

No Going Back: Training in the Millennial Age

PRESENTED BY:  OpenSesame®

April 26, 2016

What we will cover today ...

Context (millennial discussion)

Training as competitive force

6 Keys to HCM and eLearning

Course Quality

BYOD / after hours

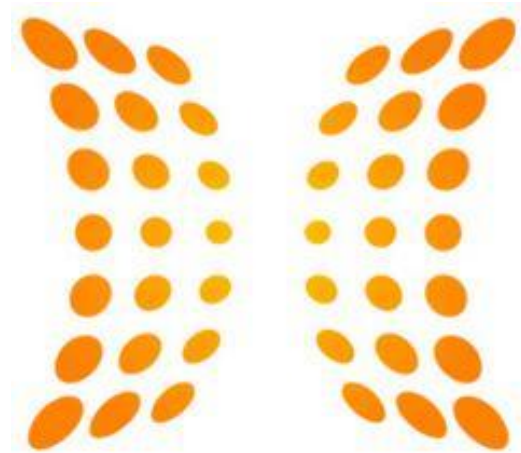
Badges / Credentials

And vs Or

Journey, not a destination

What does this all cost?

Curated Content example



Context – Think Like a Millennial

Why?

- 1) Millennials will inherit our organizations ...
- 2) The forces that forged them have affected us all
- 3) Many of the trends – economic, cultural, global, skill needs – are not reversible

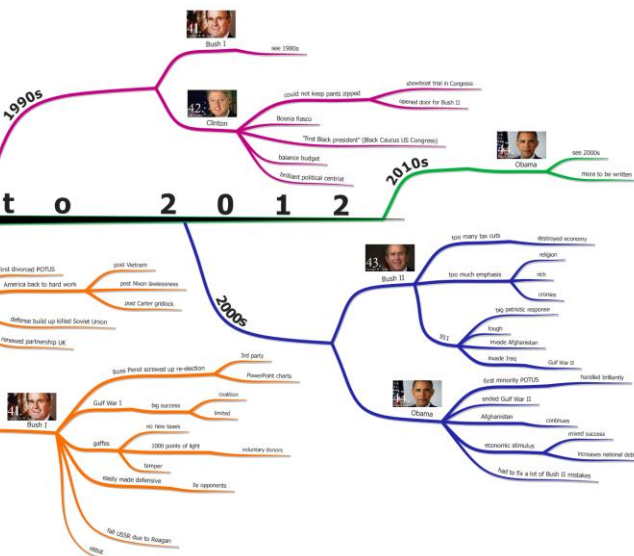
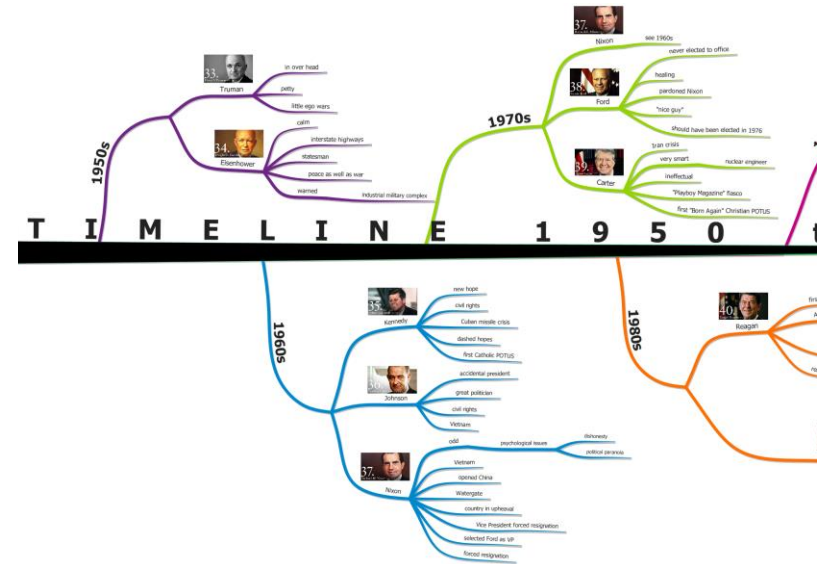
The 60 Second Cultural Timeline

1950s - Children were to be seen and not heard

- Adults conform at work
- Economic boom times
- Defined Benefit retirement
- Average middle income job tenure exceeds 10 years
- Backlash: The man in the gray flannel suit

1970s - Child development theory - Spock and Others

- Adults job title expansion (new skills)
- 10 years of stagflation - mostly silently born
- Wage rewards become flat for middle workers
- IRAs (DC) replace Defined Benefit, high contributions by employers
- Middle income employee tenure shrinks to less than 10 years



