

iLEAD™

And

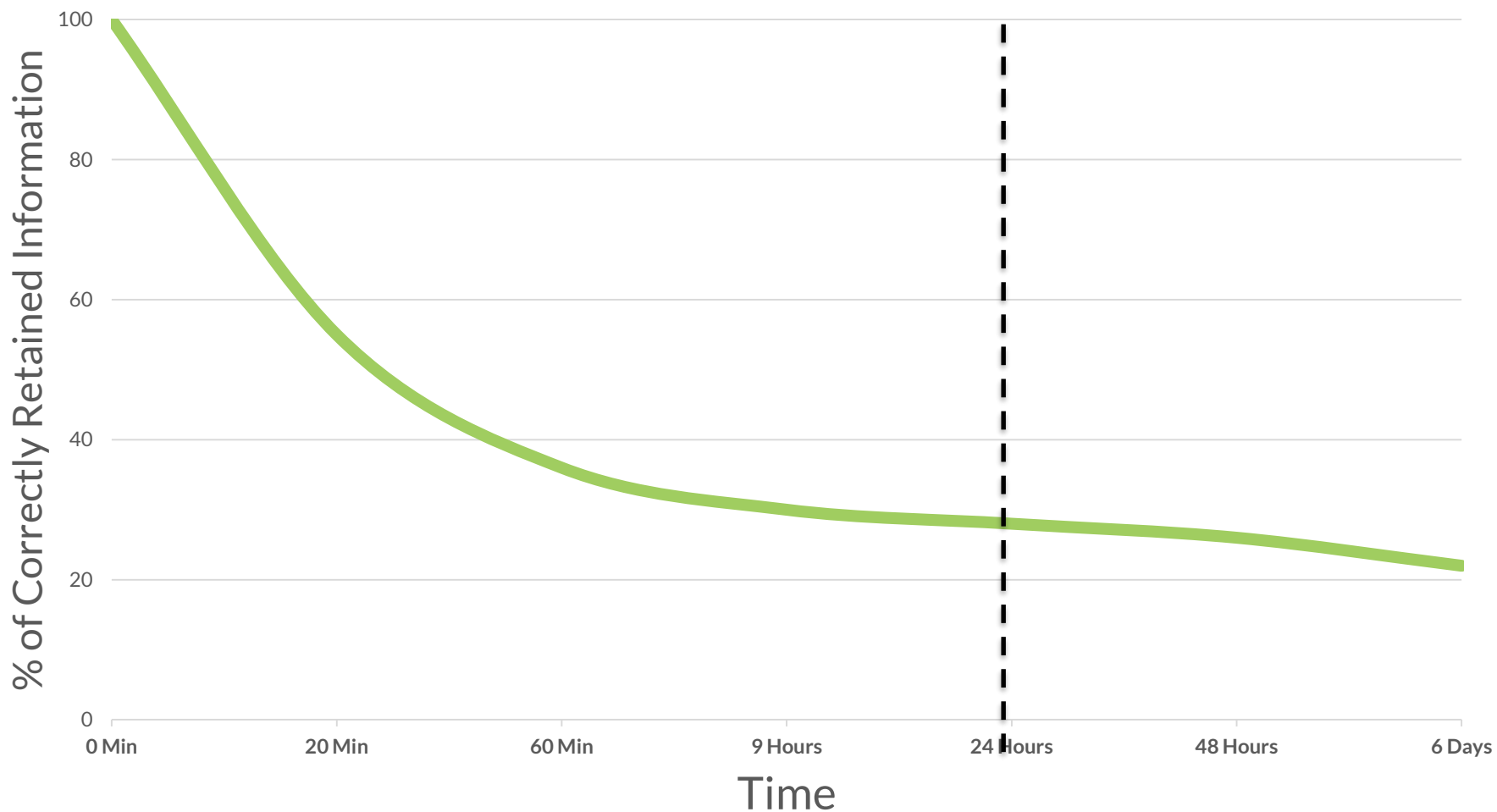
MindMarker

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THE FORGETTING CURVE

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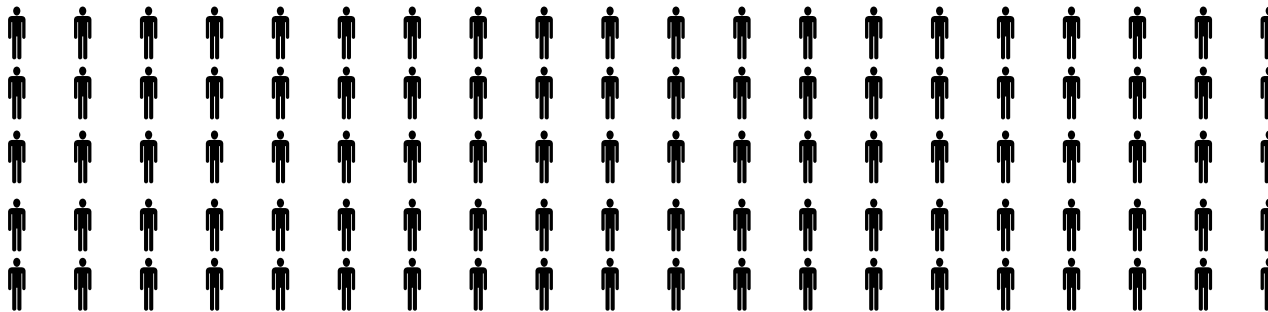
Question

Think about either the last training you attended or your last training program that you offered. What