

LRN

Inspiring Principled Performance

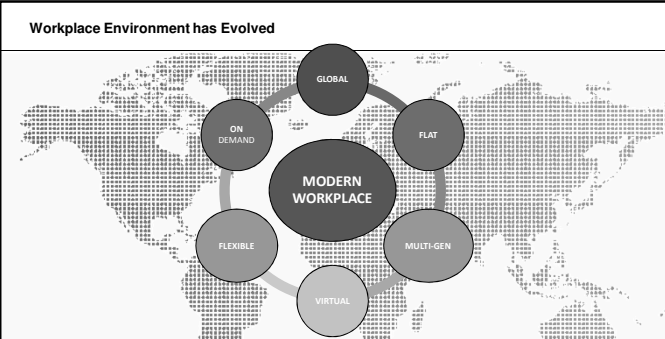


Why Marketing & Communication Drive more Impact than Training Alone



Dr. Marsha Ershaghi Hames, Managing Director LRN, Inc.
SCCE Southern California January 26, 2018

Workplace Environment has Evolved



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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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Content is long and unengaging

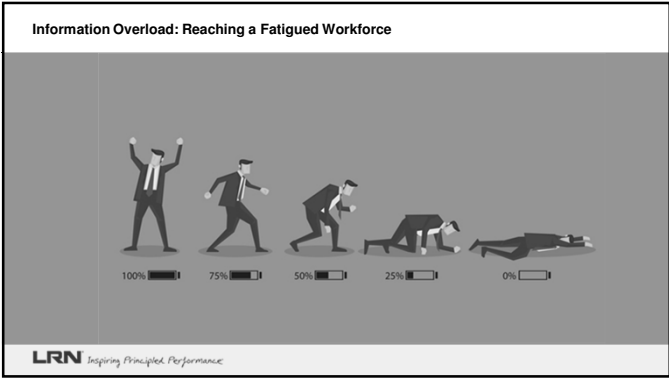
Content is under controlled access

Content is forced on employees

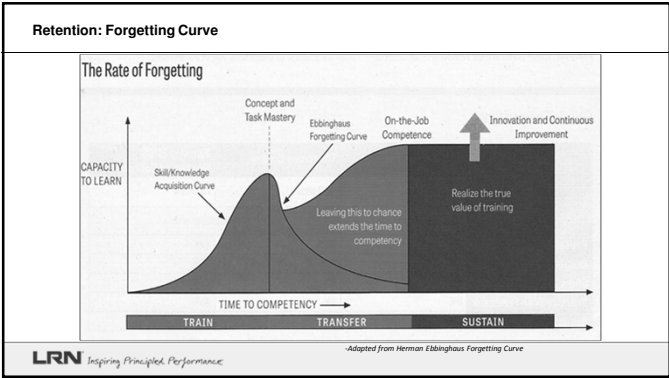
Content strategy is push vs. pull

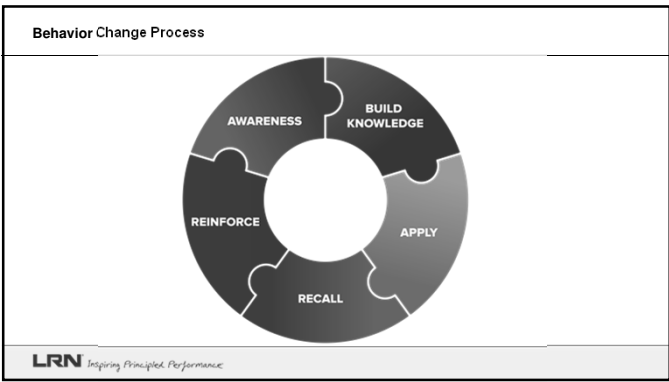
Content is shared infrequently

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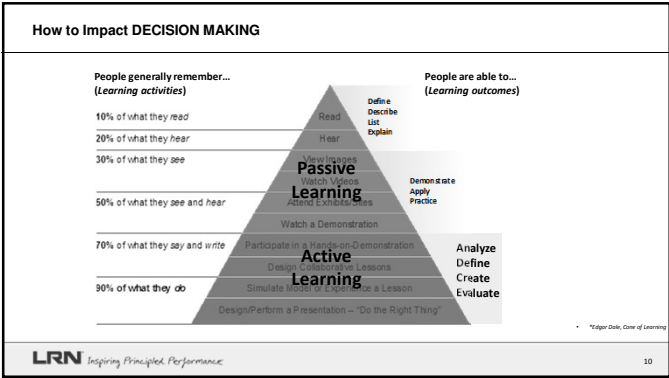