1990s - Education becomes gamified - a trophy a day

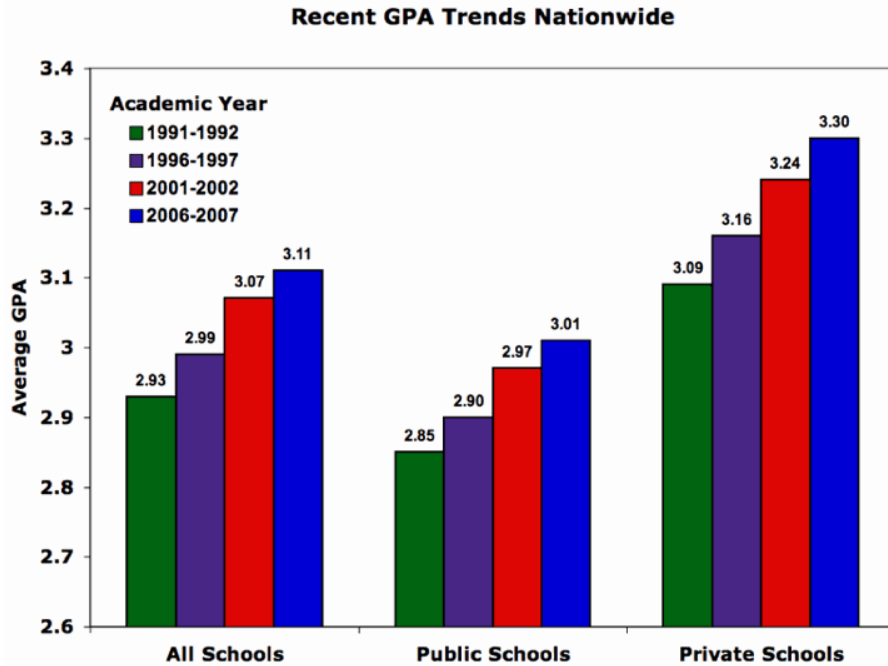
- Tech Boom in 1990s followed by massive crash (Dot.com bust)
- Wage rewards decline for middle workers
- Employee contributions for IRAs pegged to profits
- Middle income employee tenure shrinks to 7.5 years

2010s - Great Recession massively disrupts employment

- Lost generation defined
- Wages replaced with Gigs and ad hoc work
- Few new workers participate in IRA - low/no contributions
- Concept of job tenure shrinks to less than 3 years

Everyone is a Top Student

And Everyone is At Risk



Stuart Rojstaczer

We have managed to retain the concept of employment for 200 years while the average tenure moved from Lifetime to less than 3 years.

Question: What will we call “employment” when the average tenure shrinks to less than 12 months?

Sooooo, this isn't just about Millennials after all, now is it?

The New York Times | <http://nyti.ms/1Hp2QUy>

ECONOMY | A SHIFTING MIDDLE

Growth in the ‘Gig Economy’ Fuels Work Force Anxieties

By NOAM SCHEIBER JULY 12, 2015

When the California Labor Commissioner’s Office ruled last month that an Uber driver was an employee deserving of a variety of workplace protections — and was not, as the company maintained, an independent contractor — it highlighted the divided feelings many Americans have about what is increasingly being called the “gig economy.”

On one hand, start-ups like Uber, which is appealing the decision, and Lyft make it possible to conjure up rides on a smartphone in a few seconds’ time.

On the other, Uber — which directly employs fewer than 4,000 of the more than 160,000 people in the United States who depend on it for at least part of their livelihood — and similar companies pose a challenge to longstanding notions of what it means to hold a job.

Millennials are not “Different” – they are Ahead



<http://www.payscale.com/data-packages/generations-at-work>

Survey from November – 26% of Millennials believe you can look for a new job after less than one year at your current job. †

Millennials are the “Canaries in the Coal Mine”, they most clearly reflect the new employer/employee relationship trends. Older workers may be masking this belief set better, but survey’s indicate **All Workers Have Changed** their view of tenure, loyalty and careerism.

† Further studies indicate that more than 50% of top performers believe this!



The Issue Is Real, and It Is Now

Deloitte. 2016 Millennial Survey

Just 16%

Of Millennials see themselves with their current employer a decade from now

Only 28%

Of Millennials feel that their current organizations are making full use of the skills they currently have to offer

66%

Of Millennials expect to leave their organization by the end of 2020!

The Issue Is Real, and It Is Now

Deloitte. 2016 Millennial Survey

“63% of Millennials believe their leadership skills are not being fully developed, but the ability to progress and take on a leadership role is one of the most important drivers when evaluating job opportunities”



Human Capital Development as Competitive Force

“Our most important assets
walk out the door every night”



Unless we want to live with a future of 50% staff turnover every year, we need new tools to create loyalty and longevity for our best workers.

These new incentives need a diversity not seen in prior corporate cultures.

