6 Steps to Personalized Learning for Mid-Size and Large Enterprises

Thank You to Our Speakers!

David Wentworth
Principal Learning Analyst
Brandon Hall Group

Skip Marshall
CTO
Tribridge

The HCM Ecosystem From the Tribridge Perspective

→ **Engage**

- Implementation
- Consulting
- Outsourced Administration
- End-user support

→ **Enrich**

- Content Services
- Custom Content

→ **Enhance**

- AmplifyHR℠
- ContentSphere

Brandon Hall GROUP

HCM Research and Advisory Firm

Sample of Our Clients

FOUNDED IN 1993

Community of 300,000+

10,000 Global Clients

Leading Independent HCM Research & Analyst Firm

Publishing 2+ Pieces of Research Each Day

How Brandon Hall Helps You

Learning & Development

Talent Management

Leadership Development

Talent Acquisition

Workforce Management

MEMBERSHIP

STRATEGIC CONSULTING

EXCELLENCE AWARDS

PROFESSIONAL DEVELOPMENT

Open Surveys

We invite you to participate in our surveys.

- For a complete list of surveys that you can take, please visit our survey page http://brandonhall.com/open_surveys.php.

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

Agenda

1. Focus on experiential learning opportunities

2. Provide technology to support learner preferences

3. Allow learning to take place naturally

4. Support learner-driven knowledge gathering

5. Enhance opportunities for information sharing

6. Continually monitor, evaluate, and improve

"Personalized Learning" is the process of providing learning experiences based on the employee's professional and personal needs/interests and being able to access that learning in a venue and time frame that is best for the employee.
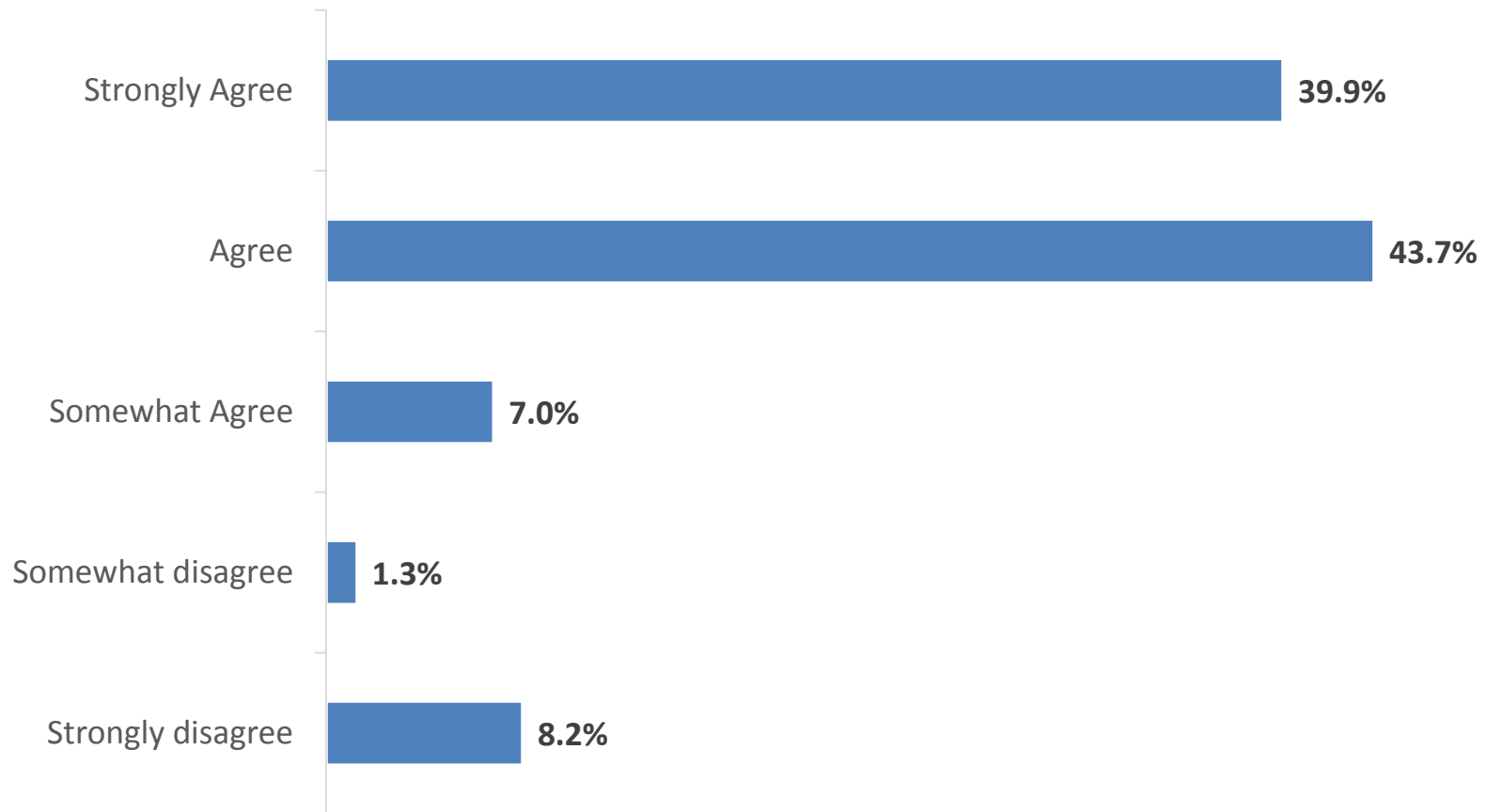
Poll Question

Does your organization deliver personalized learning experiences?

