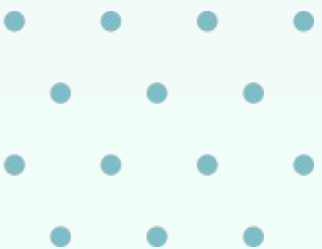




# 3 Learning Science Lessons for an Impactful Learning Program

Presenter: Emily Leary





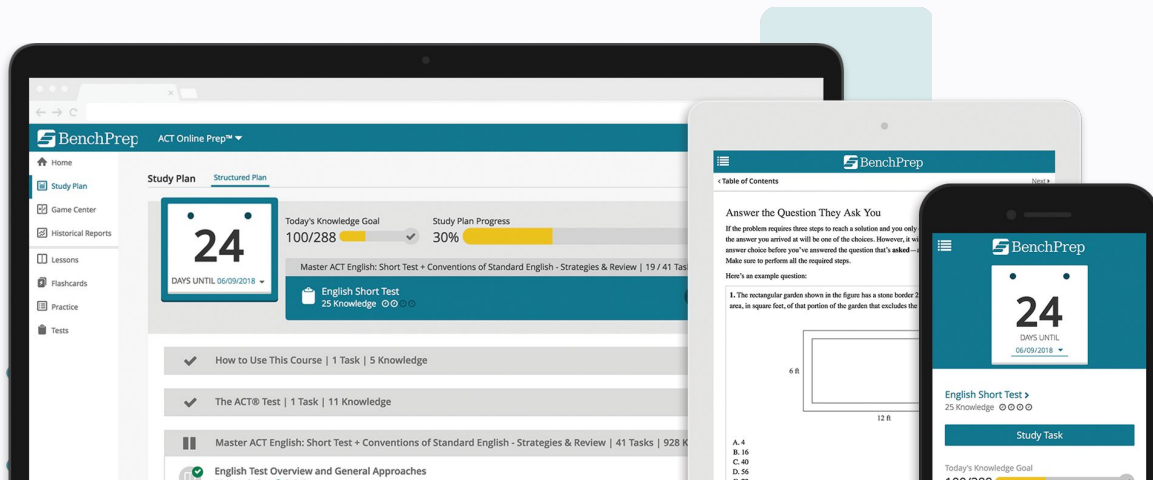
**Emily Leary**  
Senior Director,  
Customer Operations  
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## A little about me...

- Worked at BenchPrep since 2011 (9 years!)
- Have a dog named Bowie 🐕
- Recently picked up golf as my quarantine activity



# BenchPrep is a modern, professional learning platform



Personalized pathways



Social collaboration



Omnichannel



Gamified design



Robust analytics



Scalable Deployment

# BenchPrep delivers the world's best online & mobile learning programs



## Chicago-Based

**2009**  
Founded

**\$28.2M+**  
Funding Raised

**100+**  
Employees



## Enterprise Grade

**Cloud-based**  
(IBM, Amazon)

**99.97%**  
Up Time

**LTI & ADA**  
Compliant



## Learner Focused

**6M+ Learners**



# Leading education & training companies use BenchPrep



and more...

What does  
“impactful” mean  
when it comes to  
your learning  
program?



# Agenda

**What is Learning Science  
and Why You Should Care**



**Learning Science Lesson #1:**  
Continuous learning can  
combat the learning curve

**Learning Science Lesson #2:**  
Learning Science can benefit  
your learning strategy

**Learning Science Lesson #3:**  
How to use learning science to make  
your program more profitable

# What is Learning Science and Why is it Important?





# The Modern Learner is different

## Overwhelmed...

**41%** of time workers spend on things that offer little personal satisfaction and do not help them get work done.

**2/3** of knowledge workers complain that they don't have time to do their jobs.

## Impatient...

**5-10 sec.** Online, designers now have between **5 and 10 seconds** to grab someone's attention before they click away.

**4 min.** Most learners won't watch videos **longer than 4 min.**

## Distracted...

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

**9 min.** People unlock their smartphones up to **9 times** every hour.

**5 min.** Workers now get interrupted as frequently as **every 5 minutes** - Ironically, often by work applications and collaboration tools.

