Escape the time warp

9 Essential Principles for Modernizing Your Corporate Learning Ecosystem

It’s time to modernize
Escape the time warp

9 Essential principles for modernizing your corporate learning ecosystem to achieve organizational success

We’ve all come across someone who’s stuck in the past. You know what I’m talking about. Your co-worker who’s been donning the same mustache and mutton chops since the 70s or your neighbor who continues to sport his now, way-too-small varsity jacket that he bought in high school — 20 years ago. Hey, different strokes for different folks, right? But when it comes to business, this tactic doesn’t fly.

Keeping up with the times is vital in an ever-changing corporate world. Most organizations get this and have evolved. The weird part is that, in many cases, corporate training hasn’t followed suit. It’s been stuck in a time warp — using decades-old training methods like yawn-inducing classroom sessions, clunky learning management systems, and overflowing binders chock-full of obsolete information.

These out-dated methods simply don’t work in a modern workplace! They don’t engage employees. They don’t help them retain information. They don’t build their knowledge and expertise. They don’t ensure they take the right actions on the job. They don’t help to achieve business objectives. And they don’t provide metrics for making proactive decisions.

The crazy thing is that businesses are throwing more dollars than ever before at corporate training. What they don’t realize is that spending more money on the same traditional training tactics won’t help. Organizations need to change their approach to get results. They need to escape the time warp and go modern.

In 2015 $70.6 BILLION was spent on corporate training, up 14.2% from 2014

What does it mean...
So, what does it mean to modernize your corporate learning ecosystem?

Before we get into what a modern approach to learning is, let’s take a step back and talk about what it isn’t. Modernizing corporate learning isn’t about adopting the “flavor of the month” or ditching a traditional method just for the sake of it. It’s not about condemning the hard work, effort and time that went into creating past programs. And, it’s not about taking an “I told you so” attitude. (Unless, you really want to stick it to your former boss who blew off your forward-thinking ideas).

A modern approach to learning is about taking a fresh, objective look at the needs of today’s businesses and the employees who work for them. It’s about acknowledging that times have changed and keeping an open mind about new technology and innovation. It’s about creating learning strategies that match new business needs with the corporate training methods that will help achieve them. And it’s about implementing proven principles and tactics that make corporate learning more effective and valuable, instead of simply checking a box.

There are many great resources out there that talk about modern learning, but none that really get at the heart of what organizations need to do to Escape the Time Warp and make the transition . . . until now. While it’s impossible to change everything all at once, we know it can be done over time. So, we’ve put together 9 Essential Principles for Modernizing Your Corporate Learning Ecosystem, plus associated Escape Tactics, so you can start replacing out-dated and ineffective methods with modern approaches that are proven to help you address the ongoing knowledge and skill needs of your organization’s most valuable resource — your people.
But first . . . let’s get a baseline assessment.

Before we get into the 9 Essential Principles for Modernizing Your Corporate Learning Ecosystem, let’s take a look your organization’s current approach and give it a rating, so you know where you stand.

1. Do you assess the value of your learning strategies based on measurable business outcomes (e.g. cost savings, revenue increases, customer satisfaction, improvements, etc.)?

2. Do your learning strategies align to research-based scientific principles (e.g. memory capacity, spaced repetition, retrieval practice, etc.)?

3. Do you provide formal and informal opportunities for employees to learn from one another (e.g. group projects, social networks, communities of practice, etc.)?

4. Do you try to design your learning solutions to be similar to real-world information resources as possible (e.g. Google, Wikipedia, YouTube, etc.)?

5. Do you provide performance support resources to help employees solve problems in the moment of need (e.g. job aids, question/answer platforms, social networks, etc.)?

6. Do your employees and managers value the opportunity to learn every day while on the job?

7. Are your learning solutions personalized (even adaptive) to meet the needs of individual employees?

8. Do your employees engage in voluntary learning activities without being scheduled or assigned?

9. Do you use multiple media formats (e.g. text, video, audio, interactive, etc.) to deliver learning content?
Now, get ready to make your escape!

