Corporate learning just got smarter

Microlearning: Small Bites, Big Impact

May 2016
TIPS FOR THE WEBINAR

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TODAY’S SPEAKER

Carol Leaman
CEO
AXONIFY
Focus of Today

• What is Microlearning?
• Why Microlearning has become such a hot topic
• 5 key components of a Microlearning platform
• A word about bite-sizing your content
• Microlearning in action & the business impact
Definition: Microlearning is a way of delivering content to learners in small, bite-sized chunks.
Microlearning is more than turning 1 hour videos in 1 minute videos - it’s about driving continuous learning and behavior change.
Microlearning should include both push and pull of content.
2 Key Microlearning Components

Content Chunking
Platform for Delivery
Why Microlearning has become so hot, so quickly
3-Point Collision

1. Characteristics of the Modern Employee

2. Increasing Knowledge Demands on Employees

3. Advancements in Science & Technology
The Modern Employee

- 75% of workers state that they are stressed at work.
- 57% of interruptions at work are from social media tools or apps.
- 25% of a typical workweek to focus on training & development.
- 67% of all workers use mobile and wireless computing.
- 87% of employees believe sharing knowledge with their team is very important or essential.
- 70% of learners turn to search engines for knowledge.

Source: Bersin Research Bulletin, Meet the Modern Learner, November 26, 2014
Increasing Knowledge Demands

• Employees today must know more than ever before:
  – Growing product complexity
  – More knowledgeable and demanding customers
  – Risk and compliance requirements
  – Current leadership concepts

• We live in a changing world, where employees must be able to shift gears mid-stream, acquiring more or different knowledge to accommodate

Intense pressure on the individual and organization to be constantly learning

Training materials quickly become obsolete.
The Result

Employees lack the knowledge they require to perform on the job and it is expensive.
Advancements in Science

• Scientists know more about the brain than ever before and what cognitive strategies drive better learning:
  – Spaced repetition
  – Repeated retrieval
  – Deep encoding
  – Chunking
  – Confidence-based assessment

Advancements in Technology

• Advancements have been dramatic in the past 10 years:
  – Cloud
  – HTML 5
  – Web 2.0
  – Social networks
  – The rise of mobile and video
All have led to the rise of MicroLearning as a new approach to corporate learning.

1. Characteristics of the Modern Employee

2. Increasing Knowledge Demands on Employees

3. Advancements in Science & Technology
What to look for in a Microlearning platform.
5 Key Components of a Microlearning Platform

- Leverage the Latest Brain Science Techniques
- Engagement Methods (aka Gamification)
- Adaptive Engine (Beyond Personalization)
- Measure through to Behavior & Results
- Accessible Anywhere + Push & Pull
Leveraging the Latest in Brain Science Techniques
Three Core Concepts Proven to Drive Retention

- Spaced Repetition: Also known as interval reinforcement.
- Retrieval Practices: The questioning format.
- Confidence-Based Assessment: Contributes to long term retention.

“When combined, spaced repetition and retrieval practices deliver the optimal environment for retention.”
- Dr. Alice Kim, Rotman Research Institute at Baycrest -
Spaced Repetition

Training Event

<table>
<thead>
<tr>
<th>KNOWLEDGE RETAINED</th>
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<tr>
<td>90%</td>
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Spaced Repetition

Knowledge Retained

Training Event

Days

10%

50%

90%
Spaced Repetition

Exposing employees to ideas 3 times over 30 days, versus 1 time over 30 days.

Retention Increases Up To 90%
Actual Knowledge Retention Graph

- **Spaced Repetition**
- **The Forgetting Curve**

Based on 2.7M Sessions
Repeated Retrieval Leads to Better Learning

![Bar chart showing proportion correct for Study, Repeated Study, Concept Mapping, and Retrieval Practice.]

Source: 2011 study by Jeffrey D. Karpicke, Department of Psychological Sciences, Purdue University
Confidence-based Assessment

The use of a confidence-based learning methodology:

- Has shown better knowledge retention and knowledge acquisition.
- Triggers an emotional reaction, which assists with long-term retention.