And they need to start the first week of a new hire's work.

**** Before You Start: You must have a solid LMS to implement eLearning***

1) Package “Experiences” as Rewards

MILLENNIALS VALUE EXPERIENCES MORE THAN POSSESSIONS

🕒 March 2

Tags: [consumer behavior](#), [millennials](#)

Research from Zenith Optimedia suggests that this generation “feels a growing affinity for brands that help them to take control of their lives and offer worthwhile experiences rather than more possessions.” The report, highlighted in Marketing Week, examines the factors that drive happiness in young adults. Among the findings:

Tell employees that Training is a Valuable Reward – * ***New Skills have a Core Value***

Communicate that Training will **Build Their Personal Brand** both within and without the organization

HUMANIZE the descriptions of what learners will experience and retain.

Give Extra Training opportunities as part of Employee-of-the-Month *and much broader schemes*

Broadly and Repeatedly communicate the short term and long term value of more training

Tie the training messages back to a “culture of people values” – make your organization unique

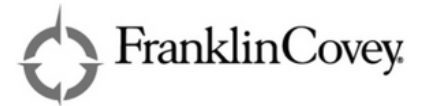
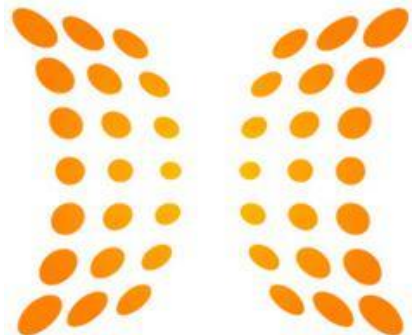
2) Improve the Learning Experience

Get high quality, curated content that builds skills that people value internally.

Different Course Publishers have different strengths – you need the best content possible to make Incentives feel real.

You cannot succeed with eLearning as Incentives without a solid LMS

And let the employees have a vote!



3) Let the People Speak

Employees need to be encouraged to voice opinions, good, bad and ugly, after training.

But, give them channels to Keep in in House!

Use your business social network as the channel of choice for Course feedback.

If it is Only In Your LMS, most people will not see it.



4) Give them a Roadmap of Learning

Combine your Compliance courses with personal advancement skills

Give a simple “balanced diet” model such as “2 from column A”, “4 from column B” and “1 from column C”

Tie the roadmap with a Multi-Year Picture of Learning – teach longevity



5) Recruit the “People’s Champions”

- Identify employees who have taken courses with good results
- Reward them with more!
- Focus on a diverse, Authentic set of spokespersons
- Be very up front with them why you are focusing on them – let them buy in (or not) to the mission of promoting training.
- Use their real world words and let them speak in meetings about the value of courses.
- Keep. It. Real.



6) Hard Skills // Soft Skills – Teach Them Why

- **Hard Skills:**
 - * *Help you “Get a Job”*
 - Completes your tactical education
- **Soft Skills:**
 - * *Help you “Keep a Job”*
 - Completes your strategic education
- **Compliance Training:**
 - Keeps you “legal”
- **Personality:**
 - Tech people – encourage soft skills
 - Extroverts – encourage hard skills



Course Quality

Subjective:

- High reviews & ratings
- Content appears fresh
- Engaging, human tone and style
- Individual experiences (audience of one)

Objective:

- Checklisted on requirements
- Certification up to date
- Viewer completion stats



BYOD and Off Hours Access

Under 30? It better work on phones & tablets

Time shifting – and especially flexible start/stop for longer content

Requirements for proctoring & security cause some courses to be “in house”

All content is moving to comply, but we clearly have a way to go



Badges and Credentials

Millenials want to **Improve their Personal Brand – New Skills are Brand Building**

People want to get some externally visible badge on course completion

The paper on the wall doesn't help: open offices have no "wall", you cannot see it on LinkedIn

People want to post their accomplishments as if they were "awards" on LinkedIn and Facebook

This is a very low cost add-on for training plans – and visible to everyone, creating the viral effect



