



LRN[®] Inspiring Principled Performance[®]

Why Marketing & Communication Drive more Impact than Training Alone

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Workplace Environment has Evolved



MODERN WORKPLACE

- GLOBAL
- FLAT
- MULTI-GEN
- VIRTUAL
- FLEXIBLE
- ON DEMAND

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DO YOU Know your Audience?



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Learning & Engagement Market Trends

A Decade Ago	Today
80% classroom based	80% integrated in the workplace
80% formal	80% informal, at your fingertips
Instructor-led / centrally administered	Self-directed and Experiential
LMS as a learning destination	Social Learning
Hour – long Learning Objects	2-3 minute video vignettes
Location-centric	Mobile, On-Demand
One size fits all	Individualized / personalized
Global considerations emerging	Global + country localized
Company – centric education	Branded education to the supply chain & extended enterprise
Once a year	Ongoing, embedded, 24/7 at your fingertips

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Why Compliance Content Today isn't Working



Content is **long**
and
unengaging



Content is under
controlled access



Content is
forced on
employees



Content strategy
is **push vs. pull**



Content is shared
infrequently

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Information Overload: Reaching a Fatigued Workforce



100%



75%



50%



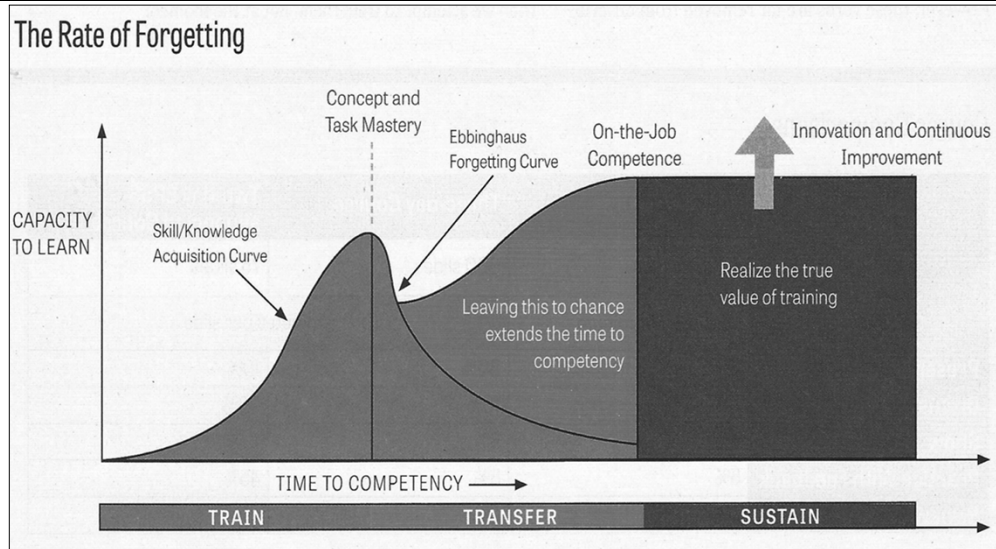
25%



0%

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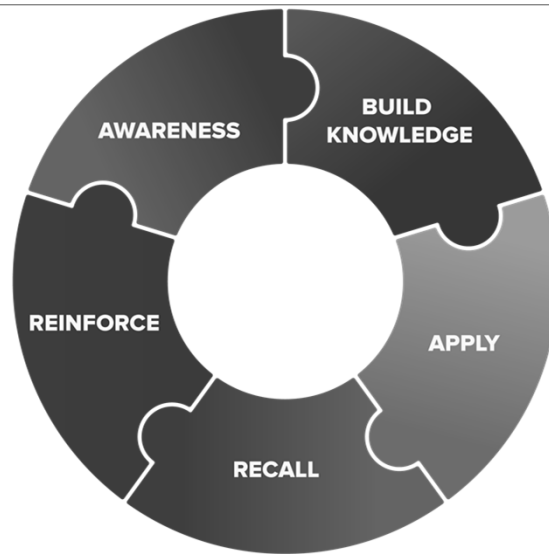
Retention: Forgetting Curve



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-Adapted from Herman Ebbinghaus Forgetting Curve

Behavior Change Process



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DELIVERY FORMAT MATTERS: Learner Focused Trends

