



The New Rules of Engagement

Delivering Human Experiences in Virtual Learning

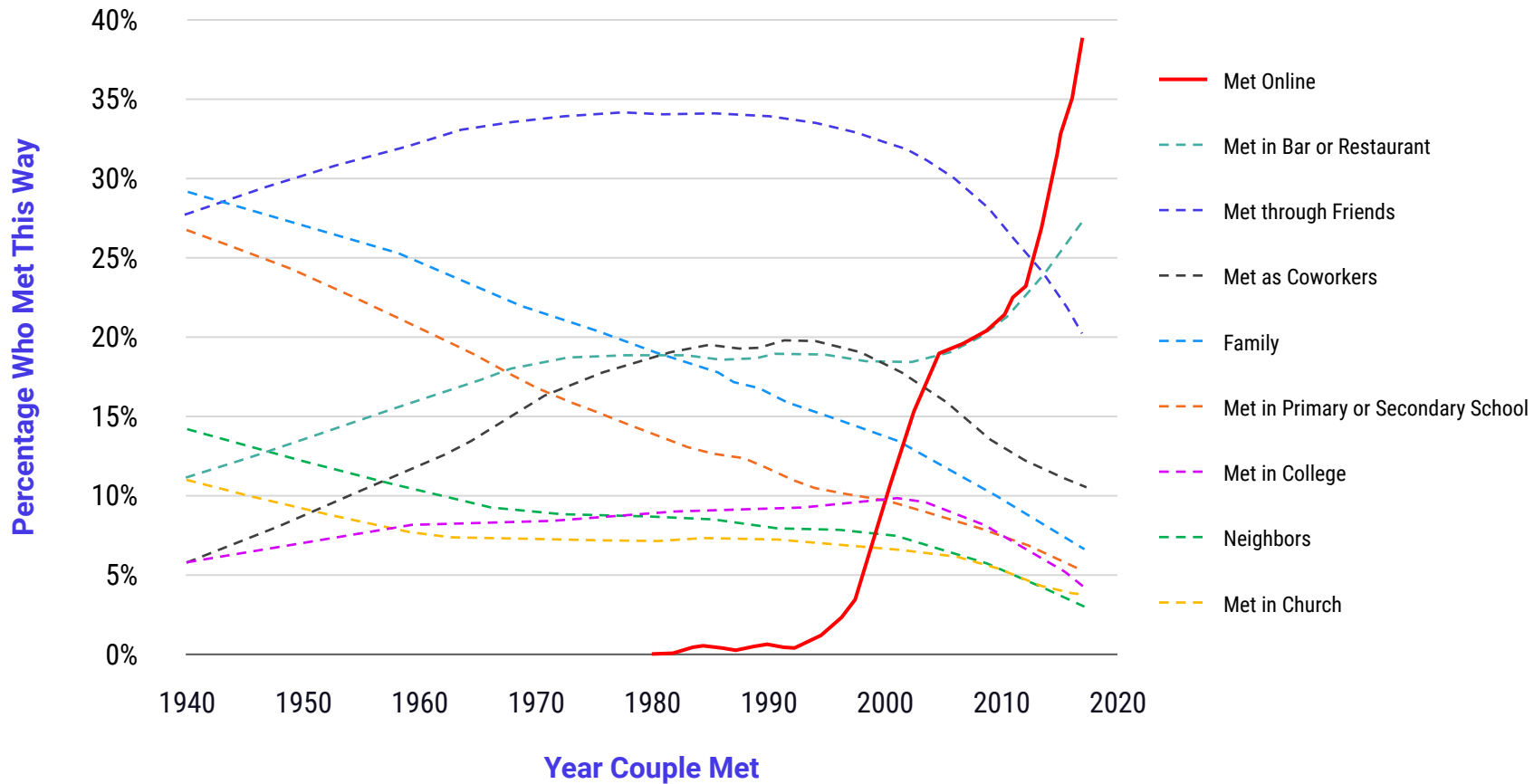




Introduction

Chris Olson

Corporate Strategy & Partnerships,
Class Technologies Inc.



PAXMAN: When you think then...



A question was displayed for the participant and the device recorded brain activity while he attempted to speak in reply