OpenBadges
Get public recognition for your skills and achievements



Training is an “And”, not an “Or” Option

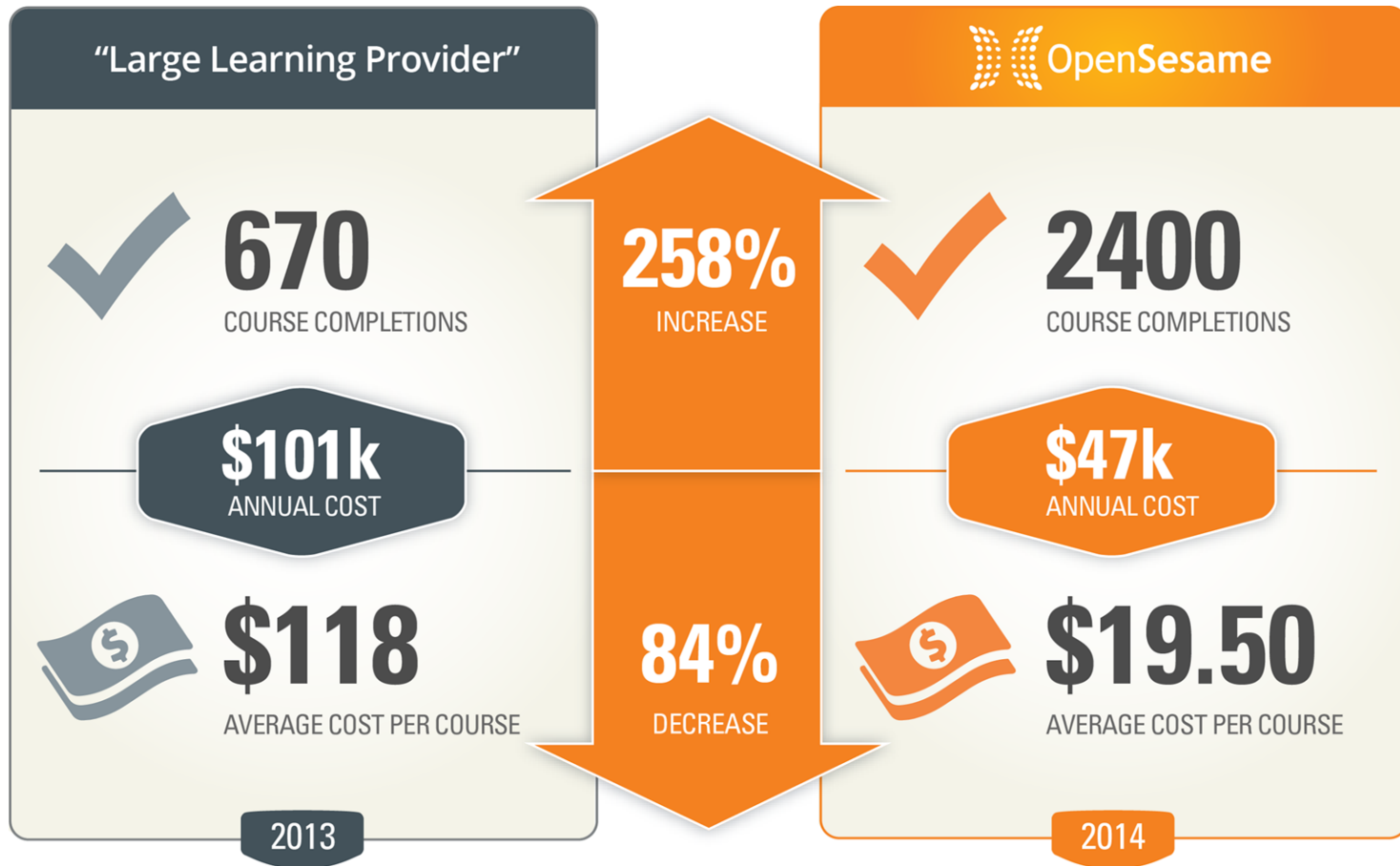
- **eLearning as Incentives: Both Skills and Brand Building**
- Using eLearning and training as part of HCM is win/win
- All inputs indicate it is well received by junior & senior people
- It is almost *Never* an option to replace wages, bonuses or other compensation
- It *May* be an alternative to hierarchy changes (moving lateral can be a reward)

We *(the industry)* Don't Have All This "Complete" Yet

- Many of the content qualities we need are not quite there
- Not all courses are multi device ready
- Badging and certifications are in progress
- But, the trends are all in place
- You can implement incentive based training now!



What does this all cost?



OpenSesame Plus – Curated Content Offer

Included in OpenSesame Plus:

- ✓ **Wide variety of courses**
 - Business Skills (1,450)
 - Technology & Software (700)
 - Compliance & Safety (175)
 - Industry Specific (100+)
- ✓ **Award-winning providers**
Cegos, Syntrio, Vubiz and more
- ✓ **Multiple Languages**
Many courses available in Spanish, German, French, Chinese, Russian, Arabic and more!



Gain access to a curated offering of 3,000+ courses from top providers.



Avoid worrying about the cost per course.



Use as many or as few courses - training you need, when you need it



All OpenSesame courses can easily integrate with your learning management system (LMS) or are available directly on our site for easy access.



Why OpenSesame?

Over 20,000 Courses from leading publishers



VS.



When training is **canned**, and been sitting on the shelf for way too long, it becomes **boring** and **flavorless**.

When you keep it **fresh**, add in some **variety** and **spice**, it becomes a lot more appealing!

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Training in the Millennial Age

Questions



Answers

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