# The Modern Learner is different

## Untethered

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.

37% 

of the global workforce is expected to be "mobile" by the end of 2015

30% 

of full-time employees Do most of their work somewhere other than the employer's location

20% 

of workforce comprised of temps, contractors, and freelancers

## Collaborative

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.



~80%

of workforce learning happens via on-the-job interactions with peers, teammates, and managers

At Google, 55%

of training courses are delivered by an ecosystem of 2,000+ peer learners

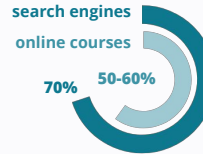
Learners are:

-  asking other people
-  sharing what they know

## On-demand

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access:



People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems

## Empowered

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.

2½ to 5

Half-life (in years) of many professional skills

38%

of workers who say they have opportunities for learning and growth at their workplace

62%

of IT professionals who report having paid for training out of their own pockets

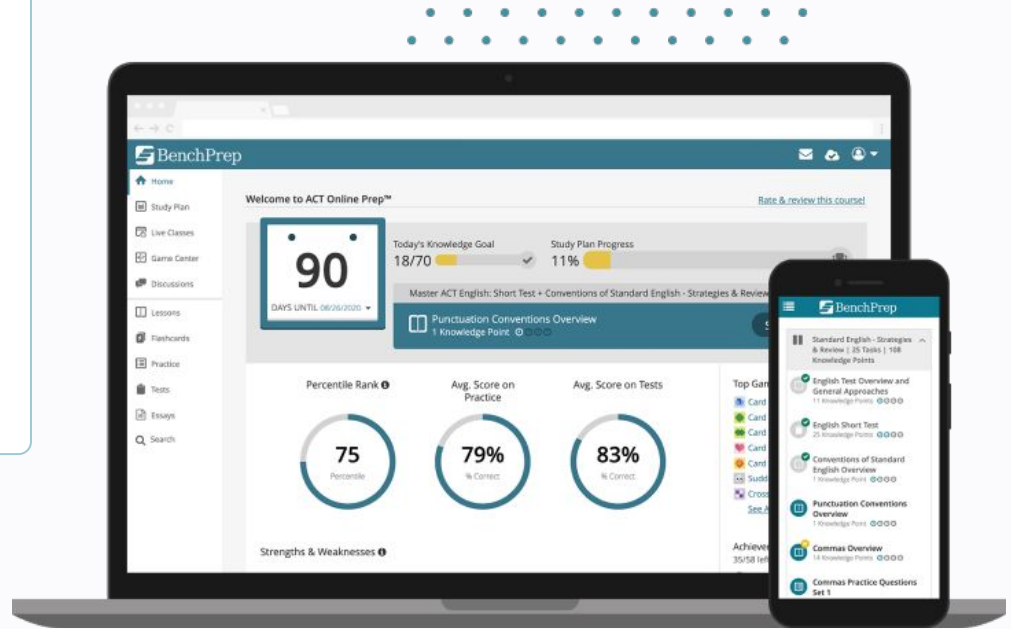
# What is Learning Science

Learning science combines research, data, and practices to help educators teach better and students learn more.



# How Can Technology Help?

1. Technology can enable more scalable solutions
2. Technology can take a lot of legwork out of manual set-up and make your program more scalable



