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705
Transforming Your Learning Ecosystem to Drive Business Results

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A Story of Our Learning Ecosystem
• 6,500 hotels and growing
  • Pure franchise organization
  • “Entry” into franchising and the lodging industry
  • Recently acquired WoodSpring Suites
• Choice University – focus on franchisee learning and performance
• 45,000 active learners on ChoiceU.com
• TraCorp LMS
  • Community funded
  • Low implementation and life-cycle costs
  • No per server or per user licensing fees
Simply stated, today’s discussion is broken into three parts:

1. Where we were
2. Where we are
3. Where are we going

We want to make our story helpful to you ...
What we knew:

1. Activity on ChoiceU.com was growing fast! Number of completions was off the charts.
2. People (internal stakeholders) wanted everything on ChoiceU.com
3. ChoiceU.com had/has a brand name and it was/is very recognizable
4. Licensees told us “We love ChoiceU.com, but...”
But, we were:

1. Focused on activity/completions versus focused on results
2. Focused domestically versus being focused on everyone
3. Focused on elearning modules versus focused on solutions
4. Focused on the platform versus being focused on the learner
GOAL: Transform our ecosystem to drive business results
Get to Know, Talk to, and Involve Users and Stakeholders
Who do we know?
What do we do?

- Build relationships internally and externally
- We share information – A LOT!
- Franchisee Owner Committees
- We conduct focus groups formally and informally
- We interview people
- We embrace our “Super Users”
- WE ASK!

Who do you need to talk to and get to know?
Change the vocabulary!

What words do you need to change?
Understand and Focus on Business Objectives and Solutions
How are you becoming partners within your organization?
Design and Grow the Ecosystem with “Purpose Driven” Structure, Features, and Functionality
ONLINE ELEARNING PROGRAMS (asynchronous)
- Elearning modules
- Learning tracks

LEARNING EVENTS (synchronous & asynchronous)
- Convention educational programs and learning experiences
- Association events
- Learning campaigns

LIVE ONLINE LEARNING (synchronous)
- Webinars
- Virtual Workshops
- Live Discussions and Chats

DIRECTIVE TRAINING
- Learning maps based on brand and functional duties
- Certification programs
- Required training / Compliance

PROPERTY LEVEL TRAINING RESOURCES
- Staff Huddle / Rally templates and resources
- Reinforcement training

LIBRARY OF RESOURCES / PERFORMANCE SUPPORT
- Third party / curated content
- Job Aids
- Training Bulletins

MICRO-LEARNING
- ChoiceU TV
- Learning campaigns

PRESCRIPTIVE/SOLUTIONS-BASED TRAINING
- Learning maps based on area of need or identified deficiency
- Compliance training requirements
Understand User Experiences and Make Access to Learning Easy
Welcome to Choice University

Log In

Username

Password

Forgot username/password

LOG IN

To help you navigate through the screens of ChoiceU.com, click on the link: Launch ChoiceU.com Help. For additional assistance contact Property Support at 800.528.3118 or email Choice University at choiceu@choicehotels.com.

This program is brought to you by Choice University, and it's designed to support you in your quest to be the best. When you participate in this online training, you acknowledge that you're doing so at the direction of your hotel's ownership or management. You acknowledge that Choice Hotels International is not your employer, and is not directing your work.
Since we changed our user interface and experience, there has been:

1) an increase in sessions
2) an increase in users signing in
3) a decrease in average session duration
Personalize Learning Wherever and Whenever Possible
**DIRECTIVE TRAINING**

Training that is needed to perform effectively in a position

- SERVICE / BRAND TRAINING
- SYSTEMS TRAINING
- HOTEL OPERATIONS / FUNCTIONAL DUTIES
- LEADERSHIP

This training is outlined through the use of learning maps and supported by learning tracks, content assignments, and a new taxonomy in ChoiceU.com.

**PRESCRIPTIVE TRAINING**

Training that enhances and expands job performance or that is tailored to target a specific training need

- LEARNINGWIRE WEBINARS
- WORKSHOPS and SEMINARS
- ONLINE LEARNING
- DRIVERS ED
- CHOICEU TV
- CONVENTION PROGRAMMING
- and future platforms and curated content
Use Data and Analytics to Drive the Actions Desired
Learning Analytics Strategy

1. Understand Stakeholders: “What are we trying to prove?”
2. Pull data and filter down useful information. “Eliminate the noise!”
3. Present the information in a way that is easy to consume.
4. Determine results from the data. “Tell the story.”
5. Assist in making business decisions/giving recommendations.
Dashboard Goal: Information should be as automated and interactive as possible, and in an easy to consume format.
Communicate, Communicate, Communicate like Crazy
Tailor and Direct Learning Where and When it is Needed Most
Become “Learner Centric” in all of our Learning Experiences
Understand what our learners need and how they need it ...
Understand what our learners need and how they need it ...
The Five Moments of Need:

1. When Learning for the First Time
2. When Wanting to Learn More
3. When Trying to Remember and/or Apply
4. When Things Change
5. When Something Goes Wrong

Acquisition of Knowledge
Formal Instruction (e-Learning)

Application & Maintenance of Knowledge
Performance Support (EPSS)

Developed by C. Gottfredson and B. Mosher

Create a Knowledge Base and Performance Support System
Online modules and learning programs
(synchronous and asynchronous)

Knowledge Base/Library

Online videos / ChoiceU TV

ChoiceU.com (desktop/laptop)

ChoiceU.com (mobile/mobile app)
Curate Content and Connect to Third Parties
Continue to Understand How Learners Learn
Drive Management Engagement and Celebrate Learning