



Rapid Learning | a  **bts** company

Post-COVID: Could ILT Be the Secret to Help Digital Learning Reach its Potential?



David Wentworth
Principal Learning Analyst
Brandon Hall Group



Steve Meyer
Founder & Managing Director
Rapid Learning, a BTS Company



Learning and Development



Talent Management



Diversity and Inclusion



Leadership Development



Talent Acquisition



Workforce Management



Thank You

to our sponsor for
today's webinar

**Rapid
Learning** | a  **bts** company



THE POWER

OF BRANDON HALL GROUP

Founded in 1993 | 10,000 Global Engagements | Community of 300,000

LEADING-EDGE SKILL DEVELOPMENT AND RECOGNITION



REDEFINING EXCELLENCE IN HUMAN CAPITAL MANAGEMENT IN THE AREAS OF:



Learning and Development



Talent Management



Leadership Development



Talent Acquisition



Workforce Management



Diversity and Inclusion



Research-Driven Membership

Research Access: Access to our expansive research library of: research reports, case studies, frameworks, tools, models and more.

DataNow®: Your real-time data benchmarking tool.

TotalTech®: Your easy-to-use HCM technology selection tool.

Advisory Support: An on-demand service delivered online, by phone, or by email. Consultations are available on-demand for short, narrowly focused sessions and on-demand for longer, more in-depth discussions with our expert analysts.



Advisory Offerings

- Technology Selection Engagement
- Customized and Benchmarking Research
- Organizational Readiness Assessment
- Research to Action Engagement

- Organizational Benchmarking
- Scorecard Assessments
- And many more



We Cover the Entire HCM Landscape

- Employee Value Proposition
- Employee Engagement
- Predictive Analytics
- Succession Management
- Core HR
- HCM Strategy

- Employee Experience
- Competency Management
- Measurement and Analytics
- Change Transformation
- Performance Management
- And more...

CERTIFICATIONS



Organizational Excellence Certification Program

Recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



Smartchoice® Preferred Provider Program

Uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's quarter of a century's experience in evaluating and selecting the best solution providers for leading organizations around the world.



The Diversity and Inclusion Summit

is designed to seek greater understanding of how to better recruit, engage, develop and retain a talented and diversified workforce.



The Excellence Awards

feature two annual programs — a Spring HCM program and a Fall Technology program — that recognize the best organizations that have successfully deployed programs that have achieved measurable results.



Open Surveys

First Quarter

- How Do You Personalize Upskilling and Reskilling at Scale?
- Career Development: Are You Considering What Employees Want?
- How Do You Reimagine Compliance Training to Drive Employee Performance?

Second Quarter

- COVID-19 and Its Impact On Workplace Practices, Part 1
- How to Win the War for Talent
- How Should You Develop More Great Coaches and Mentors?
- How Do We Care for and Engage our Employees?
- An Inside Look into How to Develop Inclusive Leaders
- How Do We Create a Learning Strategy for the Future of Work?
- AI, ML, RPA, Bots, Apps: How to Transform HR into a Digital Powerhouse
- How Do You Build Teams for the Future of Work?



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



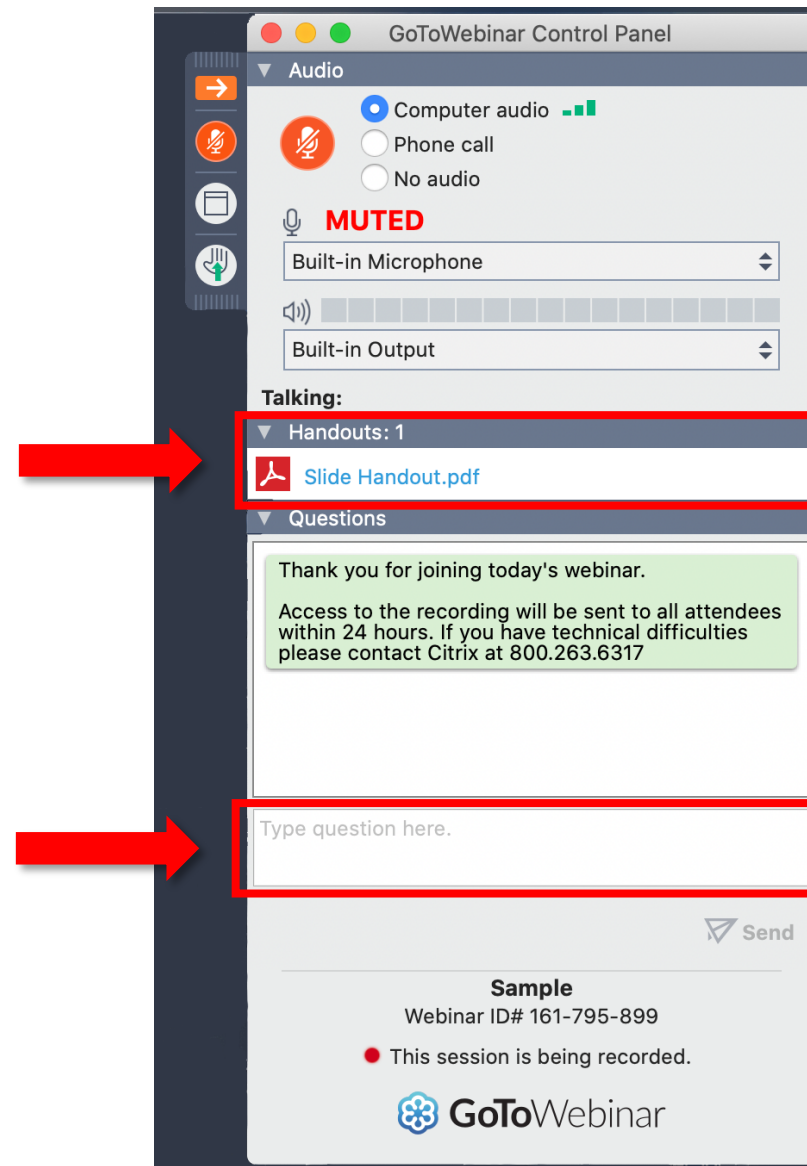
The Presentation and Your Participation

Ask Questions

You can submit your questions and comments to our presenters in the 'Questions' tab.

Copy of the Presentation

A copy of the slides and the recording will also be automatically emailed to you after the webinar has concluded.





Agenda

- The impact of the pandemic and a return to work
- Why all-digital may not be the answer
- The power of in-person learning
- Examples of blends that work