- Not at all

- We dabble in it, but not much

- There is a bit, and we're getting better

- Several of our programs are personalized

- The overall learning experience is personalized
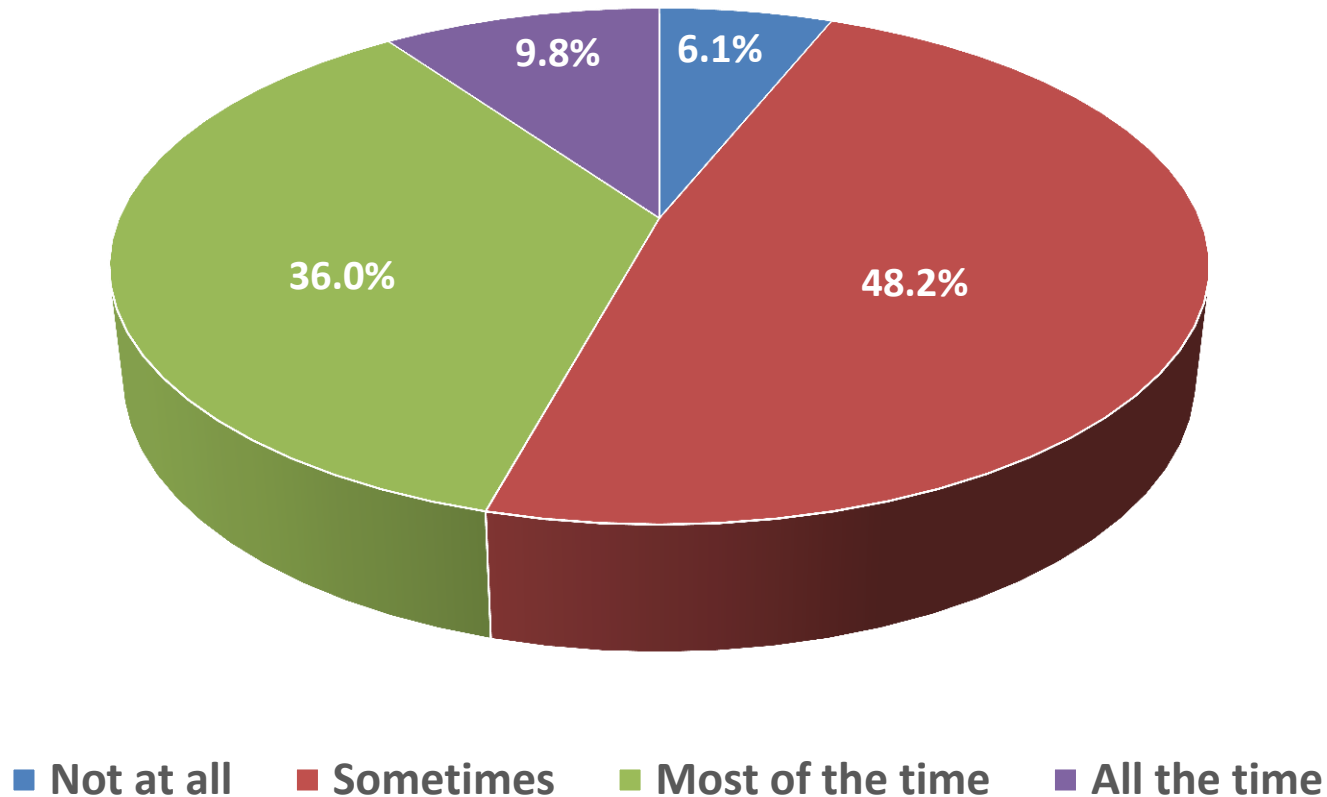
Do you agree that personalized learning supports employee needs in continuously developing knowledge, skills, and abilities?

| Response	Percentage
Strongly Agree	39.9%
Agree	43.7%
Somewhat Agree	7.0%
Somewhat disagree	1.3%
Strongly disagree	8.2%

The Impact of Personalized Content

53%

of companies consider the inability to customize content as a significant challenge to implementing the learning strategy

Brandon Hall Group, State of L&D, 2015

Brandon Hall Group's High Performing Organizations (HiPOs)

Majority of key performance indicators increased year over year:

- Revenue
- Profitability
- Customer satisfaction
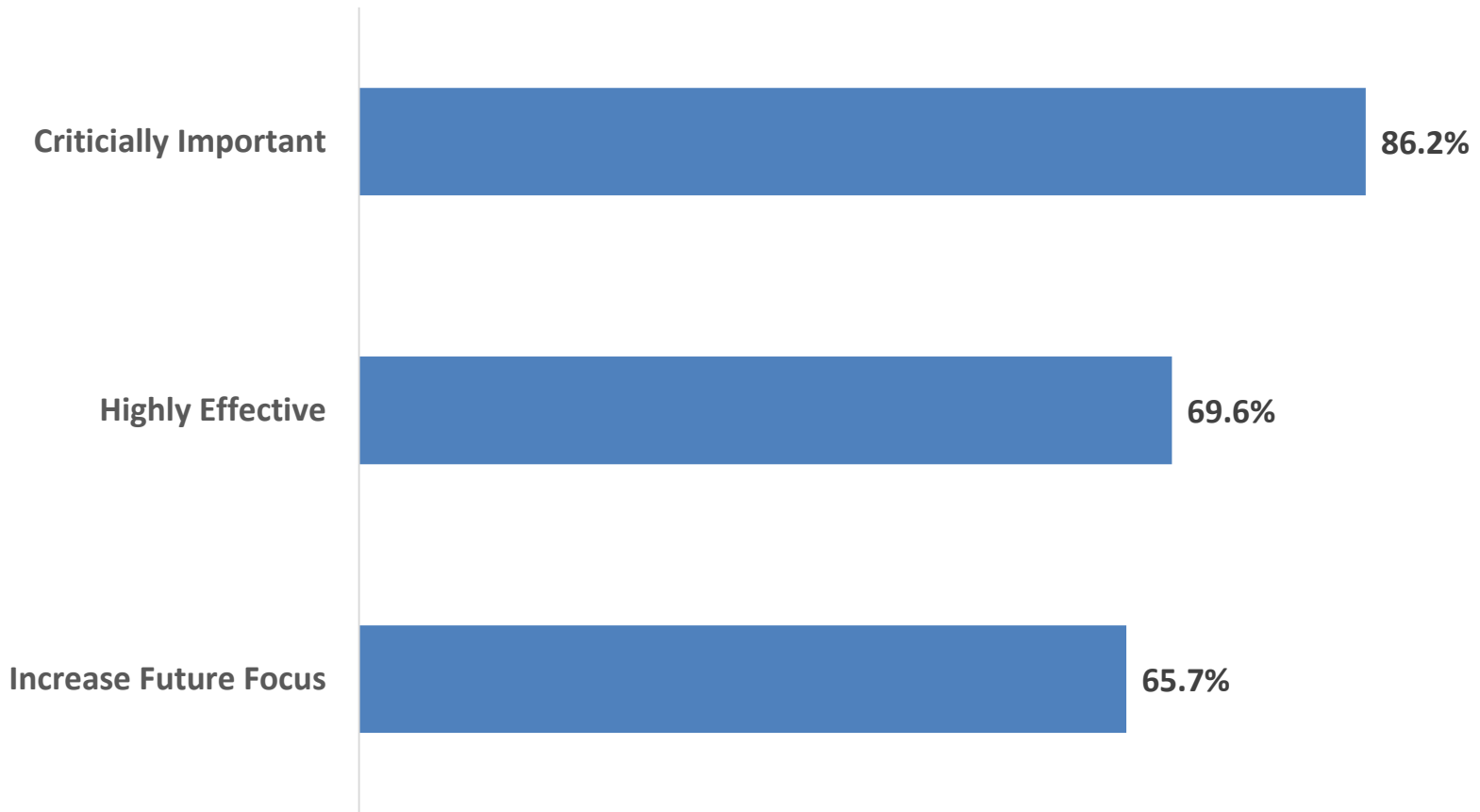- Market share
- Others

