



#microlearning

#makelearningstick

@Qstream

@ATD

 Qstream

●●● LIVE POLL Warm Up

Who is familiar with Qstream?

- I've never heard of Qstream
- I've heard of Qstream but don't what it is
- I am familiar with Qstream
- I use Qstream today
- I've used Qstream in the past



Welcome from....



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Chief Executive Officer



Lauren Boynton
Client Services Manager





Designing Learning Programs for Lasting Impact

ATD Webcast
2 October, 2019



●●● In today's webcast...

- Define microlearning
- Detail best practice microlearning
- Design microlearning that sticks





What is your
definition of
microlearning?

●●● LIVE POLL: Define Microlearning

You have a new innovative product to introduce to the market mid-year. You have already spent budget on a national sales meeting and sales managers do not want to pull reps out of the field. Your manager has heard that microlearning may be an effective way to get important information to a field sales force.

How would you define microlearning for your manager?

- Breaking information into small segments to get the attention of busy employees
- Information delivered “Just in Time” depending on situational context
- Series of short presentations and videos organized on a web portal
- Scenario based challenges delivered over spaced intervals to assure retention and behavior change

●●● LIVE POLL: Define Microlearning

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What to look for in Microlearning?



| REINFORCEMENT DELIVERY

- Fits into workflow of the day
- Programmatic learning event
- Flexible reinforcement algorithm



| JOB-CRITICAL CONTENT

- Delivers substantial content
- Content is job relevant and impacts business
- Measures impact of proficiency on performance



| ENGAGING EXPERIENCE

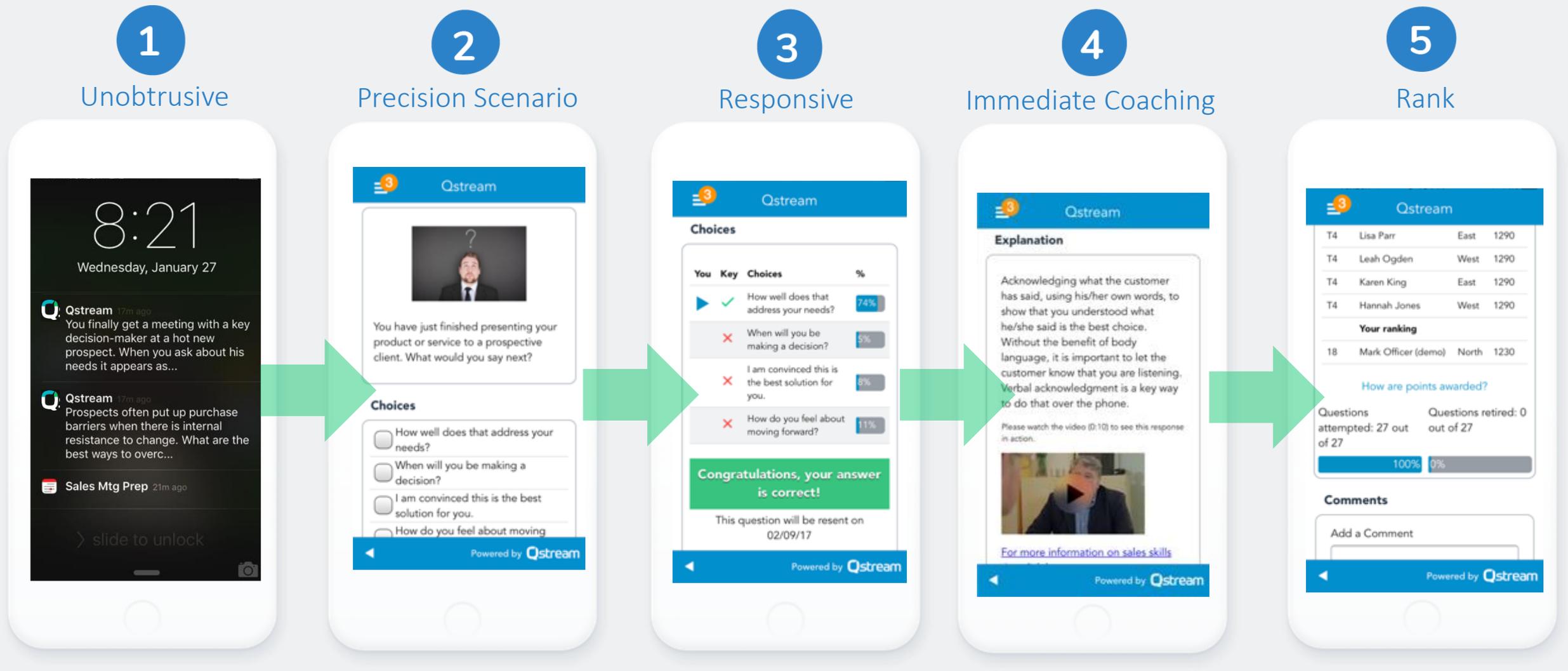
- Immediate feedback for learner and manager
- Social learning comments and feedback
- Flexible leaderboard