Here’s a summary of 9 Essential Principles. You’ll notice that each principle corresponds directly to the same numbered question in the assessment. So, although we’ll go over each one in depth, depending on how you answered the assessment, we recommend that you pay the most attention to the principles that link to any responses where you answered: “I don’t know”, “Never” or “Sometimes”.

1. Identify measurable business outcomes first
2. Leverage the science of learning
3. Integrate social and collaborative learning opportunities
4. Embrace familiar, modern technology
5. Offer learning at the moment of need
6. Make learning part of every day
7. Create personal (and adaptive) learning experiences
8. Make learning more engaging
9. Deliver learning using a variety of formats

No more stalling.
It’s time to Escape the Time Warp and Modernize Your Corporate Learning Ecosystem
1. Identify measurable business outcomes first

Before you develop or implement any corporate training initiative, you need to ask one question: What objective would the business like to achieve?

Maybe it’s to reduce safety incidents. Maybe it’s to decrease customer complaints. Maybe it’s to boost sales. Or, maybe it’s to achieve some other outcome. No matter the goal, you need to begin with the end in mind. Otherwise, training will be pointless.

To escape the time warp and modernize your corporate learning ecosystem, you’ve got to ditch traditional thinking and take a backwards approach. That means instead of building training content first, you need zero-in on the result you want from the get-go. Then, you need to design learning programs that will meet that specific and measurable business objective. Content is only part of the solution. Besides helping employees build the knowledge they need to do their jobs, you also need to help them apply this knowledge on the job. And that involves putting measures in place to observe and coach employees to ensure they’re transferring the right knowledge into the right actions.
Escape Tactics

How to make the shift from content-first to business-first learning:

- **Get to know the business:** Talk to leaders about the challenges they face every day and listen to any concerns they may have. Make a point to check progress reports regularly for the teams you support. Then, identify strengths and weaknesses so you know where you can offer the most value.

- **Work backwards to develop learning strategies:**
  1. List the business outcome you’d like to achieve
  2. Describe desired behaviors employees should exhibit on the job
  3. Identify the required knowledge employees need to perform these actions
  4. Design the learning content that will allow employees to build the right knowledge and take the right actions

- **Make it easy for front-line leaders to support new learning initiatives:** Work with leaders to measure the results of learning programs. Help implement a continual process for evaluating employee knowledge and on-the-job behavior, so you can be more proactive about addressing areas where employees need more support.

- **Provide metrics that matter to key stakeholders:** Business leaders need more than traditional training data (such as course completion numbers, test scores, etc.). Prove the value of learning by demonstrating results (such as financial savings, revenue increases, improved customer satisfaction scores, etc.).

- **Use technology to tie learning to business results:** By using an Employee Knowledge Platform, you can track learning progress automatically, input on-the-job behavior observations as well as report on how knowledge growth is impacting business outcomes.
2. Leverage the science of learning

We know you’re likely not a neuroscientist and we aren’t suggesting you become one. But, there’s significant research out there (by brain scientists and learning experts) that showcases how certain techniques work to boost knowledge. A few of these include: microlearning, repeated retrieval, spaced repetition, confidence-based assessment and game play.

For some reason, learning professionals have been stuck on this idea that training sessions need to follow the same format: long, boring and jam-packed with as much information as possible. But science indicates these methods don’t help employees learn. Ever heard of the forgetting curve? The more likely outcome of a traditional training event is that everyone who attended will simply forget 90% of what they learned within 30 days. What a waste!

To escape the time warp and modernize your corporate learning ecosystem, you need to buck tradition. This means swapping out junk science, learning myths, and long-held beliefs in favor of scientific principles and common sense methodologies (listed above) that make learning more effective. When implemented ongoing, these techniques help employees remember information more effectively long term, and this helps them perform at their best. What more could a business want?