Tough Choices for Corporate Learning

In-Person

CHALLENGES

Not Scalable

Location
Dependent

Expensive

Added Logistics

BENEFITS

Interactive

Context Rich

Impactful

Peer Connection

Web Conference

BENEFITS

Scalable

Accessible

Attendance
Tracking

Data Insights

CHALLENGES

Low Engagement

Constant
Distractions

Content
Limitations

Low Interactivity

Class Unifies and Amplifies the Benefits of Both

In-Person

CHALLENGES

Not Scalable

Location
Dependent

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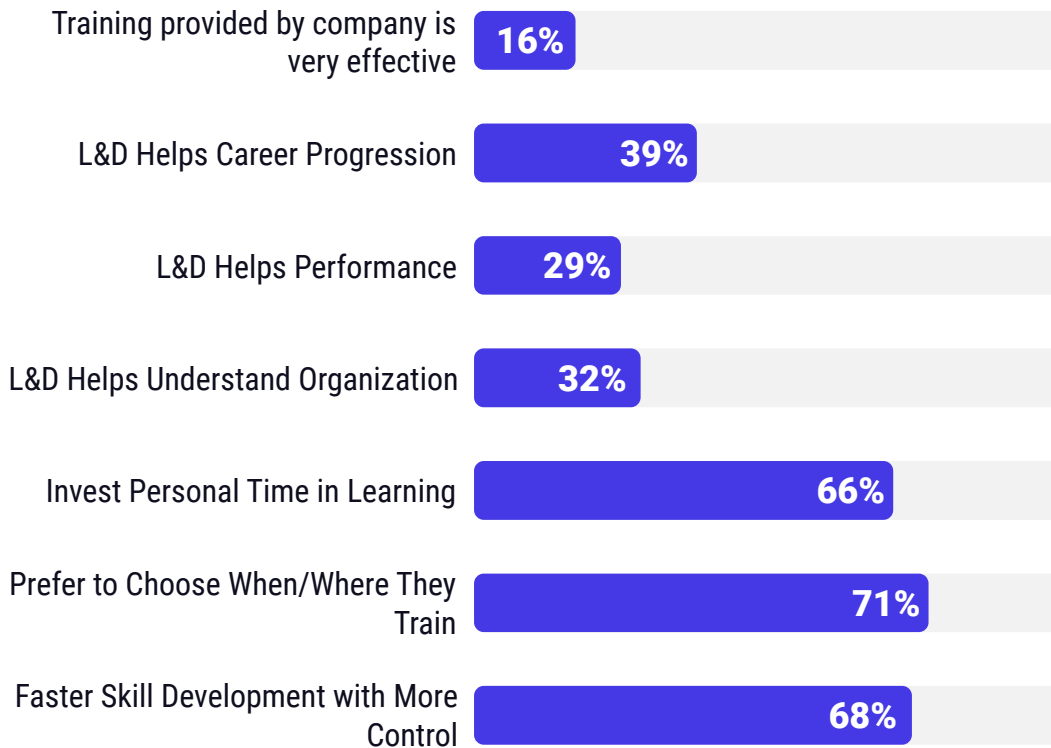
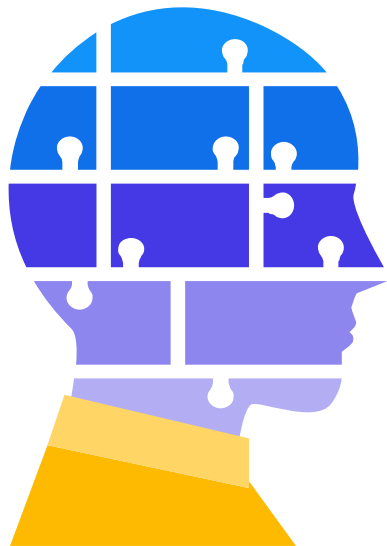
Constant
Distractions

Content
Limitations

Low Interactivity

What Our Learners Believe

The data is hard to ignore.



*2019 Kineo Research Report:
<https://learningnews.com/news/kineo/2019/global-workforce-reveals-learning-and-development-not-meeting-their-needs>

We're at a Transformational Moment



94%*

of employees would
stay at a company
longer if they
invested in career
development



