

Getting the Right Blend: Building a Blended Learning Strategy



David Wentworth
Principal Learning Analyst
Brandon Hall Group



Samantha Marsden
Manager of Marketing
OpenSesame





Thank You To Our Sponsor!





Human Capital Management Research and Advisory Firm

OUR VISION

Inspiring a Better Workplace Experience

OUR MISSION

Empower excellence in organizations around the world through our research and tools each and every day.



Founded in 1993



Leading Independent HCM Research and Analyst Firm



10,000 Global Clients



Community of 300,000+



Publishing 2+ Pieces of Research Each Day



Some Ways We Can Provide Help



MEMBERSHIP PACKAGE

Includes research library access, events, advisory support, a client success plan and more.



STRATEGIC CONSULTING

An array of benchmarking, strategy, technology selection, and integration.

FLEXIBLE SOLUTIONS



EXCELLENCE AWARDS

Global recognition showcasing leading programs and practices with a library of case studies.*



PROFESSIONAL DEVELOPMENT

Virtual and on-site certification programs supplemented with research-driven assessments and tools.

**Case study library only available to active Brandon Hall Group members and is based on subscription(s).*



Open Surveys

① Planning Beyond COVID-19

② Learning Measurement

③ Career Development

Visit www.brandonhall.com
click **Open Surveys**

If you would like to join a panel of
survey takers, please contact us at
success@brandonhall.com

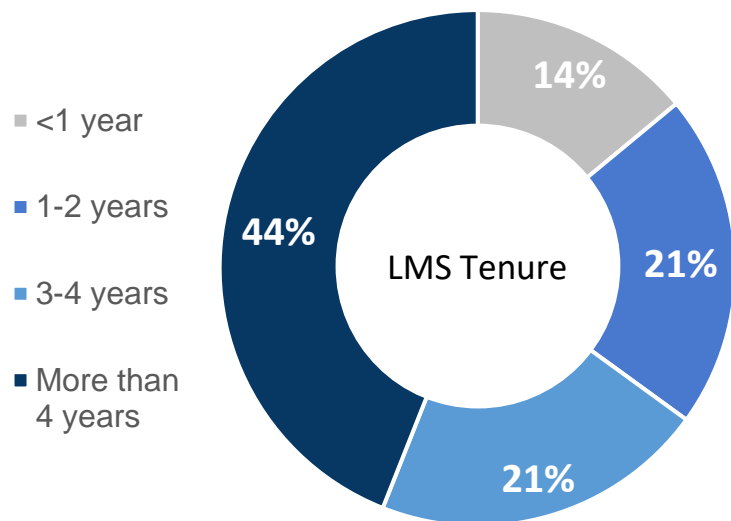
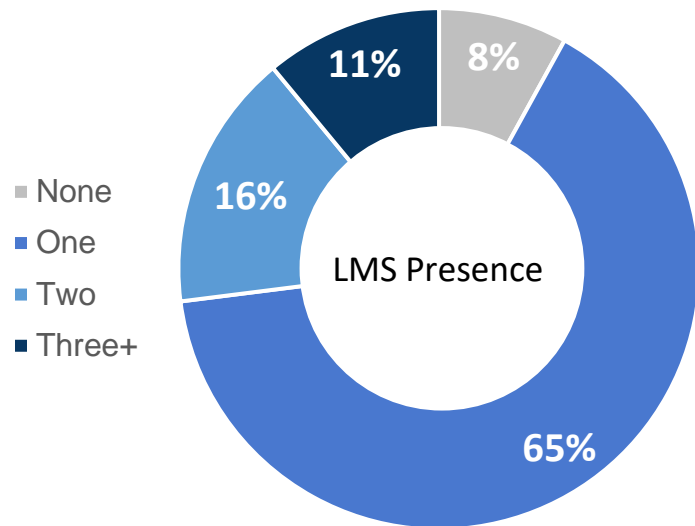