# Poll Question

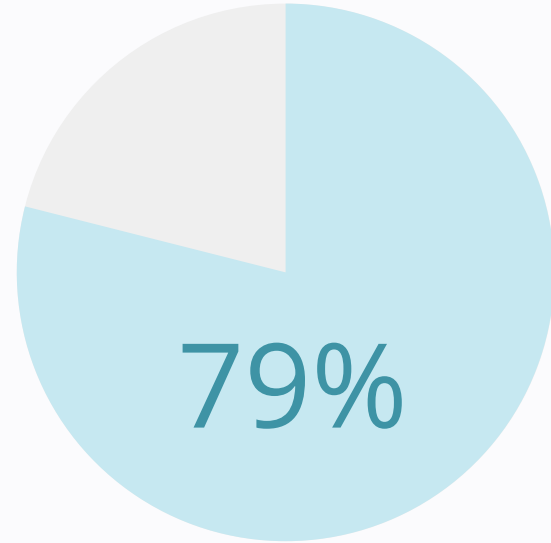


# Lesson #1: Continuous Learning Can Combat the Forgetting Curve



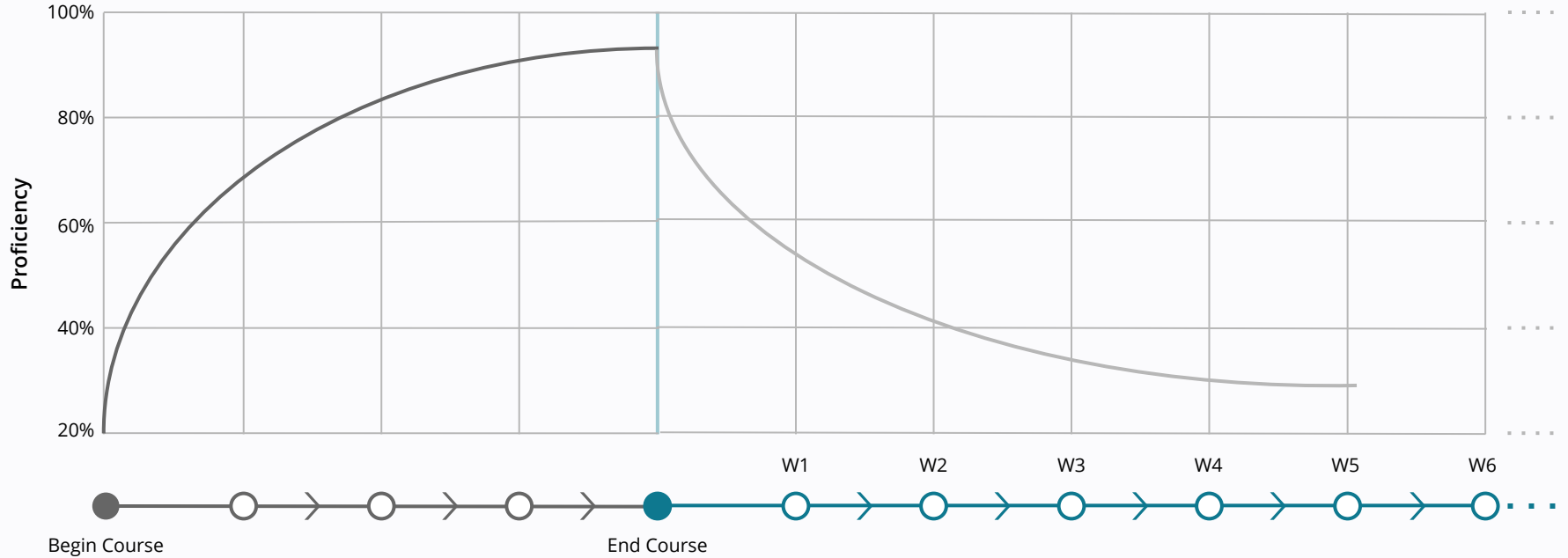
# What is the Forgetting Curve?

In **30** days,  
**79%** of knowledge  
is forgotten.



# Forgetting Curve

Initial Study





# What is continuous learning?

**Continuous learning** is the process of **learning** new skills and knowledge on an on-going basis

# Learning is lifelong and unbundled



**No more  
“career for life”**



**Faster and cheaper  
alternatives to college**



**Rise of  
certification**

IT Certifications:

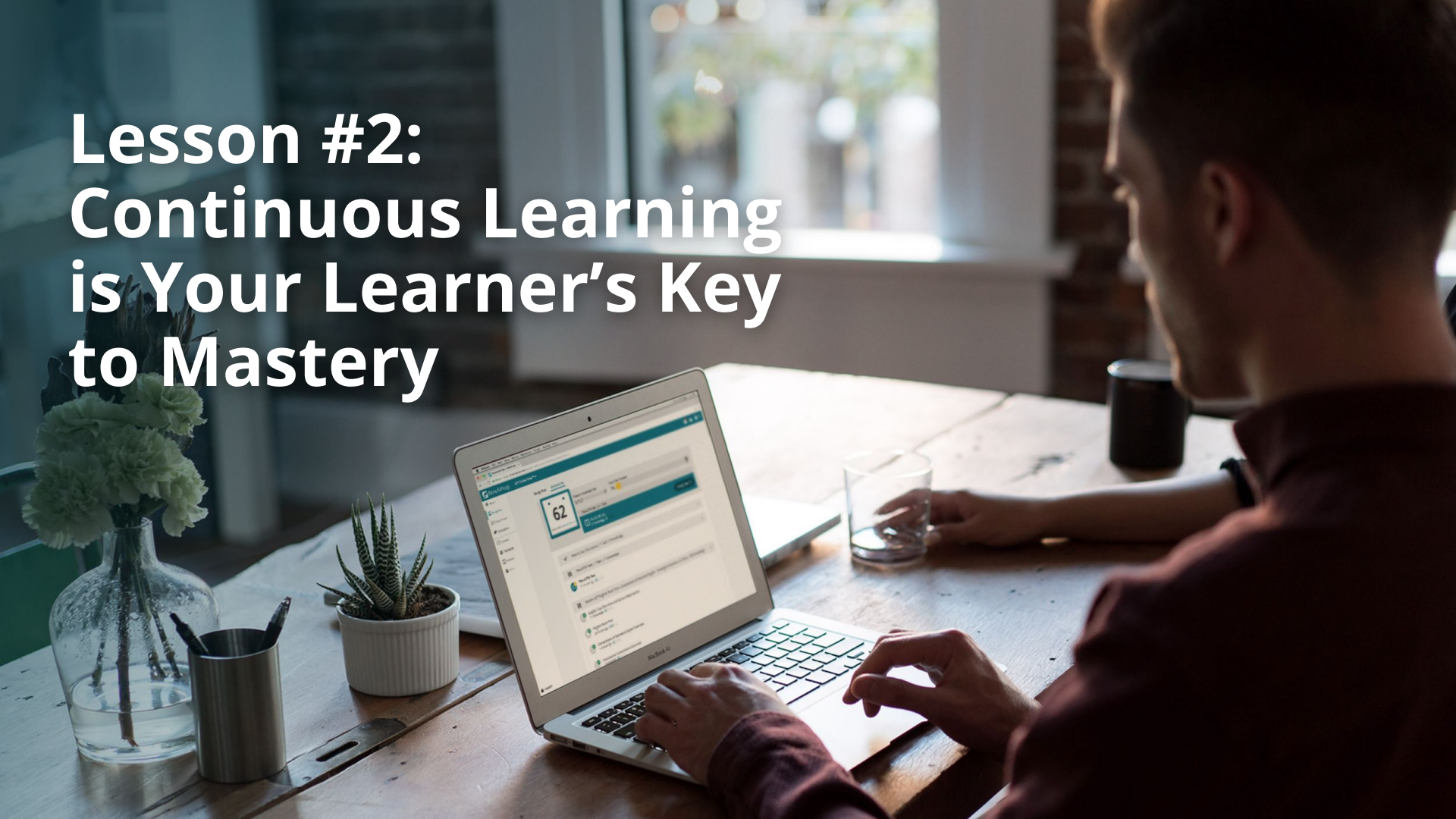
38%

2008

85%

2019

# Lesson #2: Continuous Learning is Your Learner's Key to Mastery

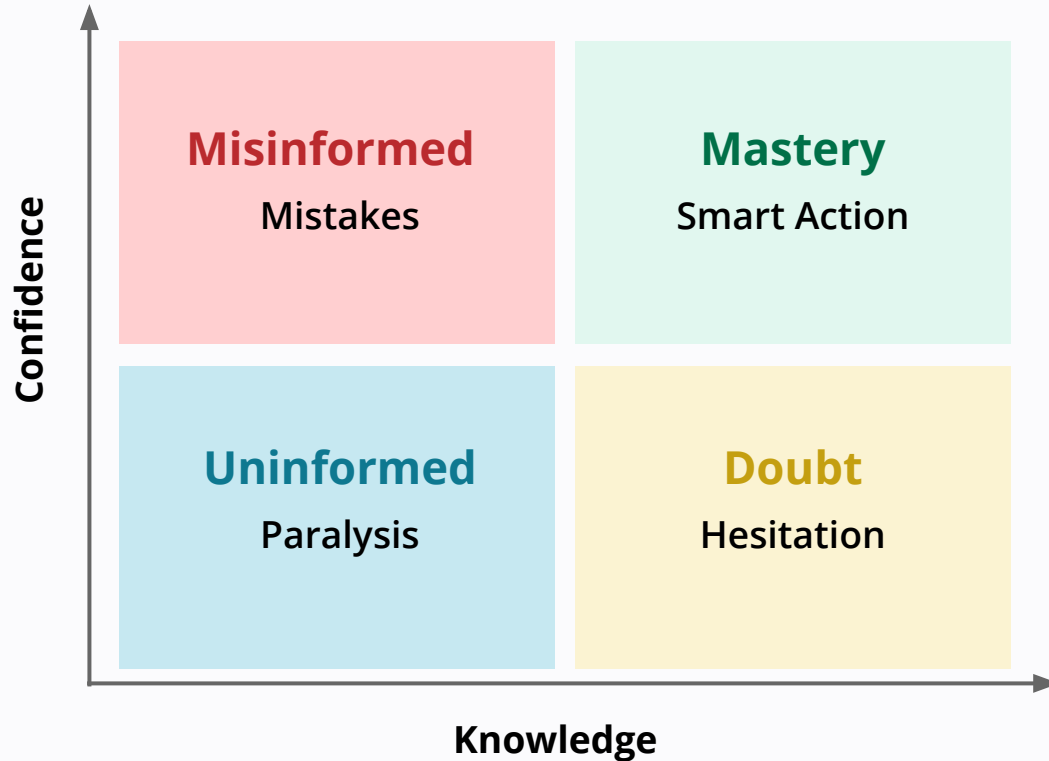


# What is mastery-based learning?

Mastery-based learning is the process in which the learner has mastered their knowledge where their job critical skills have been verified.