-25

Average
NPS for L&D



85%*

of employees
struggle to find
needed training



81%*

of executives list
"talent" as their
#1 priority

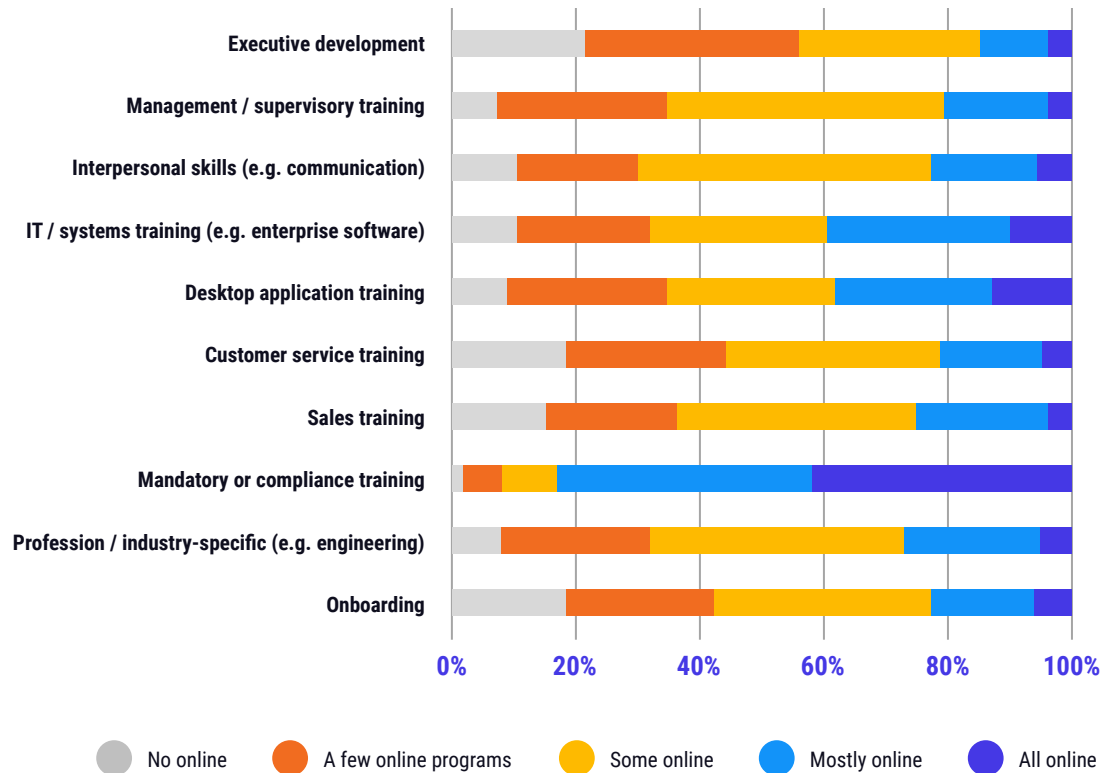


2 of 3*

Talent
Developers
would NOT
recommend their
own programs

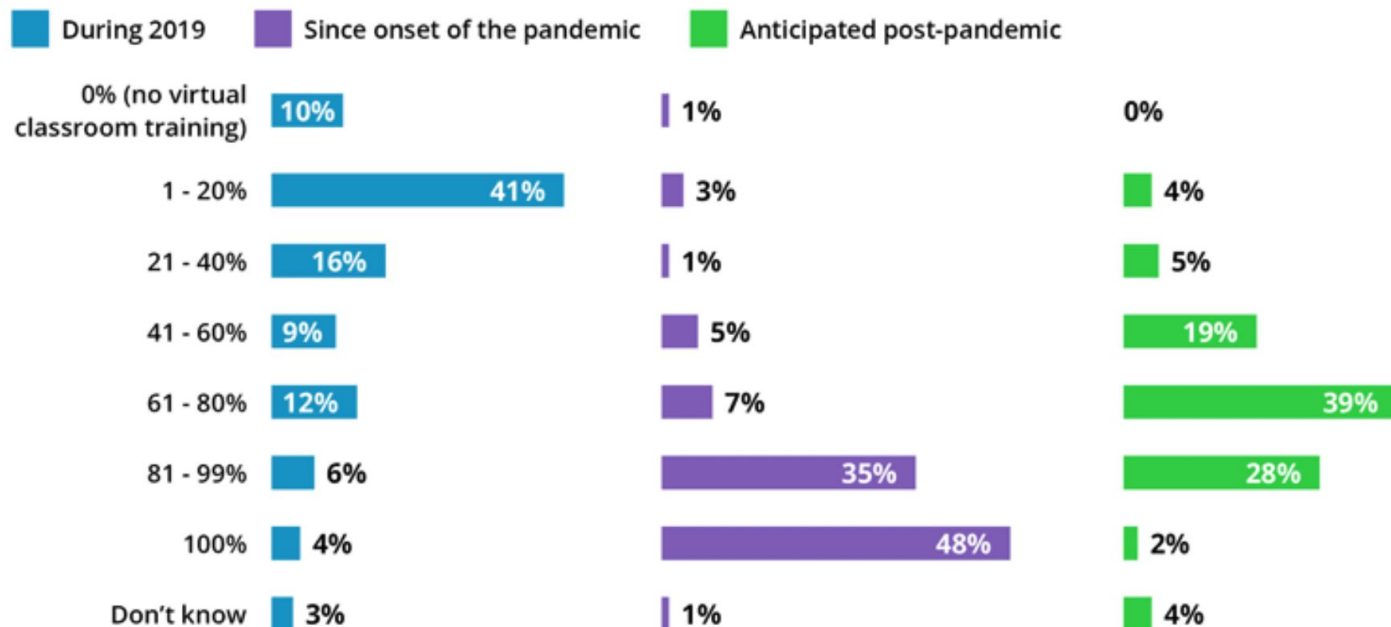
Training Methods

Online training methods used in the training industry in the United States in 2020, by type