| FLEXIBLE USE

- First presentation (PBL)
- Post event knowledge reinforcement
- Pre-event gap assessment
- Post-event gap assessment

Example of Microlearning Workflow



Examples of Corporate Programs



SALES & MARKETING

- Sales onboarding
- Sales kickoff
- Sales skills
- Sales process
- Pricing
- Positioning/brand
- Product knowledge
- Channel enablement
- Competition



LEARNING & DEVELOPMENT

- Training reinforcement
- Leadership development
- Change management
- Manager coaching
- Interviewing & recruiting
- Talent management
- Onboarding
- Diversity
- Unconscious bias



OPERATIONS

- Process change
- Software roll-out
- Compliance procedures
- Regulatory change
- Field operations
- Six Sigma
- Quality control
- Risk based monitoring



LIFE SCIENCES & HEALTHCARE

- Patient safety
- Joint commission
- Diagnosis & treatment
- Prescription
- CME & residency & nursing
- Medical affairs
- HCP education
- Patient education



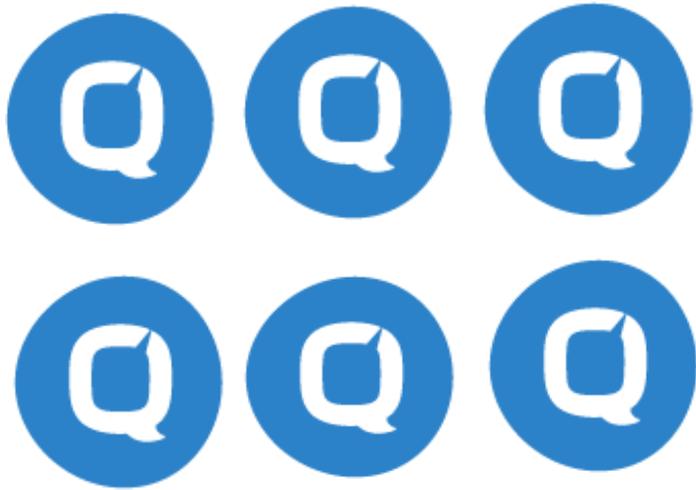
Designing
Microlearning
Programs for
Lasting Impact