1
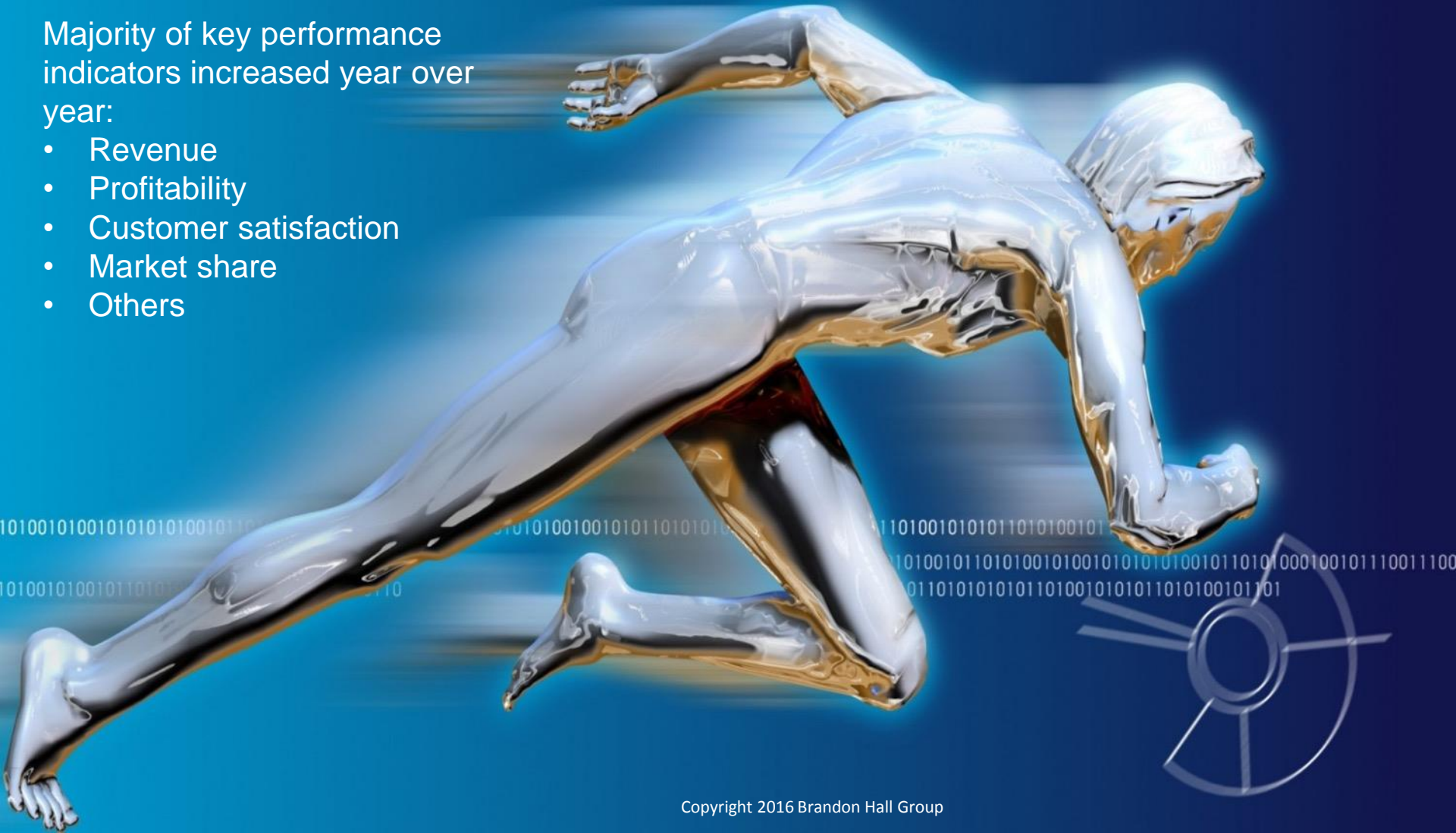
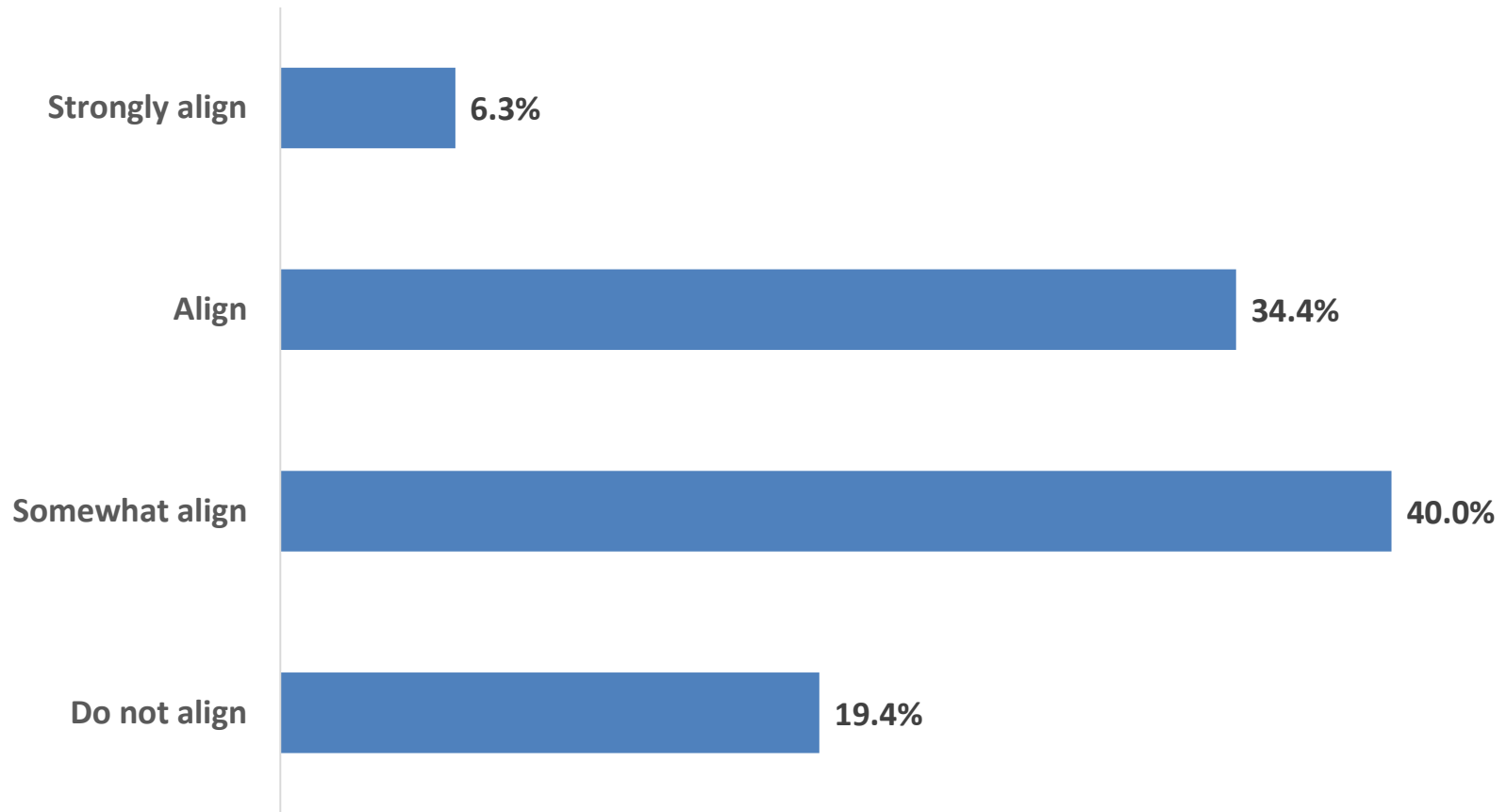# Focus on experiential learning opportunities