# Confidence-Based Learning



# Spaced Repetition

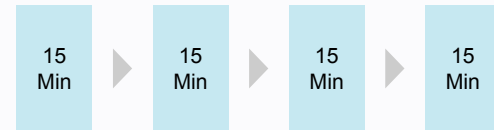


Help learners combat the forgetting curve by delivering content in **spaced intervals** of time.

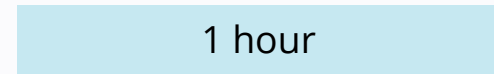


## The Spacing Effect

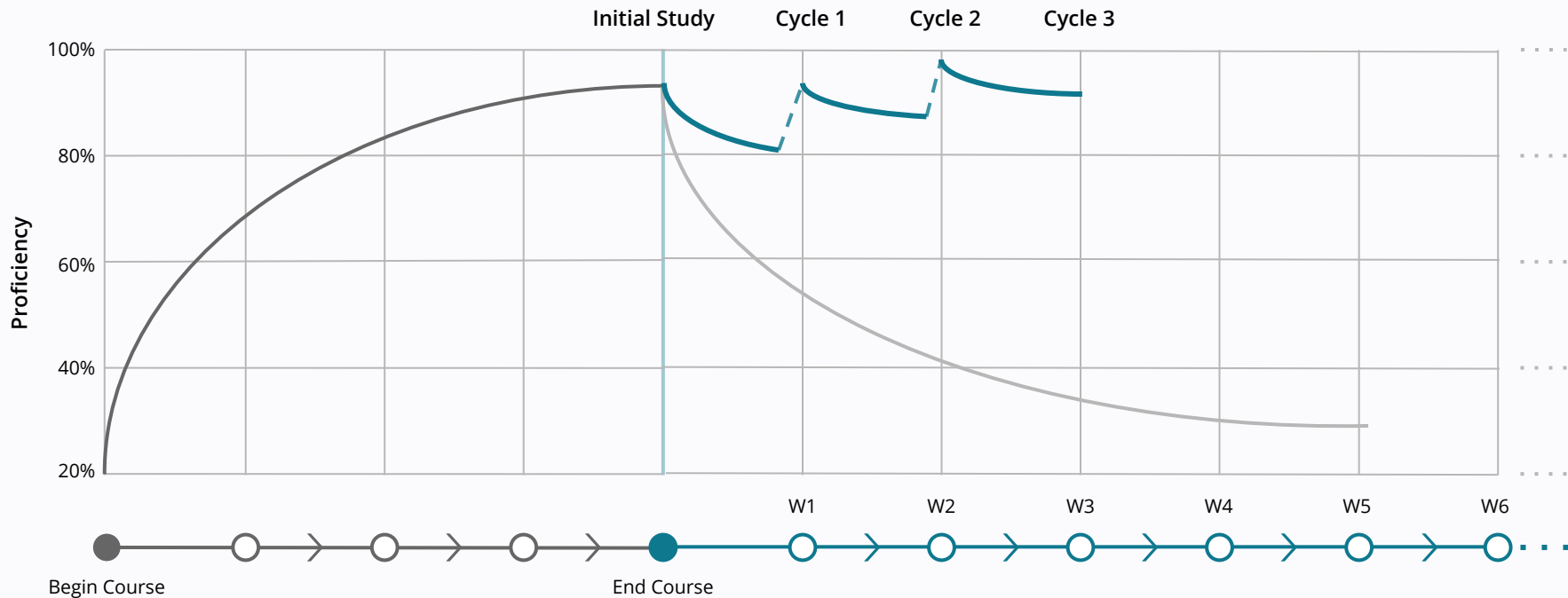
A proven learning strategy to improve knowledge retention by up to **170%**.