do you think got in the way of it being implemented in the workplace?

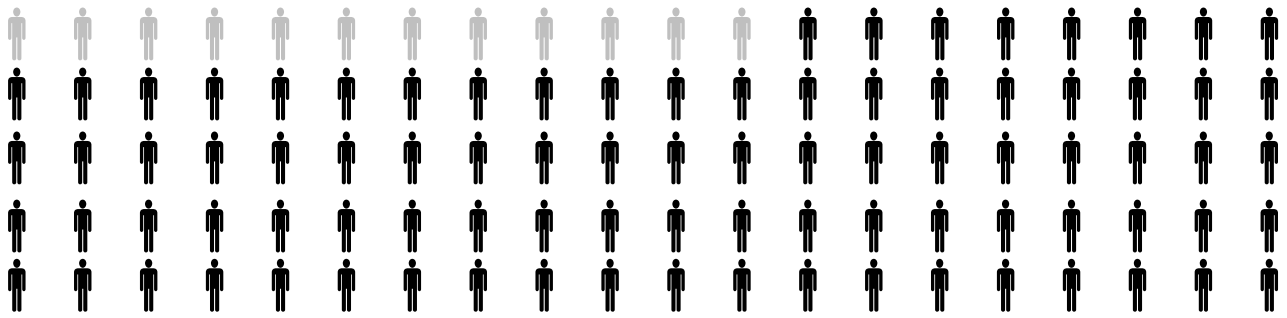
WHAT GETS IN THE WAY?

- **Lack of Motivation**
- **Curriculum not applicable**
- **Sessions are too long**
- **Passive Learning**
- **Lack of Reinforcement**
- **Wrong Kind of Reinforcement**
- **Lack of Manager Involvement**

