Why Marketing & Communication Drive more Impact than Training Alone

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Workplace Environment has Evolved
# DO YOU Know your Audience?

In a decade ago:
- 80% classroom based
- 80% formal
- Instructor-led / centrally administered
- LMS as a learning destination
- Hour-long Learning Objects
- Location-centric
- One size fits all
- Global considerations emerging
- Company-centric education
- Once a year

In today's context:
- 80% integrated in the workplace
- 80% informal, at your fingertips
- Self-directed and Experiential
- Social Learning
- 2-3 minute video vignettes
- Mobile, On-Demand
- Individualized / personalized
- Global + country localized
- Branded education to the supply chain & extended enterprise
- Ongoing, embedded, 24/7 at your fingertips

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## Learning & Engagement Market Trends

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Why Compliance Content Today isn’t Working

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<th>Icon</th>
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<tr>
<td>☹</td>
<td>Content is long and unengaging</td>
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<tr>
<td>🗝️</td>
<td>Content is under controlled access</td>
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<tr>
<td>⌨️</td>
<td>Content is forced on employees</td>
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<tr>
<td>🔷</td>
<td>Content strategy is push vs. pull</td>
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<tr>
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<td>Content is shared infrequently</td>
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Information Overload: Reaching a Fatigued Workforce

- 100%:
- 75%:
- 50%:
- 25%:
- 0%:
Retention: Forgetting Curve

Behavior Change Process
DELIVERY FORMAT MATTERS: Learner Focused Trends

PERSONALIZED LEARNER EXPERIENCE

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)

- Read
- Hear
- Define
- Describe
- List
- Explain
- Demonstrate
- Apply
- Practice
- Analyze
- Define
- Create
- Evaluate

*Edgar Dale, Cone of Learning
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 helpful to employees solve ethical issues that arise day to day

Targeted Campaigns

Connect Risks to Code of Conduct

- Diversity & Inclusion
- Respect Anti-Harassment Bullying
- Conflicts of Interest
- Data/Info Sec Cyber
- Leader Accountability
- Bribery & Corruption
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.

Power of Storytelling

**BAD DECISIONS MAKE GOOD STORIES**
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

LRN Inspiring Principled Performance