Source: Dr. James Bruno Confidence-Based Learning Methodology, UCLA
Gamification/Engagement Methods
A Quick Clarification on Gamification

What is Gamification?
Gamification is using game-based mechanics, aesthetics and game thinking to engage people, motivate action, promote learning and solve problems.

Why is Gamification Critical in a Microlearning Platform?
With microlearning, employees engage with the platform frequently (often daily), so the need for game mechanics is an absolute necessity to drive participation.
Some Critical Game Mechanics

- Game Play – Wrap in Fun
- Leaderboards – Personal & Team
- Rewards – Points, Badges, Prizes
- Report Card – Monitor Personal Progress
- Coaches – Guide through Learning
- Social – Connect with Peers
It Takes a Combination of Game Mechanics to Drive High Participation in Learning

Based on 2.7 Million Data Points
Adaptive Engine (Beyond Personalization)
The Ability to Target Individual Knowledge Gaps

- **Sales Process**: Priority: 4, Difficulty: 35%
- **Promotions**: Priority: 1, Difficulty: 60%
- **Product Knowledge**: Priority: 2, Difficulty: 75%
- **Competition**: Priority: 3, Difficulty: 20%
The Ability to Target Individual Knowledge Gaps

Sales Process: Priority: 4, Difficulty Level: 88%
Promotions: Priority: 1, Difficulty Level: 96%
Product Knowledge: Priority: 2, Difficulty Level: 85%
Competition: Priority: 3, Difficulty Level: 82%
Measure Through to Behavior Change and Business Results
Microlearning provides a perfect opportunity to map learning, to employee knowledge and through to behavior change and business impact.

**Drive to Business Impact**

- Define ideal behaviors for a specific role or job that align with Business objectives
- Collect and document behavior observations on the job
- Access smart analytics that pinpoint knowledge and behavior gaps
Accessible Anywhere
Due to the nature of Microlearning (frequent, small bites), the experience must be woven into the work day and accessible from any device.

Push & pull.

Very different from a traditional eLearning approach.
Mobile = More Training

User Login Frequency vs. Mobile Use

Companies that provide mobile access have 42% higher frequency.
A Word about Content
5 Truths about Content Chunking

1. Short videos are **only one form of content** to be used in microlearning.
2. Microlearning requires a **different content approach** and **mind-set** than learning professionals may be used to.
3. Focus on what employees **need to know** to perform on the job vs. “nice to know content”
4. Microlearning allows you to identify knowledge gaps at the granular level, so you need a platform that helps you **intelligently adapt**.
5. Preparing Microlearning content requires a **methodology**:

   Business Objectives>Knowledge Requirements>8-10 Key Learning Points>Micro Topics>Content Bites
Microlearning in Action
<table>
<thead>
<tr>
<th>Application</th>
<th>Results</th>
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<tbody>
<tr>
<td>120 Distribution Centers</td>
<td>54% Reduction in Safety Incidents</td>
</tr>
<tr>
<td>75,000+ Employees Using Axonify</td>
<td>72% Of Associates stated that Axonify helps feel safer on the job</td>
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</tbody>
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“Feedback about the Axonify platform has been phenomenal and we believe that it has been a significant contributing factor in our improved performance and engaged associate base.”

Ken Woodlin, VP of Compliance, Safety & Asset Protection

Walmart Logistics

“I know that Axonify has positively impacted our safety performance. It’s a quick, simple way to keep safety top of mind.”

- DC Manager
"We like this app. Our consultants do too and we believe that it not only helps their product knowledge, but their confidence as well, leading to better performance."

-Mia Phillips
National Manager of Dealer Education Strategy & Digital Solutions

"What I love about Axonify is that we're using it to focus on knowledge. Knowledge is the result of great learning practices and Axonify is a great tool for that."

