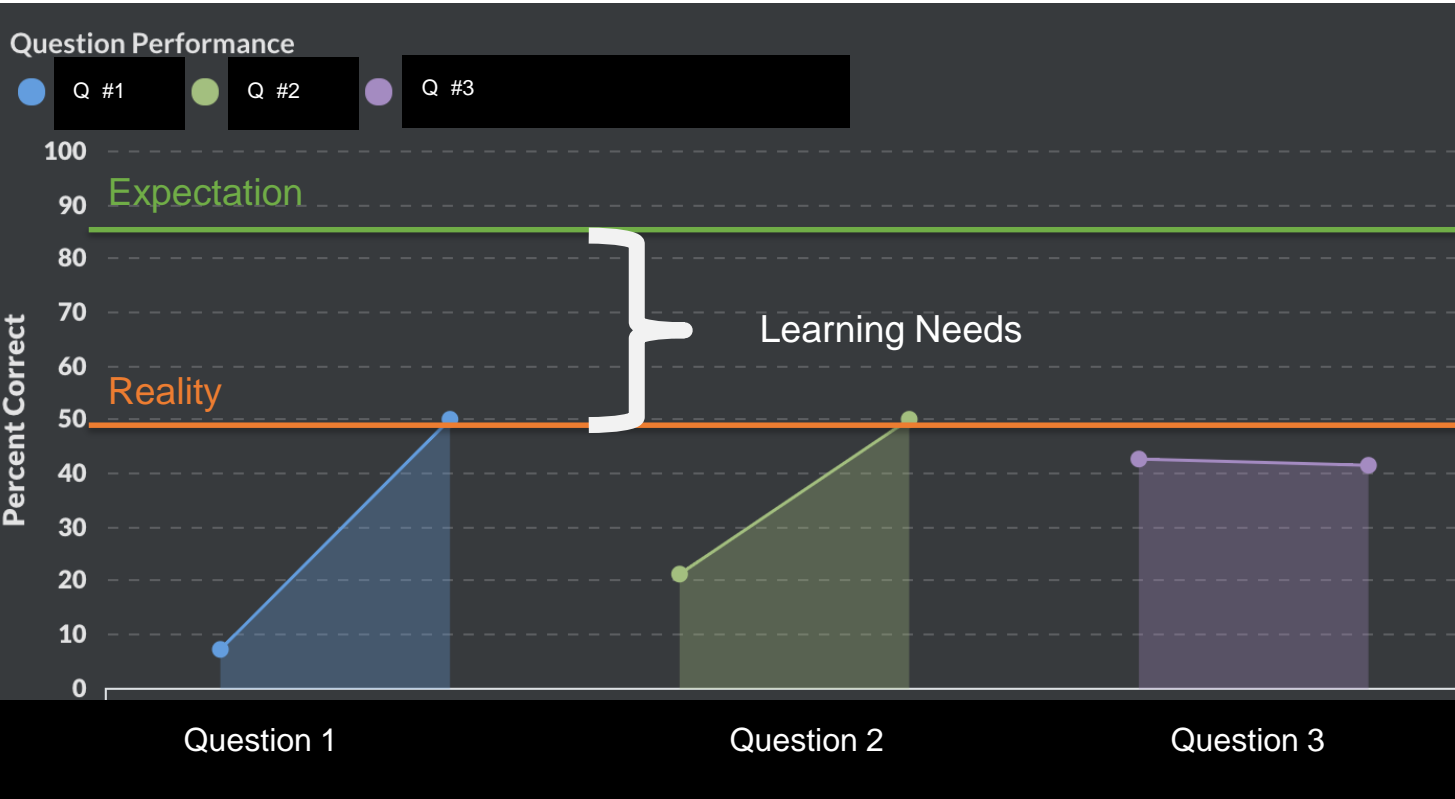
# Solution: Graphical representation of pre/post test questions reveal impact

Question Performance



The platform aggregates thousands of responses, charting them visually – indicating impact.

# Additional Insights: Why is Performance still below passing?



Even after a pre test and review of content, learners still struggled with the assessment.

Opportunities for new content or review of existing learning content.



# Takeaways

- Dashboards bring process and quantitative analysis to our methods- **raising strategic voice**
- **Save time and effort-** not pouring over spreadsheets
- **Automate** and summarize for insights
- **Proactive monitoring** of program health

***QUESTIONS?***



# About Authentic by Mighty Learning Labs

- Dedicated team of learning and data experts
- Integrate with your LMS + related systems (CRM, HRIS)
- Set dashboards for all stakeholders, beyond L&D
- Tailor visualizations in custom dashboards
- Analyze Learning Record Store and xAPI data
- Cost Benefit Analysis program to help budget expense of software return on investment

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Thank you  
for joining us today!



If you have any additional questions, please email us at [success@brandonhall.com](mailto:success@brandonhall.com).

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## We Do This Through...

**Research and Analysis** that Define New HCM Standards

**Success Stories** from Global Organizations that Show those Standards in Action

**Professional Development** that Assesses Current State and Enables Innovation

**Flexible Services** to Design and Implement Transformative Solutions

**Recognition** that Validates the Transformation



# Membership Offers Tailored Support

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# Strategic Consulting Offers Expert Solution Development

## **BENCHMARKING**

- Competitive/Comparative
- Maturity Model
- Custom Research

## **STRATEGY**

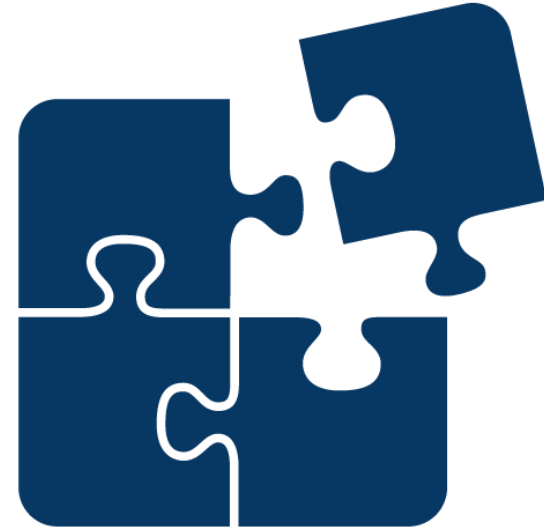
- Business Case
- Planning
- Organization & Governance

## **TECHNOLOGY SELECTION**

- Vendor Selection
- Architecture Design
- Systems Evaluation

## **DEVELOPMENT & INTEGRATION**

- Program Design
- Assessment
- Survey
- Process Integration



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# Why Brandon Hall Group

1

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

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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.

# 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](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>