Experiential Learning

1. Most learning takes place outside of traditional systems
2. This isn't about observational checklists.
3. Provide resources and systems to track mentoring, on-the-job training (OJT), brainstorming and collaboration sessions, etc.
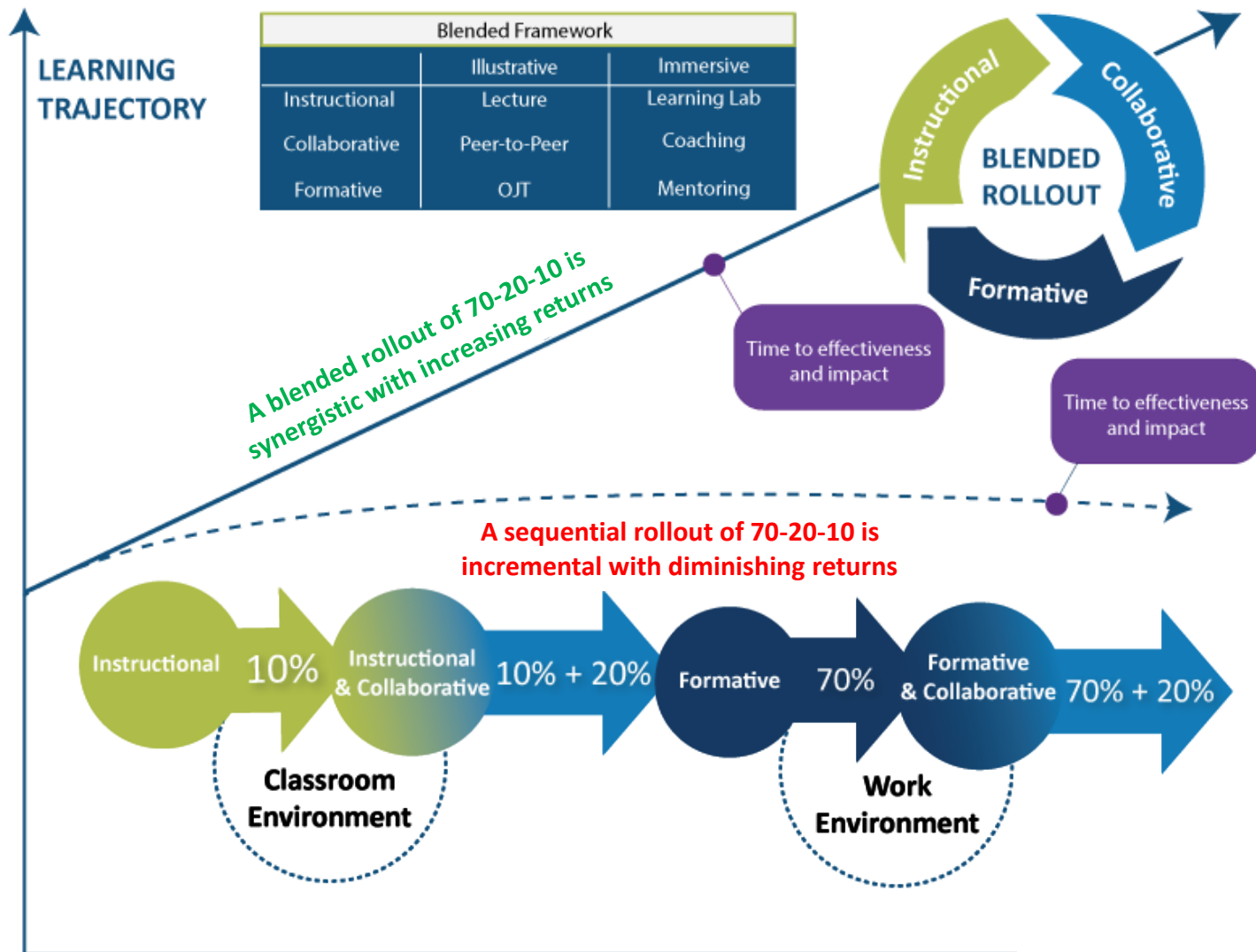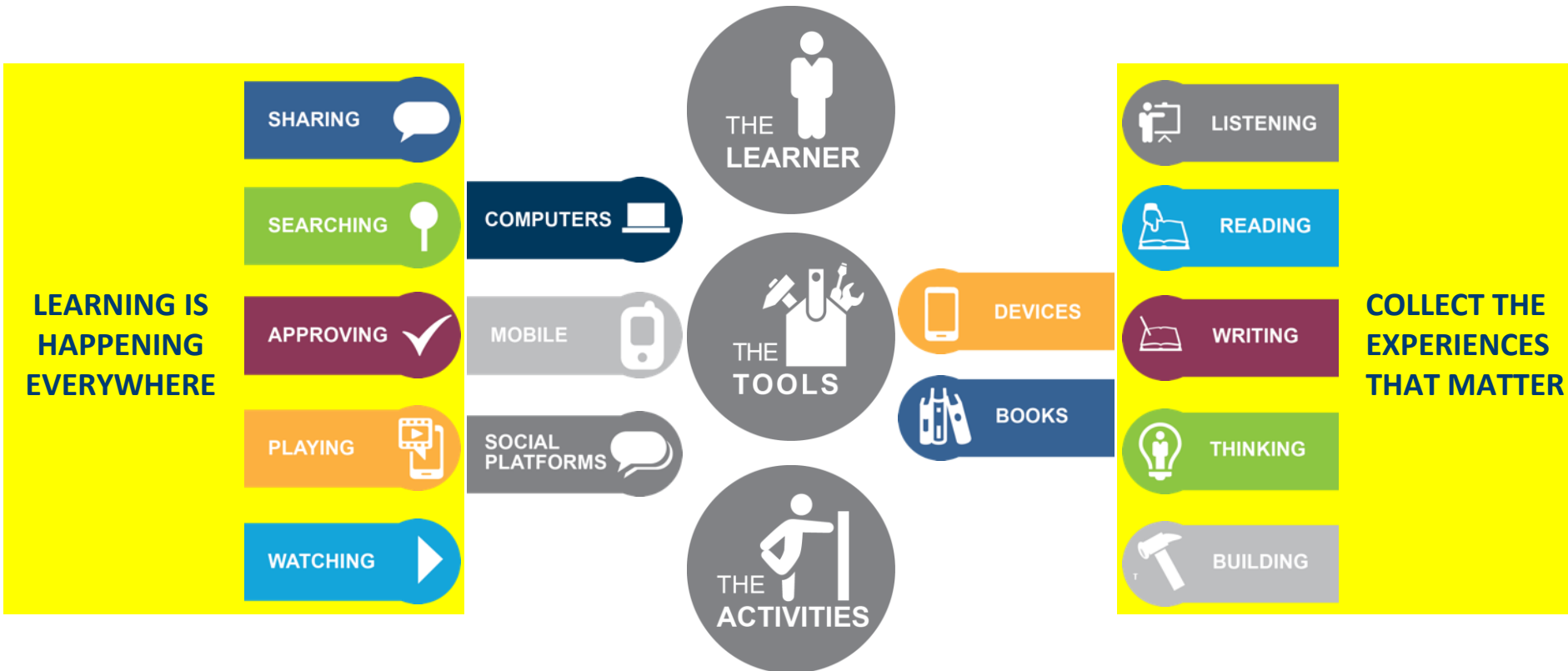
Experiential Learning

Does your organization align personalized learning with the 70:20:10 framework?

