

HOW TO LEVERAGE INFORMAL LEARNING TO CREATE A LEARNING CULTURE



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HELLO.

We're Degreed.

AGENDA

1 The anthropology of workplace learning.

2 What is a learning culture

3 The Purch Story

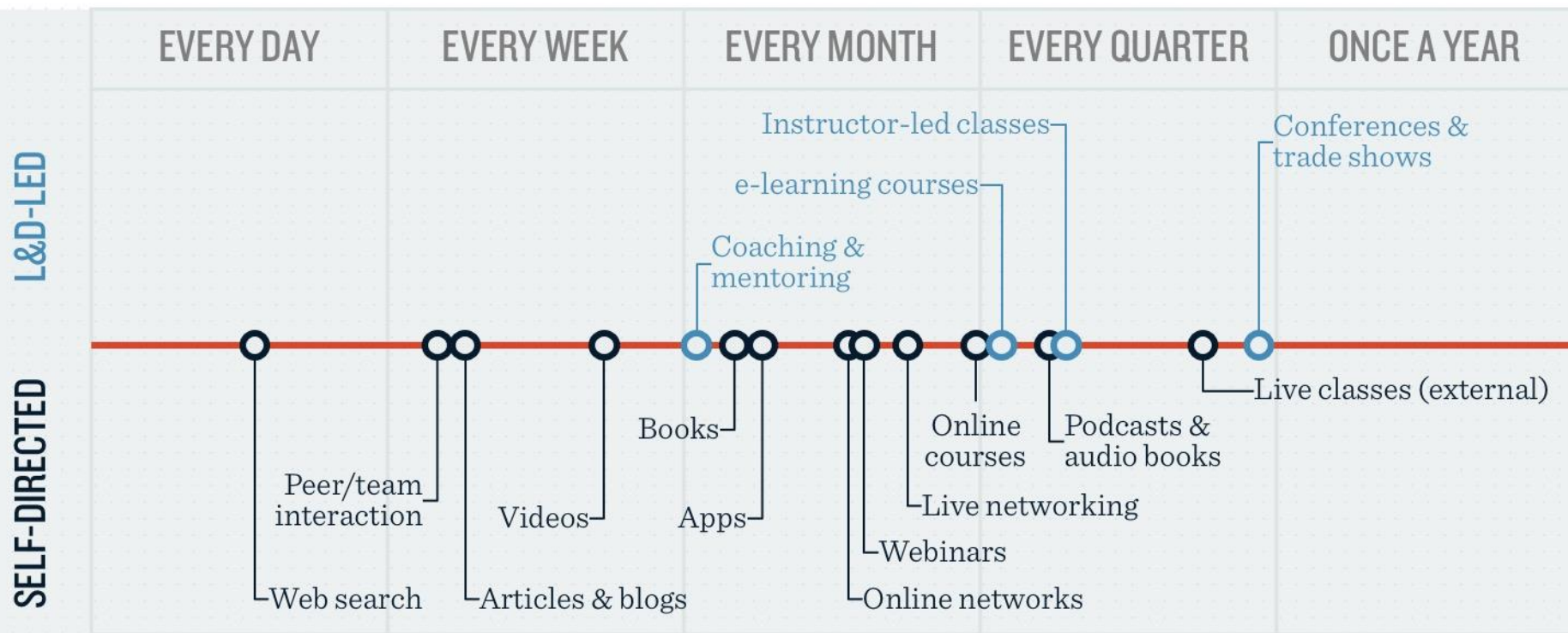
Q&A

THE **ANTHROPOLOGY** OF WORKPLACE LEARNING



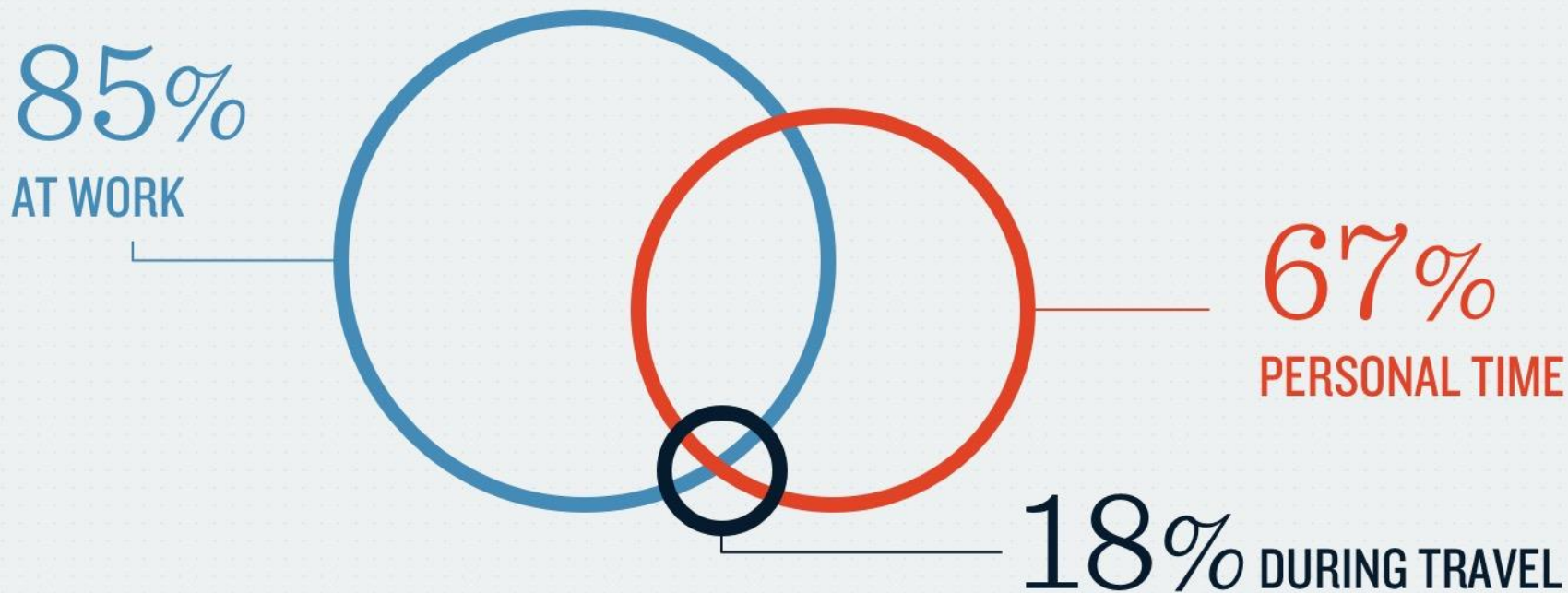


SOMETIMES **AND** ALL THE TIME.





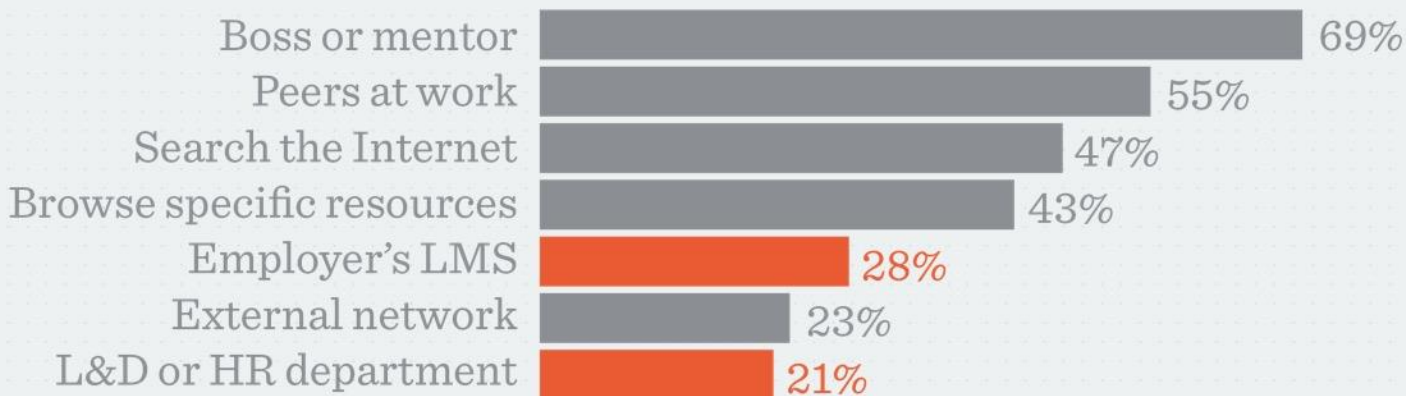
AT WORK **AND** BEYOND.





TRADITIONAL L&D IS NOT OBSOLETE BUT IT ISN'T COMPLETE.

Workers' typically start their learning experiences with social and search – not with L&D or HR



Source: Degreed, How the Workforce Learns in 2016, 1/2016;
Question: Where do you go for guidance and/or recommendations when you need to learn something new?



WORKERS WANT TO LEARN.

5X

Workers spend up to 5x more time learning on their own each week than from employers.

61%

61% would put in even more time on their own if they got professional credit for it.

\$339.00

75% invested their own money (average of \$339 each) on career related learning last year.



THE TAKE- AWAY



“Evolving to meet the needs of tomorrow’s learners must include the formal and the informal - and we have to make it available anytime.

”



WHAT IS A **LEARNING** CULTURE





DEFINITION OF A LEARNING CULTURE

The combination of **values**,
processes and **practices**
that enable organizations
and their people to
continuously build
expertise and improve
performance.