Planning an Effective Program

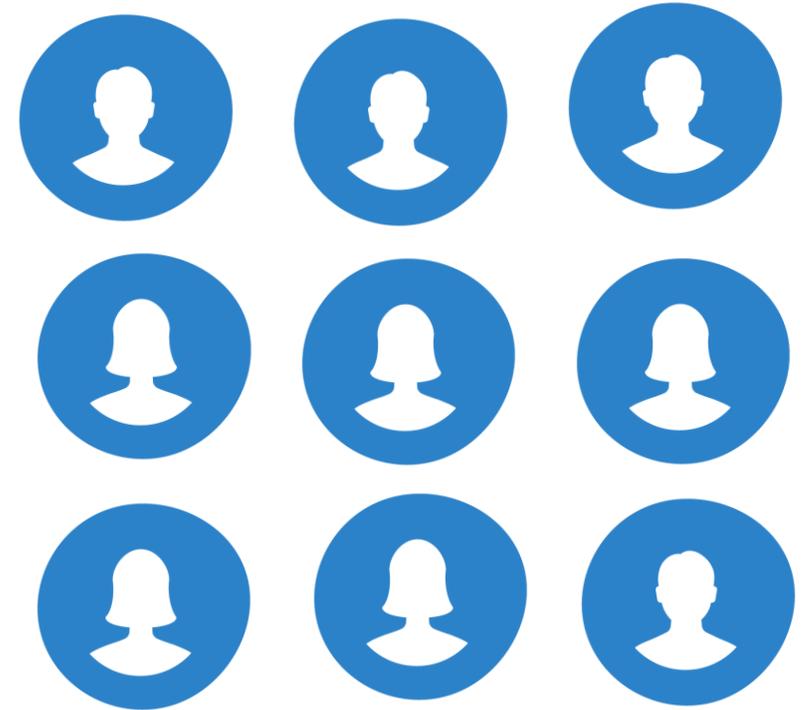


Organizing your Data



Topics

Sales Methodology
Competitor Messaging
Product Knowledge



User Attributes

Role or Department
Tenure
Performance to Quota

Topics

Group questions by topic to pinpoint areas to focus.



User Info

Group responses by user attributes for cohort analysis.



●●● Why is linking topics to your user attributes important?



Data

Make sense of your data



Insights

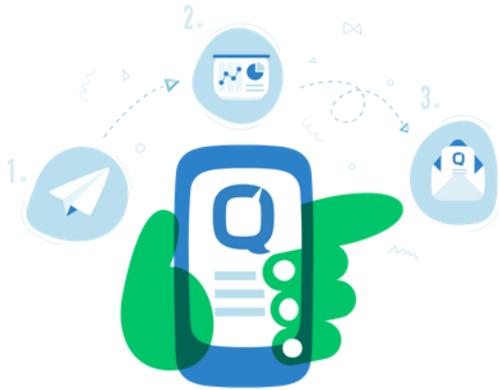
More in-depth insights



Outcomes

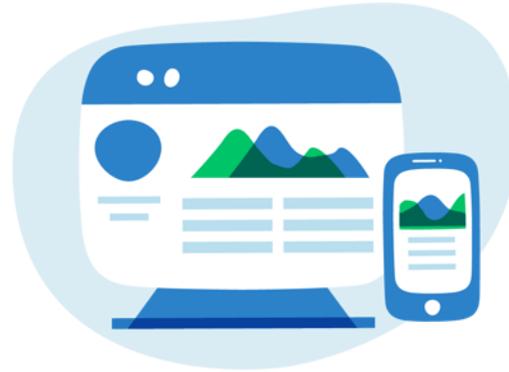
Targeted business decisions

●●● Successful Program Examples



Embed in Learning Paths

- Map out training program/learning paths for the year
- Incorporate Qstream into existing Learning Processes
- Qstream provides Reinforcement and diagnostic element or program
- E.g. Product Launch Plan, On-boarding, Professional Development