-Mia Phillips
National Manager of Dealer Education Strategy & Digital Solutions

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<tbody>
<tr>
<td>25,000 US Dealer Reps at 1500 Dealerships</td>
<td>Increase in their Sales Satisfaction Index (SSI)</td>
</tr>
<tr>
<td>2 Vehicles/Month</td>
<td>Increase in their Sales Satisfaction Index (SSI)</td>
</tr>
<tr>
<td>25,000 US Dealer Reps at 1500 Dealerships</td>
<td>Increase in Sales</td>
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**Bloomingdale’s employees represent 4 different generations and many cultures and languages.**

> At Bloomingdale’s we have fundamentally changed how we deliver Associate learning and the results have been outstanding. We have a smarter, more engaged workforce.

*Chad McIntosh, VP of LP & Risk Management, Bloomingdale’s*

<table>
<thead>
<tr>
<th><strong>Associate Feedback</strong></th>
<th><strong>Results</strong></th>
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<tbody>
<tr>
<td>85.6%</td>
<td>22.9%</td>
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<tr>
<td>Stated that gamification increased their participation in learning</td>
<td>Reduction in Safety Incidents</td>
</tr>
<tr>
<td>86.6%</td>
<td>$2.2 Million</td>
</tr>
<tr>
<td>Stated that Axonify increased their job confidence.</td>
<td>Annual Savings Attributed to Axonify</td>
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“Since I have been using Axonify, I have felt more and more comfortable discussing the anatomy with surgeons. It even helped me prepare for a vendor fair. It’s the best application for continuous learning.”

Ainsley Schroeder
Hernia Sales, Ethicon

<table>
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<tr>
<th>Feedback</th>
<th>Increased Sales</th>
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<tbody>
<tr>
<td>95% Voluntary Participation</td>
<td>&gt;50% Increased Confidence &amp; Product Knowledge</td>
</tr>
<tr>
<td>82% Prefer Axonify Learning Method to Any Other</td>
<td></td>
</tr>
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</table>

“Axonify drives strategy execution through daily learning, resulting in more confident and successful sales reps.”

John Knoble
Worldwide Director of Learning, Ethicon
“We strive to provide the right overall customer experience in the industry, which means providing employees with the right knowledge at the right time, creating habits and culture. This is what Axonify does for us.”

Scott Walter
Director of Operations, Capital BlueCross

“IT’s an easy system to use and a lot of fun. Last night I went home and looked through the materials so that I was prepared.”

Capital BlueCross Employee
Summary of the Top 5 Microlearning Benefits

1. Allows you to keep up with the pace of business
2. Increases the retention and application of knowledge
3. Accessible anywhere
4. Allows you to break up complex content
5. Available at the point of need
Thank you
Questions?

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May 24 - Netflix Your Learning: How to Create Engaging Learning for a Picky Audience

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ljohnson@trainingindustry.com
About Axonify
Axonify focuses on driving employee knowledge in corporate enterprise, ensuring that every employee has what they need - in their heads or at their fingertips - to effectively do their jobs.

For the first time ever, organizations can measure the impact of their learning efforts on knowledge growth through to employee behaviors and business results.
A Little Bit About Axonify

Axonify Delivers

10 M Microlearning bites per month and growing

>80% Voluntary participation rates

Axonify Users Say

79% “Axonify has made me more knowledgeable”

78% “Axonify has made me more effective at my job (i.e. work safer, sell more)”

Axonify counts amongst its customers the world’s largest beverage company, the world’s largest retailer, the world’s largest automotive company, the world’s largest professional services firm, the world’s largest pharmaceutical company and the world’s largest multinational conglomerate.

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Some of Our Customers

Walmart  janssen  SiTEL  Toys"R"Us  John Hancock

Ortho-Clinical Diagnostics  Southeastern Grocers  BIMBO Bakeries USA  Pfizer  Pep Boys

KAPLAN  bloomingdales  GE Energy  CERIDIAN  VESUVIUS

TOYOTA  Capital BlueCross  TELUS  UNI-SELECT  ETHICON