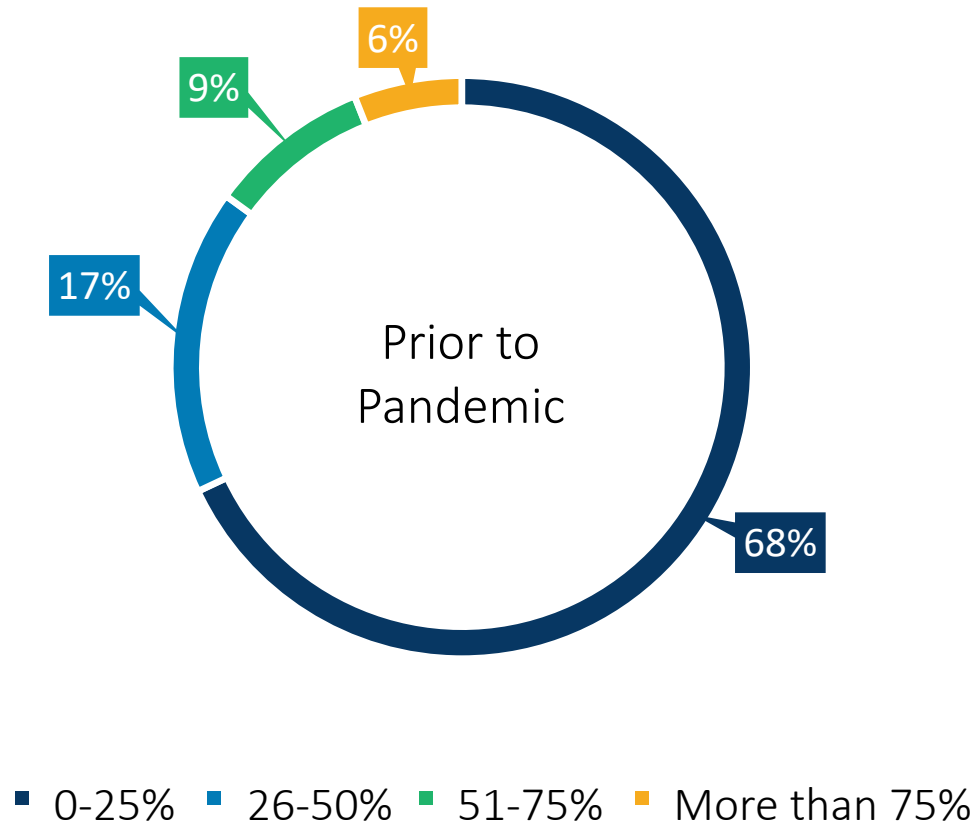




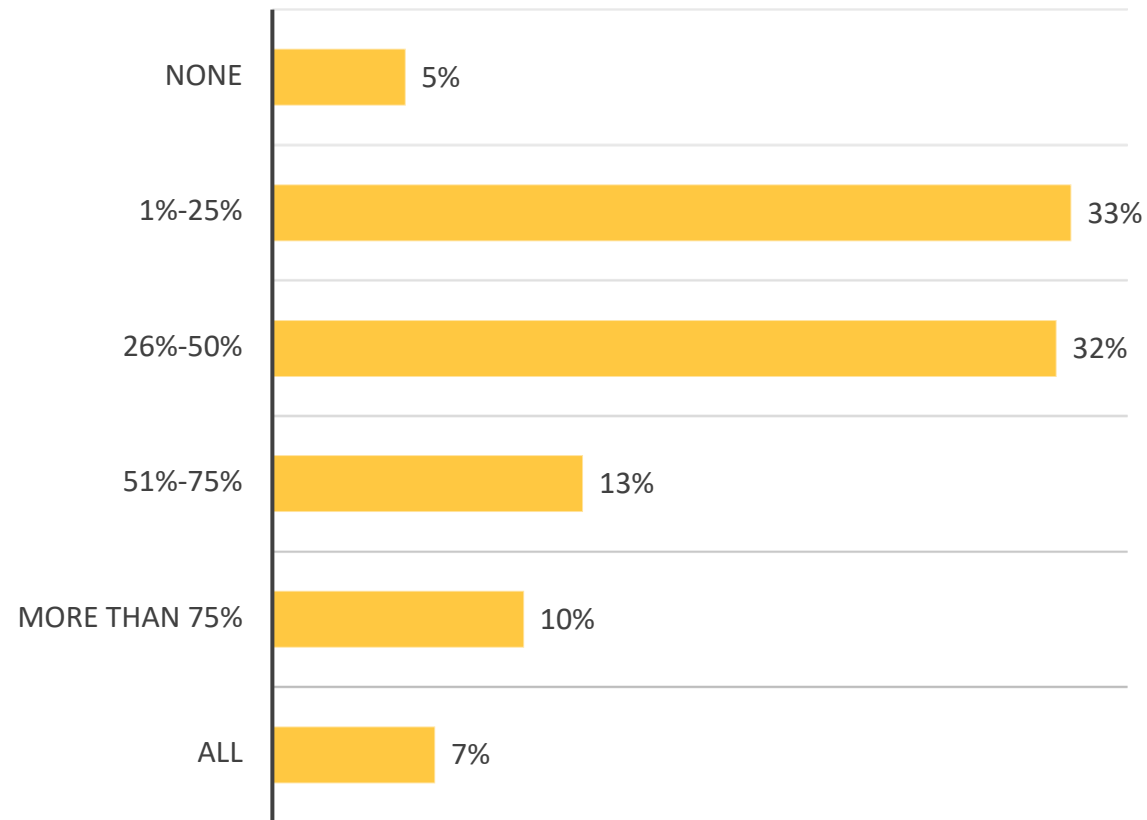
Pandemic Impact



Return to Work Strategies



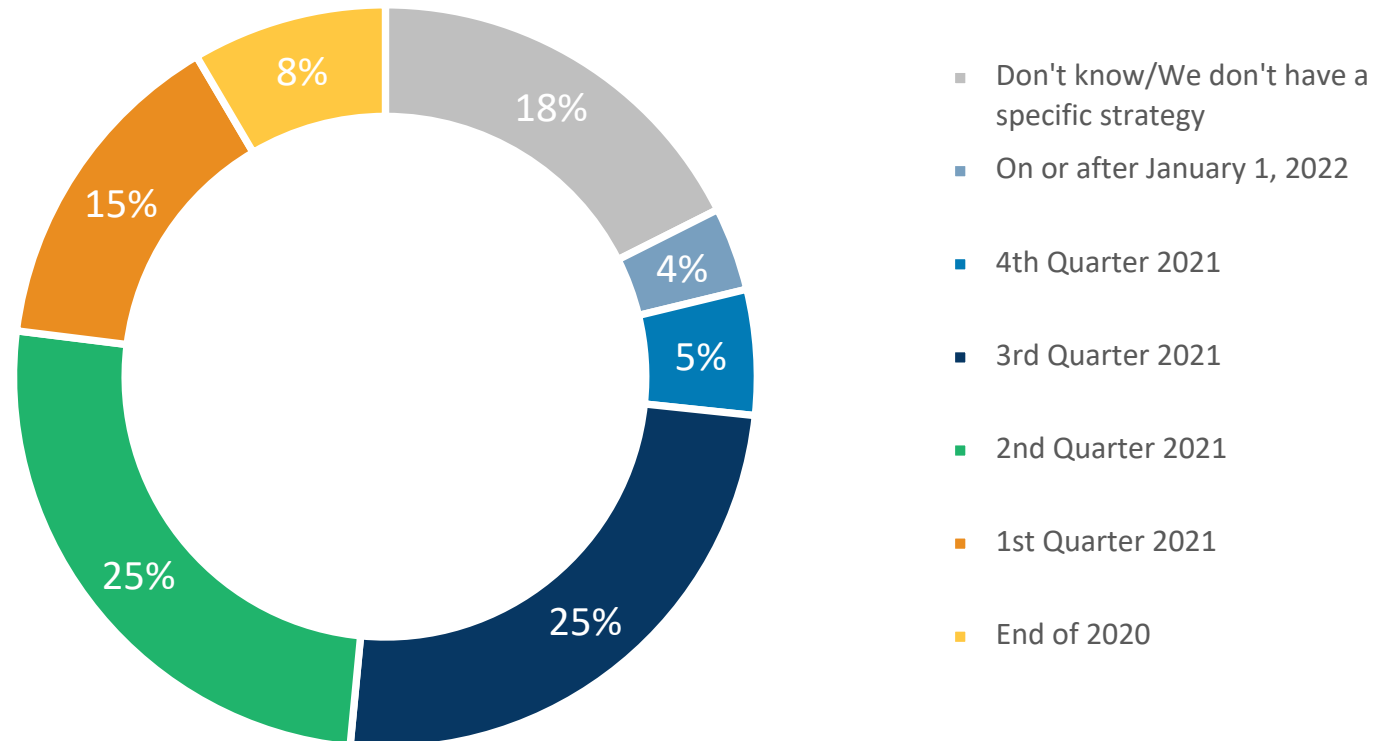
REMOTE WORKFORCE AFTER RETURN TO WORK IMPLEMENTATION





Return to Work Strategies

FULL IMPLEMENTATION TIMELINE





Role of Digital Learning As Pandemic Eases

44% | Use of digital learning will remain the same or perhaps increase

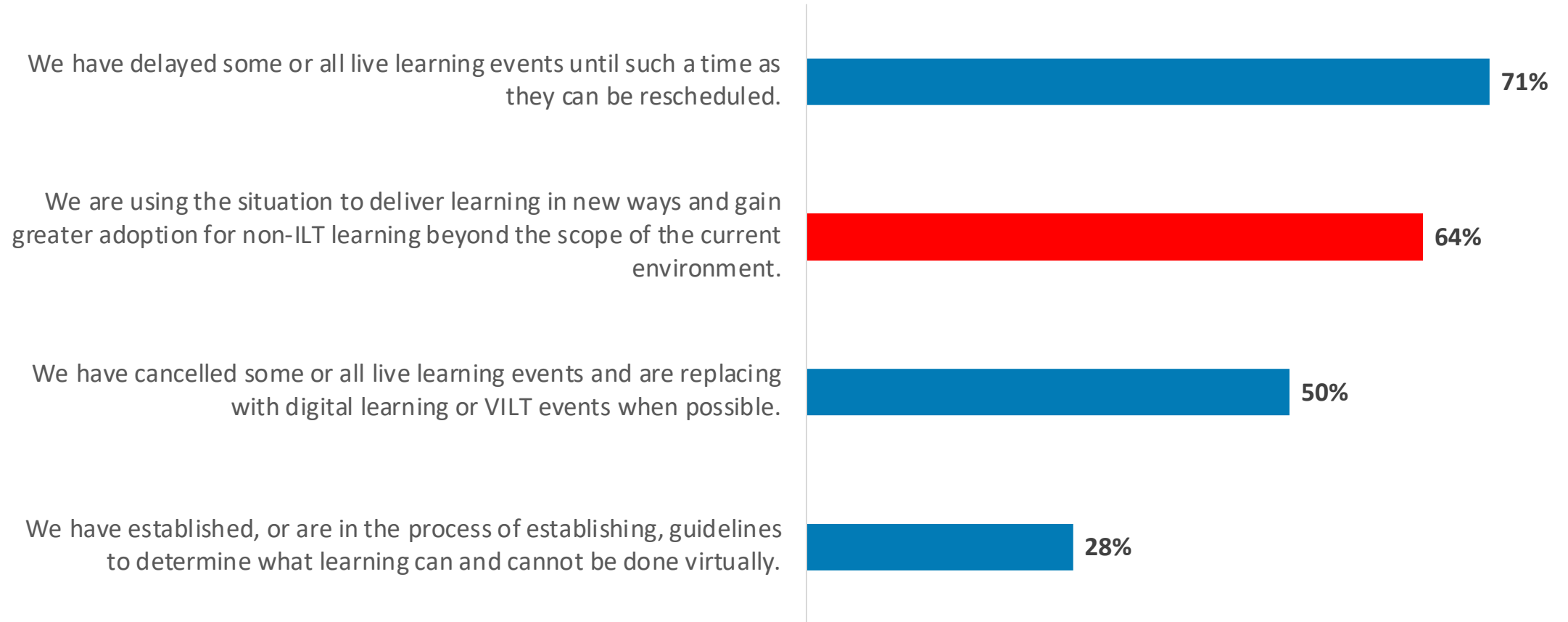
32% | Use of digital learning will decrease slightly but remain well above pre-pandemic levels

13% | Use of digital learning will return to about the same levels as before the pandemic

11% | ILT will be used the same or more than before the pandemic



How Are Organizations Responding?

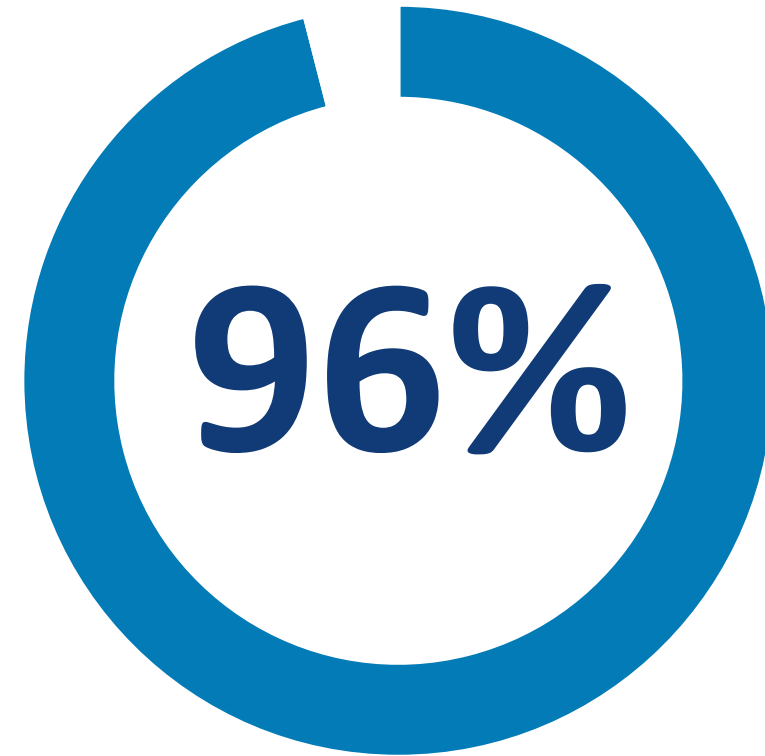




Is All Digital the Answer?



Most organizations
use ILT to some
degree to deliver
learning





'Go-To' Tools for Converting Live-ILT Learning

April 1 vs. July 8



37%/68%
eLearning modules



81%/48%
Conference calls



67%/41%
VILT



86%/64%
Webinars



29%/38%
Social/collaboration tools



19%/31%
Podcasts



38%/56%
Video learning



22%/37%
Microlearning



3%/13%
Online games/simulations



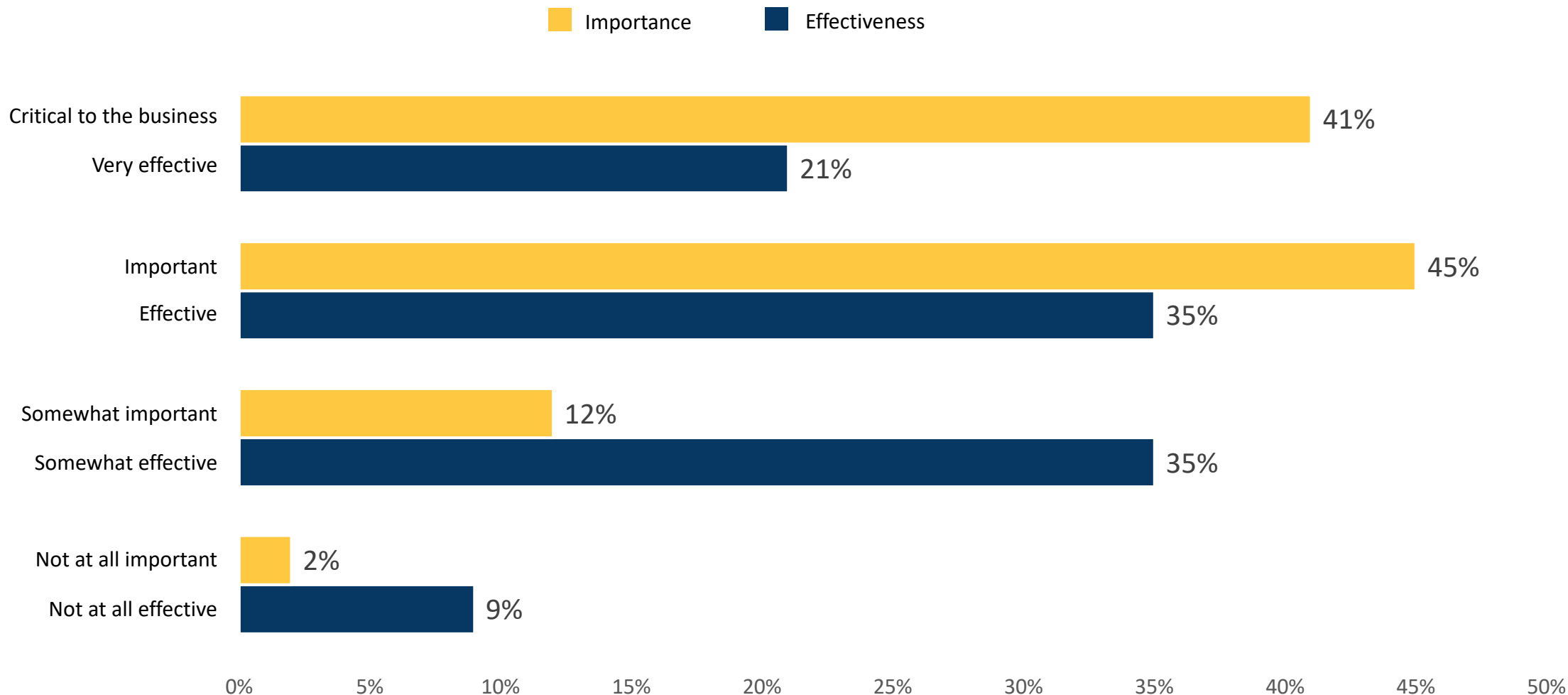
Top 10 Reasons for Choosing Learning Technology