GOOD FOR THE BUSINESS

The more individuals **take control** of their own learning-

The **more skills** they are able to learn-

The more the company as a whole **benefits**

TO THE TUNE OF

1.4% higher revenues and

3.2% higher profits



FRAMEWORK: THE 3 E'S

Excite

Engage

Embed



THE TAKE- AWAY



“People say how do you
create a learning culture,
but I think it's more, how
do you allow it?”

LARRY CLARK

VP TALENT MANAGEMENT & DEVELOPMENT
COMCAST



THE PURCH STORY



Make better buying decisions.

Purch

WHO WE ARE

 TopTenReviews

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tom's guide

 androidcentral

TESLA **CENTRAL**

SPACE

LIVE**SCI=NCE**

LAPTOP
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Purchx

Purch
MARKETPLACE

 Connectedly

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BACKSTORY





LEARNING NEEDS ASSESS- MENT





THE FORK IN THE ROAD

Path A

Path B





CURRENT ENVIRON- MENT



Formal learning
+ compliance



Informal learning



TRAINING VS LEARNING





9 ELEMENTS OF MODERN LEARNING

1. Accessible
2. Autonomous
3. Chunked
4. Current
5. Experiential
6. For Me
7. Hyperlinked
8. MVAK
9. Social



YOU MAY BE FEELING ...

- ❖ Compliance Training
- ❖ L&D Job Elimination
- ❖ Engaging the Leaders and your workforce
- ❖ Measure and Track Informal



QUESTIONS?

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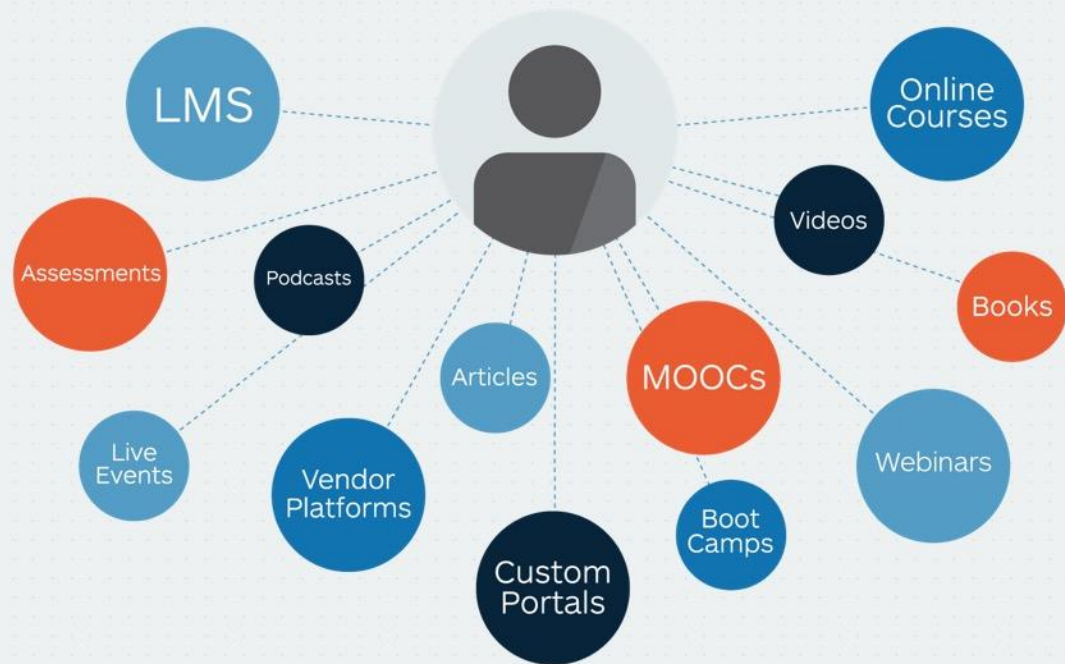


ABOUT DEGREED

Degreed is the only learning platform built for the way people really learn.

We make it easy for organizations and their employees to **discover, curate, and track** all their learning. All in one system.

INTERNAL LEARNING SYSTEMS
+
EXTERNAL TRAINING CONTENT
+
INFORMAL LEARNING ECOSYSTEM





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Jan 13, 2016 – Today

Most Active Skills



- product management
0.79 pts
- leadership
0.69 pts
- media
0.69 pts
- ux
0.20 pts
- data visualization
0.10 pts

Top Skills Over Time

3.00 pts

2.25 pts

1.50 pts

0.75 pts

0.00 pts

Thu Jan 14 2016

Fri Jan 15 2016

Sat Jan 16 2016

Sun Jan 17 2016

Mon Jan 18 2016

Points by Skills

product management