Want to learn more about brain science and the types of learning approaches best-in-class companies are using to drive business results? Check out these resources:

- **Research Report** – From Learning to Knowledge: Best-in-Class Methods for Enabling Employees to Propel the Business Forward
- **Article** – Combat Knowledge Decay in the Workplace
- **Webinar** – Leveraging the Latest in Brain Science to Drive the Next Generation of eLearning
- **Blog** – How Brain Science is Driving the Evolution of Corporate Learning
Escape Tactics

How to transition from delivering one-time training sessions to building long-term knowledge:

- **Learn the basics of human cognition**: You don’t have to become an expert, but subscribing to scientific publications, reviewing online resources or connecting with subject matter experts, such as Patti Shank, Julie Dirksen, Margie Meacham, John Medina and Alice Kim, will help you get a basic understanding of techniques you can implement to improve employee learning.

- **Redesign learning programs with the entire employee experience in mind**: Think about everything the employee is facing on the job, instead of viewing the training program in isolation. This will help you consider where, when and how to use memory-building techniques to improve learning effectiveness.

- **Experiment with different memory-building techniques**: While it may not be feasible to add every memory-building technique into your learning programs all at once, take baby steps. Test out microlearning, for example, to make learning more manageable for employees. Then, once you’ve mastered that, work towards implementing other methods to maximize learning success.

- **Leverage technology that incorporates brain science principles to boost knowledge**: By taking advantage of learning technology that is based in brain science, you can incorporate best-in-class learning techniques into corporate training programs automatically, without having to rely on manual, time-consuming processes.

- **Make sure continual reinforcement is part of formal training**: To help employees retain information long term and mitigate the forgetting curve, push out refresher information regularly. Also conduct ongoing knowledge assessments to find out which content is and isn’t sticking so you know which topics need more reinforcement or even additional training.
3. Integrate social and collaborative learning opportunities

Ever notice how toddlers will mimic their older siblings or parents? That’s how they learn. In fact, that’s one way we all learn—by copying other people’s actions or listening to stories that explain how they averted disaster, overcame a challenge or achieved a specific goal.

Learning from others is a great way to fast-track growth because you don’t have to go through each experience on your own to gain deep insights or information that will help you with your individual pursuits. But, for whatever reason, many L&D leaders have forgotten that learning from others is an effective way to build knowledge. Instead, the emphasis has been on formal, instructor-led training (whether in person or virtual), which doesn’t facilitate any social interaction or collaboration.

To escape the time warp and modernize your corporate learning ecosystem, you need to break out of the corporate bubble and squash the notion that learning is an isolated and independent process that can only happen in a formal setting. It’s unrealistic to think one person or department has all the answers. So, rather than relying solely on training teams and designated subject matter experts to push down content to employees, tap into the collective wisdom of the corporate community. Facilitate informal learning opportunities and allow employees to participate in the learning experience as equal partners to share best practices, success stories and moments of failure, so everyone can learn from each other.

Want to learn more about how to integrate social and collaborative learning opportunities? Check out these resources:

- **Blog** – 5 Reasons Your Employees Aren’t Sharing Their Knowledge
- **Blog** – When it Comes to Workplace Knowledge Sharing, Start Small but Think Big
Escape Tactics

How to move from siloed learning sessions to social knowledge-sharing:

- **Provide simple, informal learning opportunities:** Encourage (and allow time for) employees to share their knowledge through an enterprise social network or team blog. Easy-to-use learning technology, that mirrors the way popular social networks operate, is a great way to encourage employees to share their knowledge and experiences within the work-flow.

- **Integrate social knowledge sharing into formal programs:** Before and after formal learning takes place, use pre- and post-course discussion forums or social networking groups to discuss the topics at hand and get people more engaged in the content.

- **Recognize employees who make meaningful contributions to the community:** Highlight employees’ work during team gatherings and in company publications to praise participation and encourage others to do the same.

- **Establish communities of practice:** Bring together employees who exhibit superior knowledge in specific areas with those who need help. One way to do this is through informal activities, such as lunch-and-learn sessions.

- **Invite stakeholders from the teams you support to participate in L&D industry events:** By getting other teams involved in activities like conferences and webinars, you can facilitate more informed and realistic conversations on workplace learning.

