How Does Mobile Reinforcement Maximize Your Learning Investment?

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VALUE AT EVERY STEP
OF THE **LEARNING JOURNEY**

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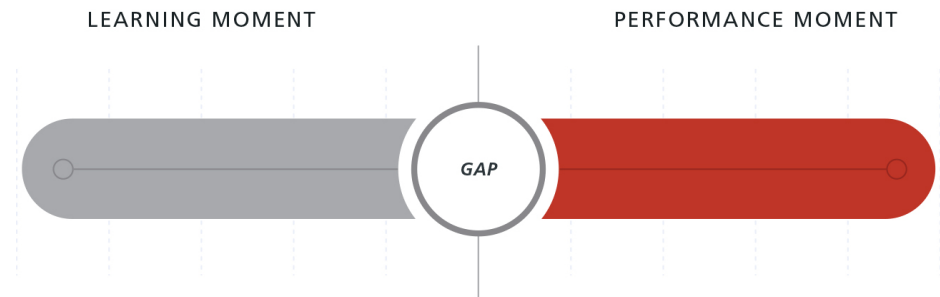
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Agenda

- Learning-Performance Gap

- Solution: Reinforcement through Retrieval Practices

- Anatomy of a Learning Reinforcement Plan

- Science Behind Reinforcement

- Key Benefits

- Practical Tips

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The Learning-Performance Gap

30% of what is actually taught transfers to the job in a way that enhances performance.*

*   Broad, M., Newstrom, J. W. (1992). Transfer of Training: Action packed strategies to ensure high payoff from training investments. Reading, MA: Addison Wesley.

LEARNING MOMENT   PERFORMANCE MOMENT

GAP

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What Creates the Gap? -- The Forgetting Curve…

Research shows that **up to 70%** of what we learn is forgotten **within 24 hours**. Within a week, forgetting claims an **average of 90%**.*

*   Peter C. Brown, Henry L. Roedinger III, and Mark A. McDaniel, *Make It Stick: The Science of Successful Learning* (Cambridge, MA: Harvard University Press, 2014).
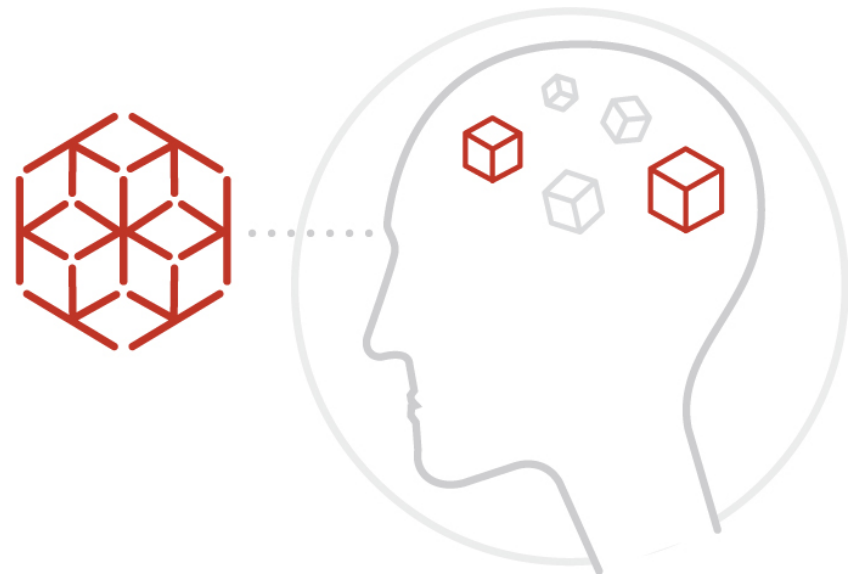
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LEARNER RETENTION