How To Ask Questions

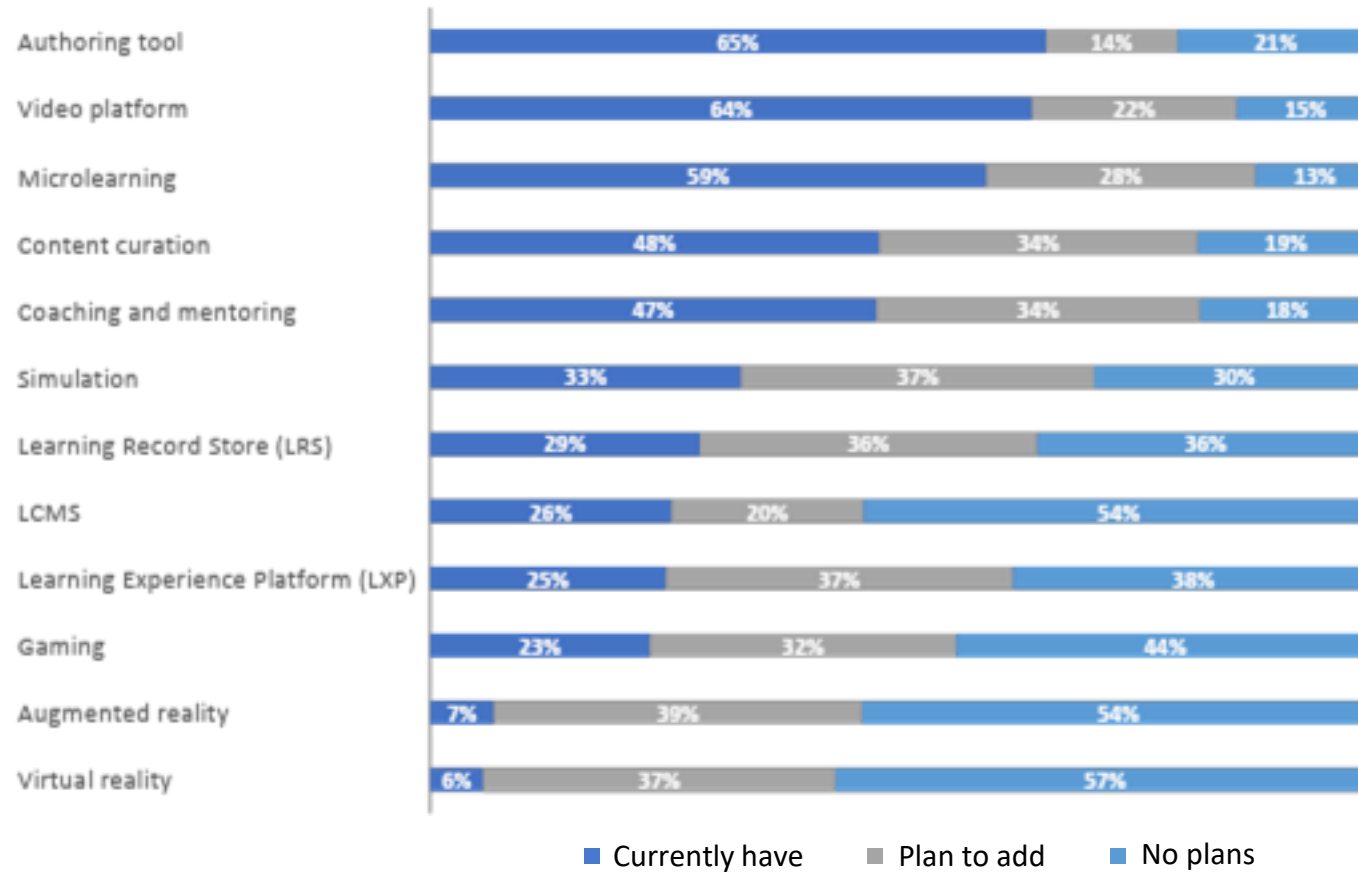


- Submit your *questions* or *comments* about the discussion to our presenters using the **Questions** tab on your control panel.
- Presentation *slides* and *giveaways* can be found in the **Handouts** tab on your control panel.

