



Best Practices for Meeting the Demands of Today's Learner

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Mark Probert
VP, Revenue



Put People at the Heart of
Your Company and the Helm
of Their Careers



Jeff Fissel
VP, Solutions



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Poll 1: What is the most popular method of learning in your organisation?

- a) Web Resources
- b) Live Training
- c) SCORM Content
- d) Mentoring / Coaching



Poll 2: How do your people prefer to learn?

- a) Web Resources
- b) Live Training
- c) SCORM Content
- d) Mentoring / Coaching





Today's Learner

37%
TRAINING

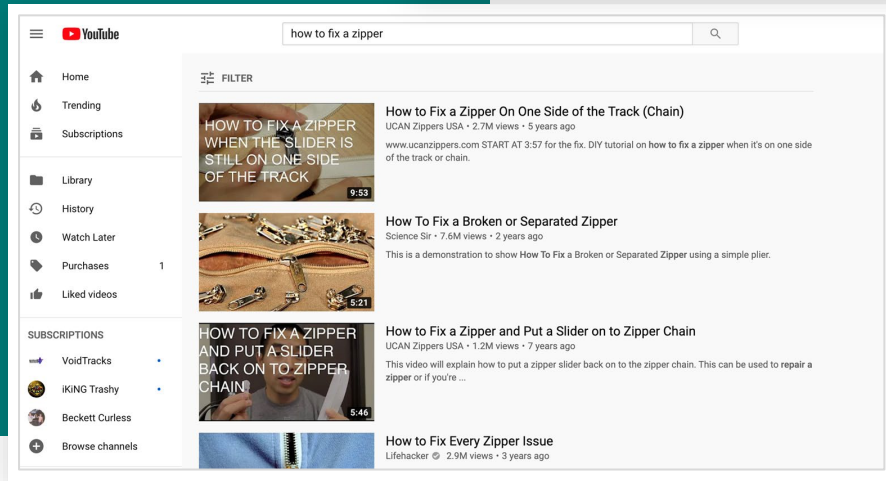
79%
WEB
RESOURCES

80%
KNOWLEDGE
SHARING

Learning and Workplace Survey, Centre for
Learning & Performance Technologies, UK

Why? YouTube

how to fix a zipper.....



- Videos are interesting and engaging.
- A wealth of resources from “experts.”
- Visual and audible means of learning.
- Watchable anytime and place.
- Easily shared.
- Option to contribute our own content
 - Commenting or new videos

Why so sticky?



Why We Use Instagram/Social Apps



- Allows for creativity -- Pick a filter, edit the photo, add text
- Allows you to associate yourself with people, time, place, and context
- Lets you see what those you “follow” are doing
- Never lets you get bored -- 544 million posts a day
- Watchable anytime and place.
- Easily shared.
- Option to contribute our own content.

Have you heard? Creativity is the skill of the future (Forbes)

Poll 3: Who creates the majority of content in your organisation?

- a) Instructional Designers
- b) Subject Matter Experts
- c) We buy off the shelf
- d) Outsourced developments



The **creator** has **changed**.



ISD



SME



ME

“Your own employees
are perhaps the most
qualified instructors
available to you.”

- Google

Googler 2 Googler Program



Creators are creating at home on...



At work --- we have all become **CREATORS**. It happens everyday with tools we already use.



Tips

Let's have them...






1. Don't Overthink Sh*t

Really.



A top-down view of a person's hand holding a black pen over a light blue notepad. The notepad has the text 'THINK LIKE A MARKETER' written in a black, hand-drawn, sans-serif font. To the left of the notepad are two brown paper envelopes. The background is a plain, light grey surface. A watch is visible on the person's wrist.

THINK
LIKE A
MARKETER

2. Low Production Value

it's totally fine.