% of Training Time

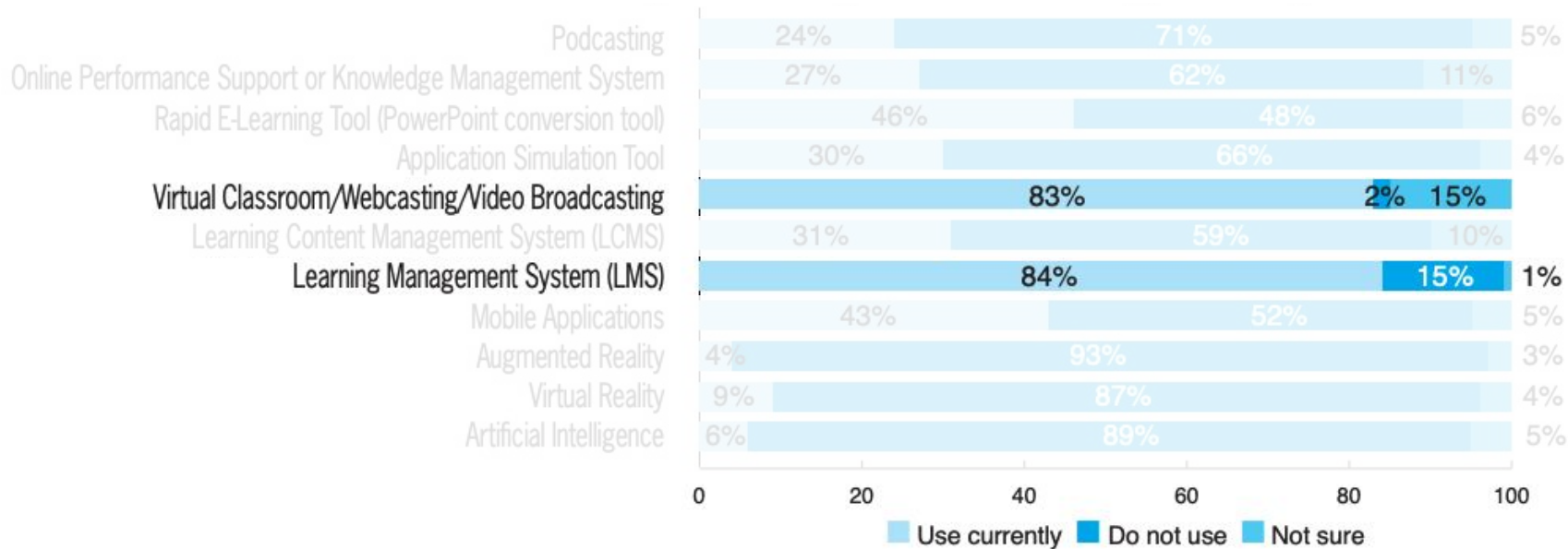
Approximate percentages of training time that was, is, and will be delivered virtually.



Organizations with 1,000+ employees. Source: Institute for Corporate Productivity (i4cp).

2020 Training Industry Report

Learning Technologies Current Usage (All Companies)





“

**Technology doesn't solve
problems, people do.**

”

Introducing class

zoom



Instructor Tools

Learner Engagement Functionality

Attendance & ID Verification

Attendee Views

Session Management Tools



The Human Experience Was Disrupted

- Learners ability to **collaborate and connect**
- Instructors and facilitators had to redesign to create **focus and engagement**
- Administrators found it hard to **track and scale**



It's All About People

Ultimately, you should tap into what inspired you in the first place to become a learning and development professional.

Simply put, you have to...

GIVE A DAMN

4 Strategies to Deliver Human Experiences

According to the Harvard Business Review, companies spend more than

\$350 BILLION

globally on training programs—but that doesn't necessarily mean they are Effective.

Yet **ONLY 12%** of learners reported that they could apply their skills.

<https://hbr.org/2019/10/where-companies-go-wrong-with-learning-and-development>



A smiling man wearing a headset, sitting at a desk with a laptop, representing a customer service or conversation.

Conversation



“

It's not where they are,
BUT WHAT THEY HEAR?

-Gallup

”