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



Learning Technology Landscape





UX is Key, But it's Still a Major Pain Point

50%

of L&D professionals say poor user experience (UX) is the largest barrier to satisfaction with their learning technology

88%

of businesses say poor UX is the #1 reason for switching their learning technology solutions

Source: Brandon Hall Group



Admin experience

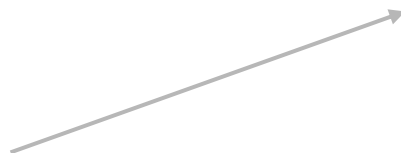
Integration with learning management system (LMS)

Metrics / learning analytics available

Find the right courses and curating learning



Learner experience



Find and launch learning seamlessly



Updated interface and content



Give feedback



Learning Vendor Evaluation - User Experience Checklist

1) General

- Courses offered in multiple languages, where applicable
- Courses offered in a variety of presentation styles, and are flexible to meet diverse learner needs
- Vendor leverages the latest technology, such as AI and machine learning

1) Content Quality

- Courses are high quality and innovative
- Courses are updated automatically with new content
- Course content, assignments, and assessments are of sufficient rigor, depth and breadth

1) Content Curation and Management

- Courses integrate with LMS to easily add new and update content. Learners stay within LMS to take courses
- Course material is accessible on a mobile device and easy to navigate
- Intuitive dashboards and reporting are available to monitor key metrics - such as usage trends, learner engagement, course utilization



What are We Using?

96%

In-person,
instructor-led
classroom

88%

eLearning modules

79%

Coaching/mentoring

75%

Video learning

65% | Recording
webinars

64% | Conference calls

64% | Paper-based
performance
support

63% | On-the-job
exercises

61% | Peer-to-peer
learning

61% | Microlearning

61% | Virtual synchronous
classrooms

59% | Industry
conferences/events

59% | Online performance
support

51% | Pre-recorded
instructor-led training

43% | Social/collaboration
tools

39% | Mobile learning
delivery

38% | Online academic
institutions

33% | In-person academic
institutions

31% | Published books or
research

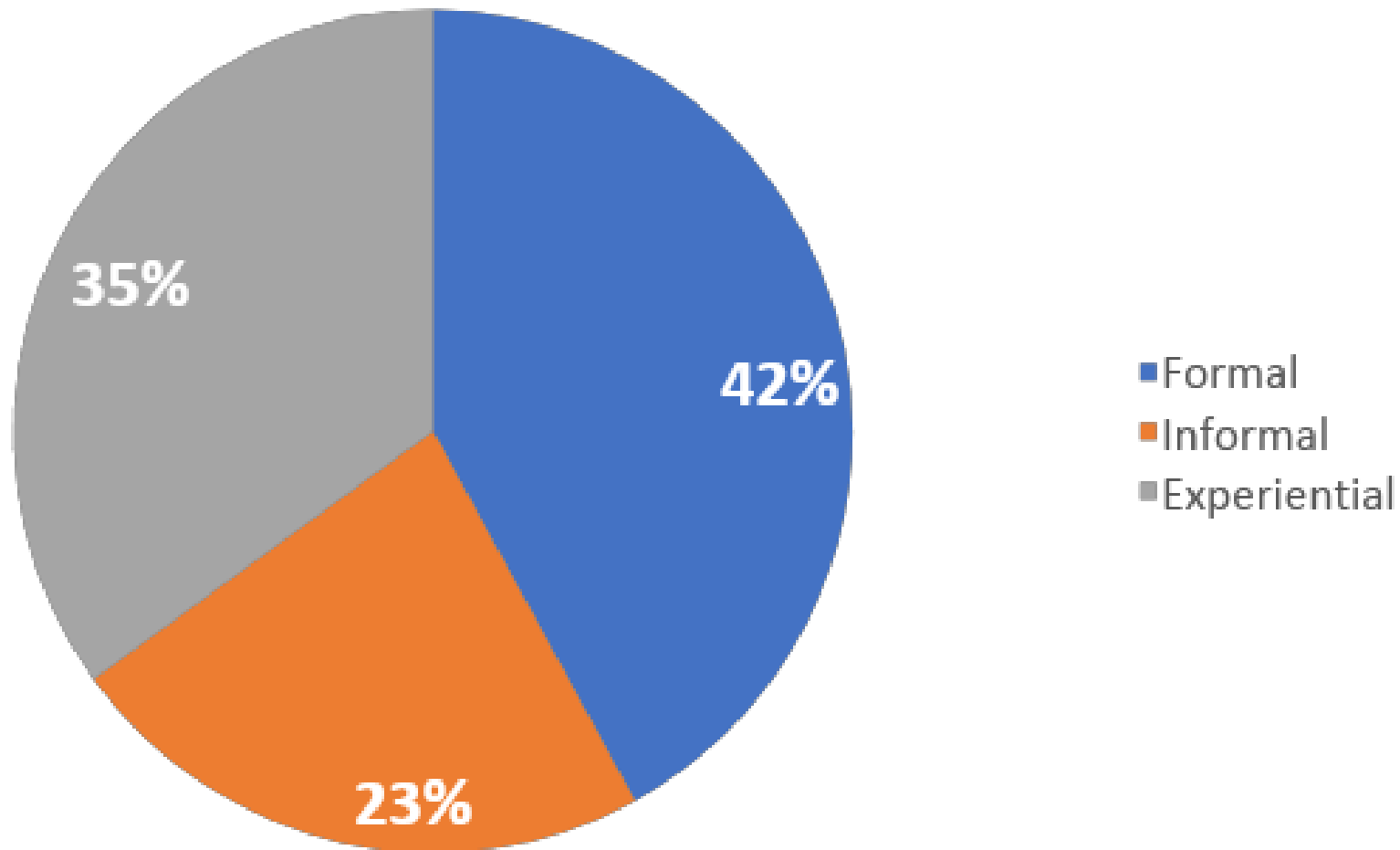
29% | Games/simulations
(online)