LACK OF MOTIVATION

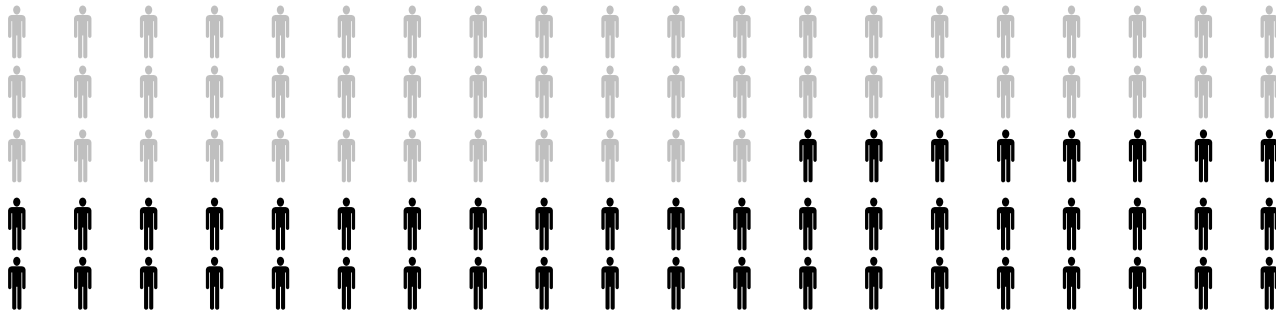


LACK OF MOTIVATION



12% Drop out before finishing

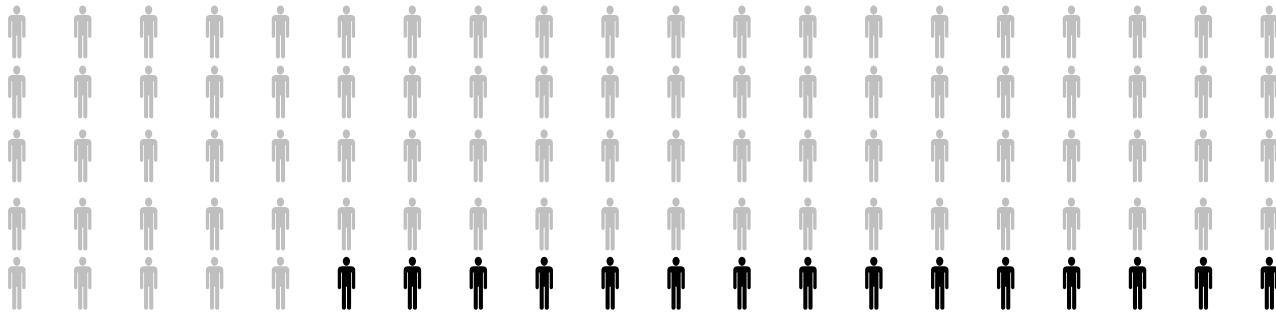
LACK OF MOTIVATION



12% Drop out before finishing

40% Promoted but fail

LACK OF MOTIVATION

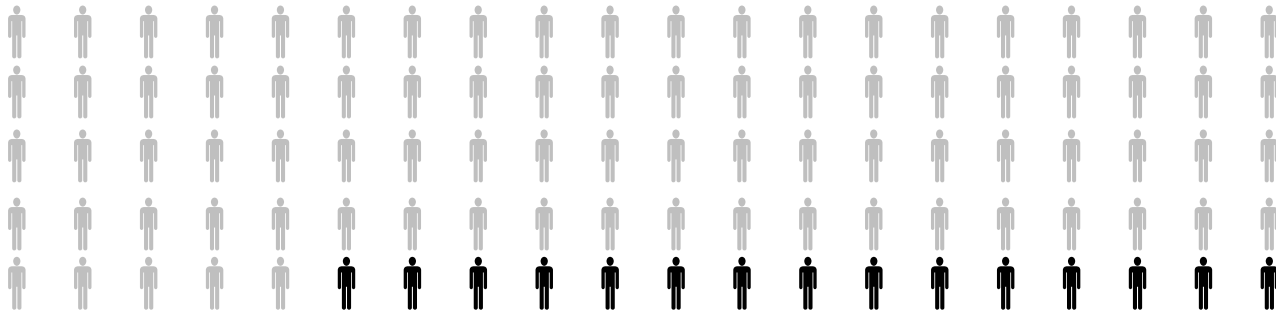


12% Drop out before finishing

40% Promoted but fail

33% Actively seeking other employment

LACK OF MOTIVATION



12% Drop out before finishing