- **Hold open discussions on how to improve your organization’s approach to learning:** By including front-line employees and managers in training conversations, you’ll gain deeper insights into their needs and wants and be able to better serve them.

- **Engage in a working group with professionals who support learning in other organizations:** Talking to peers will allow you to share best practices, successes, and failures for mutual benefit.

- **Invest in learning technology that facilitates collaboration:** A dynamic, searchable repository of knowledge that is populated by subject matter experts and crowd-sourced by the employee community helps capture the rich expertise already available within the organization.
4. Embrace familiar, modern technology

Hey, let’s not beat around the bush. We’re definitely biased when it comes to tech. After all, we do make some pretty awesome (dare we say) award-winning and revolutionary corporate learning software (more info at the end of this document). But, we also think using familiar, modern technology, in general, is critical to keeping up with the times and engaging employees in learning.

Why? Well, half of your workforce will be made up of millennials by 2020, and they’ve grown up with tech gadgets pretty much attached at the hip. The other half will be made up of people who’ve embraced tech and can’t live without it anymore either. So, the way we see it, it’s unavoidable.

To escape the time warp and modernize your corporate learning ecosystem, you need to stop pushing these tools away and, instead, welcome them with open arms. Focus on incorporating technology that offers information sharing as well as the anytime, anywhere access to content. By taking advantage of learning technology that not only pushes out learning, but allows employees to pull it as well, employees get information when and where they need it — just like they do in real life. And the easier it is to access it, the more likely they’ll use it and apply at work to achieve success. The bonus is that you’ll be well on your way to elevating L&D to gold star status!
Escape Tactics

How to transition beyond out-dated eLearning tools, like the LMS, to more effective learning technology:

- **Open your mind**: Don’t assume you need an LMS. You may, but you may not.

- **Pay attention to evolutions in consumer technology**: You won’t know what’s out there if you don’t take time to explore popular mobile applications and websites, as well as related user behaviors that you can either leverage or use as a model in your future learning strategies. To keep up to date on technology trends, you may also want to check out Mary Meeker’s Internet Trends Reports.

- **Use technology at work that mirrors real life**: Offer learning tools that function in similar ways to those employees use in their personal lives, such as Wikipedia, YouTube, and social media. This will help employees leverage their everyday consumption and problem-solving behaviors while they’re on the job.

- **Involve employees in your design process when it comes to building learning solutions**: Get input from the beginning to gain employees’ perspectives on how your solutions will be received within the organization. This will ensure you build something they’ll want to use.

- **Seek out design assistance from UI/UX experts**: Talk to those who work outside of the learning and performance field to get help with building learning technology solutions that will provide the functionality you need in a way that will make it intuitive for employees to use.

- **Attend professional development activities in related industries**: You don’t have to reinvent the wheel. Borrow ideas from other departments, including marketing and design, to gain additional inspiration and best practices to incorporate into your learning strategies.

- **Consider purchasing an Employee Knowledge Platform**: Sophisticated learning technology is available via a mobile app for Android and iOS, allowing employees to use their existing devices, such as POS systems, tablets and even their own smart phones, to engage in daily microlearning while they’re on the job.
5. Offer learning at the moment of need

If you think about it, learning opportunities are ubiquitous in everyday life. Need to fix your washing machine? Check out YouTube. Want to know the answer to a trivia question? Just Google it. Interested in polling a group, hop onto Twitter. The opportunities are endless when it comes to getting whatever info you need.

Employees face problems—big and small—every day on the job. While some of the information they need to solve them is ingrained in memory, some of it just needs to be easily accessible so they can make an informed decision. Since employees are so used to finding answers in their personal lives in just a few clicks, they feel frustrated when they can’t do the same thing at work. So, when information isn’t easy to find, they go looking to resources outside of the organization to get what they need. The problem is that this information is often different from organizational policies, procedures or beliefs, which means this can create a disconnect between employee actions and company expectations—a slippery slope that can lead to negative consequences.