Support blended learning	52%
Compliance	52%
Ease of use	41%
Integration with other systems	39%
Reporting and analytics	38%
Competency/skills development	37%
Total cost of ownership	37%
Extended enterprise learning	29%
Languages	19%
Browser compatibility	17%



The Business Requires a Better Blend

Our learning programs use a mix of formal, informal and experiential elements





Rethinking the classroom is seen as important for achieving business goals

65%

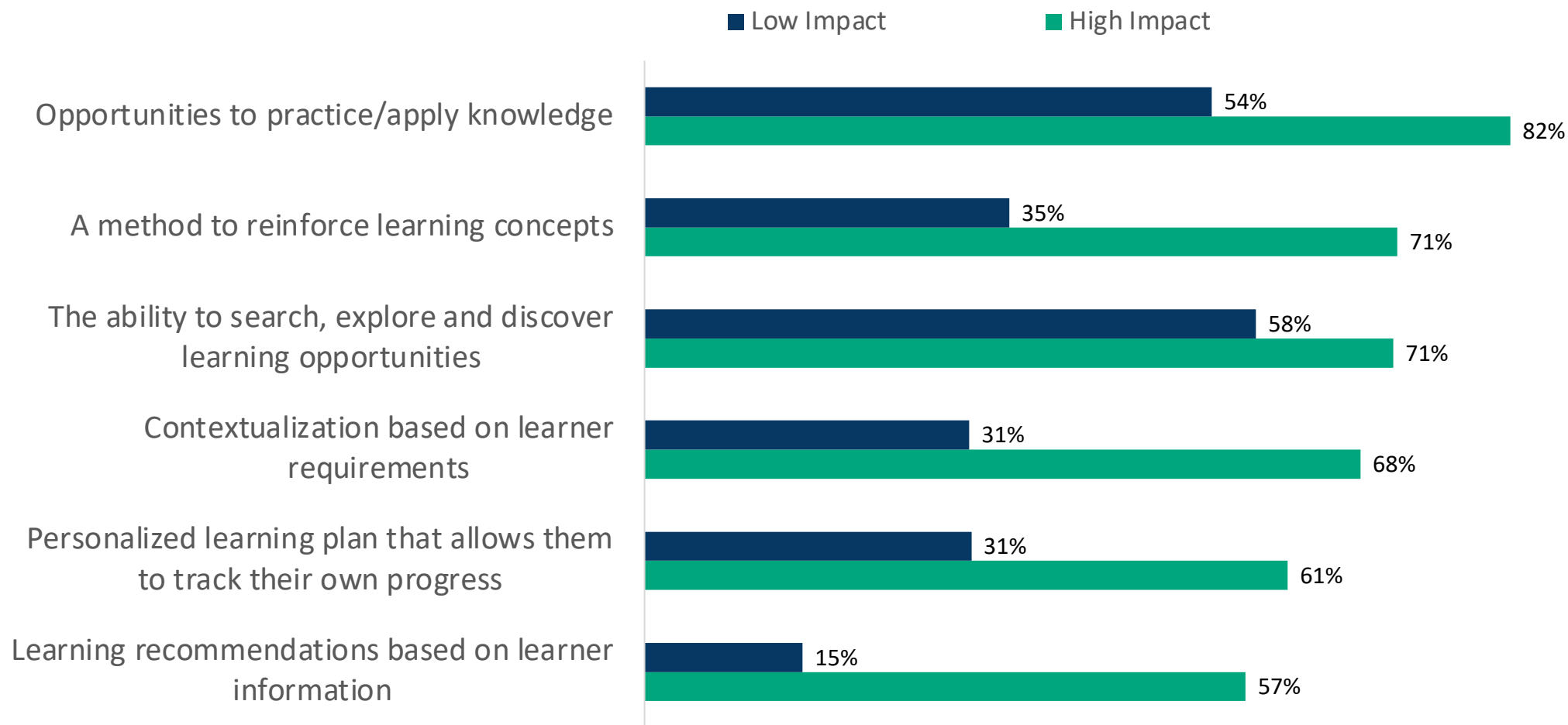
of companies with highly effective L&D Strategies believe redesigning the classroom experience is important or critical to achieving business goals

55%

of companies with less effective L&D Strategies believe redesigning the classroom experience is important or critical to achieving business goals

Overall, only 6% say it is not important at all.

The Right Learning Strategy

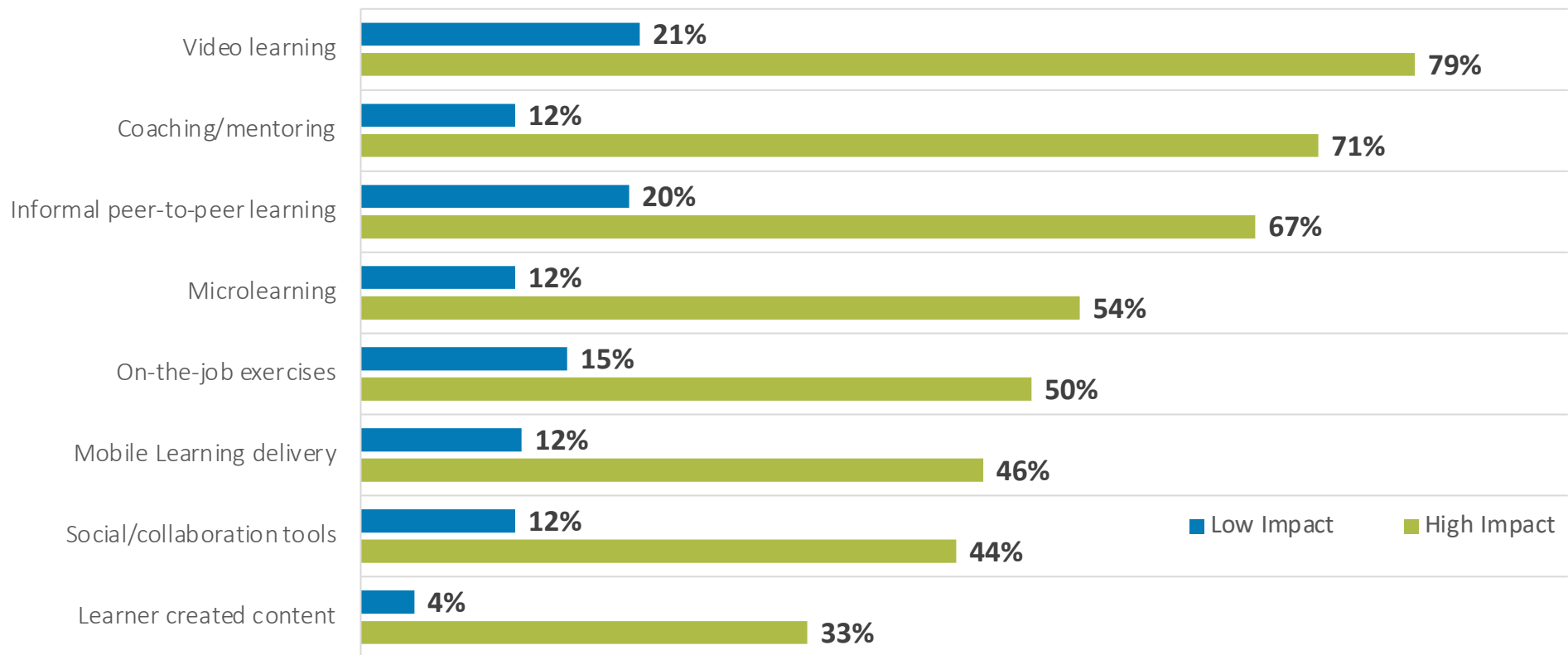


BHG, Learner Experience Survey 2019



Training Format

Used Often Or Always



BHG, Learner Experience Survey 2019



Rapid Learning | a  bts company

Post-COVID: Could ILT Be the Secret to Help Digital Learning Reach its Potential?



David Wentworth
Principal Learning Analyst
Brandon Hall Group



Steve Meyer
Founder & Managing Director
BTS Rapid Learning



Learning and Development



Talent Management



Diversity and Inclusion



Leadership Development



Talent Acquisition



Workforce Management



Covid “pause” has allowed us to:

- Revisit our assumptions about training
- Assess what we’ve learned during lockdown
- Emerge with new, exciting and better learning models





A new way to combine digital training and ILT

To create blended learning solutions where you'll get:

- Higher engagement in the learning, and
- Higher knowledge retention





Was this new model inspired by Covid?



New model inspired by Covid?

Covid created the urgency to change the status quo and think outside the box about digital and ILT

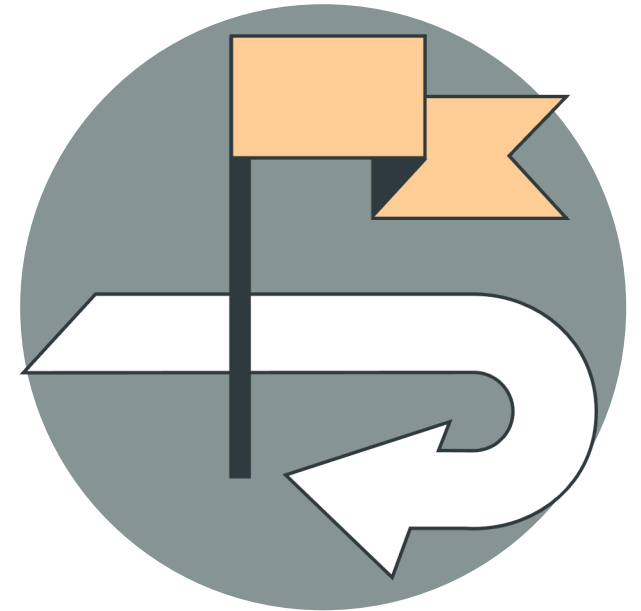




Looking at ILT with fresh eyes

89% of respondents won't keep doing ILT the way they did before Covid.