100%

80%

60%

40%

20%

0%

1   2   3   4   5   6   7
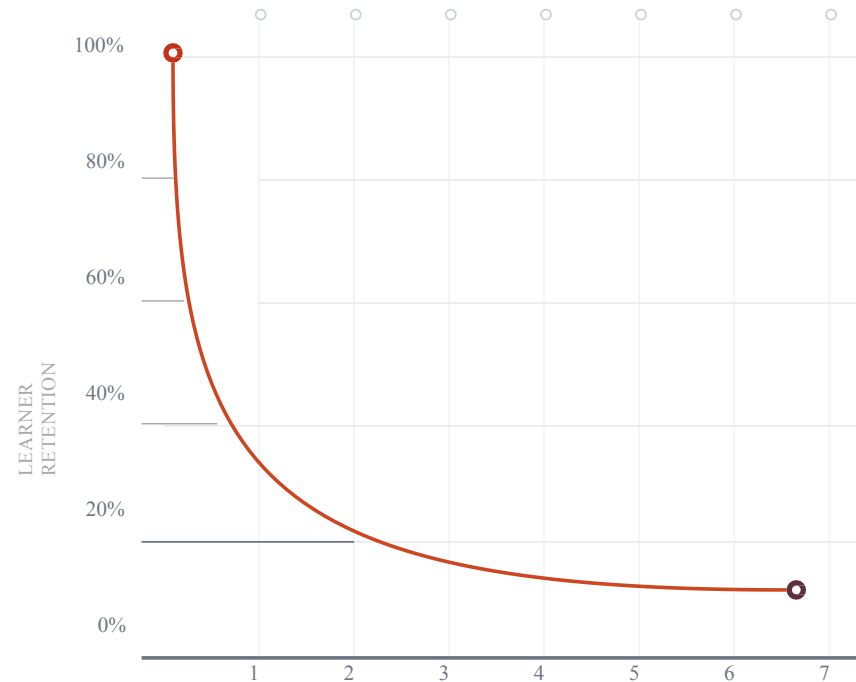
… and the Illusion of Knowing

Our training methods lead employees to mistake fluency for mastery.

This is made worse by:
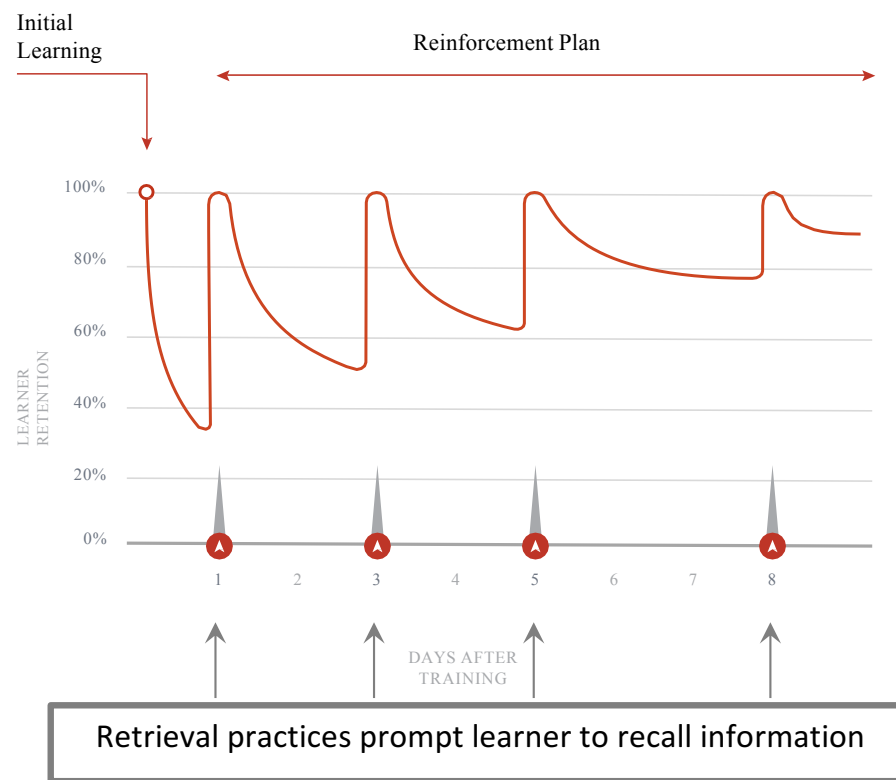- Technology
- People's misperception of their own competence