Strongly align	6.3%
Align	34.4%
Somewhat align	40.0%
Do not align	19.4%

70/20/10: A Fresh Look

What's Important?

Example: 70/20/10 L&D

70%
ON THE JOB TRAINING

- Change Management
- Cross Functional Assignments
- Role Shadowing
- Coaching
- Informal Training
- Interviewing
- Leadership Activities
- Process Assessments
- Presentation
- Professional Organization
- Seminar Attendance

20%
MENTORING PROGRAMS

- Change Management
- Cross Functional Assignments
- Role Shadowing
- Coaching

10%
TRAINING PROGRAMS
- Browse For Training
- Recommended/Featured Training

2

Provide technology to support learner preferences

Technology Support

1. Give learners the opportunity to track things that are meaningful *to them*

2. Automate tracking where possible

3. Monitor usage and consumption

4. As learners identify useful resources...promote them to other users. Such as: users who found X useful...also found Y useful

5. Leverage a single place to search across both internal and external resources (federated search). Avoid making learners hunt for information.

To what extent does your organization create a personal learning plan that helps the employee keep track of their goals, strengths, and development opportunities?

- All the time: 5.8%
- Most of the time: 24.5%
- Sometimes: 51.6%
- Not at all: 18.1%
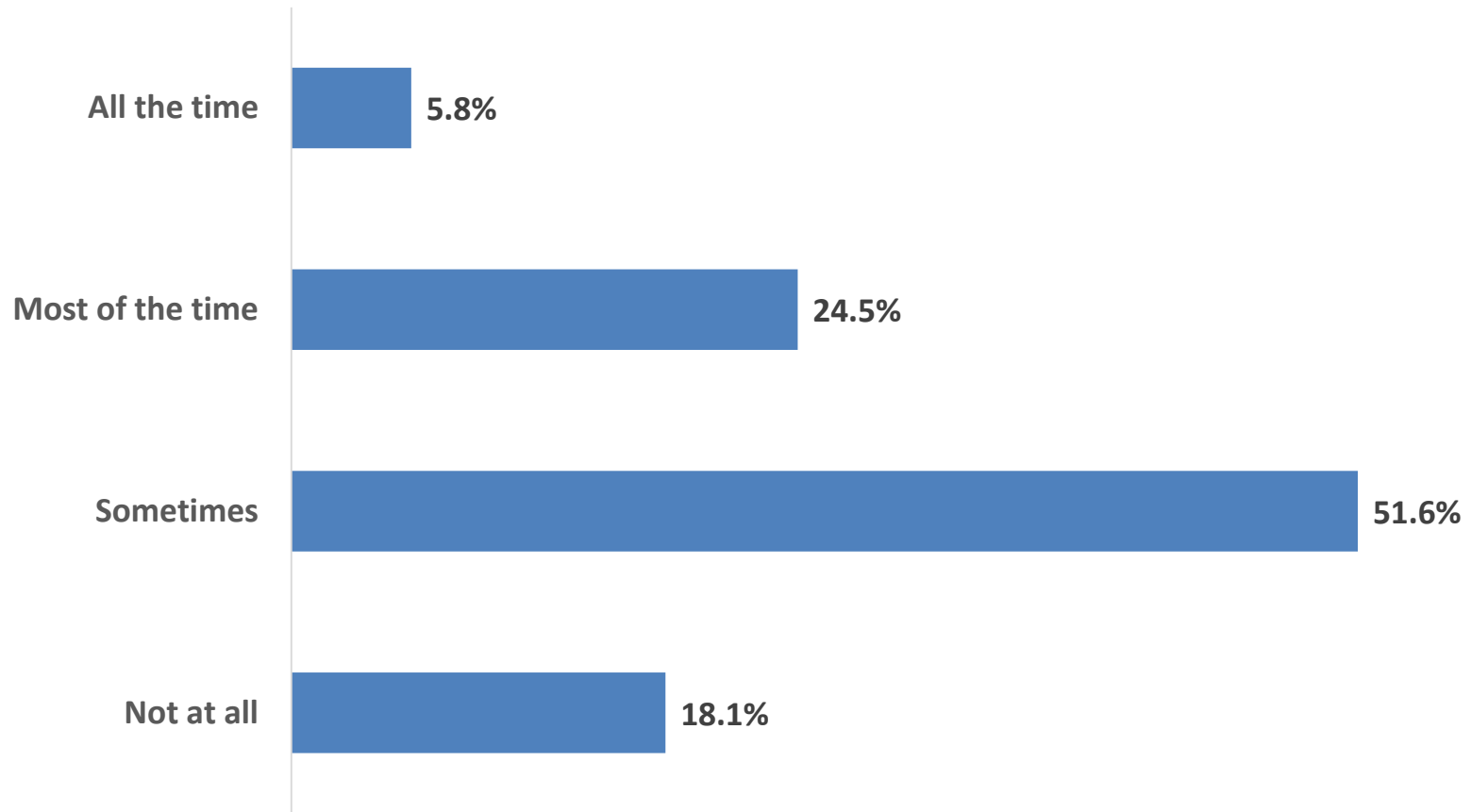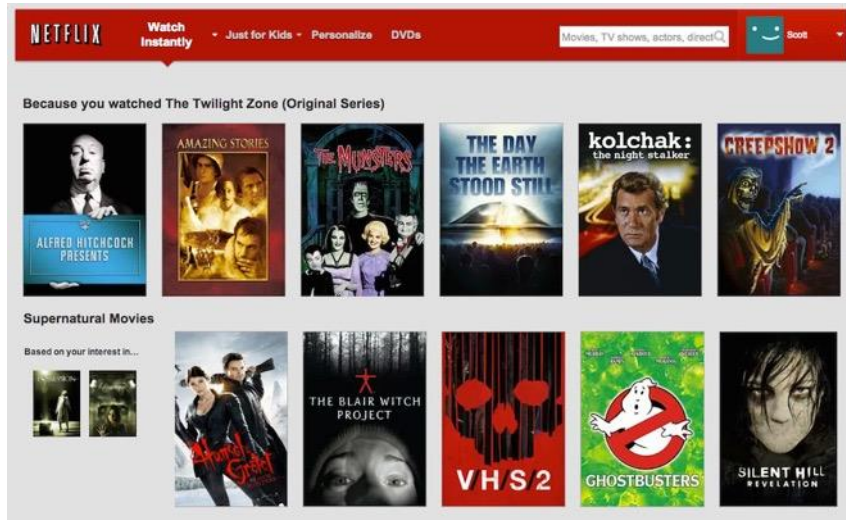
Retailers know how to tap into profiles and buying habits to deliver custom, personalized experiences

What Can We Learn from Marketing?