First presentation

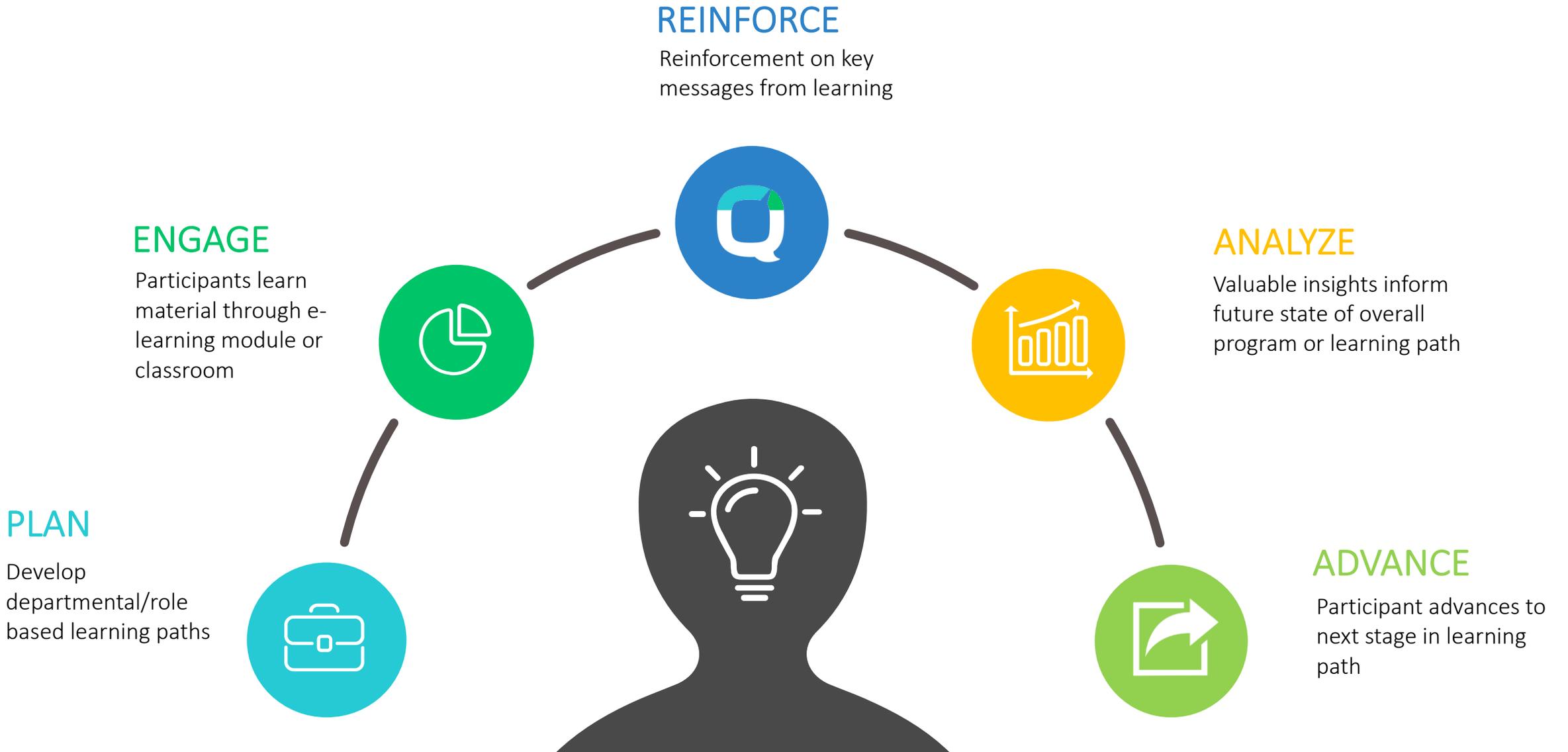
- New concepts and learning introduced right within the Qstream challenge
- Promotes agility within the training program to easily modify existing and future content based on metrics and feedback
- Concepts can be reinforced once initial content is presented
- Valuable insights for training managers



Certification

- Learning through webinar and hosted materials
- Reinforcement & Knowledge through the Qstream platform
- Workforce certified as part of broader program
- Valuable insights for sales leadership

●●● Embedded Learning Program



Medical Device Sales Class Onboarding

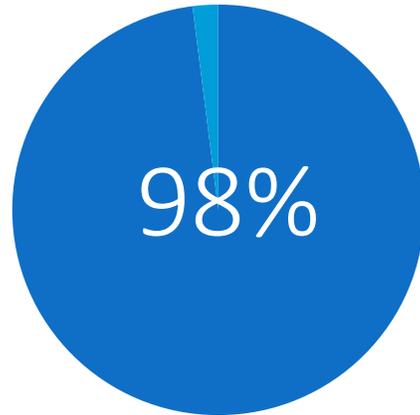
Use Case

- New Hire Onboarding
- 8 assessments to pair with 2 weeks of in person class time by the sales training team

Success Metric(s)

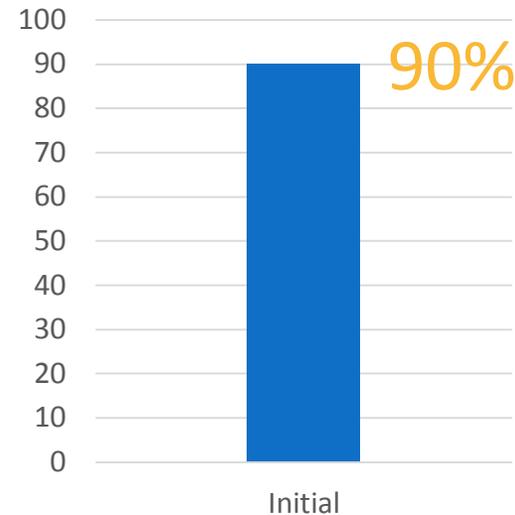
- **≥ 80%** baseline proficiency of material
- **100%** engagement