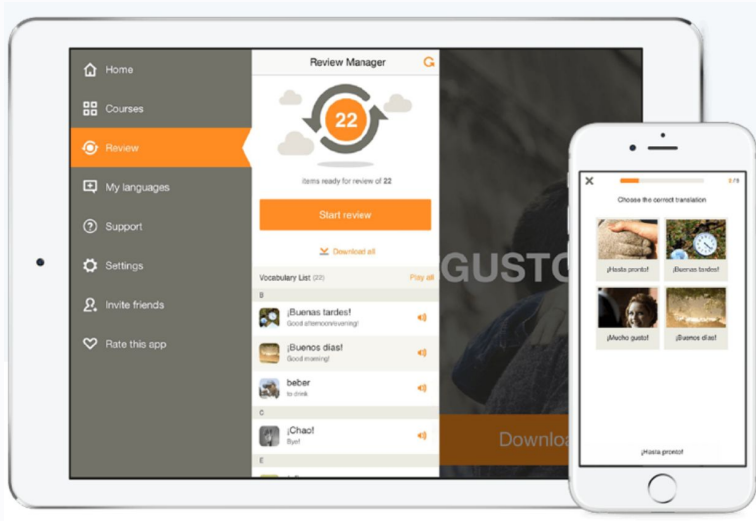
vs.



# Forgetting Curve & Spaced Repetition



# To send information from short-term to long-term memory, apps like Babbel used spaced repetition.



## Learning that sticks



We use spaced repetition to make sure you review the right words at the right time.



Learn then review! We add new words to Review after each lesson.

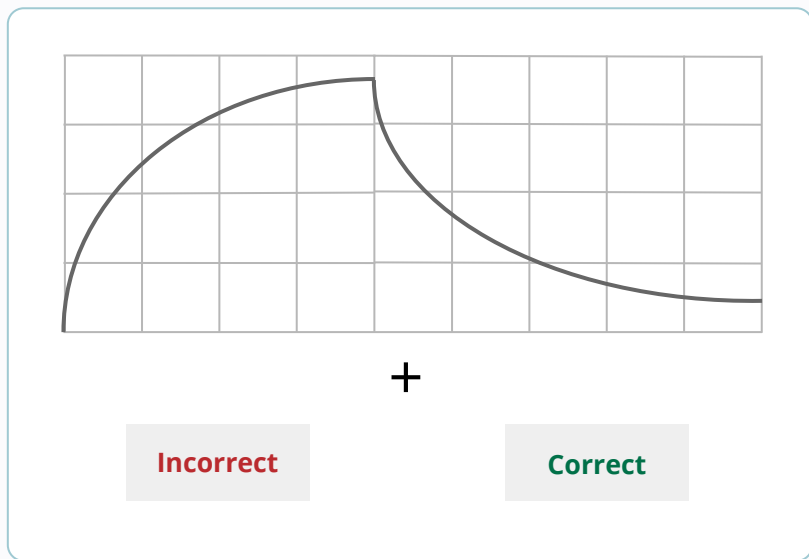


Learn, review, repeat! Remember words better by using Review the day after a lesson.

