Define the Learning Problem Before Determining the Solution

Beatrice Conley
BenchPrep
Goals of This Session

I. Mapping the Learner Journey
II. Identify/Define Gaps & Problems
III. Learn more about today’s learner & their needs
IV. Explore the Solution: The 4 Pillars of the Learner Experience
What does your learning program look like today?

Exercise 1: Draw your learner’s journey
A Typical Learner Journey Example (Certification Style)

<table>
<thead>
<tr>
<th>PHASES</th>
<th>PHASE 1: AWARENESS</th>
<th>PHASE 2: CONSIDERATION</th>
<th>PHASE 3: PREPARATION</th>
<th>PHASE 4: COMMITMENT</th>
<th>PHASE 5: COMPLETION</th>
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<tr>
<td>Candidate Journey</td>
<td>Learns about the certification</td>
<td>Internalizes the value for self</td>
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<td>Signs up for the exam</td>
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Time | 6 to 12 Months |
After drawing, challenge that *journey* & point out the *gaps/problems*
“Journey Enhancers”... and their **downfalls**

<table>
<thead>
<tr>
<th>Conferences</th>
<th>Learning Management System</th>
<th>Content Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Person</td>
<td>Online Accessible</td>
<td>Online Accessible</td>
</tr>
<tr>
<td>Immediate</td>
<td>Collects User Data</td>
<td>One place for all content</td>
</tr>
<tr>
<td>Interaction/Feedback</td>
<td>One place for content &amp; user data</td>
<td>Diverse Content: PDFs, Videos, PPTs, eBooks</td>
</tr>
<tr>
<td>Professional Speakers/Instructors</td>
<td><strong>Often Outdated Technology</strong></td>
<td>Not always easy to navigate</td>
</tr>
<tr>
<td><strong>Limited Reach</strong></td>
<td><strong>Limited Data Collected</strong></td>
<td>Not easy to update</td>
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<tr>
<td>Expensive</td>
<td><strong>Not personalized</strong></td>
<td><strong>Limited Data Collected</strong></td>
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<tr>
<td>Not personalized</td>
<td><strong>Lack of mobility</strong></td>
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**Technology**

- Limited Data Collected
- Not personalized
- Lack of mobility

**Conferences**

- In Person
- Immediate Interaction/Feedback
- Professional Speakers/Instructors
  - **Limited Reach**
  - Expensive
  - Not personalized
Do your “Journey Enhancers” fix your problem areas?

- Conference
- Content Library

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- Time: 6 to 12 Months

LMS
“Popular” Identified Learning Program Problems

- Declined Revenue
- Decreased Participation
- Low Pass Rate
- Low Employee Retention
- Inability to Adapt
- Lack of Data Collection/Analytics
- Wasted Internal Resources
- Misaligned Business Strategy
- Misconnection to organization mission
- Outdated Content
- Mistargeted Priorities
- Lack of ROI
- Inability to Validate Content
- Outdated Content Formats
- Lack of Technology
Solution: FLIP YOUR PERSPECTIVE

“Stick out your hand and say hello [to your learner]”
– Bea’s mom
How well do we know today’s learner?

OVERWHELMED...

1% of a typical workweek is all that employees have to focus on training and development.

DISTRRACTED...

5% of time workers spend on things that offer little personal satisfaction and do not help them get work done.

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

IMPATIENT...

Most learners won’t watch videos longer than 4 minutes.

People unlock their smartphones up to 9 times every hour.

2/3 of knowledge workers actually complain that they don’t have time to do their jobs.

Workers now get interrupted as frequently as every 5 minutes—ironically, often by work applications and collaboration tools.

Online designers now have between 5 and 10 seconds to grab someone’s attention before they click away.

Number of times online every day
5 early days of the Internet
27 today

Source: Meet the Modern Learner: Engaging the Overwhelmed, Distracted, and Impatient Employee, Bersin by Deloitte, Deloitte Consulting LLP
Exercise 2: Write Down three ways you find information/education:

Beatrice’s 3 (don’t laugh...):

1. Instagram
2. YouTube
3. Email/Subscribed blogs
What are the “Popular” Learning Problems to your learner?

- Immediate
- In my pocket
- Microlearning
- Easy to Use
- Reliable
- Inexpensive
- Great Content
Reboot & Review

Exercise 3: Add additional **gaps/problems** from your learner’s perspective

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Now that we’ve identified some gaps/problems from two perspectives, now we’re ready to explore the solution.

What to both perspectives have in common?

A focus on the *Learner Experience*
The 4 Pillars of the Learner Experience

- Achievement
- Accessibility
- Structure
- Analytics

Learner Experience
Regardless of “Solution” Keep these 4 Pillars in mind (from both perspectives!)

<table>
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<tr>
<th>You</th>
<th>Curriculum Cohesion, “street cred”</th>
<th>Learning Validation</th>
<th>Increased engagement</th>
<th>Data driven business decisions, content validation</th>
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<td>Learner</td>
<td>Micro-learning, adaptive</td>
<td>Assessment &amp; Results</td>
<td>Immediate, learn anywhere</td>
<td>Performance &amp; Progress Transparency</td>
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Structure

Achievement

Accessibility

Analytics
Ask yourself, does your learning solution leverage all 4 pillars of the Learner Experience?

1. Structure
2. Achievement
3. Accessibility
4. Analytics

Conference  ILT  LMS  THE SOLUTION
Thank you!

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