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Options to Close the Gap

LEARNING MOMENT

PERFORMANCE MOMENT

RELEARNING

GAP

LEARNING
REINFORCEMENT

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Reinforcement Through Retrieval Practices

Initial Learning

Reinforcement Plan

100%

80%

60%

LEARNER RETENTION

40%

20%

0%

1   2   3   4   5   6   7   8

DAYS AFTER TRAINING

Retrieval practices prompt learner to recall information
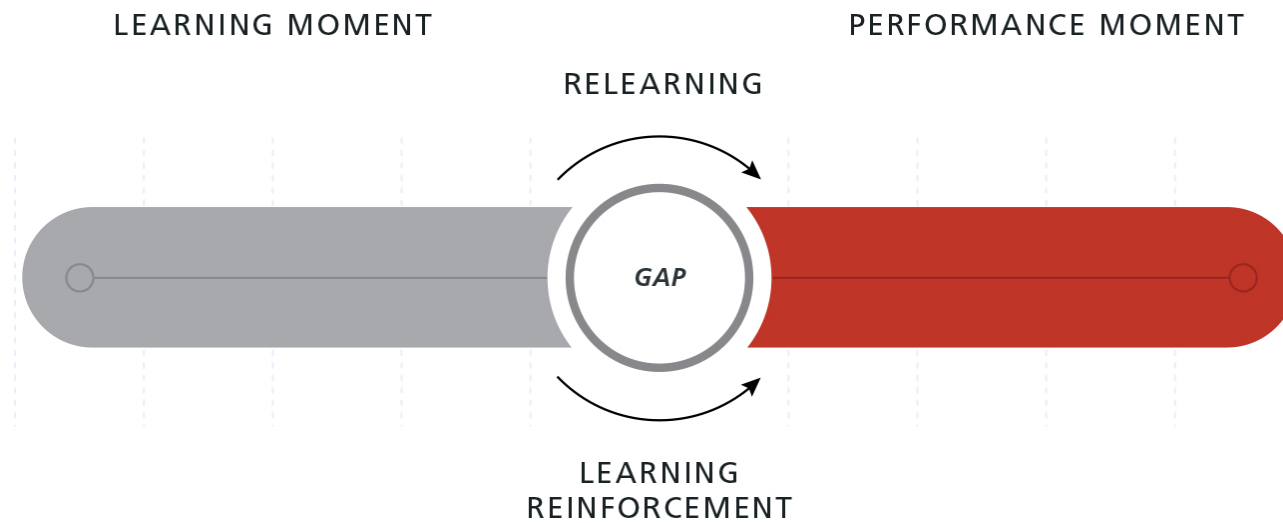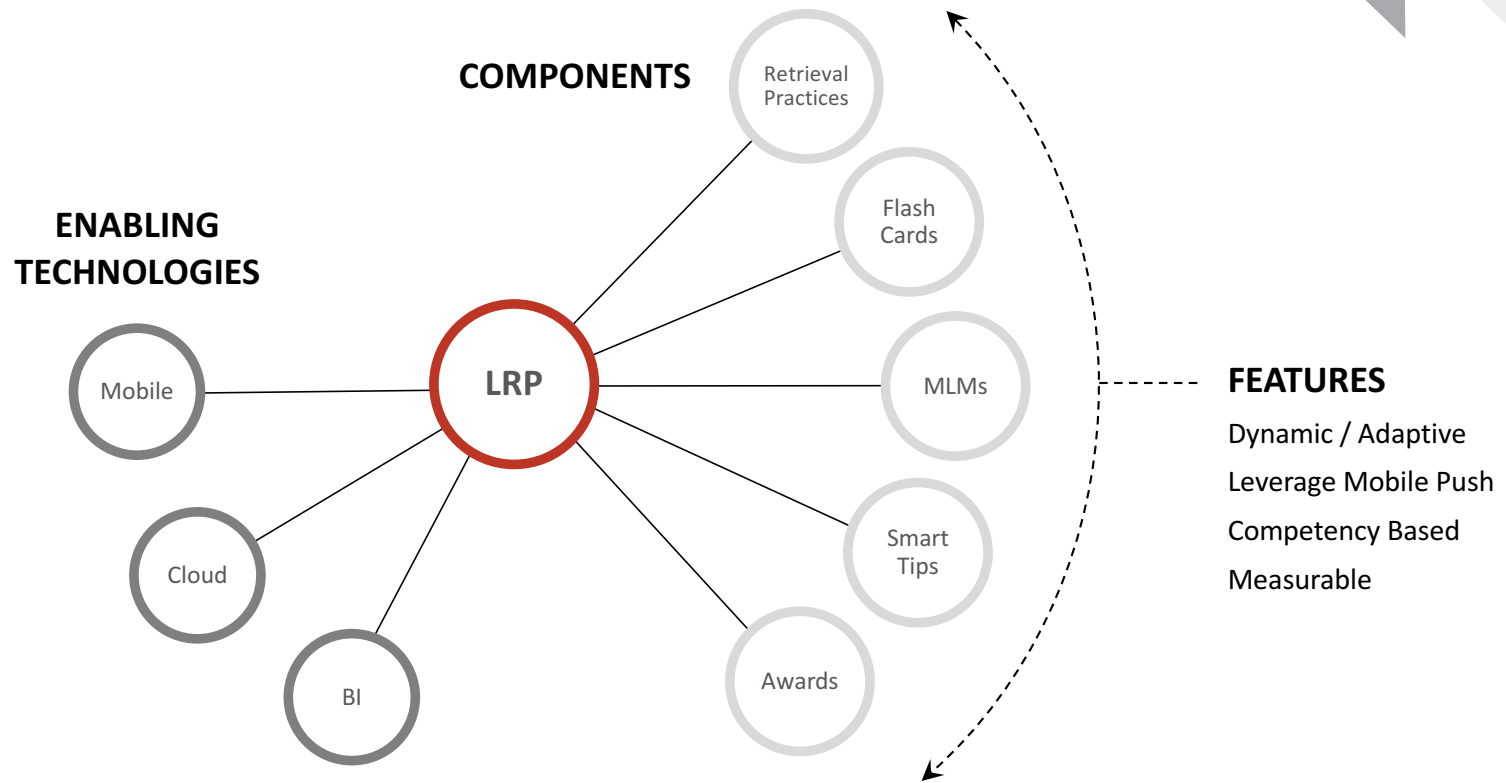
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The Science Behind Effective Retrieval