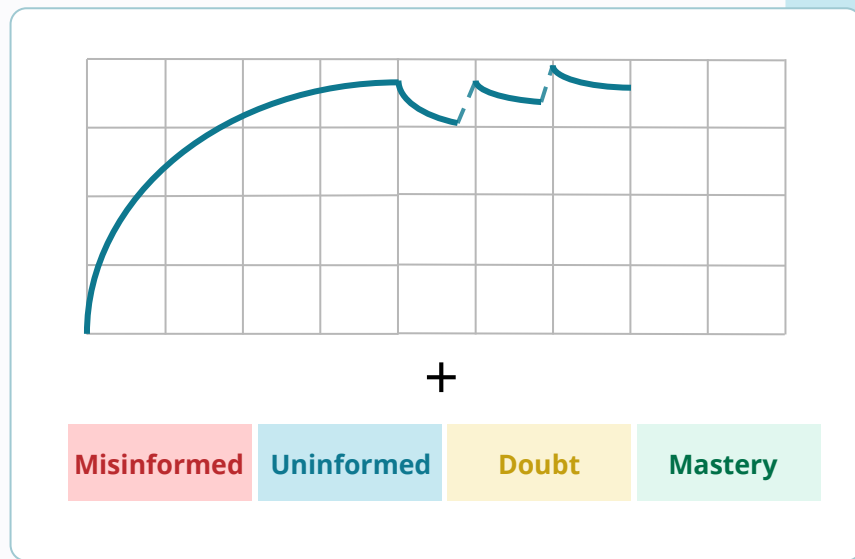
The *Babbel* language learning approach.



# How do these learning science concepts affect my learning products?



Let's avoid making learning products that result in this



Let's create learning solutions that give real, tangible value and long term results

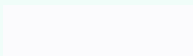
# Lesson #3: Use Learning Science to Make Your Learning Program Profitable



You have an opportunity right now



# Poll Question



# Membership Organizations

**Challenge 1:**  
Obtaining New Members



**Solution 1:**  
Provide products that  
appeal to modern learners



**Challenge 2:**  
Retaining Members



**Solution 2:**  
Provide ongoing value  
to your members



**How?**  
Spaced Repetition



# Professional Training Companies

## Challenge 1:

Proving the efficacy of your training offering

## Solution 1:

Use quantitative data to prove its effectiveness

## How?

Confidence Based Learning

## Challenge 2:

Retain and expand upon existing training products

## Solution 2:

Elongate relationships with organizations

## How?

Spaced Repetition



# Certification Bodies

## Challenge 1:

Nurturing progression to the next credential or badge

## Solution 1:

Proactively introduce new concepts and content

## Challenge 2:

Candidates prep for exams but never actually take them

## Solution 2:

Engage candidates who may be at risk of abandonment

## How?

Spaced Repetition

# Learning Science Lessons Recap:

**Lesson #1:  
Continuous Learning  
Can Combat the  
Forgetting Curve**



**Lesson #2:  
Continuous Learning  
is Your Learner's  
Key to Mastery**

**Lesson #3:  
Use Learning Science  
to Make Your Learning  
Program Profitable**



# Sooo.... What do I do now?



**Evaluate**



**Identify  
Opportunities**



**Make a Plan**



**Find a Partner**

# Resources

## **BenchPrep's Digital Learning Resources Page**

<https://info.benchprep.com/digital-learning-resources>

E-Book

## **Dreaming of Recurring Revenue? Engage Your Learners Continuously**

Guide

## **Learning Management System Comparison**

Case Study

## **Certification Renewal, Rebooted - CompTIA**

# Questions & Answer





## Contact Me

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## Contact BenchPrep

<https://www.benchprep.com/get-started>