3. Short + Specific

Is soooooo good





4. Let it go.

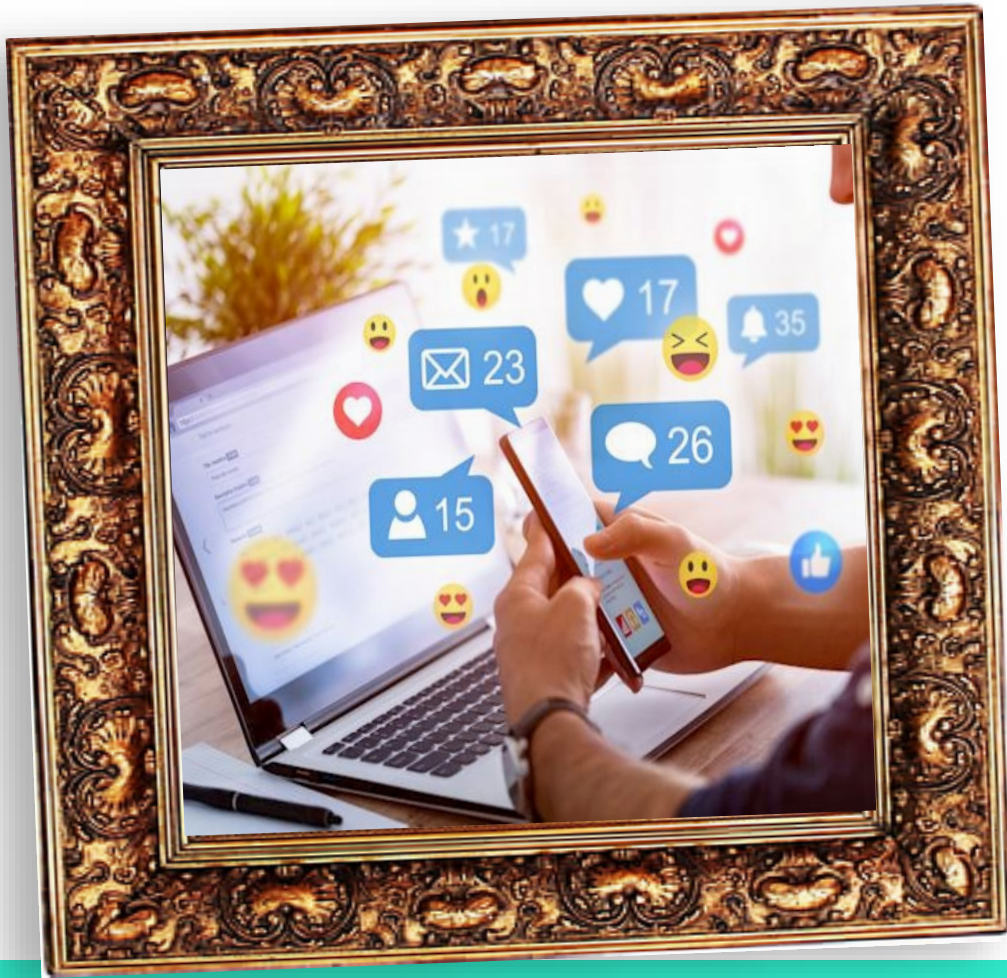
Just like Elsa





5. Reward Creation



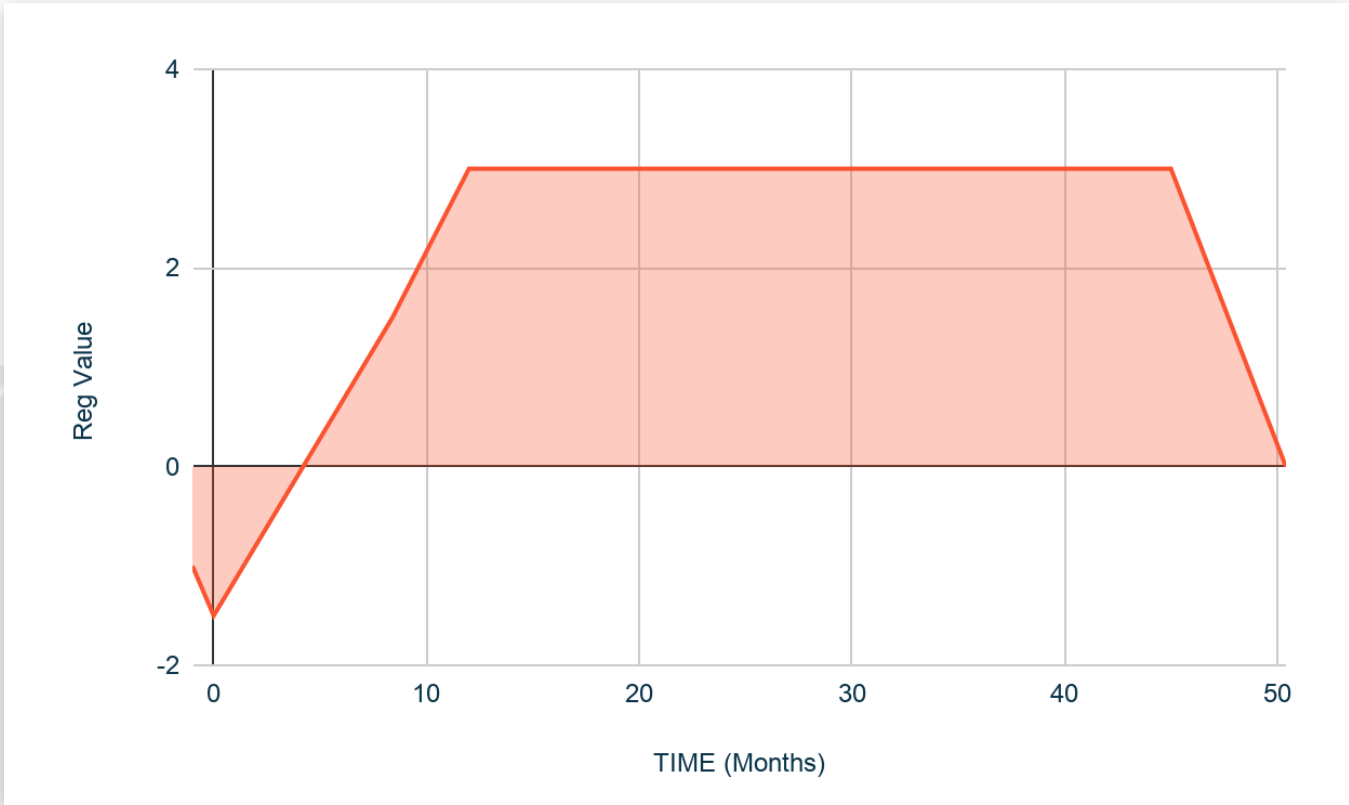


Learning can be a culture building activity

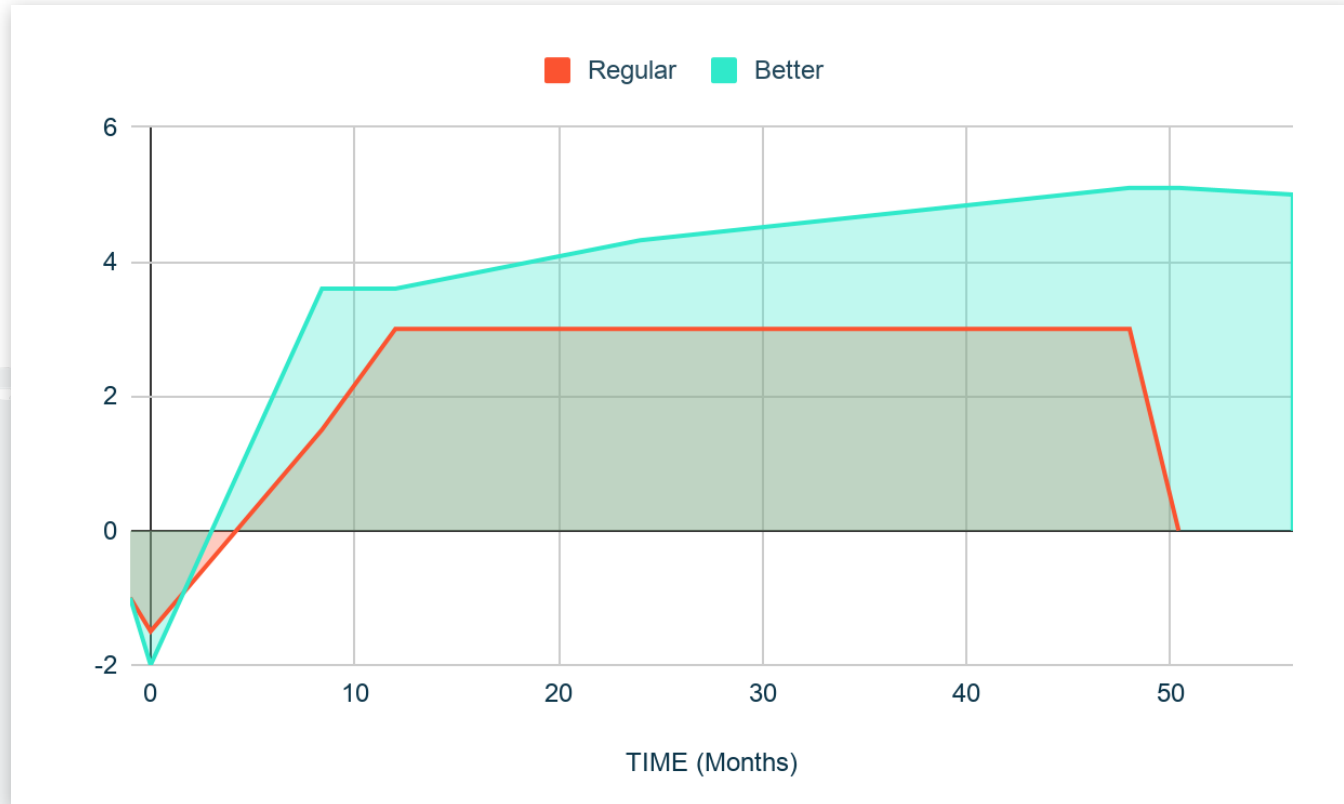
Trust, Enablement, Empowerment



Employee LifeTime Value (ELTV) Model



Amazing Culture





Free Pizza
Comfy Chairs
Casual Fridays
Unlimited Vacation Days

#NOTEMPLOYEEDEVELOPMENT

Perks don't develop (or retain) employees.
But growth and learning opportunities do.