40% Promoted but fail

33% Actively seeking other employment

85% Won't become successful leaders

LACK OF MOTIVATION

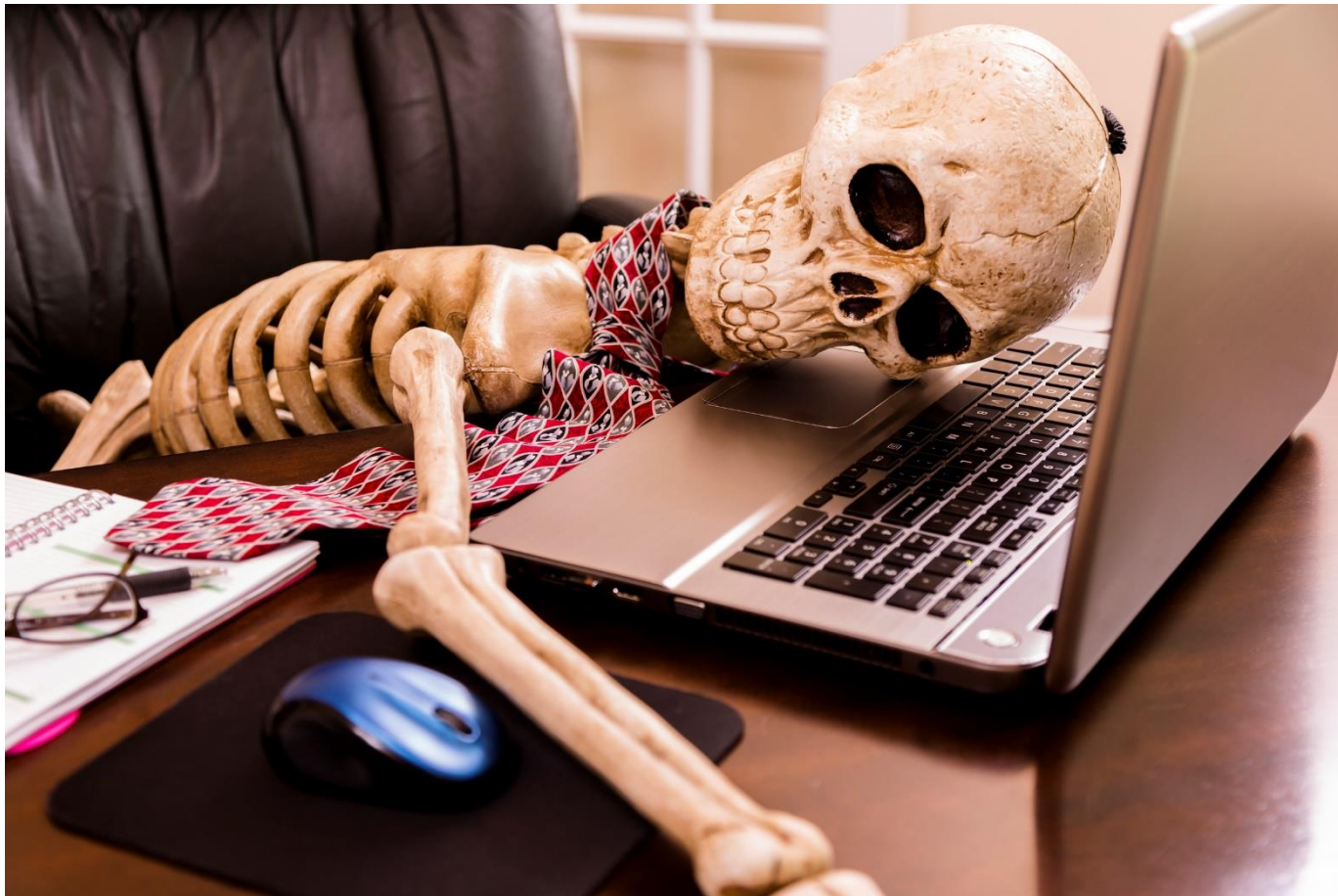
At The End **Only 15%** Can Potentially
Become Successful Leaders



CURRICULUM NOT APPLICABLE



SESSIONS TOO LONG



THE MODERN LEARNER

MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their *own* development.

OVERWHELMED...



DISTRACTED...



IMPATIENT...