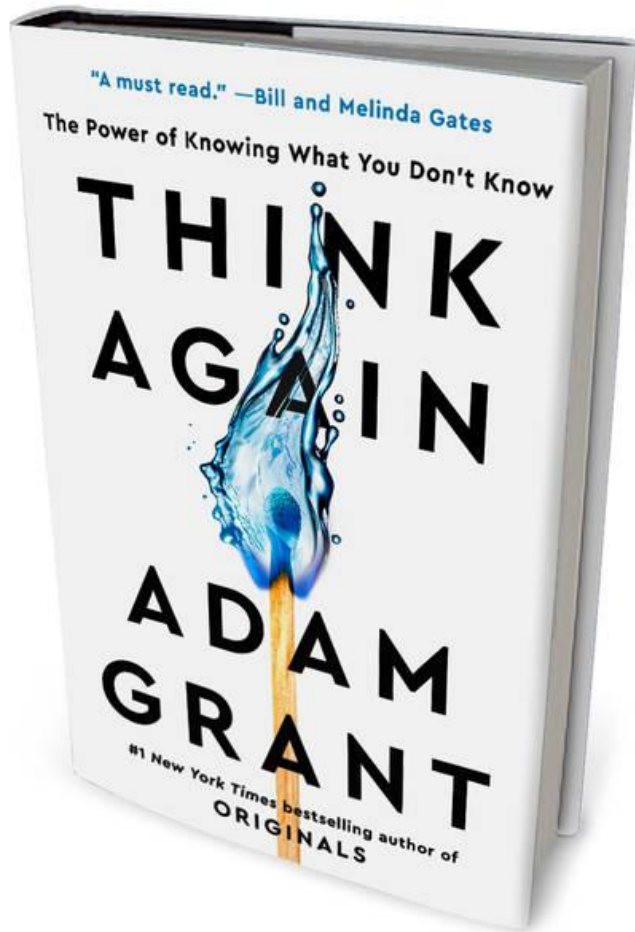
Slow Down “I talk about 75% my normal speed”

- Elliott Masie

- Learners appreciate the ability to track and differentiate each sentence of a presentation.
- Learners have more time to process the content and “index” it against what they already know.
- Learners have more space to ask questions. They get a moment to think about the format of the questions.
- Learners maybe in a more distracting environment.



Listening

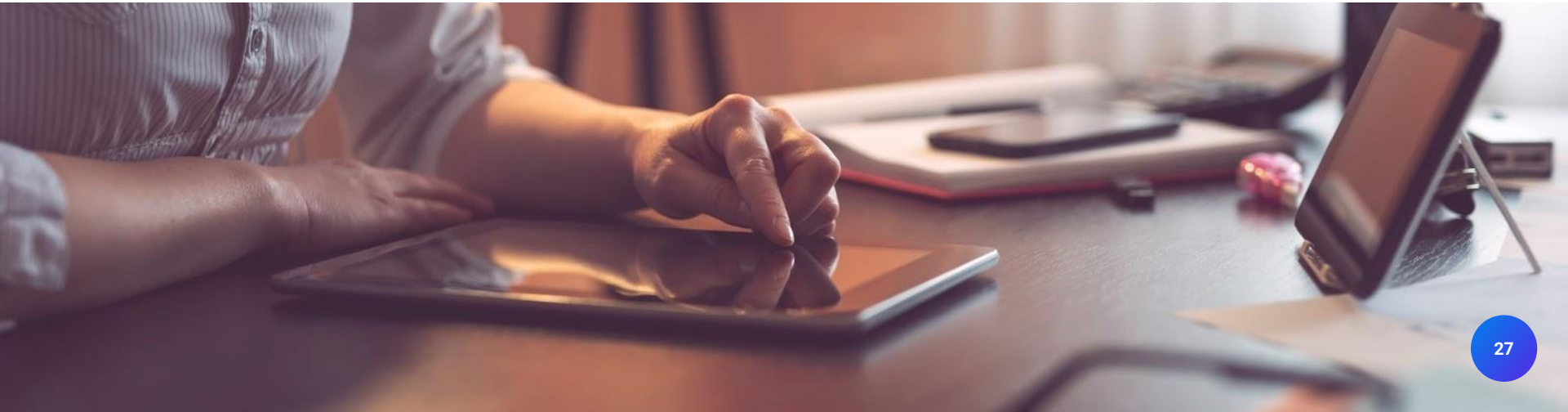


“

The power of listening doesn't lie just in giving people the space to reflect on their views. **It's a display of respect and an expression of care** . . . Listening is a way of offering others our scarcest, most precious gift: **our attention**. Once we've demonstrated that we care about them and their goals, **they're more willing to listen to us.**"

2

Understand Your Audience







Adam

August 19 at 2:06 PM · 🌐



**Accidentally activated my
camera in a meeting earlier —
which is generally fine.
If I have a shirt on.**





MR. AND MRS. CLYNK BLACK BROOM AND DUSTPAN SET

\$149.00

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Sweeper 2-in-1 Mops for Floor Cleaning, Dry and Wet Multi Surface Floor Cleaner, Sweeping and Mopping Starter Kit, Includes 1 Mop + 19 Refills, 20 Pie

[Visit the Swiffer Store](#)

★★★★★ ~ 45,380 ratings

Price: **\$16.84** Get Fast, Free Shipping with Amazon Prime & FREE Returns ~

Get \$60 off instantly: Pay \$0.00 upon approval for the Amazon Store Card.

