Why Marketing & Communication Drive more Impact than Training Alone

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Workplace Environment has Evolved

DO YOU Know your Audience?
A Decade Ago vs. Today

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

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

Information Overload: Reaching a Fatigued Workforce
### How to Impact Decision Making

<table>
<thead>
<tr>
<th>People generally remember... (learning activities)</th>
<th>People are able to... (learning outcomes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% of what they read</td>
<td>Evaluate</td>
</tr>
<tr>
<td>80% of what they hear</td>
<td>Analyze</td>
</tr>
<tr>
<td>70% of what they see</td>
<td>Perform</td>
</tr>
<tr>
<td>60% of what they are and feel</td>
<td>Create</td>
</tr>
<tr>
<td>50% of what they do and write</td>
<td>Implement</td>
</tr>
<tr>
<td>40% of what they do and tell</td>
<td>Suggest</td>
</tr>
<tr>
<td>30% of what they do and tell and feel</td>
<td>Achieve</td>
</tr>
</tbody>
</table>

#### Collaborate Cross Functionally

- Marketing
- Compliance
- Communication
- Operations
- Selling/Client Relations
- Service/Support
- Inside Sales
- Inside Sales
- Inside Sales

#### 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

Targeted Campaigns

- DATA/INFO SEC
- CYBER
- BRIBERY & CORRUPTION
- CONFLICTS OF INTEREST
- DIVERSITY & INCLUSION
- RESPECT
- ANTI-HARASSMENT
- BULLYING
- LEADER ACCOUNTABILITY
- Connect Risks to Code of Conduct
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.
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