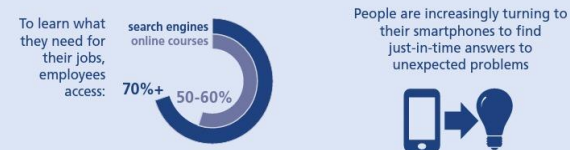
UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.



ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:



COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.



EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.



Sources:
 *The Overwhelmed Employee: Simplify the Work Environment" Deloitte University Press
 *The Knowledge Worker's Day" Bazaar
 *Make Time for the Work that Matters" Harvard Business Review
 *Collaboration & Social Tools Drain Business Productivity, Costing Millions in Work Interruptions" harmon.ie
 *We're Creating a Culture of Distraction" joshtrite.com
 *Study Says We Unlock Our Phones a LOT Each Day" TIME
 *Infidelity Causes Distraction and Stress at Work" IIR Magazine
 *IT Training Gets an Extreme Makeover" Computerworld
 *Network Performance: Does It Really Matter To Users And By How Much?" University of Massachusetts
 *Worldwide Mobile Worker Population 2011 - 2015" IDC
 *Ambivalence Is Not a Strategy" FlexStrategy Group
 *The Rise of the Extended Workforce" Accenture
 *Engaging Disengaged Learners" Towards Maturity
 *Just-in-time Information through Mobile Connections" Pew Research
 *Here's a Google Perk Any Company Can Imitate: Embrace an Employee's Own Pockets

BITE-SIZED LEARNING.....

- 1. Improves psychological engagement**
- 2. Takes full advantage of our natural energy ebb and flow**
- 3. Hacks the limits of our working memory**
- 4. Can lead to better learning results and business outcomes**
- 5. Adapts to modern-day learners**

WHAT GETS IN THE WAY?

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PASSIVE LEARNING



WRONG REINFORCEMENT



NO REINFORCEMENT

- Lecture Approach 5-10% Retention or Below (Bersin, 2010)
- Keynote Speaker 5-10% Retention or Below (Bersin, 2010)
- E-Learning 30-40% Retention Rate (Bersin, 2010)
- Interactive Workshops 50% Retention Rate (Bersin, 2010)
- Experiential Learning 70% Retention Rate or Greater (Bersin, 2010)

THE RIGHT WAY TO REINFORCE

1. Close the 5 Reinforcement Gaps
2. Master the 3 Phases for Results
3. Provide a Perfect Push and Pull
4. Create Friction and Direction
5. Follow the Reinforcement Flow
6. Create Measurable Behavior Change
7. Place the Participant Central

USE THE RIGHT QUESTIONS

- Use a variety of questions
 - Quiz Questions
 - Surveys
 - Open-Ended Questions
 - Etc.
- Match the questions to the 3 stages
- Create the friction
- Create the self-evaluation

Types of Reinforcement



Measure Behavior Change



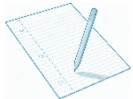
Measure Knowledge



Action/Evaluate



Measure Opinions





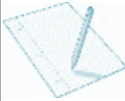



Self-Reflection



Content

WHAT DOES A REINFORCEMENT PROGRAM LOOK LIKE?

Icons	Type of Reinforcement	# of Reinforcements	Weeks	Percentage
	Measure Behavior Change Repeating Survey Questions	6	1,2,4,5,7,8	15%
	Measure Knowledge Quiz Questions	5	2,3,4,6	12%
	Action/Evaluate Assignment/Evaluate	10	1,2,3,4,5,6,7,8	26%
	Measure Opinions Single Survey Questions	3	3,5,6	8%
	Self-Reflection Open Questions	8	1,2,3,4,5,6,7,8	21%
	Content Learning/Pitfalls	5	1,3,4,6,8	13%

WHAT DOES A REINFORCEMENT PROGRAM LOOK LIKE?

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Week 1							
Week 2							
Week 3							
Week 4							
Week 5							
Week 6							
Week 7							
Week 8							

PARTICIPANT:

You are in a situation where you forgot about a commitment you made to help a teammate. Now the deadline is looming and the teammate is asking why you haven't completed your part. Which response is the best choice?