Participation



- **893** Participants
- Associate TM's, TM's, Regional Managers, Product Managers

Proficiency



- Lightning Challenge – 2 Hours
- Topics Include: disease states, clinical knowledge

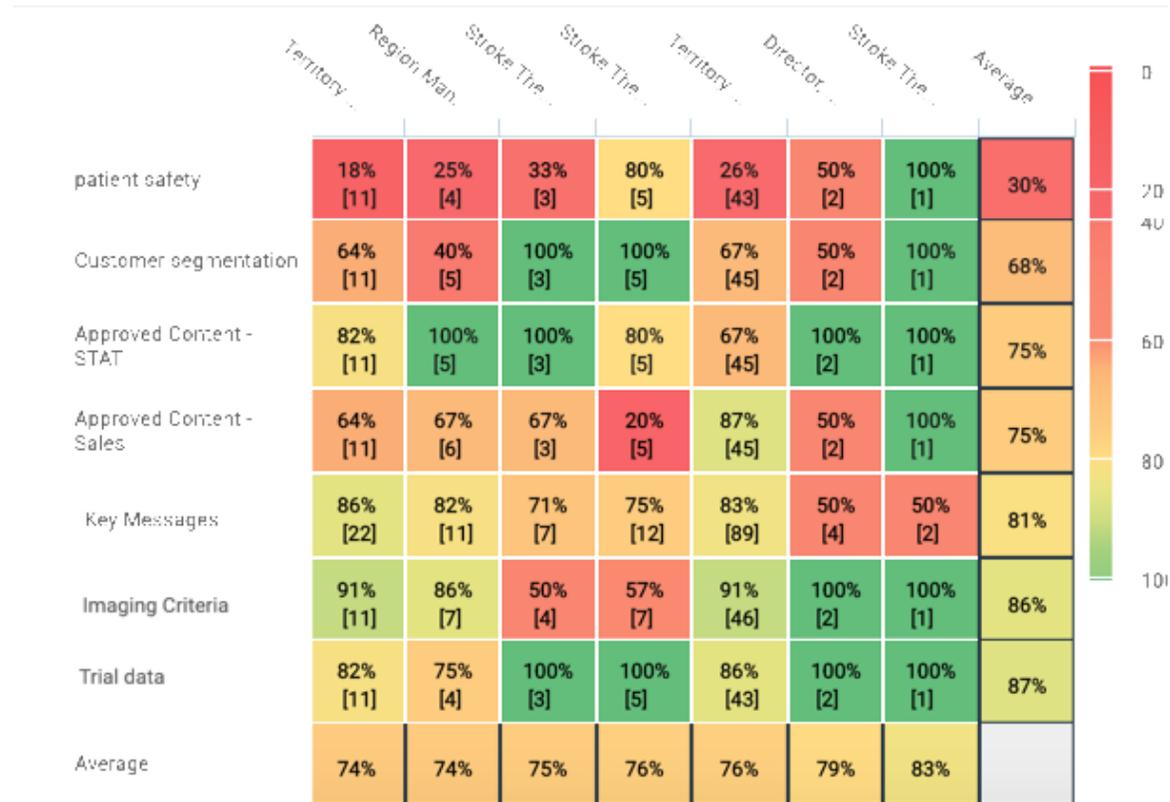
Highlight(s)