29% | Podcasts

22% | Games/simulations
(in-person)

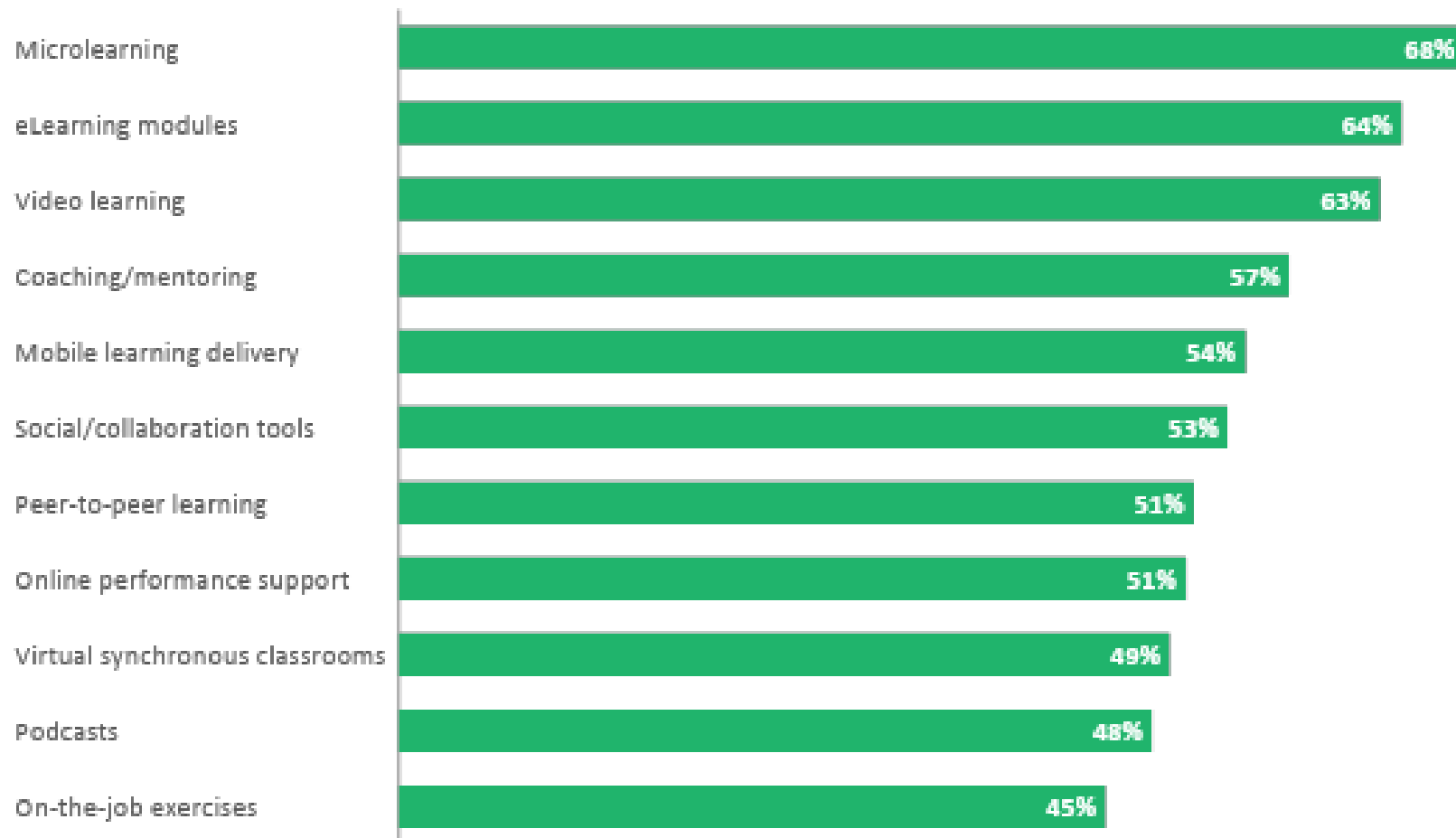


What's the blend?





Where Are We Headed?



Planning to increase



Engaging Your Workforce with Microlearning

- Technology has made the availability of information widespread, quick and easy to access, and simple to process.
- Training needs to keep up with digital trends that characterise people's social and domestic habits
- To get started, microlearning is an excellent complement to other types of training being done in your organization