TRY IT

“I had a problem with my computer this week and lost the document I was working on!”

“I need to be candid with you. I haven’t started the project yet. I intend on following through with my commitment. When would you like me to check in next?”

“I have a little more work to do, but I will have it completed soon!”

“I have been completely swamped this week! I have tried to start the project but have been receiving constant interruptions!”

TRY IT

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TRY IT

Your Answer:

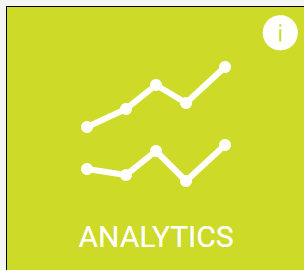
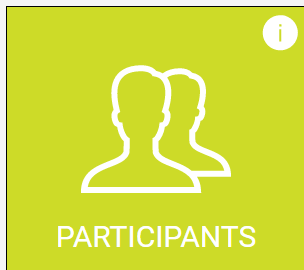
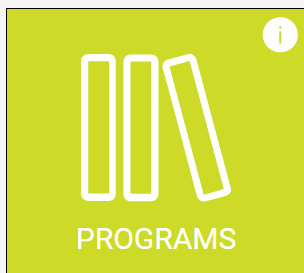
“I need to be candid with you. I haven’t started the project yet. I intend on following through with my commitment. When would you like me to check in next?”



Explanation:

Talk Straight, even in this difficult situation. Ultimately, your relationships will benefit from your clear and honest language.

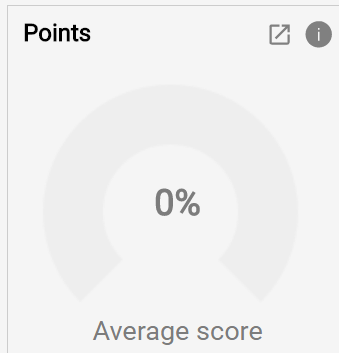
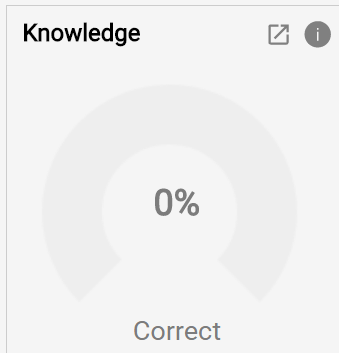
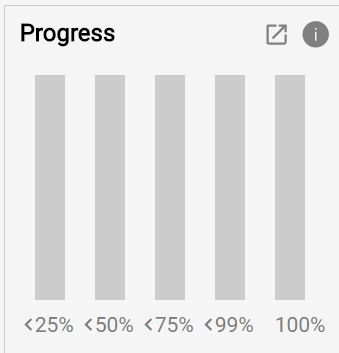
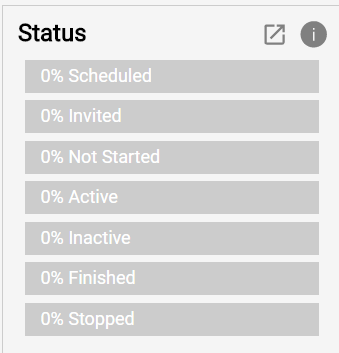
WHAT THE ADMIN SEES



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A ↓



All participants ▾



PARTICIPANT DASHBOARD



Susan Ruhl
ICC



- Dashboard
- Reinforcements
- My Stats
- Leaderboards
- Resources

< EQi

1		Clark Jenkins	12200 pts
2		Courtney Beam	11400 pts
3		David Warne	11400 pts
4		Shawna Simcik	11400 pts
5		You	9600 pts
6		Meredith Masse	4035 pts
7			0 pts

MANAGER:

Participants are learning about effective communication and conflict in their current class. Today, ask the participant(s) how they are demonstrating better transparency when conflict arises on the team. How did the participants respond?

COMBATTING THE FORGETTING CURVE