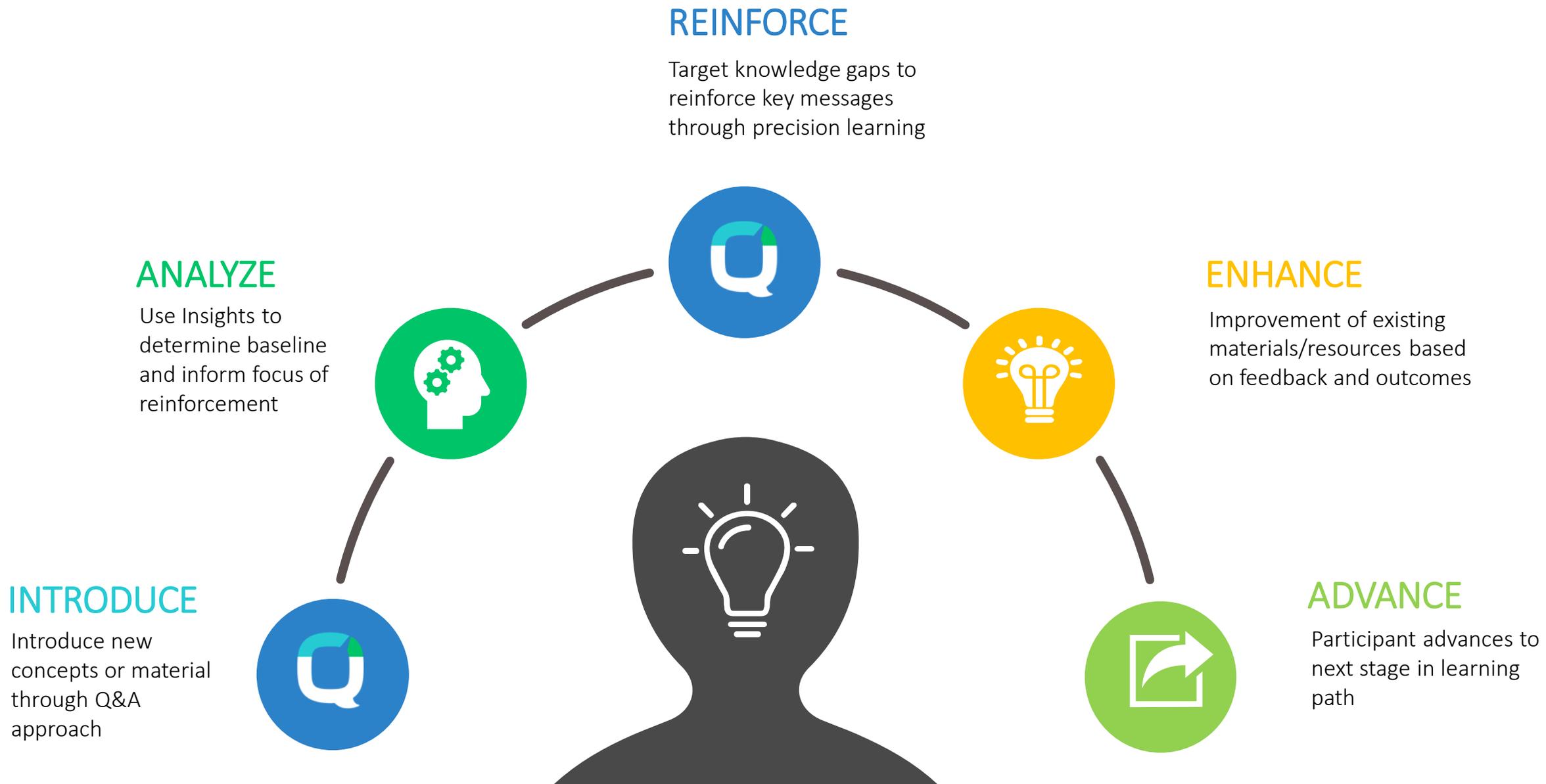
- 378 Q&A Sets over the 8 Qstream Challenges
- 70 Qstreams run over 3 years

Proficiency Heatmap

Initial



●●● First Presentation Program



Financial Services- New Material

Use Case

- Employee Effectiveness
- Leadership Development

Success Metric(s)

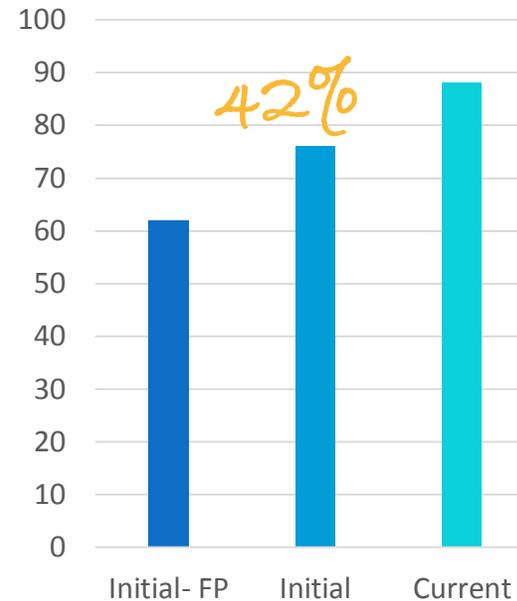
- Goal of lighting round to drive focus of in-person training based off of Qstream outcomes