- Deliver Engaging Content

- Make Content Accessible

- Capture and Correlate

- Test, Optimize and Segment

- Apply Predictive Analytics

TRIBRIDGE

We are able to deliver learning experiences tailored to the learners' needs and the subject at hand

HiPOs
83%

Others
66%
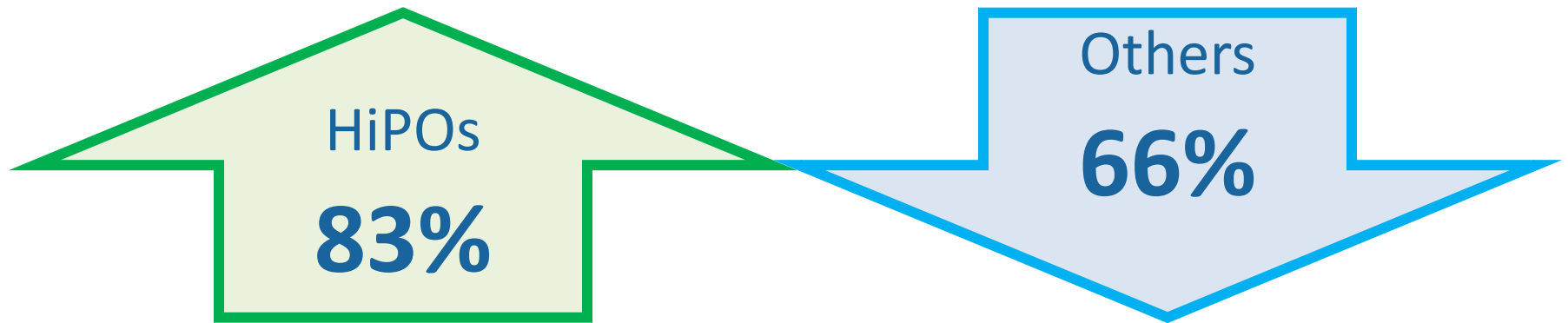
Important or Critical to the business

Poll Question

Why do you think your learners aren't more engaged with your learning?

- Our system is hard to use

- The learning doesn't feel relevant

- The learning is too intrusive to workflow

- The content simply isn't engaging

- Other

The Changing World of Learning

3
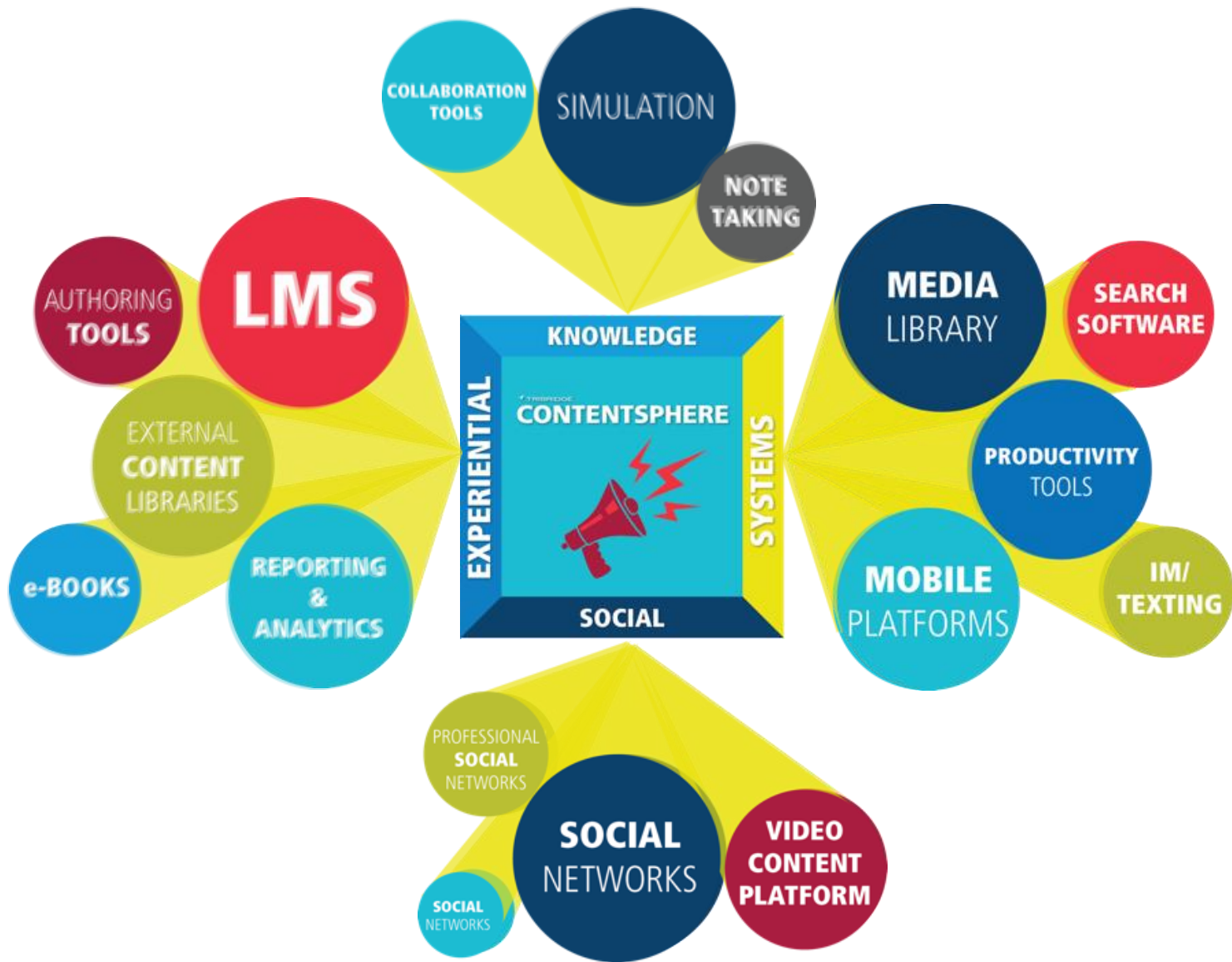
Allow learning to take place naturally

Natural Learning

1. Don't force learning in specific locations
2. Allow learners the opportunity to access and use the resources they value