To escape the time warp and modernize your corporate learning ecosystem, you need to quash the idea that learning should only be offered in a formalized setting at a scheduled point in time. Instead, you need to provide on-demand access to information to help employees follow correct procedures, overcome challenges or solve unexpected problems regularly throughout the workday—whether they’re in the office or out in the field.
Escape Tactics

**How to switch from an event-based training mindset to anytime, anywhere learning opportunities:**

- **Create a single-source knowledge repository:** Instead of gating content under lock and key, ensure all the information your employees need for their job can be located quickly and easily, so they don’t have to guess when they’re confronted with a question.

- **Develop performance support resources:** It’s impossible to remember everything, so why should this be the expectation? Job aids, on-the-job coaching and question/answer processes should become part of every learning initiative and available to every employee.

- **Implement technology tools with superior search functionality:** Employees will only use tech that works. So, don’t skimp on functionality. Make sure knowledge-sharing technology includes a simple, high-quality search capability to allow information to be found in 2 clicks and 10 seconds.

- **Encourage community problem solving:** Keep the lines of communication open with shared resources, such as enterprise social networks, instead of relying primarily on individual communication, such as email.

- **Align formal training programs with opportunities to apply learning on the job:** Deliver formal training programs as close as possible to the time when employees will be asked to apply new knowledge, rather than when it is most convenient, to help them transfer knowledge into action.

- **Consider using learning technology with on-demand search functionality:** Build a repository that makes it easy for employees to use keywords to search for anything from articles to text to tags to videos to full attachments and more. With quick access to information using any internet-enabled device, employees can get the information anytime and anywhere they need it.
6. Make learning part of every day

Overwhelmed. Stressed. Overloaded. These descriptors are used frequently describe modern employees. Changing policies, new products and services, added job responsibilities and more, mean today’s workers must remember more than ever before to keep up with the rapid pace of business, increasing employer demands and higher customer expectations.

Traditional training methods that require employees to sit for hours on end only add to the problem. Employees can’t recall the mind-boggling amount of info, so they don’t even try. The quandary is that they need this information to perform at their best and, when they don’t have it, they make mistakes, miss opportunities and don’t achieve the results expected of them.

To escape the time warp and modernize your corporate learning ecosystem, you need to stop thinking of training as something that happens once in a blue moon and start thinking about how you can weave learning into every workday. By providing continuous learning, employees can focus on building their knowledge and skills gradually over time, no matter where they are (in the office, traveling or working remotely). And instead of falling further and further behind as they wait for the next big training event to happen, they keep their knowledge current, reducing that overwhelming feeling. Plus, when employees have the opportunity to learn and refresh their knowledge a few minutes each day, it helps them reinforce it in long-term memory. And it doesn’t take them away from their regular tasks.

Want to learn more about how to make corporate learning part of every day? Check out these resources:

- **White Paper** – Microlearning: Small Bites, Big Impact
- **Webinar** – Microlearning in Action: Small Bites, Big Impact
Escape Tactics

How to move from one-time training events to continual learning:

- **Implement microlearning:** It no longer makes sense to hold one-time training sessions that take employees away from their job for a day or more. Instead, create a continual learning culture by implementing a microlearning program that allows employees to participate in short learning sessions that take less than 5 minutes per day.

- **Get out of the office and into the operation:** You won’t know what employees need if you just sit at your desk. Instead, engage with them and ask for feedback on how to better provide learning solutions that fit into the context of their work.

- **Leverage right-fit technology:** It’s never easy to schedule training to meet the needs of a diverse workforce. Knowledge platforms, virtual classrooms and mobile devices help employees experience learning opportunities without taking time away from their regular duties.

- **Encourage employees to use performance support resources:** Help employees get into the habit of referencing job aids and question/answer platforms, so they take the right actions on the job instead of making the wrong assumptions.

- **Publish a catalogue of learning resources and activities:** Often employees don’t know what training is available for personal development. Encourage employees to take responsibility for their own progress by offering them resources they can engage in as needed.