Participation

100%

- 17 Participants
- 88% Very Active
- 88% Completion

Proficiency



- 1st Qstream – 2 week Lightning challenge
- 2nd Qstream- Classic challenge

Highlight(s)

- Topics: Proficiency of use of CRM and Email Tools, Task Management and Hygiene, Time Management Practices
- In first Qstream not one participant answered the last multiple correct answer 100% correctly. This increased to 50% of participants answering it 100% correctly on initial presentation in Classic Qstream

Proficiency Heatmap

Initial



●●● Certification Program

CERTIFY

Participant reinforces the learning through Qstream – achieves pass threshold



ENGAGE

Participants learn material through e-learning module or classroom



PRACTICE

Participant practices new messaging through Qstream video functionality



PRODUCT LAUNCH

Launch of new product or initiative



ADVANCE OR REPEAT

Participant advances to next stage in learning path or retakes certification



Healthcare Continuing Education

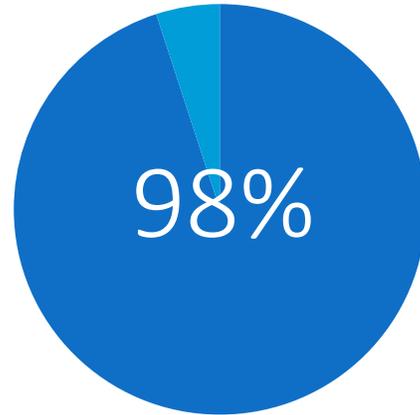
Use Case

- Certification
- Designed for practicing clinicians, residents and/or physician assistants

Success Metric(s)

- Identify gaps in providers' knowledge resulting in individualized education which results in improved patient care

Participation

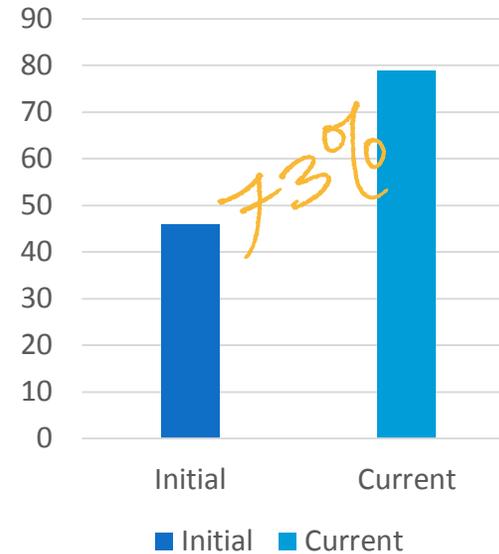


553 Participants

35% Completion rate

Continuous enrollments

Proficiency



- 43,632 total question attempts
- 312% improvement for one clinical question

Highlight(s)



- 6,960 credits rewarded to 398 clinicians

●●● Bad Content v Good Content

BAD

- Ignores Audience
- Irrelevant
- Misleading or incorrect
- No Rich Media



- Identifies Audience
- Relevant
- Well researched & accurate
- Purposeful Rich Media incorporated

GOOD

●●● What makes good content?



Relevance

Directly relevant to participants' jobs



Quality

Clearly identifiable take-home message



Difficulty Level

Appropriately challenging questions



Review

Fine-tune potentially misleading questions

●●● Considerations for
microlearning content...



Precision Learning

Attention Span

Leaderboard

Obvious Value

Non-generational

Complementary to LMS

TRANSFORM LEARNING | ENGAGE. REINFORCE. ANALYZE.

Qstream[®]

Making people better at what they do.

Thank You

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Example Companies Using Microlearning

Life Sciences



Medical Device



Healthcare Providers



Technology



Financial Services



Other Top Brands