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Size:

20 Piece Set

- This 2-in-1 tool is both a Sweeper and a mop! Yep, you can add versatility to your cleaning routine by using the Sweeper with either Dry or Wet cloths
- 90% More Refills vs standard Sweeper Starter Kit pack
- Assembling your Sweeper is easy! Simply click the poles together. Wrap the cloth under the Sweeper head and poke the flaps into each corner gripper to keep it in place. After cleaning, you just remove the dirty cloth and toss it. Ta-dah!
- Safe on all floor types, so you can use it on tile, hardwood, and vinyl flooring. Note: Do not use Swiffer Sweeper wet mopping cloths on unfinished, oiled or waxed wooden boards, non-sealed tiles or carpeted floors because they may be water sensitive
- Who's got time to move furniture? Sweeper's swivel head easily gets into tight corners, under furniture and behind bathroom fixtures
- For small living spaces, Swiffer is compact, lightweight and easy to store. So, It's always ready to go
- Buy Sweeper worry-free. If you're not completely satisfied, check out our money-back guarantee

Sweeper 2-in-1 Mops for Floor Cleaning, Dry and Wet Multi Surface Floor Cleaner, Sweeping and Mopping Starter Kit. Includes 1 Mon + 19

11.1

MILLION SWIFFER STARTER KITS WERE SOLD IN THE FIRST YEAR.

Launched to the global market in July 1999, the Swiffer generated \$100 million in sales in the final four months of that year. By the one-year mark of the product's release, P&G had sold more than 11.1 million Swiffer starter kits across the United States.

- For small living spaces, Swiffer is compact, lightweight and easy to store. So, it's always ready to go
- Buy Sweeper worry-free. If you're not completely satisfied, check out our money-back guarantee

Human-Centered Design (HCD) Is Essential

As an L&D practitioner your learner's should always come first:



Engage yourself with
their daily workflow and
understand their needs

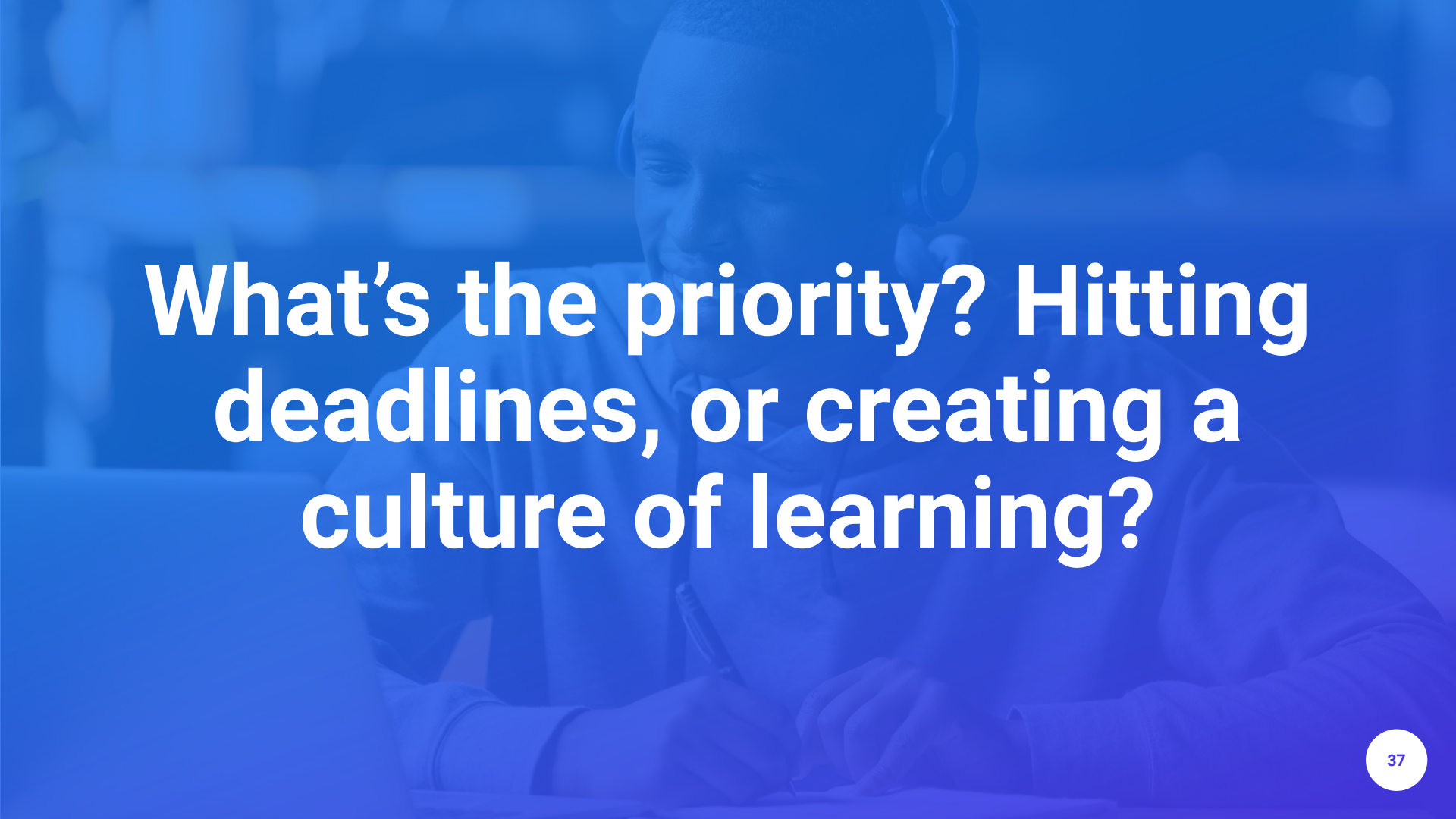


Seek feedback from
your Learners about
how to improve your
existing L&D programs



Bring them in the
process of problem
solving when
challenges arise





What's the priority? Hitting deadlines, or creating a culture of learning?