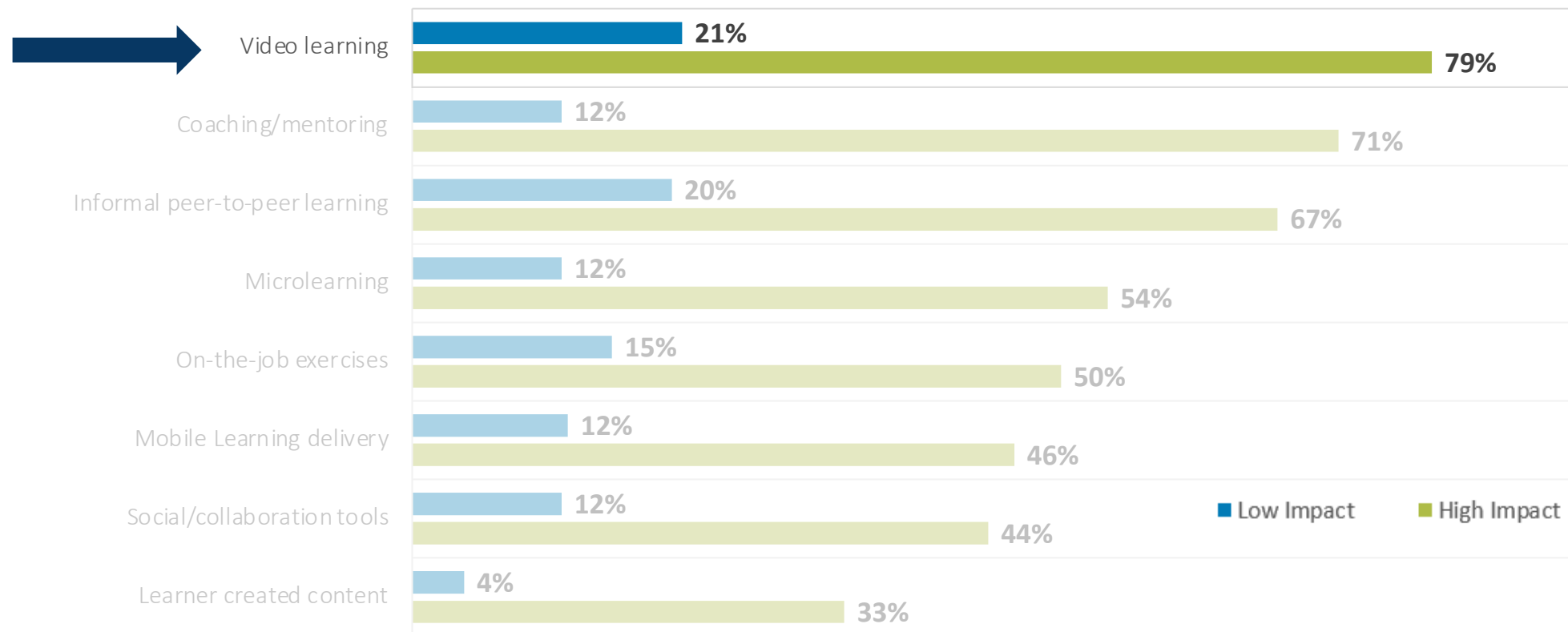
- Organizations are demanding higher engagement and learning retention from ILT
- Virtual is going to play a bigger role





Re-evaluating digital learning

Used Often Or Always



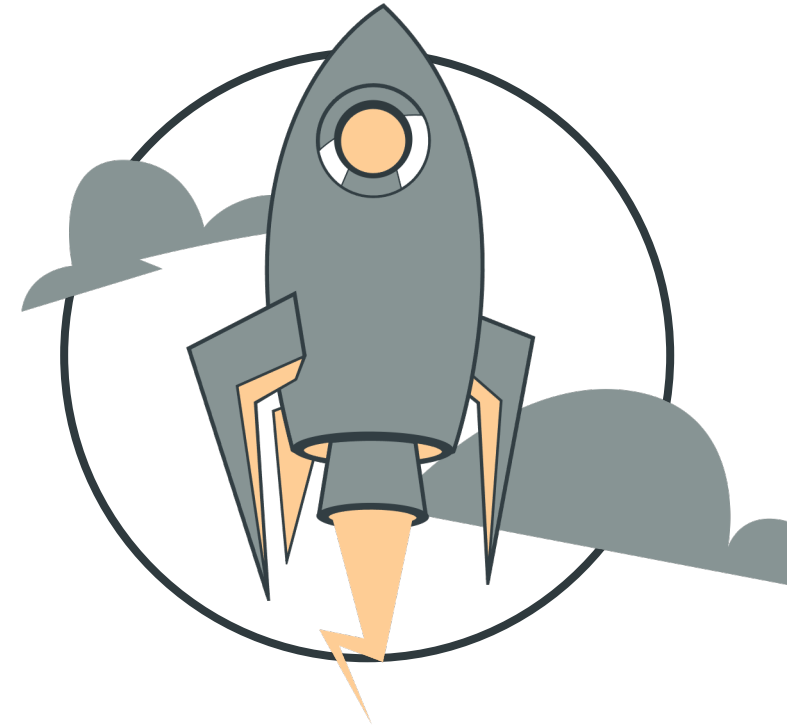
BHG, Learner Experience Survey 2019



Our new blended learning model

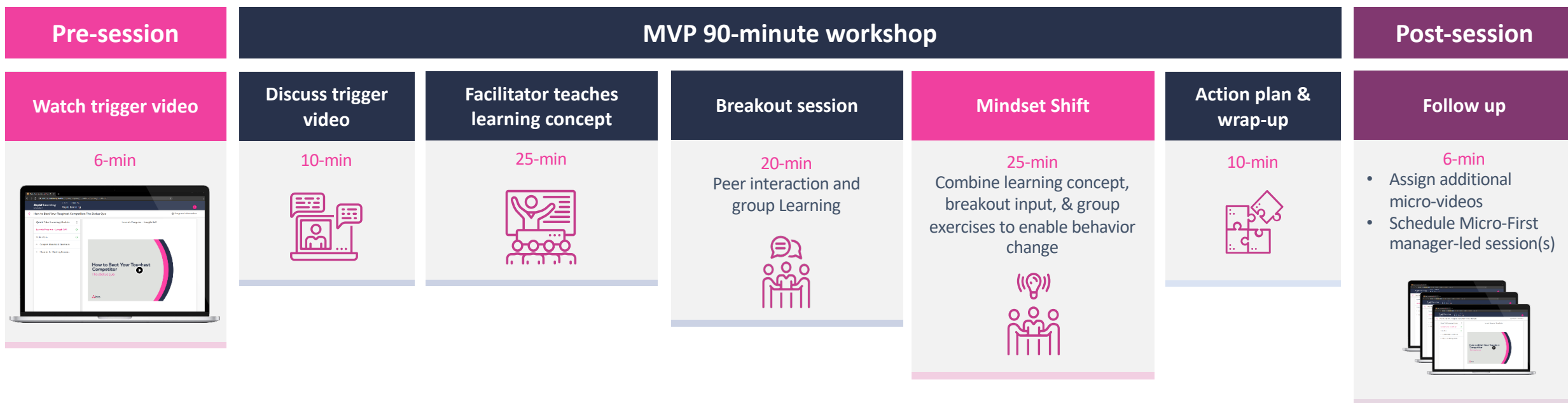
Goal was to combine digital and ILT in a way that:

- Fits with how the brain wants to learn
- Optimizes what's best about ILT and what's best about digital
- Leads to higher engagement and knowledge retention





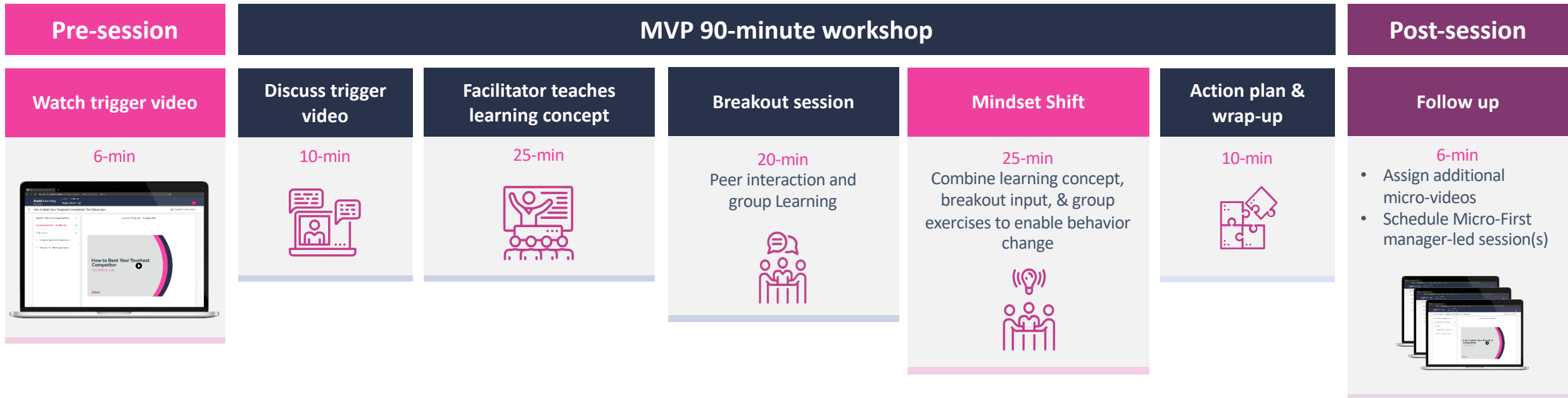
Micro-Virtual Professional Training - or MVP





Micro-Virtual Professional Training - or MVP

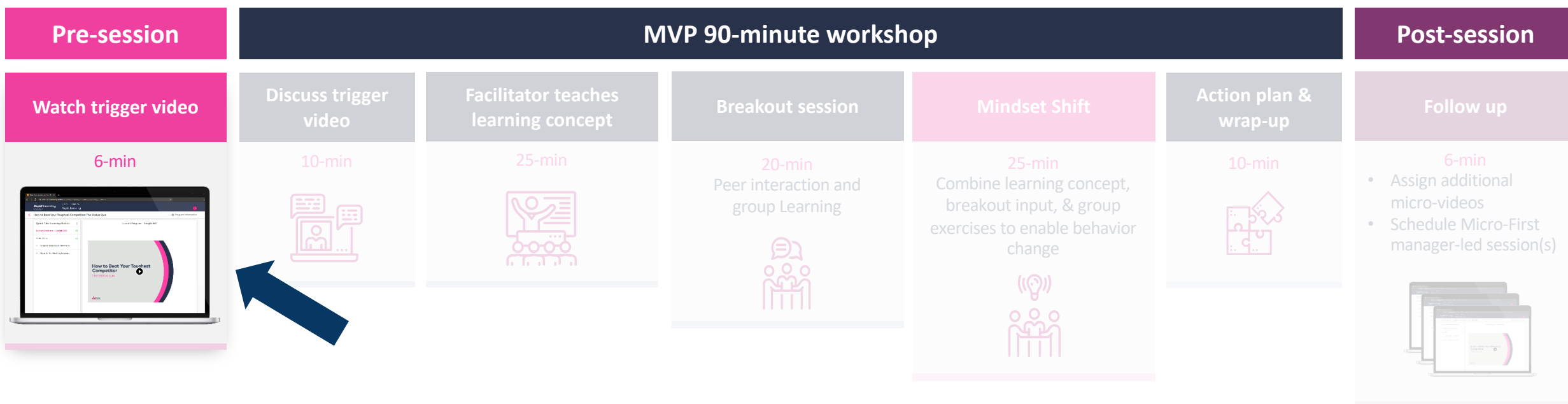
Single-concept learning model





Micro-Virtual Professional Training - or MVP

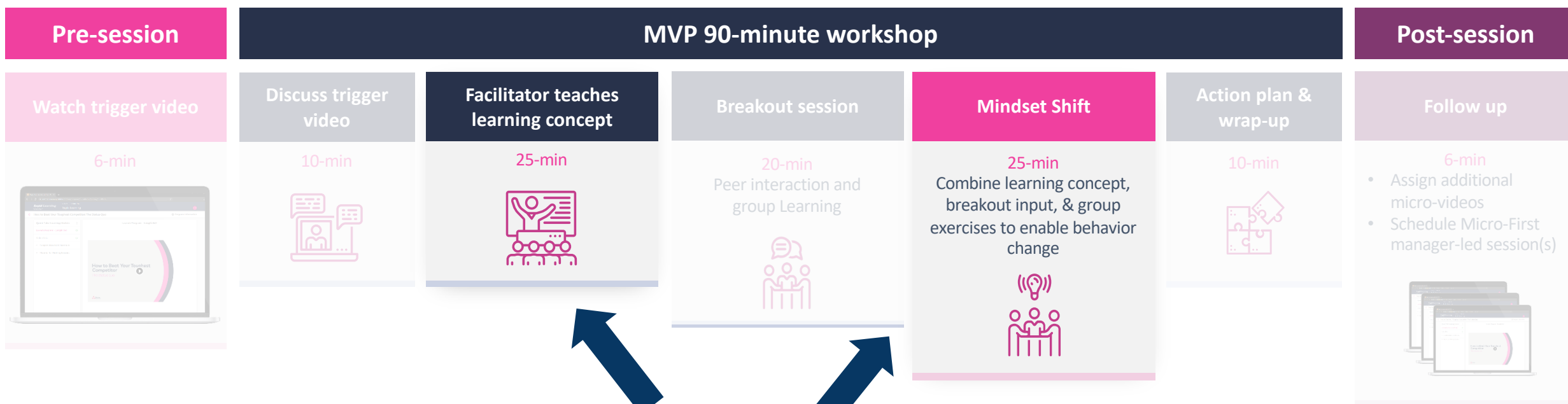
Triggered by a single-concept micro-video