Case study - Delaware North



Delaware North: Global food service and hospitality company headquartered in Buffalo, New York employing over 55,000 people worldwide.

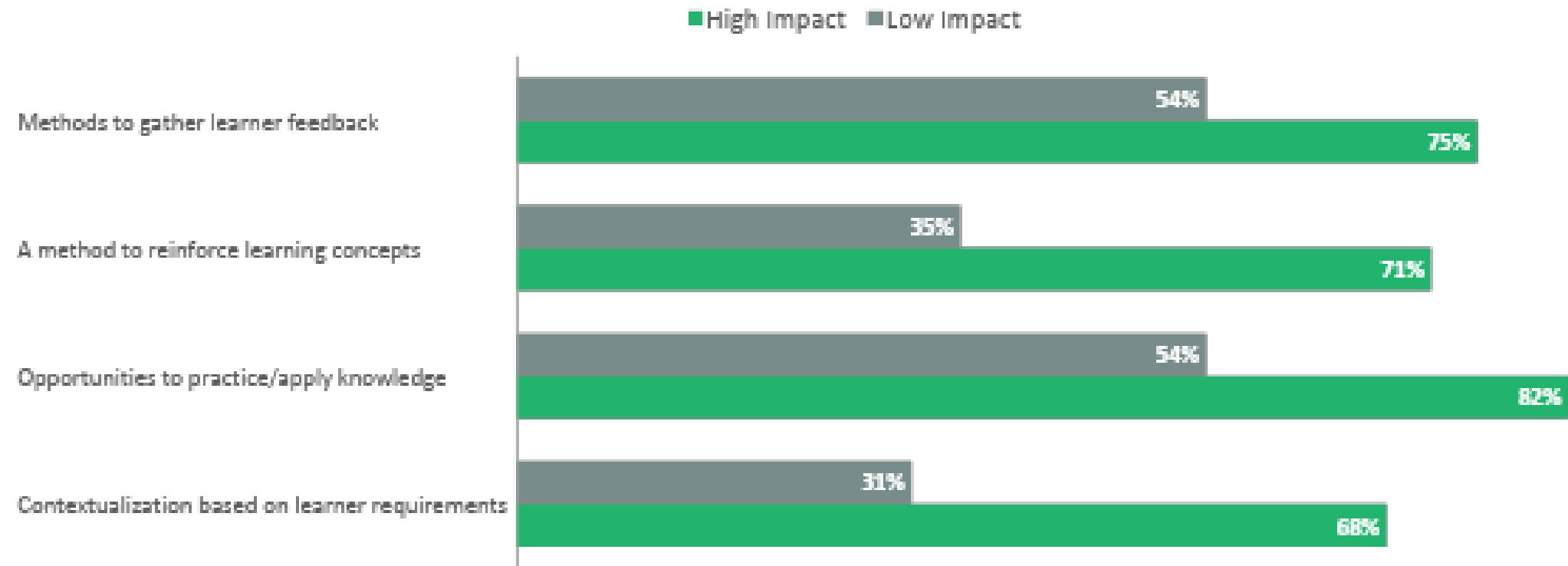
- 14 week blended learning program with 80-100 participants per program
- Program mixes online courses and virtual calls
- Build sense of community and relationships amongst peers in different regions and functions of the business
- Accelerated learning