We're People, Not Machines

Learning and development programs should prioritize **EMPATHY** in how they are designed. Regardless of virtual or in-person.

We should measure success by how much we inspire **CURIOSITY** to unlock that potential just waiting to be let out from our Learners.



**What is the greatest
problem facing our
generation*?**



“

If you want to build a ship,
don't drum up people to
gather wood, divide the work
and give orders. Instead,
teach them to yearn for the
vast and endless sea.”

Antoine de Saint Exupéry, Author

#GIVEADAMN

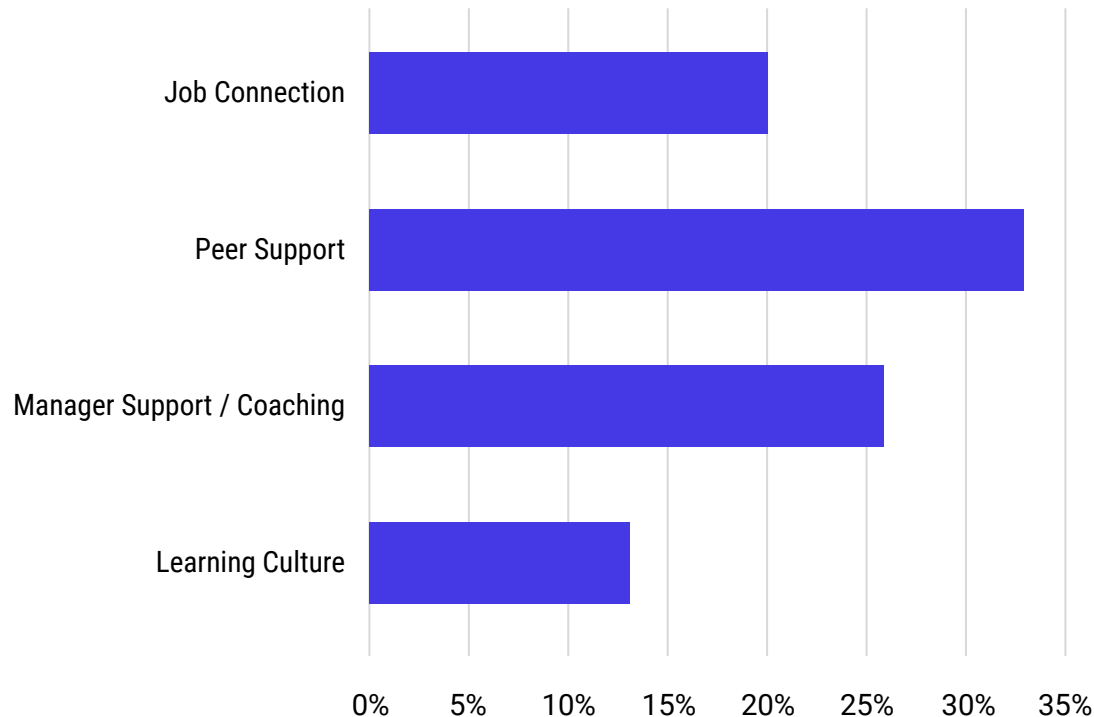
3

Provide Opportunities for Connection



Job connection + human support result in better outcomes

Performance
Improvement



**Guess What
Supports That?**

Culture change with shift to remote work is mostly seen as positive



Satisfaction With the Culture is Critical to Key Talent Outcomes

Employees who report that culture has improved since starting to **work remotely** are:

- **2.4 TIMES** more likely to report high employee engagement
- **2.7 TIMES** more likely to report high discretionary effort and intent to stay
- **3.5 TIMES** more likely to report high inclusion than employees who report their organization's culture has deteriorated.