Critical elements for an effective and efficient personalized learning program

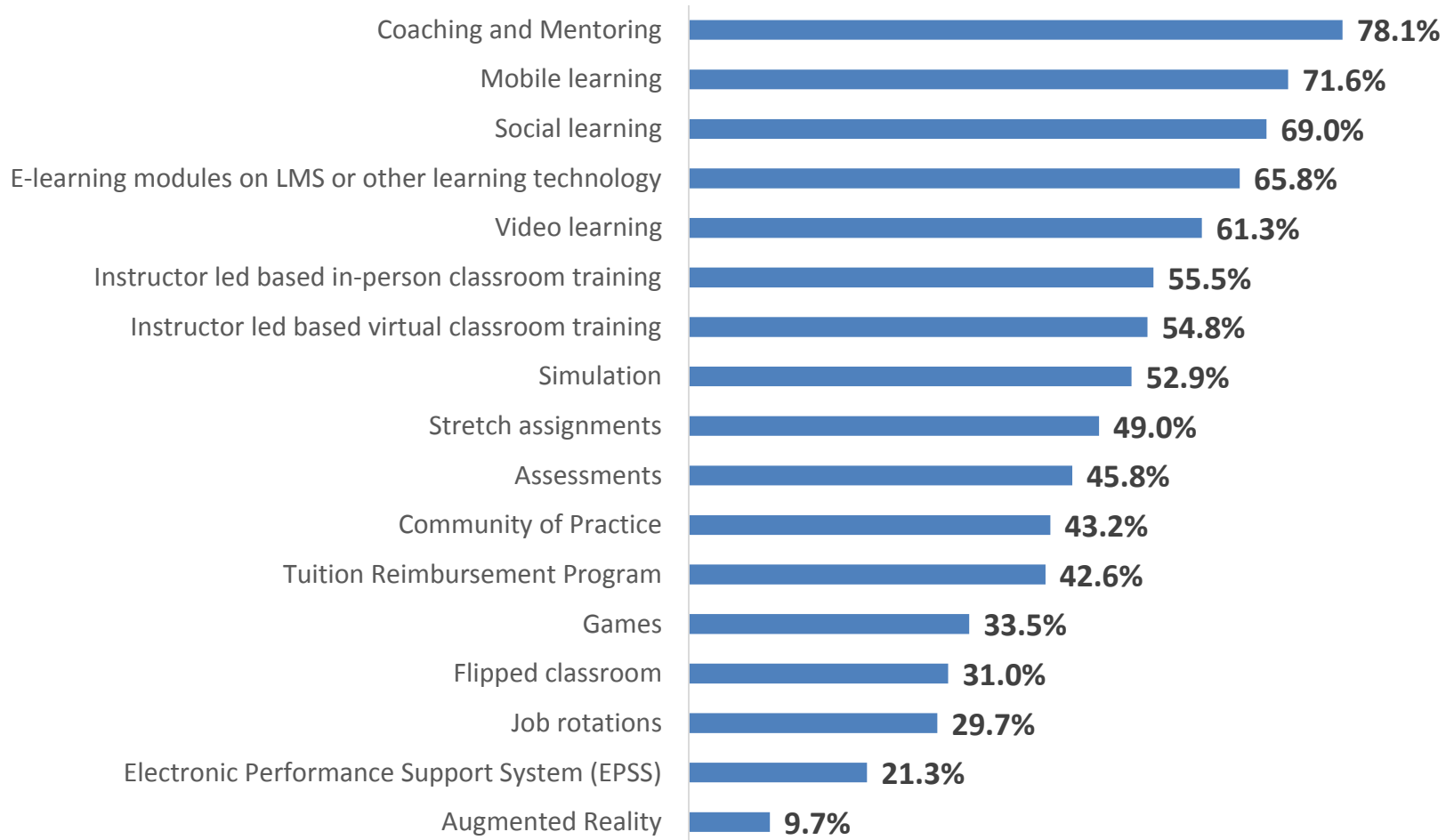| Element	Percentage
Coaching and Mentoring	78.1%
Mobile learning	71.6%
Social learning	69.0%
E-learning modules on LMS or other learning technology	65.8%
Video learning	61.3%
Instructor led based in-person classroom training	55.5%
Instructor led based virtual classroom training	54.8%
Simulation	52.9%
Stretch assignments	49.0%
Assessments	45.8%
Community of Practice	43.2%
Tuition Reimbursement Program	42.6%
Games	33.5%
Flipped classroom	31.0%
Job rotations	29.7%
Electronic Performance Support System (EPSS)	21.3%
Augmented Reality	9.7%

4

Support learner-driven knowledge gathering

Natural Learning

1. Provide learners with the opportunity to say what information is meaningful
2. Allow learners to self-select "good" sources of information, rather than having the organization tell them what is valuable

Learning from Learners

Highly Effective

Category	Value
Discussion forums	~63%
Learner comments	~50%
Expert directory	~50%
Learner-generated videos	~45%
Wikis	~33%
Learner generated blogs	~32%
Content rating (likes, thumbs up/down,ranking,etc.)	~29%
Micro-blogs (Twitter,Yammer,etc.)	~22%

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0%
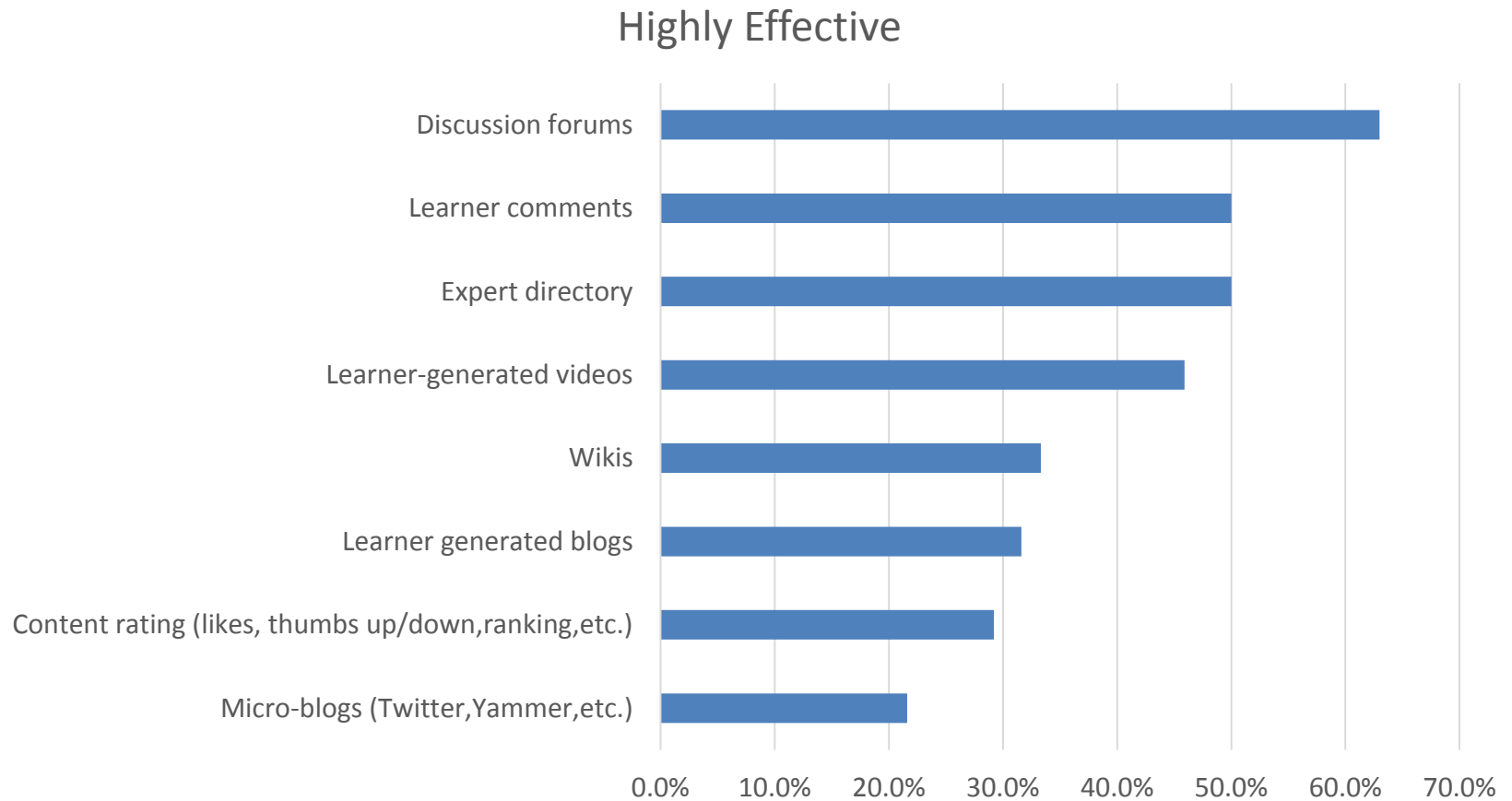
Power to the Learners