A Better Blended Experience



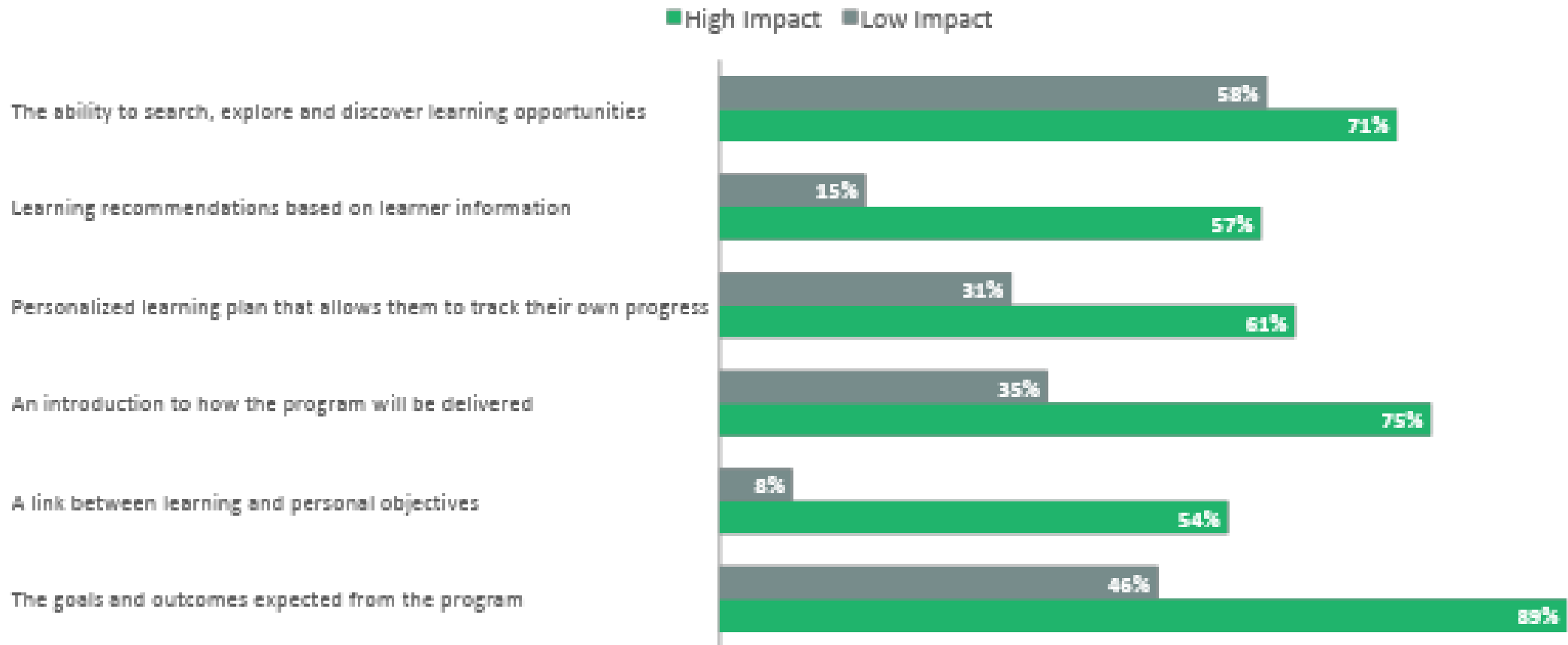
Design



BHG, Learner Experience Survey 2019



Deployment

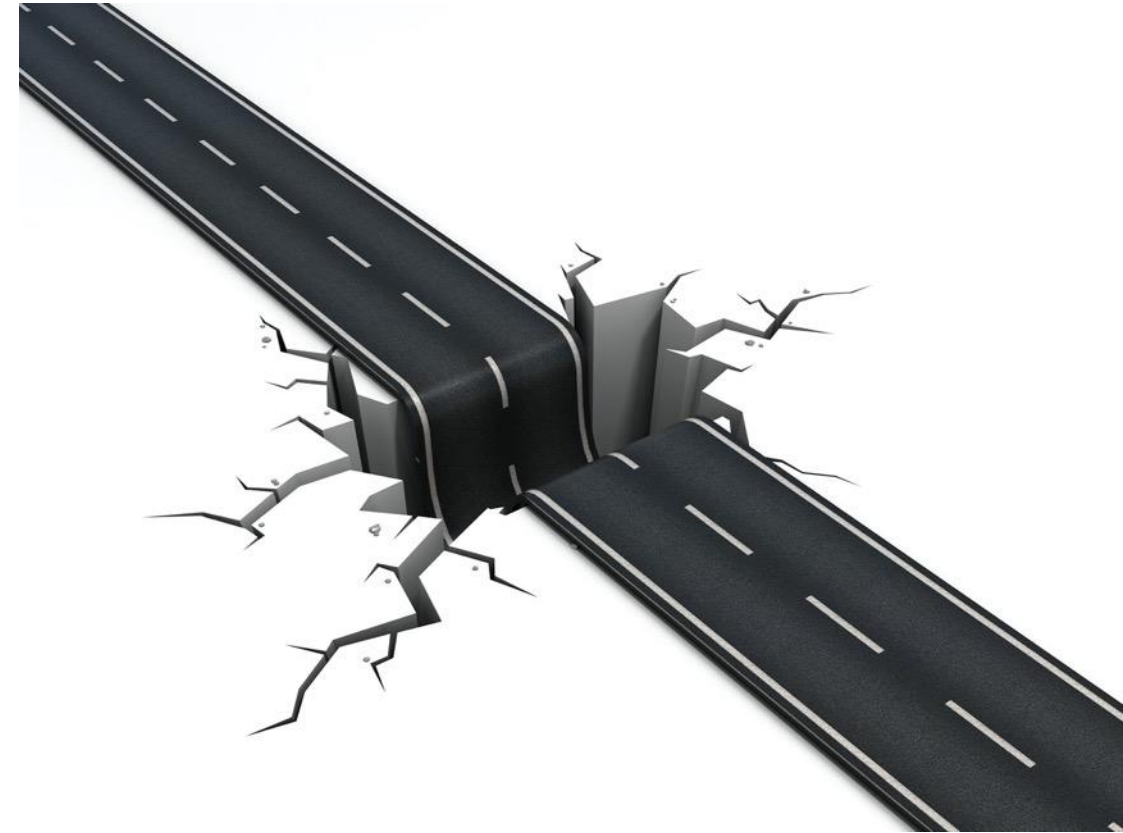


BHG, Learner Experience Survey 2019



Common Pitfalls for Deployment

- Communicate with your learners early and often - especially if the type of training is new
- Get to know your learners - what devices do they use? Native language? Learning wants?
- Get onboarding right the first time!
- Don't limit learning opportunities - learners will go find what they need elsewhere





Case Study - Aimbridge Hospitality



Aimbridge Hospitality is a third-party hotel management company operating branded full service, select service, luxury hotels, destination resorts, convention centers and lifestyle hotels. Aimbridge represents 1,400 branded and independent properties in 49 states and 20 countries.

AHLA Lodging Manager Apprenticeship Program

- On the job training
- Job mentoring / shadowing
- Instructor-led training
- Online courses with OpenSesame



Questions?

Thank you for joining us today!



David Wentworth
Principal Learning Analyst
Brandon Hall Group



Samantha Marsden
Manager of Marketing
OpenSesame

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