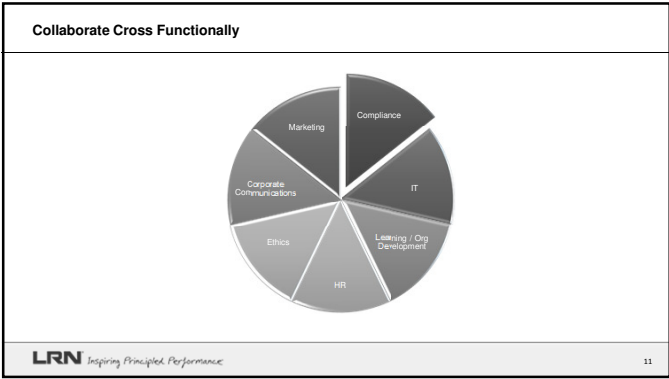
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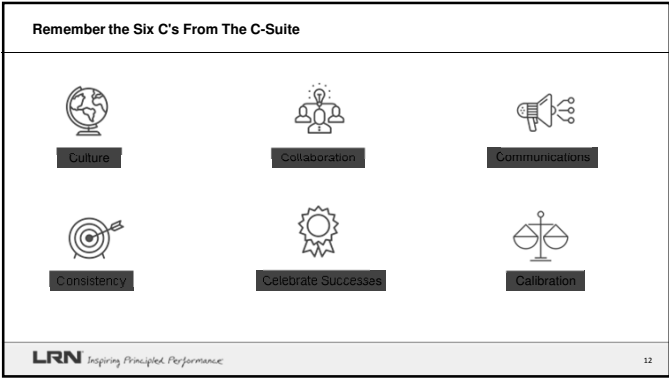












Break Down Silos Through Dialogue

Resources & tools for leaders to actively model conversations.

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

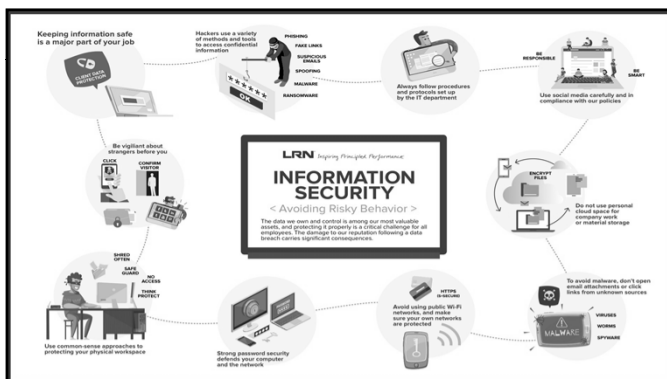


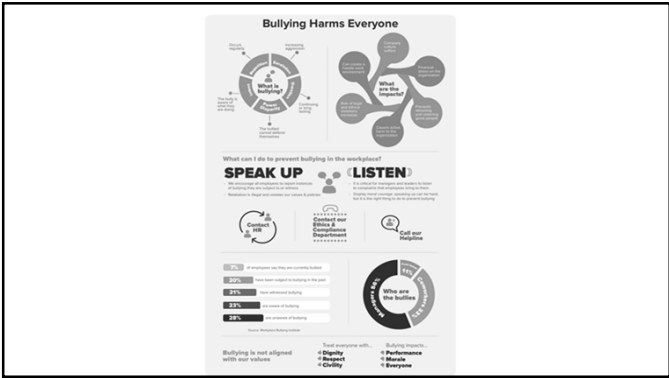
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Targeted Campaigns



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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

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Power of Storytelling

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Strategies to Promote Global Engagement

Know your Audience

Brand Program

Localize Key Messages

Blended Learning Strategy

Cadence Campaign

Connect to Values & DNA

Recognize Success Stories

Promote Social Learning

Leverage the Power of Storytelling

WIFM - What's In it For Me?

Define Outcomes

Leader Led

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