Crush the Forgetting Curve: How ‘Learning Experience Managers’ Drive Learning Mastery

Barry Stern, Ph.D.
SVP Development, DDI
MEET THE MODERN LEARNER

As training moves to more digital formats, it’s colliding with new realities in learners’ jobs, behaviors, habits, and preferences.

Today’s employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they’re taking more control over their own development.

OVERWHELMED...

41% of time workers spend on things that offer little personal satisfaction and do not help them get work done.

Distracted...

Knowledge workers are constantly distracted with millions of web sites, apps, and video clips.

IMPATIENT...

Workers are interrupted 2/3 of the time they are working—typically, often by work applications and collaboration tools.

1% of a typical work week is all that employees have to focus on training and development.

UNTETHERED

Today’s employees find themselves working from several locations and structuring their work in non-traditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.

ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

- To learn what they need for their jobs, employees access:
  - Search engines online searches (70%)
  - YouTube videos (50-60%)

- People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems.

COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.

- ~80% of workforce learning happens via on-the-job interactions with peers, teammates, and managers

- Learners are:
  - asking other people
  - sharing what they know

- 75% of training courses are delivered by an ecosystem of 2,000+ peer learners

EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren’t getting what they need from their employers.

- Half-life (in years) of many professional skills:
  - 2 1/2
  - 3 8

- 62% of IT professionals who report having paid for training out of their own pockets
What Can I do to Drive Change?

Event

I’ve got it!
Ebbinghaus Forgetting Curve

Elapsed Time Since Learning

Retention (%)

100% 58% 44% 36% 33% 28% 25% 21%
immediately 20 minutes 1 hour 9 hours 1 day 2 days 6 days 31 days
“Learner in Charge”
What is “Right” Content?

- Engaging & Relevant to Learners
- Validated by Research
- Anchored on Your Organization’s Context
“Jailbreaking” Learning Journeys

**Assessment and Orientation**
- Leader3 Ready Assessment
- Virtual Orientation with Manager or Sponsor
- Assessment Feedback & Coaching

**Two-Day Session**
- Declare Yourself
- Radiate Confidence

**Intersession**
- Meeting with Manager or Sponsor to Debrief
- Reflect on L3 Assessment Feedback
- Peer Networking Call

**Two-Day Session**
- Fail Forward
- Super-Power Your Network

**Monthly Goal Progress & Developmental Coaching**
Additional Factors
Learning Transfer Reconsidered
Learning Transfer Reconsidered
Development for Today’s Leader

Engage
How leaders commit to change and growth

Learn
How leaders acquire new skills and knowledge

Grow
How leaders apply and sustain learning
What’s Required of a Learning Experience Manager?

<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
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<tbody>
<tr>
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Content Access Technology
## Learning Experience Manager

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<td>Controlling Meaningful Learning Experiences</td>
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<tr>
<td>Sequencing Content</td>
<td>Sequencing and Searching Content</td>
</tr>
<tr>
<td>More Static, Text Driven Content</td>
<td>Video/Animation Driven Content</td>
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<tr>
<td>One Size Fits All / Limited Consumption Options</td>
<td>Self-Insight and Science-Driven Personalization</td>
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<td>Designing and Launching Programs</td>
<td>Launching and Iterating Assets</td>
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<td>Longer Face-to-Face Interactions</td>
<td>Injection of Shorter/Flipped/Spaced Interactions</td>
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<td>Learner Focused</td>
<td>Learner and Community Focused</td>
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<td>“Rear View Mirror” Impact Measurement</td>
<td>Experience Analysis and Predictive Impact</td>
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What if you had something like this…?
... where leaders can develop anytime, anywhere...
...and leaders can track their own progress...
...and you could too with tracking reports and metrics.
Success Profile For the Learning Experience Manager

WHAT PEOPLE KNOW
Technical and/or professional information needed to perform job activities successfully

WHAT PEOPLE HAVE DONE
Educational and work achievements needed to perform job activities successfully

WHAT PEOPLE CAN DO
A cluster of behaviors performed on a job

WHO PEOPLE ARE
Personal dispositions and motivations that relate to job satisfaction, job success or failure

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Audit Exercise: The Profile of a Learning Experience Manager

<table>
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<th>Do you and your team have experience in the following areas?</th>
<th>Me and My Extended Team</th>
</tr>
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<tbody>
<tr>
<td>Designed engaging learning interventions (incorporating video)</td>
<td>Yes</td>
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<tr>
<td>Successfully facilitated interactive classroom experiences (virtual or face to face)</td>
<td>Yes</td>
</tr>
<tr>
<td>Incorporated learner technology in classroom</td>
<td>Yes</td>
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<tr>
<td>Proven success in influencing business leaders</td>
<td>Yes</td>
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<tr>
<td>Used social media to drive engagement and interest</td>
<td>Yes</td>
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<tr>
<td>Designed and implemented complex learning journeys</td>
<td>Yes</td>
</tr>
<tr>
<td>Measured and communicated business impact of T&amp;D initiatives</td>
<td>Yes</td>
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<tr>
<td>Experienced and maintained internal and external strategic partnerships</td>
<td>Yes</td>
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THANK YOU!
Let’s continue the conversation!

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@barster1 @ddiworld