PERSONALIZED LEARNER EXPERIENCE



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MOBILE, AUGMENTED REALITY, GAMING



TAILORED & LOCALIZED CONTENT

How to Impact DECISION MAKING

People generally remember...
(Learning activities)

10% of what they *read*

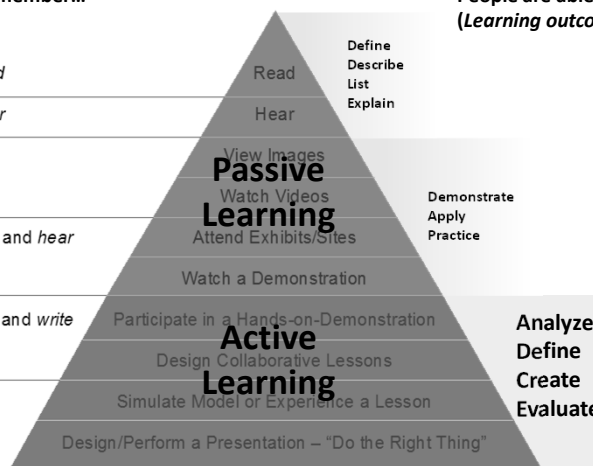
20% of what they *hear*

30% of what they *see*

50% of what they *see and hear*

70% of what they *say and write*

90% of what they *do*



People are able to...
(Learning outcomes)

Define
Describe
List
Explain

Demonstrate
Apply
Practice

Analyze
Define
Create
Evaluate

• *Edgar Dale, Cone of Learning

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Collaborate Cross Functionally



Remember the Six C's From The C-Suite



Culture



Collaboration



Communications



Consistency



Celebrate Successes



Calibration

Break Down Silos Through Dialogue

Resources & tools for leaders to actively model conversations.

- ✓ Facilitate difficult conversations
- ✓ Present real life contextual situations
- ✓ Promote listening
- ✓ Engage in discussions that are help employees solve ethical issues that arise day to day