- **Use technology that provides learning data:** Take advantage of advanced learning technology that provides managers with access to employee performance data. This will help them identify potential areas of misunderstanding and improve on-the-job coaching.
7. Create personal (and adaptive) learning experiences

No two people learn the same way. Differences in age, education, existing knowledge, personal experiences, learning speeds, learning preferences, and more means everyone comes to the table with a unique background that influences the way they learn.

The problem is that many companies take a more standardized and generic approach to employee training. After all, offering the same course to everyone makes it much faster and easier to deliver. But what’s gained in short-term convenience is actually lost down the road in engagement, comprehension and, ultimately, business results.

**To escape the time warp and modernize your corporate learning ecosystem,** you need to recognize that one-size-fits-all strategies simply aren’t effective. Instead, you need to focus on building learning programs that respect the individuality of each employee. The key is providing exactly the training they need without bogging them down with unnecessary or unhelpful information they won’t use or already know. By leveraging technologies that adapt learning to each individual, employees can receive learning that meets their individual needs, helps them with their specific role, and continues to engage them throughout their tenure.

Want to learn more about personalized and adaptive learning? Check out this resource:

**Blog Post** – Personalized vs. Adaptive Learning
Escape Tactics

How to transition from generic training to more personalized learning:

- **Give employees more choice**: Instead of forcing employees to participate in a training session at a specific time, offer a range of sessions to meet different needs and allow employees to choose the ones that fit them the best.

- **Provide employees with multiple options for how to learn new information**: Instead of a one-size-fits-all approach, allow employees to learn based on their preferences for consuming content (e.g., video vs. document).

- **Use pre-assessments**: Before requiring employees to participate in learning, assess their existing knowledge and allow eligible participants to “test out” of unnecessary training.

- **Add practical scenarios and branching storylines**: Help employees use their existing knowledge to solve problems and allow them to move more quickly through course content when they demonstrate they “get it”.

- **Don’t assume training should be required for all**: When deciding who should participate in training activities, approach managers and employees to determine if the training is necessary.

- **Leverage learning technology that adapts automatically as employees learn**: By taking advantage of learning technology that uses sophisticated algorithms to identify each employee’s individual knowledge needs, it is easy to deliver the right content at the right time to help them grow their expertise.
8. Make learning more engaging

Send out an email about a required training session and you’ll likely hear a synchronous “groan” throughout the office as employees add this to their already over-booked calendars. Quite frankly, training sessions have a reputation for being boring and a waste of time.

Employees are acutely aware of their responsibilities as well as their limited time and capacity on the job. So, they aren’t interested in attending yawn-inducing sessions that simply put them to sleep.

To escape the time warp and modernize your corporate learning ecosystem, you need to stop thinking about training as something people have to get through and figure out how to make it something they want to do. And we’re not talking about things like “role playing”. For most, this feels awkward and stressful. Instead, you need to take the fun factor up a notch . . . or ten. Focus on revving up employees’ intrinsic and extrinsic motivations. This means incorporating things like gamification, which combines fun games (brain teasers, arcade style, adventure and more) with leader boards, points and cool prizes. You’ll be amazed that employees not only want to participate voluntarily, but actually look forward to it. Plus, instead of focusing on pass/fail metrics, which can bring back bad school-day memories, focus on tracking knowledge growth and progress on specific topics over time. Then, reward employees for effort as well as correct answers. Make sure you also let employees be accountable for fitting training into their day at the time it is most convenient. We guarantee you’ll have a winning program for engagement.
Escape Tactics

How to switch from bland training methodologies to engaging learning experiences:

- **Align all learning strategies with what the business needs to accomplish:** People like to know the reason why they’re taking training. If they understand the end goal, this will maximize intrinsic motivation.

- **Introduce simple game mechanics:** Don’t be afraid to incorporate rewards, point systems, and competitive leader boards. They’re a great way to engage employees ongoing.

- **Recognize employees who consistently engage in learning opportunities:** Why not take some time during team meetings or in company publications to praise those who are actively working on improving their knowledge and performance. This will not only continue to motivate them but might encourage others to jump on the learning bandwagon too.