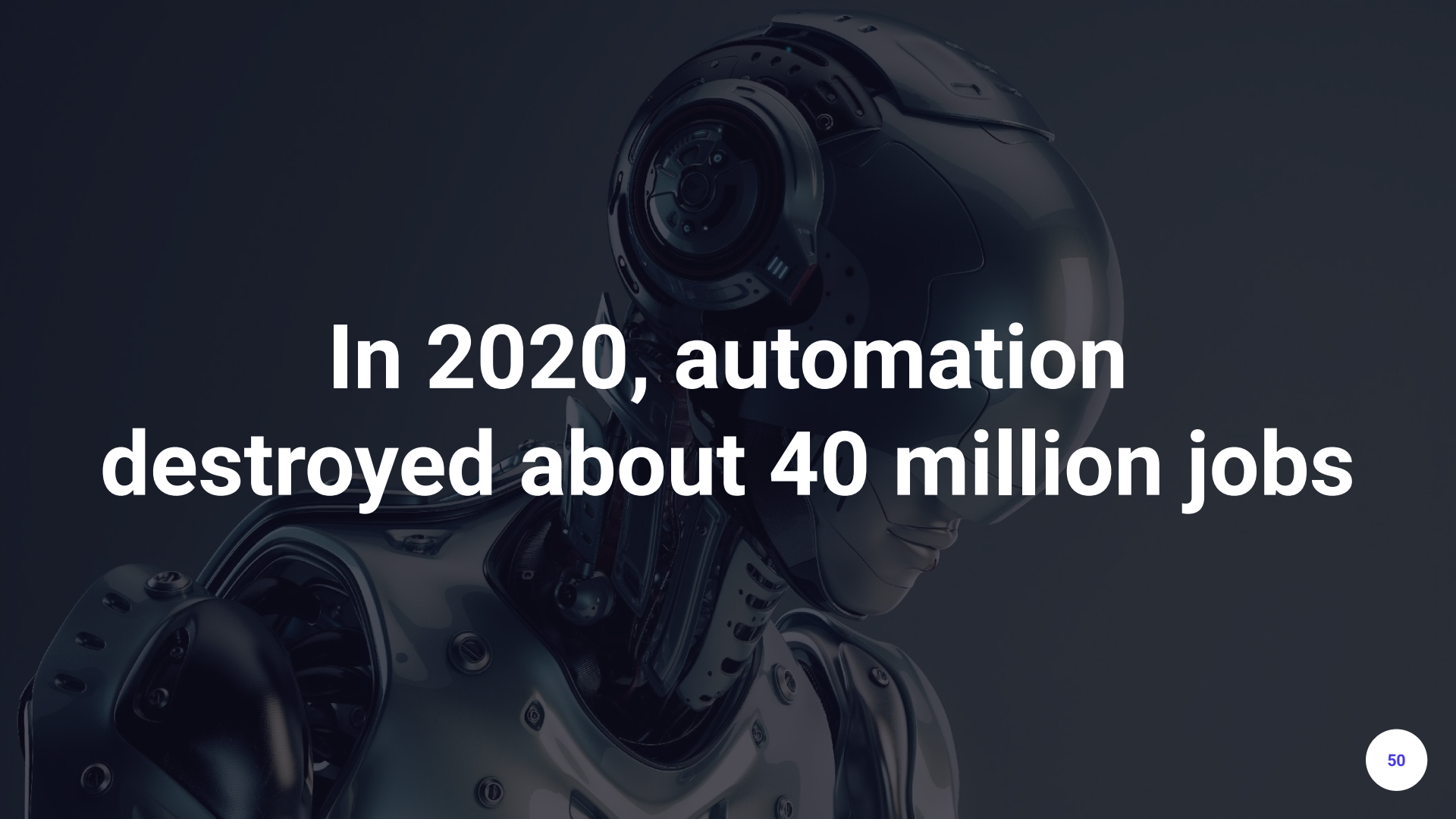
Notably, **senior leaders** are even more likely (**1.9 times more than individual contributors**) to report that their organization's culture has improved since starting to work remotely.

4

Make Learning Relevant & Applicable







**In 2020, automation
destroyed about 40 million jobs**

A group of five diverse young adults (three men and two women) are smiling and posing together outdoors. The image is overlaid with a semi-transparent dark grey filter. The text is centered over the group.

**...and created more than
65 million new ones.**



“

Most four-year technical degrees teach two years of useless stuff, because the first two years are useless by the time they graduate”

Aaron Dignan

Founder of The Ready and
author of Brave New Work

Soft Skills



Adam Grant ✓

@AdamMGrant

The irony of "soft skills" is that they're often the hardest to master.

Leadership, communication, collaboration, creativity, and adaptability may not be technical, but they're increasingly vital.

Behavioral, social, and emotional skills are what make humans indispensable.

IBM study found “willingness to be **flexible** and **adaptable to change**” was the most critical skill for workers in 2019, up from fourth place in 2016.





“

Many traditional learning delivery technologies are not built for collaboration. Look for solutions that deliver a learning experience that focuses on practice, application, collaboration, discussion, and easy content creation.”

Josh Bersin

#GIVEADAMN

A person wearing a headset and writing on a notepad, with a blue overlay.

Questions ?



Connect With Me

Chris Olson

Corporate Strategy & Partnerships,
Class Technologies Inc.