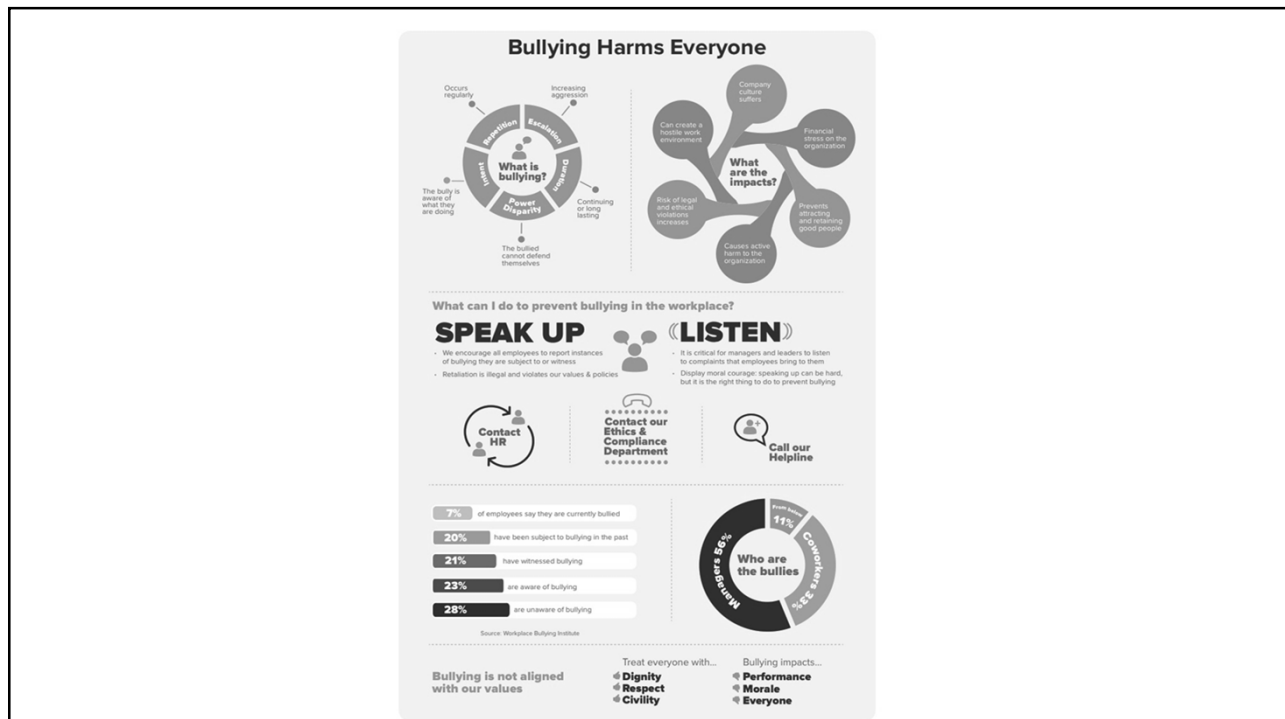
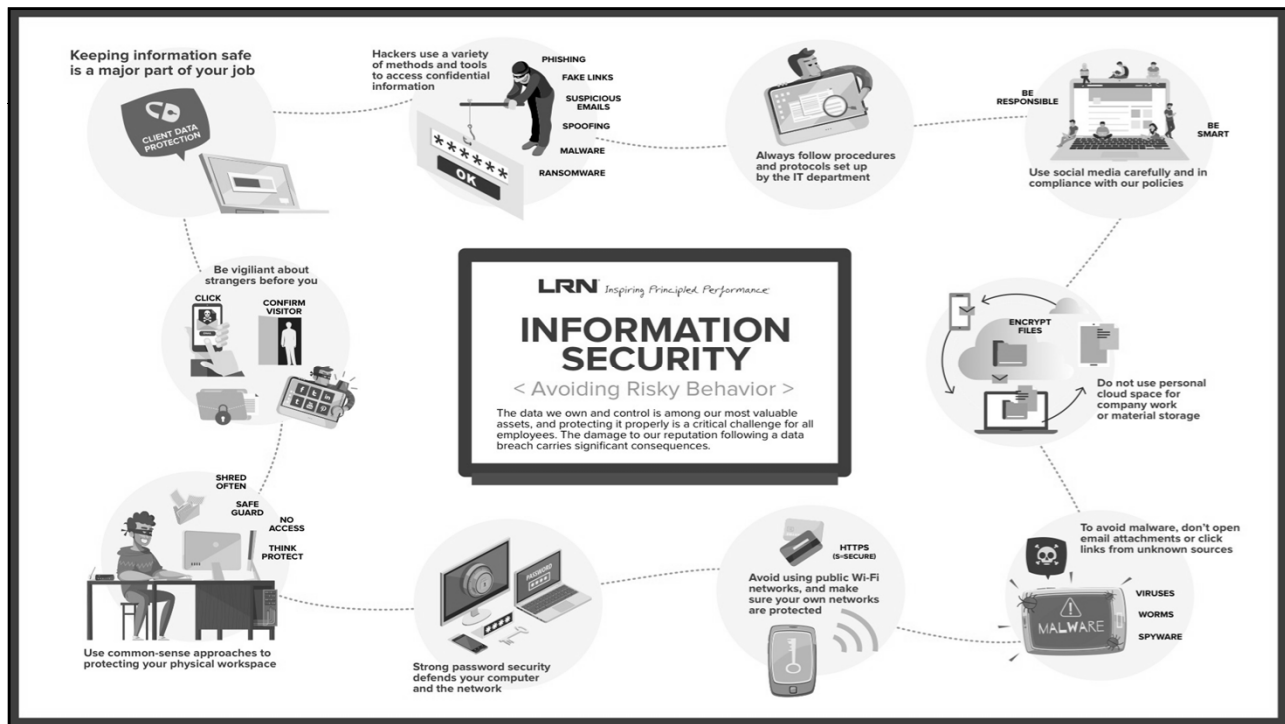


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Targeted Campaigns



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► Values, trust and empowerment are core to high-performing brand's cultures.

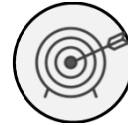
A culture defined by **values, trust** and **empowerment** is core to high-performing brands.



Strategic Program
Brand



Communication
Assessment
Analytics



Targeted
Education

Power of Storytelling


**BAD
DECISIONS
MAKE
GOOD
STORIES**

Strategies to Promote Global Engagement



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