Micro-Virtual Professional Training - or MVP

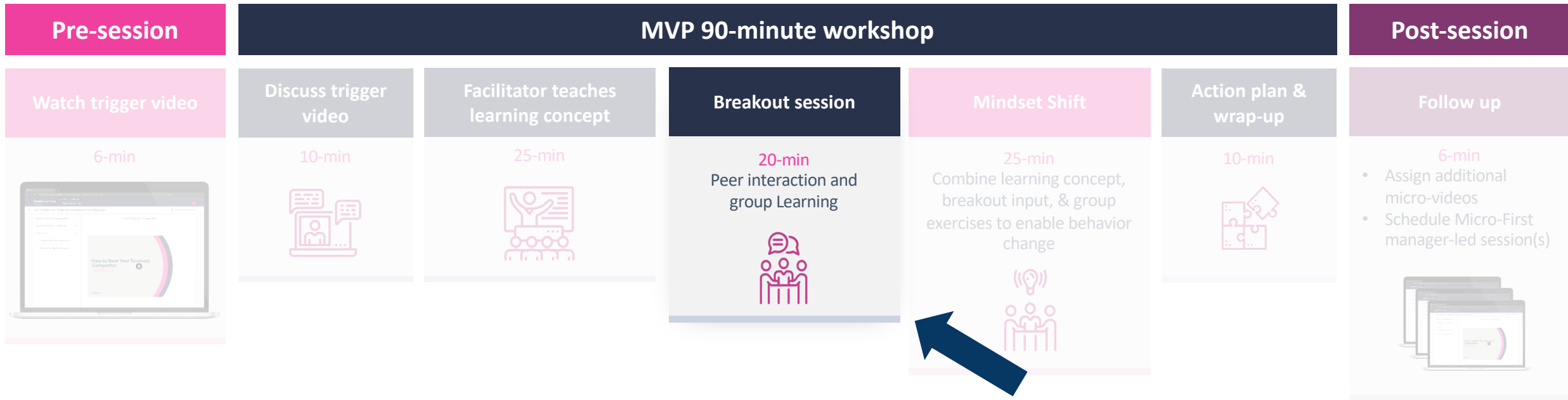
The micro-video is amplified by a facilitated training session





Micro-Virtual Professional Training - or MVP

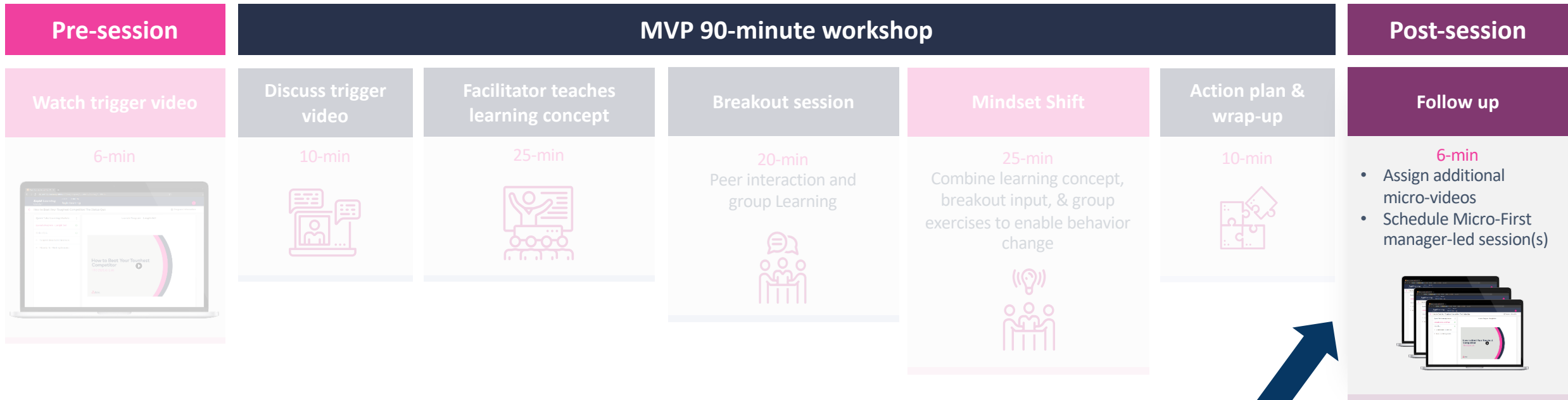
Breakout sessions create interactivity and engagement





Micro-Virtual Professional Training - or MVP

Follow-up is built in at the end





1. Single-concept learning

The human brain wants to learn one thing at a time.



1. Single-concept learning

Problems with legacy learning: taught multiple concepts all at once.



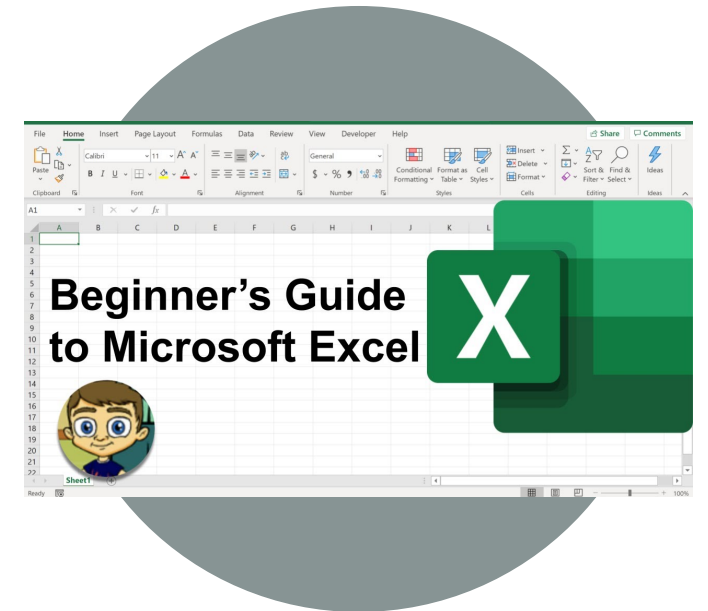


How about with
technical e-learning?
More successful than
soft-skills e-learning?



1. Single-concept learning

The default method for algorithmic training is single-concept learning.





1. Single-concept learning

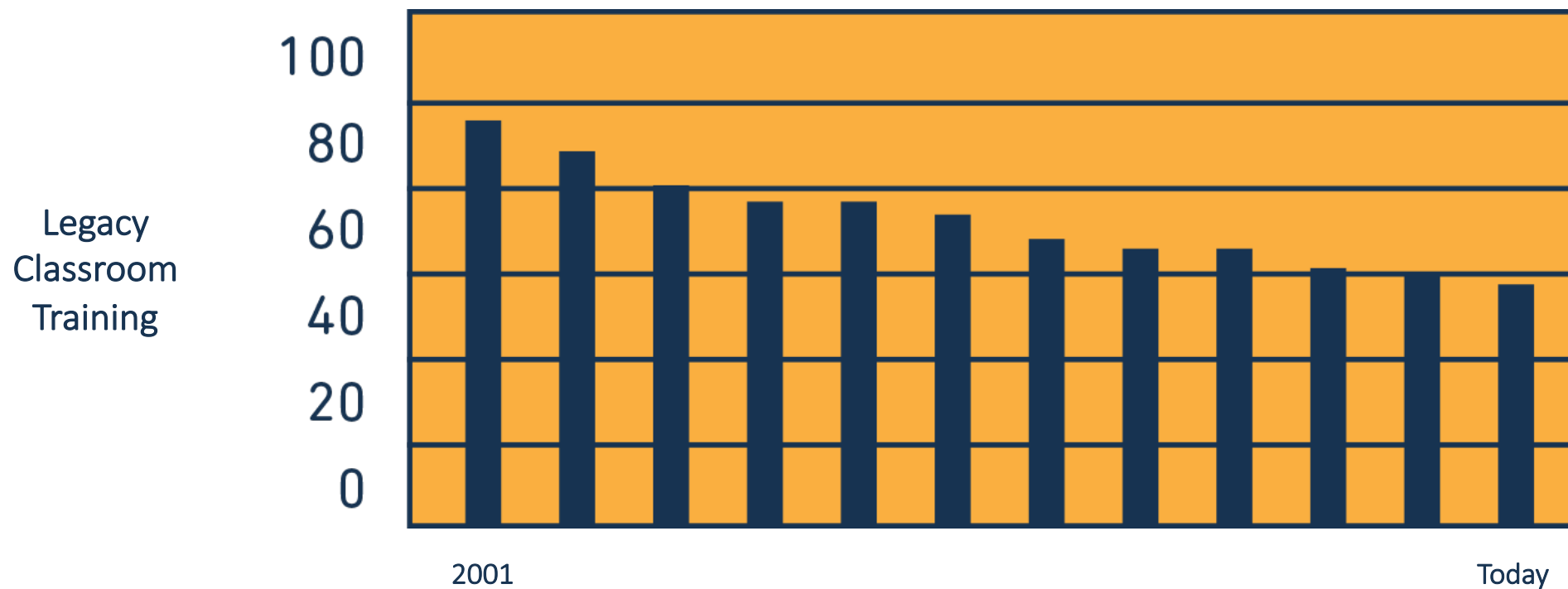
That doesn't work with sales or leadership training.





1. Single-concept learning

The decline in ILT





So soft-skills digital learning should emulate the algorithmic model?

1. Single-concept learning

Our challenge is to replicate the tech skills model in soft-skills training.





2. Using a single-concept micro-video as a trigger

With MVP, the digital component is integral and essential to the blended learning solution.