Where do I start?

1

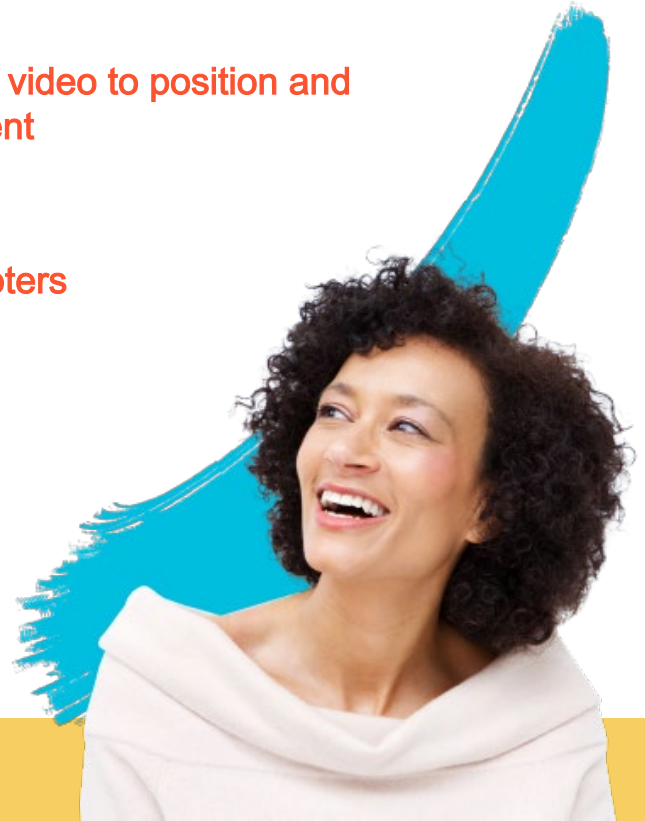
Bookend off - the - shelf content

2

Use a short pre - roll video to position and personalize the content

3

Find a few early adopters



Recap Takeaways

Let's see what we've learned.



Recap Takeaways

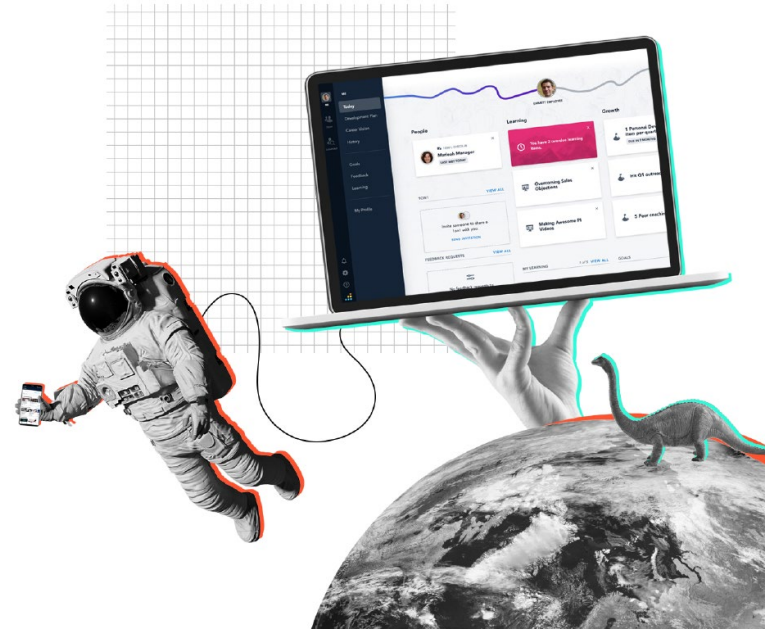
1 Don't overthink it

2 Low production value is

3 Short + Specific

4 Let it go

5 Reward creation





Q&A

Resources to check out

- [Does Your L&D Approach Meet the Needs of Today's Learner?](#) *(Blog Post)*
- [How to Put Learning and Development at the Heart of Your Company's Culture](#) *(eBook)*
- [More on Bridge Advanced Video](#) *(web link)*