- **A learner-centric world**

    - Personalized and unified experience

- **Why learner engagement matters**

    - Lower employee turnover

    - Increased customer satisfaction

    - Improved productivity

    - Higher revenue and market share

- **85% of global CEOs & HR leaders rate employee engagement as "urgent" or "important"**

    Bersin by Deloitte, 2016

What would you like to learn today?

🔍 [   ]

18 min | TED | Video
How great leaders inspire action

ESimon Sinek has a simple but powerful model for inspirational leadership — starting with a golden circle and the question "Why?"... more

❤ ★★★★★ ⋯

10 min | TED | Video
How to speak so that people want to listen

Have you ever felt like you're talking, but nobody is listening? Here's Julian Treasure to help. In this useful talk, the sound expert demonstrates... more

♡ ★★★★★ ⋯

60 min | SkillSoft | eLearning
Management Essentials: Directing Others

♡ ★★★★☆ ⋯

5

Enhance opportunities for information sharing

Sharing Learning

1. Playlists
2. Like…Follow…Share

Playlists

Managing a Team

Organizational Skills

Inspiration

Required Training for Managers

Encouraging Collaboration

Working Remotely

Continuing Education (for PMI certification)

View

Share

Delete

6

Continually monitor, evaluate, and improve

What are HiPOs doing?

- We have an established coaching/mentoring program
- Learners are able to easily find subject matter experts within the organization
- Learners are able to comment on or rate content
- Learners are able to easily share content with one another
- Learners are able to discuss content, courses and development paths in the learning environment
- Learners have the opportunity to meet virtually to discuss topics without the need for a formal scheduling system
- Learners are able to generate and contribute their own content

OTD Program

139
People currently enrolled and making progress in this program.

37
People completed this program.

Details about this training and development program.

MORE

Most Popular Content

Video	Viewed
Where We Are Headed	65
Servicing the Need	42
Delighting the Customer	41
Safety in the Workplace	38
Promotions and Leadership	31
The Perfect Storm	30
Creating Relationships	21
What We Do	18
Operations 101	18
Finding Value	16

Top 10 distinct activities.

MORE

Leadership Training
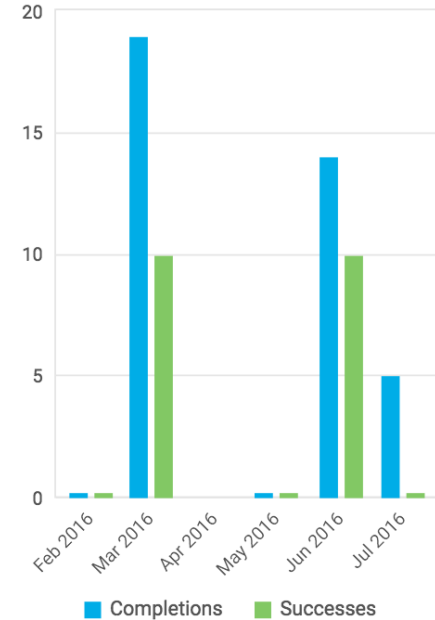
Details for specific training or performance activities.

MORE

Customer Service Training Assessment
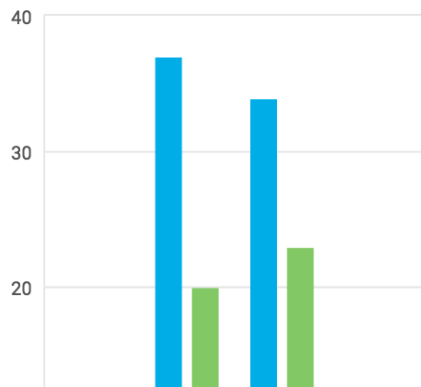
What are people searching for?

Search Term	Count
customer service	90
leadership	89
relocation	79
process	71
standard contract	65
what is otd	63

Most Active Viewers

Person	Video Views
Oretha Colley	7
Melodi Crain	7
Kena Best	7

Leadership / Supervisor Competency Heatmap

Supervisor Competency Heatmap

Share & Embed Download Data Tables Configure

Sort by [Person ▾] [Descending ▾]

075

☑ Show Values

	Motivating	Influencing	Building Teams	Inspiring	Communicating
Yvonne Jenkins	9.1	8.1	10.1	8.1	9.1
Valerie Underwood	2.8	3.8	3.8	2.8	5.8
Traci Wilson	8.4	8.4	8.4	7.4	6.4
Stephen Adams	11.1	9.1	8.1	10.1	11.1
Sherman Stokes	7.5	6.5	6.5		5.5
Rodney Simpson	2.8	4.8	3.8		6.8
Sabrina Howard	8.1	4.1	5.1	6.1	6.1
Meredith Rodgers	12	9	8	12	12
Marta Bowen	6	5	6	6	7
Marcus Wright	5.9	4.9	5.9	4.9	6.9

Sabrina Howard
Inspiring: 6.1

Showing 1 to 10 of 19 total items.

[<<] [<] [1] [2] [>] [>>] Items per page: [10 ▾]

This card reports on 380 interactions.
Download the interaction statements associated with this card

Questions?

Thank you for joining us today!

David Wentworth
Principal Learning Analyst
Brandon Hall Group
David.Wentworth@brandonhall.com

Skip Marshall
CTO
Tribridge
Skip.Marshall@Tribridge.com