2. Using a single-concept micro-video as a trigger

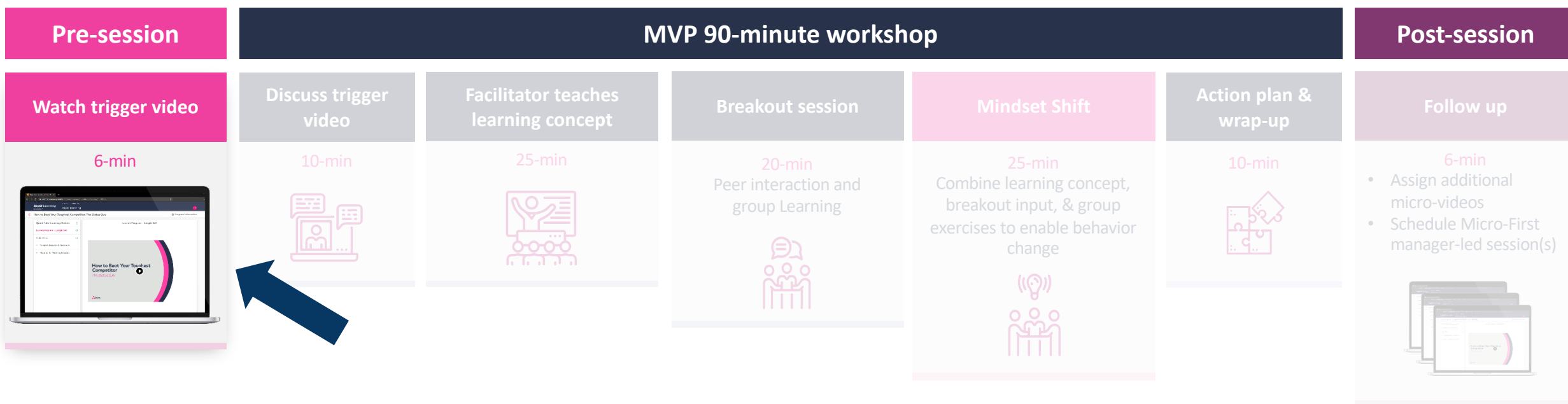
This is **not** blended learning.
Nobody listens to that CD-ROM.





2. Using a single-concept micro-video as a trigger

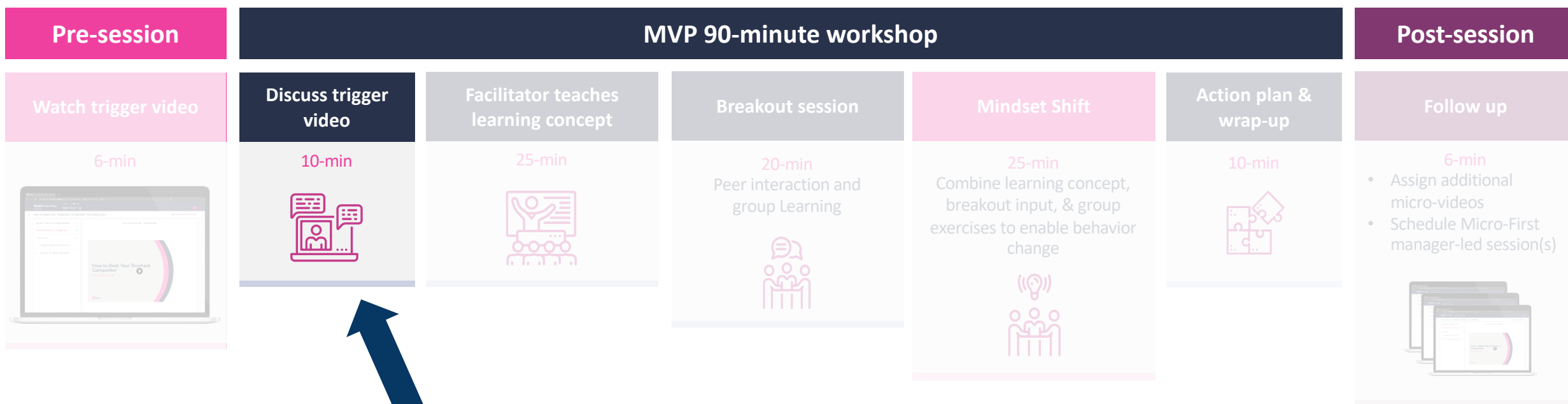
Micro-videos work because they're short and focused on a single skill





2. Using a single-concept micro-video as a trigger

Conduct a discussion of the video





2. Using a single-concept micro-video as a trigger

Learning Journey - Foundational Skills for New Leaders

1



Feedback

2



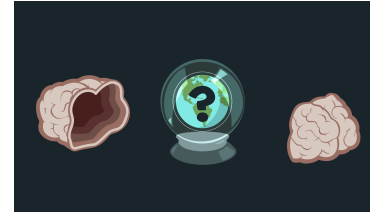
Coaching skills

3



Managerial styles

4



Giving Recognition

5



Goals and Accountability

+

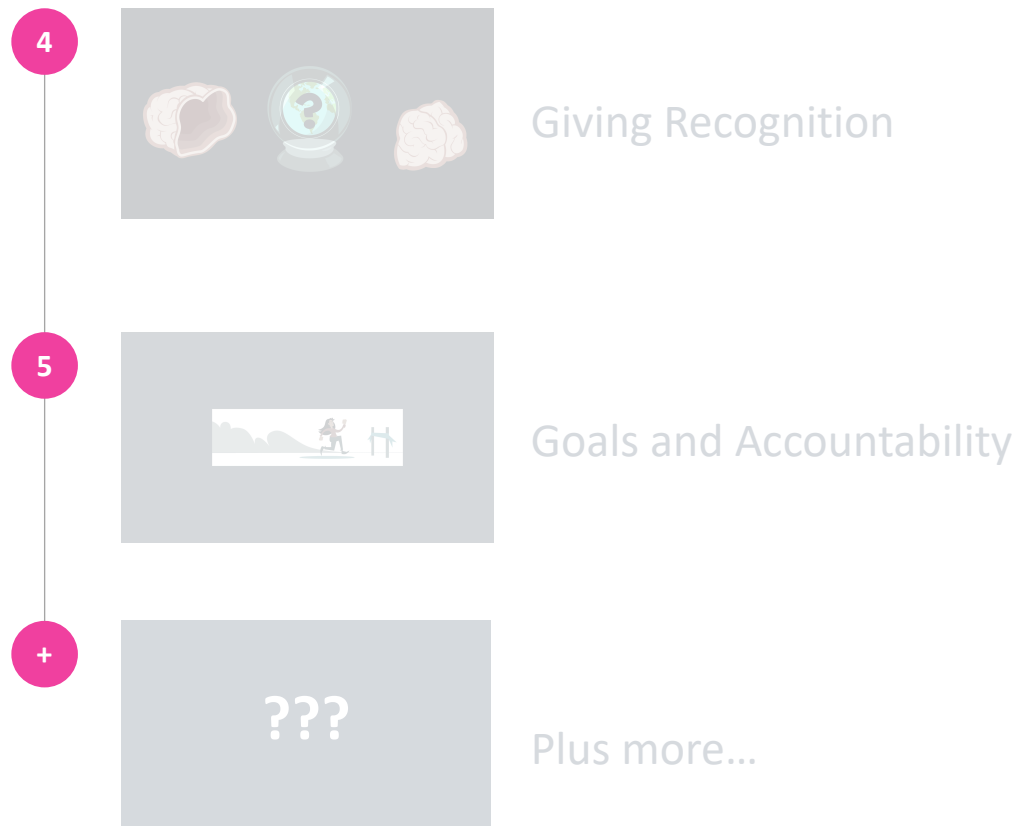


Plus more...



2. Using a single-concept micro-video as a trigger

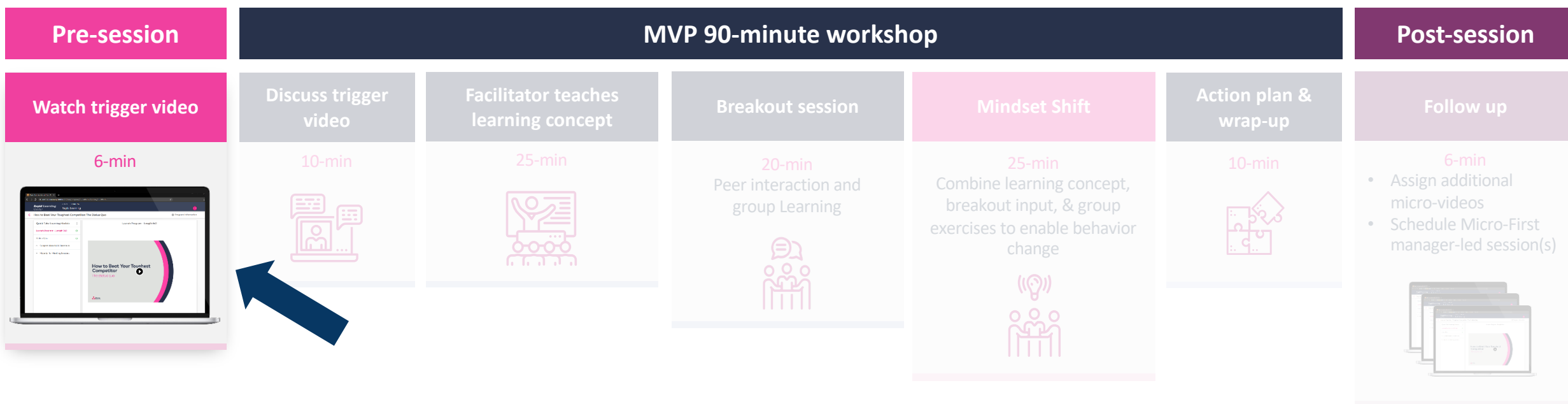
Learning Journey - Foundational Skills for New Leaders





2. Using a single-concept micro-video as a trigger

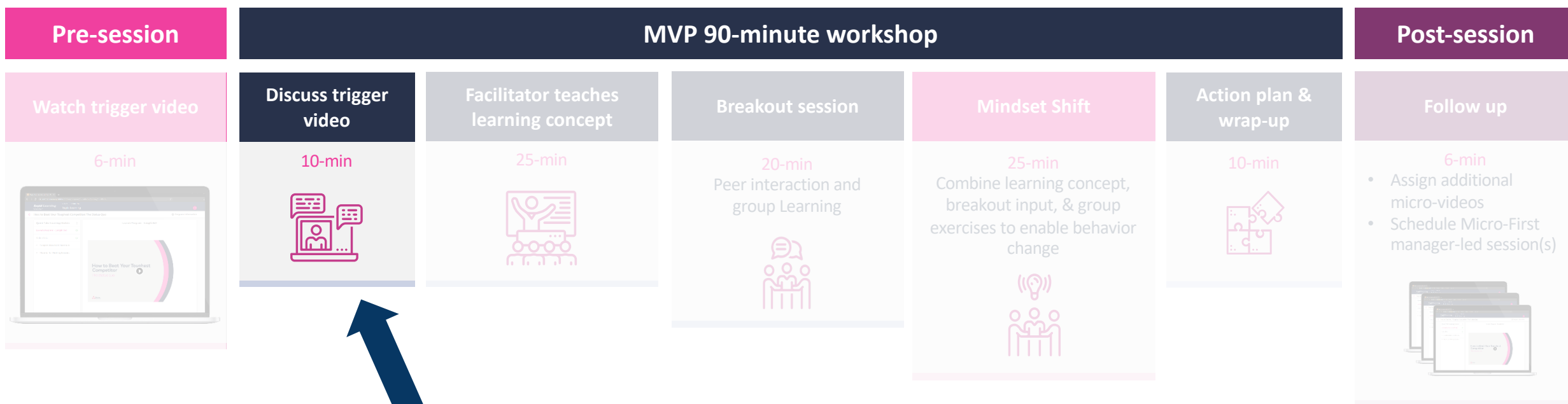
Have participants watch the video as pre-work