- **Stop chasing employees to ensure training completion:** Instead of playing the role of the learning police, shift accountability for learning and performance to employees and their managers. When they have more control over their training they’ll be less resentful and more likely to participate.

- **Communicate the value employees have derived from past learning opportunities:** Prove how learning is having a positive impact by using quotes, blog posts, and videos that attest to real knowledge growth and performance improvement.

- **Take advantage of technology that incorporates proven gamification techniques:** Eliminate learning boredom by gamifying the experience. Employees will have fun competing against themselves and each other, pushing voluntary participation through the roof. Your boss will think you’re a rock star!
9. Deliver learning using a variety of formats

When was the last time you got excited about reading a 50-page training manual? It’s commonplace for workforce training materials to be written. And that’s fine if employees will actually read them, but will they?

Long gone are the days of force-fitting training content into 3-inch binders or death by PowerPoint slideshows. The great thing about living in a modern world is that it is so easy to create content in a variety of media formats that not only up the engagement factor, but can be more interesting and interactive as well. With today’s technology, the possibilities are endless when it comes to creating materials that incorporate audio, video, interactive apps, games and more.

To escape the time warp and modernize your corporate learning ecosystem, you need to move beyond delivering learning that’s restricted to lengthy documents and slide decks. Instead, consider the content format that makes the most sense for what you are trying to teach. For example, building an interactive app to educate a surgeon about which tools to use in a specific surgery would be much more helpful than simply conveying this information in a document. The key is to think about how an employee will use the content and then create the content in formats that will maximize its effectiveness. In many cases, this means using several formats to communicate the same topic.

Want to learn more about how to incorporate video into learning? Check out this resource:

Article - Four Ways You Can Use Video to Support Workplace Learning
Leverage ideas from popular media to share information in everyday life: Things like streaming video and social media can be great for engaging audiences in new and exciting ways. Don’t be afraid to use them.

Document all core knowledge in a highly-searchable repository and make it accessible: People need to be able to search and find information quickly. So, instead of burying it, make it easy to access. Forcing someone to watch an entire video to extract a key piece of knowledge that will help them do their job is not a good use of their time.

Use audio and video to share more complex information: Video is a great way to help employees learn concepts that require visual reinforcement, application examples, or emotional engagement. It doesn’t have to be complicated. A video filmed on a mobile device can often be just enough to do the trick.

Use interactive media and storytelling: Help employees practice decision-making through realistic application scenarios. For example, to teach employees the proper method for cleaning up a spill, you could develop an application that would require employees to choose the tools and steps for doing the job right.
But, if you really want to accelerate the transition, we’d like to tell you a little more about Axonify, the world’s first and only Employee Knowledge Platform.

Axonify is different from a Learning Management System, and more than an eLearning solution. Simply put, Axonify builds knowledge, instead of just delivering learning. Employees get the information they need to do their job, so they can translate it on the job. And this is what drives successful business outcomes each and every day.

With Axonify, it’s simple to replace archaic and ineffective training methods with modern approaches that prove impact. That’s because we’ve taken all the 9 essential principles for modernizing your corporate learning ecosystem and combined them into an all-in-one solution. In short, here’s what it does:

• Delivers unique, personalized and adaptive microlearning experiences to ensure that each employee acquires and maintains the knowledge needed for peak performance, while addressing the changing needs of today’s modern worker.
• Leverages brain science and learning best practices to maximize learning effectiveness.
• Incorporates more than 15 game mechanics to make learning fun and engaging for employees.
• Provides additional on-demand access to information when employees need it on the job.
• Facilitates manager and supervisor coaching and input into associate knowledge development.
• Tracks knowledge growth and behavior observations to help ensure employees build the knowledge they need to perform job actions correctly.
• Gives leaders the measurement capability to link learning and development investments directly to tangible business results.

From powerhouse brands like Walmart, Johnson & Johnson and Toyota to small and medium-sized businesses like Northgate Markets, MCAP and Capital BlueCross, Axonify is for organizations that believe the right knowledge promotes the right actions and, ultimately, the right results.

For more information, visit axonify.com or contact one of our knowledge experts.