Research shows 4 traits make retrieval practices effective for long-term retention and improved performance. Retrieval practices need to:

1. Be Effortful
2. Be Spaced Out
3. Incorporate Delayed Feedback
4. Be Interleaved

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Anatomy of a Learning Reinforcement Plan (LRP)

COMPONENTS

ENABLING TECHNOLOGIES

Retrieval Practices

Flash Cards

Mobile

LRP

MLMs

Cloud

BI

Smart Tips

Awards

FEATURES

Dynamic / Adaptive

Leverage Mobile Push

Competency Based

Measurable

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Some Practical Tips

Here are a few tips, based on our experience, to get the most out of your Learning Reinforcement Plan (LRP):

- LRPs should start immediately after the training event
- LRPs need to focus only on core concepts
- Retrieval practices can take as little as a few minutes every other day
- Simple yet well-crafted retrieval practices (such as multiple choice quizzes) are as effective as rich-media and interactive content

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Key Benefits of Reinforcement

Learning Reinforcement Plans:

- Improve long-term retention and performance
- Increase ROI
- Help avoid expensive and time-consuming refresher courses
- Transform training events into continuous learning journeys
- By-pass the need for new content creation
- Bridge the gap between traditional training and mobile learning

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Thank you for your time!

We will now answer questions.

For more info on the award-winning ECHO platform or to receive the GE Case Study, please visit

www.swissvbs.com/echo or email sales@swissvbs.com

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