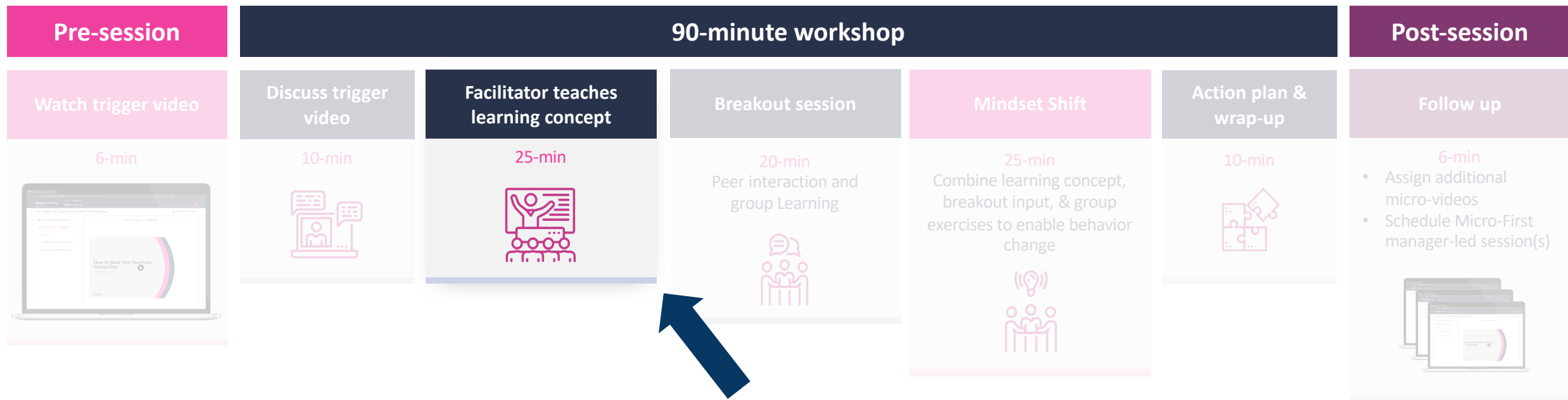
2. Using a single-concept micro-video as a trigger

Conduct a discussion of the video





3. The micro-video is amplified by a facilitated training session



An iceberg floating in a blue ocean under a blue sky with scattered white clouds. The tip of the iceberg is above the water line, while the much larger, jagged base is submerged. A horizontal line separates the sky from the water.

Behavior, impact, results

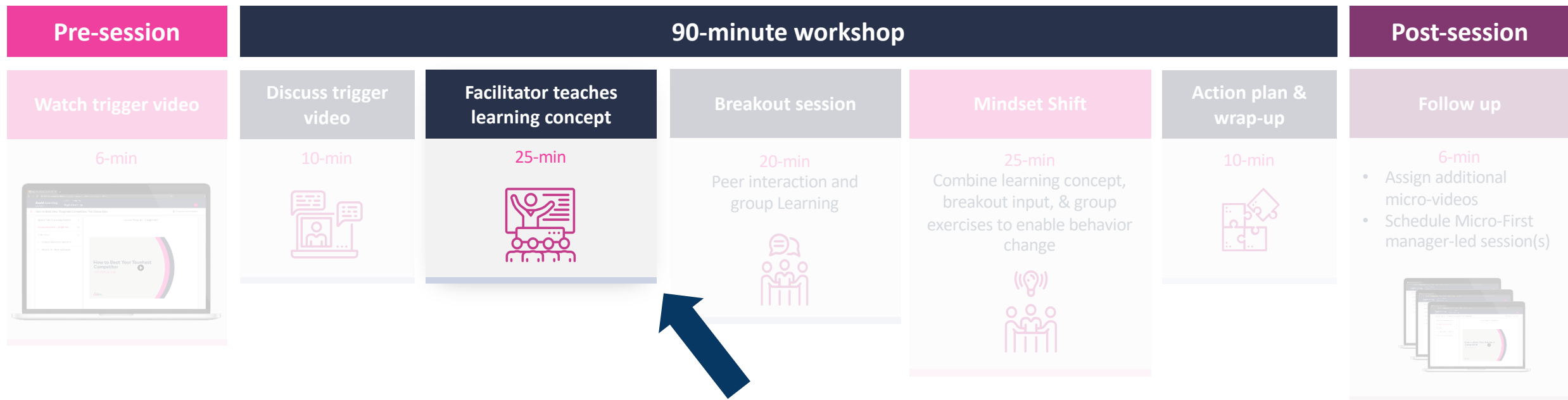
Mindset

Underlying beliefs that drive our behavior



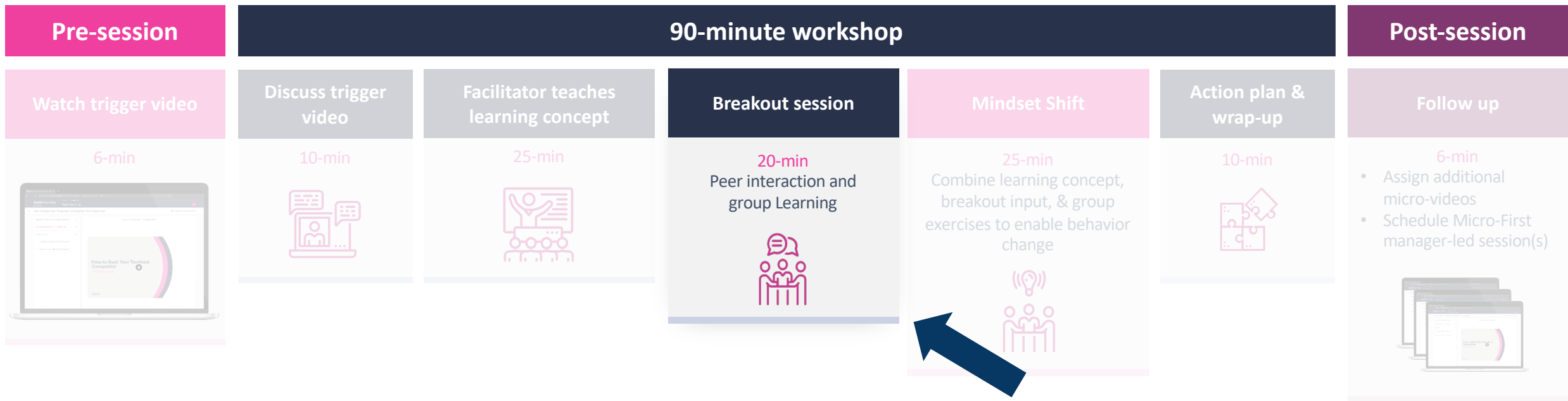
3. The micro-video is amplified by a facilitated training session

The key is to focus on just one topic.





4. Breakout sessions create interactivity and engagement.





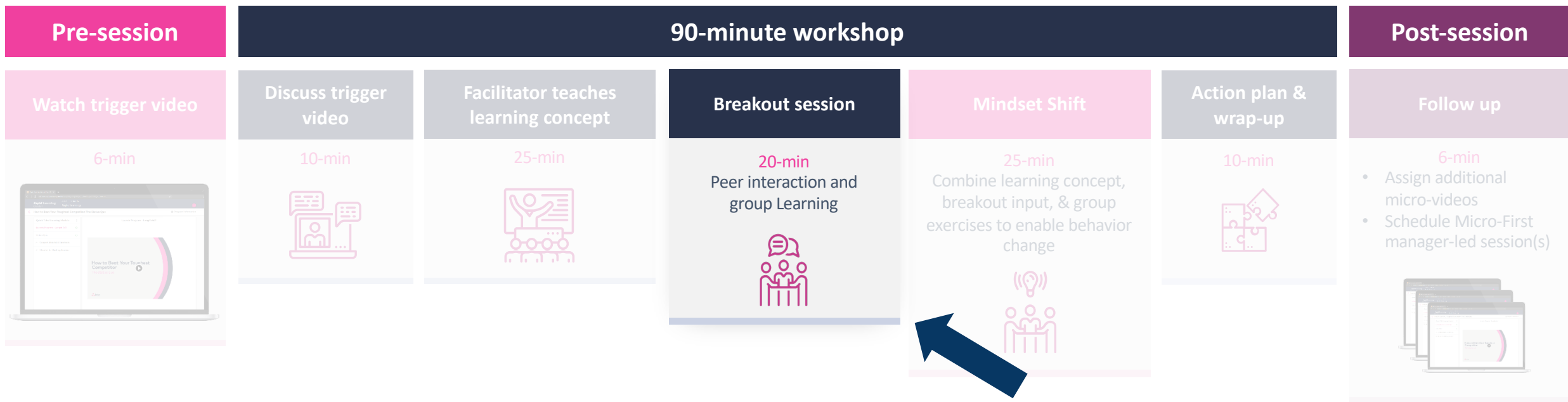
4. Breakout sessions create interactivity and engagement.





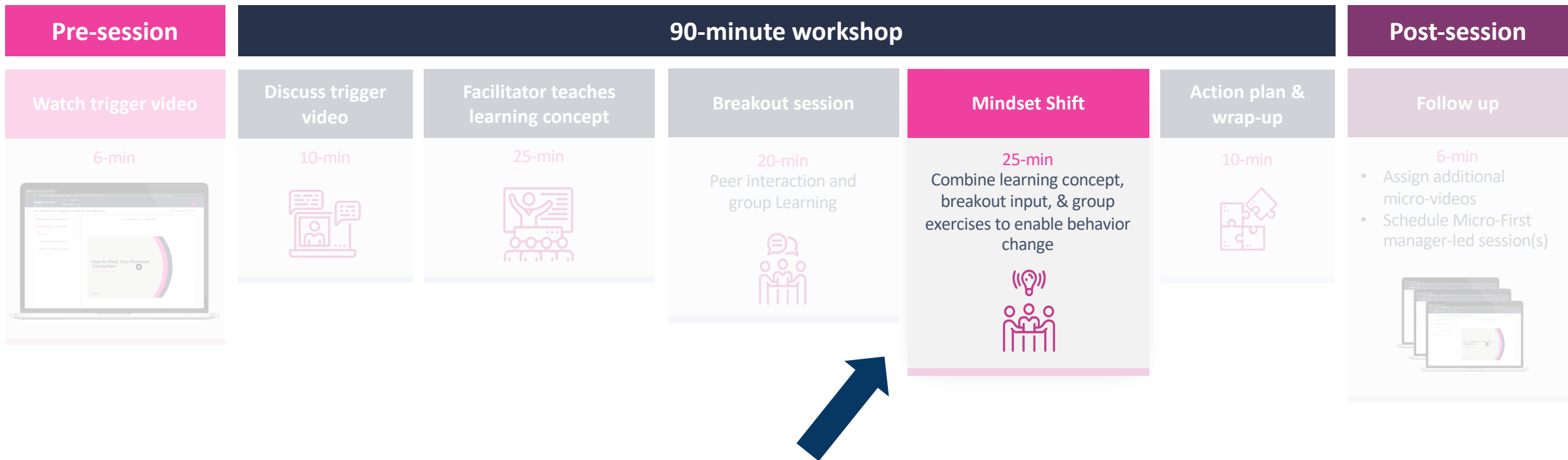
4. Breakout sessions create interactivity and engagement.

In MVP, breakouts are the experiential stage of the learning, where participants can personalize what they've learned



5. The mindset shift

The core of the MVP workshop



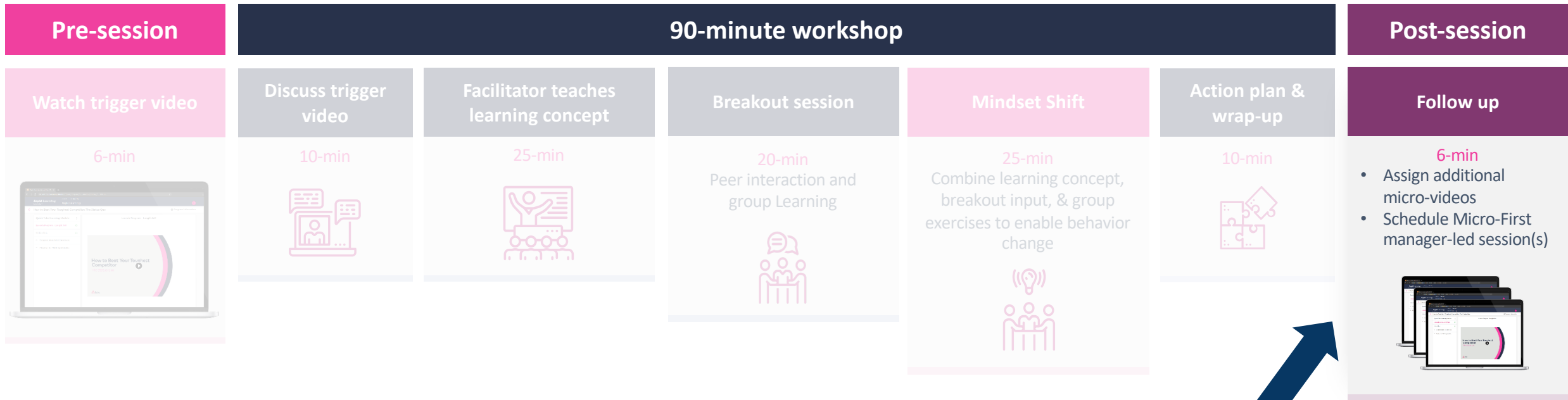


5. The mindset shift



6. Action plan and follow-up

Follow-up is built in at the end





6. Action plan and follow-up

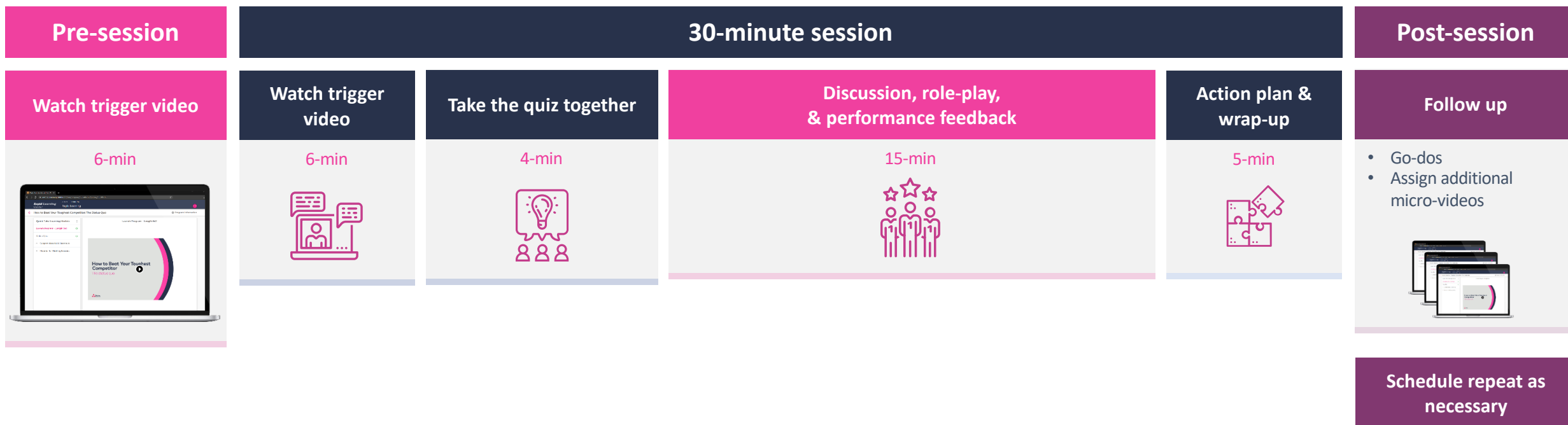
Problems with follow-up:

1. Managers don't think they know how to do it
2. They find it too difficult and time-consuming



Manager-led Get Togethers

Get Togethers are similar to MVP – except informal and non-disruptive



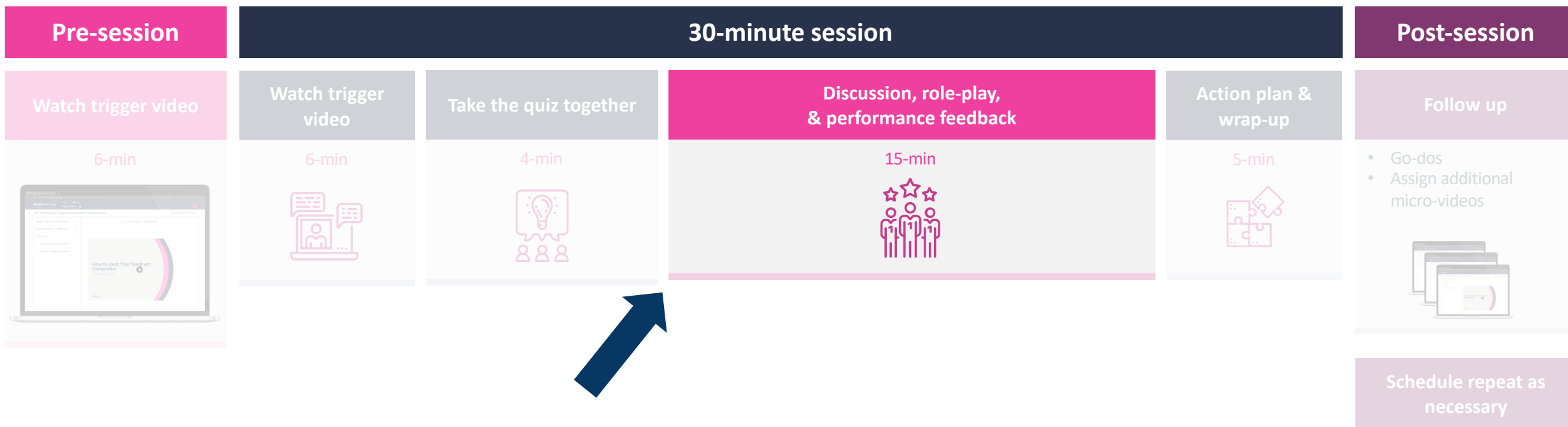


MVP isn't start-stop training

Get Togethers give managers a simple way to continue the conversation about the topic



Manager-led Get Togethers





Summary

Three most important things about MVP:

1. It's single-concept
2. It brings out the best of both digital and ILT
3. MVP has a built in follow-up model





Rapid Learning | a  **bts** company

Questions?

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



David Wentworth
Principal Learning Analyst
Brandon Hall Group



Steve Meyer
Founder & Managing Director
Rapid Learning, a BTS Company



Learning and Development



Talent Management



Diversity and Inclusion



Leadership Development



Talent Acquisition



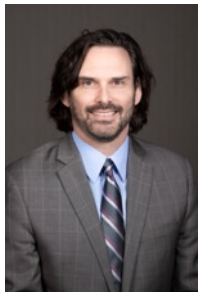
Workforce Management



Rapid Learning | a  **bts** company

Thank you for joining us today

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



David Wentworth
Principal Learning Analyst
Brandon Hall Group



Steve Meyer
Founder & Managing Director
Rapid Learning, a BTS Company



Learning and Development



Talent Management



Diversity and Inclusion



Leadership Development



Talent Acquisition



Workforce Management





The Power of In-Person



- Collaboration
- Connection
- Engagement
- Real-time feedback, coaching and support



In a truly blended environment, information and subject matter can be conveyed prior to the event, through videos or other materials. At the same time, participants can communicate and collaborate with one another through social networks dedicated to the class. This way, learners come to the ILT event on an even playing field, ready to put their knowledge to work.

The classroom can then be a far more interactive and collaborative event. The instructor becomes a facilitator, helping learners work their way through scenarios and exercises as they work together. If the learners are already familiar with one another, they are far more likely to interact from the outset.





Examples



Key Takeaways

- Formal learning is not the enemy. Class and course experiences typically form the core of the learning environment, with the other elements working in and around them. Don't abandon them, rethink them through the lens of modern learning strategy.
- Keep learners connected. The most powerful source of knowledge in an organization is typically the employees themselves. Let them share experiences and learn from one another, the way people learn in their lives outside of work.
- Knowledge is nothing without execution. Creating opportunities for learners to put their new skills and behaviors to work is part of the learning process. People are sometimes hesitant to try new things in the real world without practicing in a safe environment.
- Don't get caught up in how much of which type of learning to provide. Every outcome may require a slightly different approach. A learning strategy that is flexible and allows for an iterative learning program allows learning to become as agile as the rest of the organization.



Thank you for joining us today

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



David Wentworth
Principal Learning Analyst
Brandon Hall Group



Learning and Development



Talent Management



Diversity and Inclusion



Leadership Development



Talent Acquisition



Workforce Management



How We Can Work Together

Flexible Solutions

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

Membership

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

Advisory Offerings

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

Awards

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

Development

This designation is the next step beyond the HCM Excellence Awards. This certification looks at the department as a whole.

Certification



What Differentiates Us?

HIGH-VALUE MEMBERSHIP

We offer flexible, high-value memberships that provide everything you need for as many team members as you want at a cost you can afford. Our elite group of analysts produce practical, actionable research and tools about implementing effective strategies, efficient processes, and leading technologies across the HCM space.

PARTNERSHIP

We offer partnership, including input into our research agenda, our survey questions, and our certification programs. Members of your team can also be featured guests on our HCMx Radio podcasts.

WORLD'S LARGEST HCM CASE STUDY LIBRARY

We have the world's largest library of HCM case studies, the majority of which are from Fortune 1000 global organizations. They are unique for their diversity and focus on measurable business benefit.

PROPRIETARY DATA

Our benchmarking data is all proprietary and driven by a respondent database of 50,000+ business and HCM leaders and practitioners. As an added bonus, every single data point is available to you on demand via DataNow®.



What Differentiates Us?

ASK-THE-EXPERT

Everyone on your team can ask an unlimited number of questions in our Member Center. They are answered within 48 hours by one or more of our analysts along with links to relevant proprietary research and tools.

DEVELOPMENT AND CERTIFICATIONS

We offer certification options for both the organization and the individual. Our Organizational Excellence Certification looks at the department as a whole. Additionally, our Professional Certification Program focuses on each professional individually.

CONCIERGE-QUALITY SERVICE

We provide concierge-quality service and are an extension of your internal team. This includes a customized success plan and monthly meetings to ensure your needs are being met.

CONNECT WITH PEERS

We help you set up meetings with other member organizations to share insights and network.



What Our Clients Have to Say



I think it's been useful for us to make incremental changes to what we do; but also know that we are embarking on a more radical transformation to what we do. We find that it's a very interesting forum...

Gianni Giacomelli, Chief Innovation Officer at Genpact

<https://youtu.be/VM1Sz1IOdbk>



We leverage the Brandon Hall Group experts as somewhat of a kick the bucket, test the pressure on the tires – what are we missing, what have we not considered, what should we consider, do you see any pitfalls?...

Scott Miller, Senior Vice President at Bank of America

https://youtu.be/Dz9_fQCLPeA



Hewlett Packard Enterprise

I personally work in leadership and have gotten great value from having different subject matter experts from Brandon Hall Group speak to that, but I know colleagues have asked, “can you get me some time with a SME?”

Sonia Ng, Director, Leadership, High Potential & Business Solutions at Hewlett Packard Enterprise

<https://youtu.be/NXEtb2yoSEk>



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 at CDW

https://youtu.be/OgdA_tpM55U



Edwards

Our partnership with BHG is critical to address big challenges and opportunities in L&D that our team is facing each day..

Michelle Vielledent, Director, Sales Effectiveness at Edwards Lifesciences

<http://bit.ly/2RjLS4p>



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 at PwC

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