Harnessing Personalization as an L&D Strategy
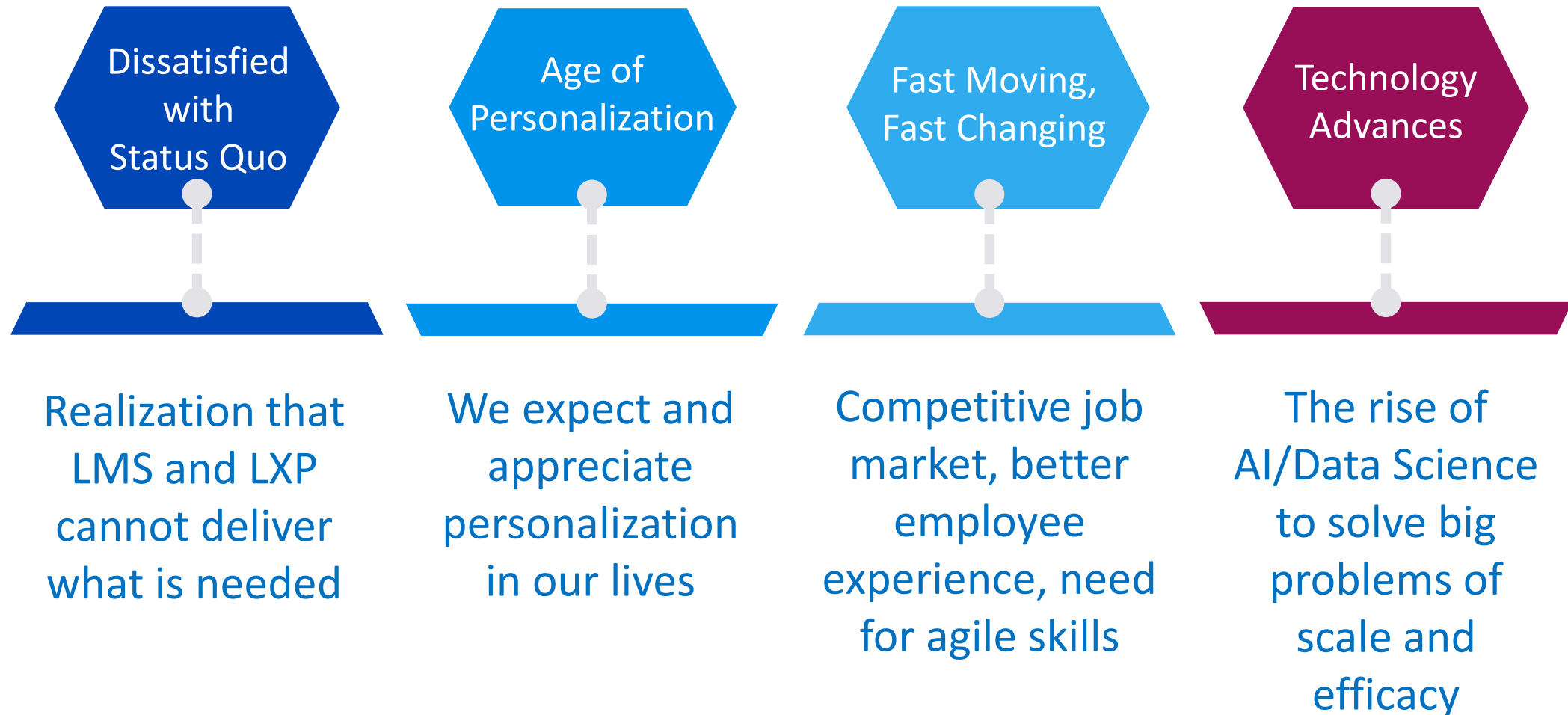
February 15, 2022

FOCUS IS COMPLETIONS

ONE-SIZE-FITS-ALL

POOR SPEED TO COMPETENCE   LACKS ENGAGEMENT

SMILE SHEETS   NOT RELEVANT

NOT PERSONALIZED

LEARNING CHALLENGES

IMPRECISE

NOT TIED TO PERFORMANCE   STATIC

NOT DATA-DRIVEN

NOT IN-THE-FLOW

INEFFECTIVE   TIME CONSUMING   NOT MEASURABLE

POOR ASSESSMENTS

Realize it

It is a different world today

Dissatisfied with Status Quo

Realization that LMS and LXP cannot deliver what is needed

Age of Personalization

We expect and appreciate personalization in our lives

Fast Moving, Fast Changing

Competitive job market, better employee experience, need for agile skills

Technology Advances

The rise of AI/Data Science to solve big problems of scale and efficacy

But the Learning Model hasn't changed

Model You Have

Learning as "table stakes"

Focus = Content Delivery

Success Measure = Usage + Satisfaction

Classroom/backroom/eLearning

Poor learning assessments

Standalone Tools/Reports

Learning independent of job and performance

Imprecise, periodic

Learning as an outcome

Imperative to shift to a different model

Model You Have

- Learning as "table stakes"
- Focus = Content Delivery
- Success Measure = Usage + Satisfaction
- Classroom/backroom/eLearning
- Poor learning assessments
- Standalone Tools/Reports
- Learning independent of job and performance
- Imprecise, periodic
- Learning as an outcome

Model You Need

- Learning as "strategic"
- Knowledge/Skills development
- Demonstrable knowledge/Competency
- Everywhere - micro/mobile/in-the-flow
- Learning + performance assessments
- Real-time insights and answers
- Tightly linked to individual performance
- Always verifying precisely
- Individual development for performance

Why personalize learning?

Build a learning culture for today's environment.

Employees and leaders want it
Just-what-I-need
Just-when-I-need
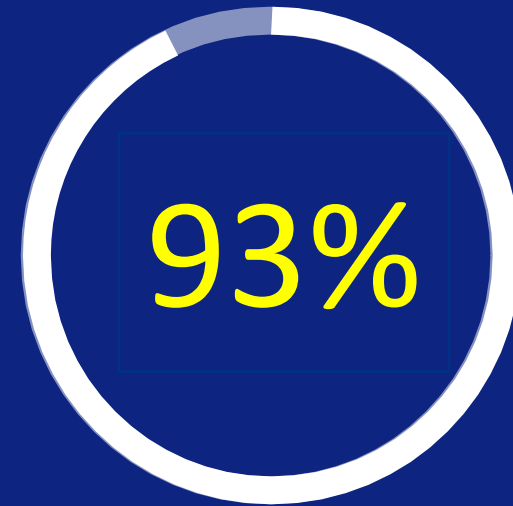Culture of investment

To increase employee engagement.

Meaningful
Relevant
Efficient
Respectful of their time

To impact performance.

Individual performance
Organizational performance
Talent Mobility
Knowledge and Skill Retention
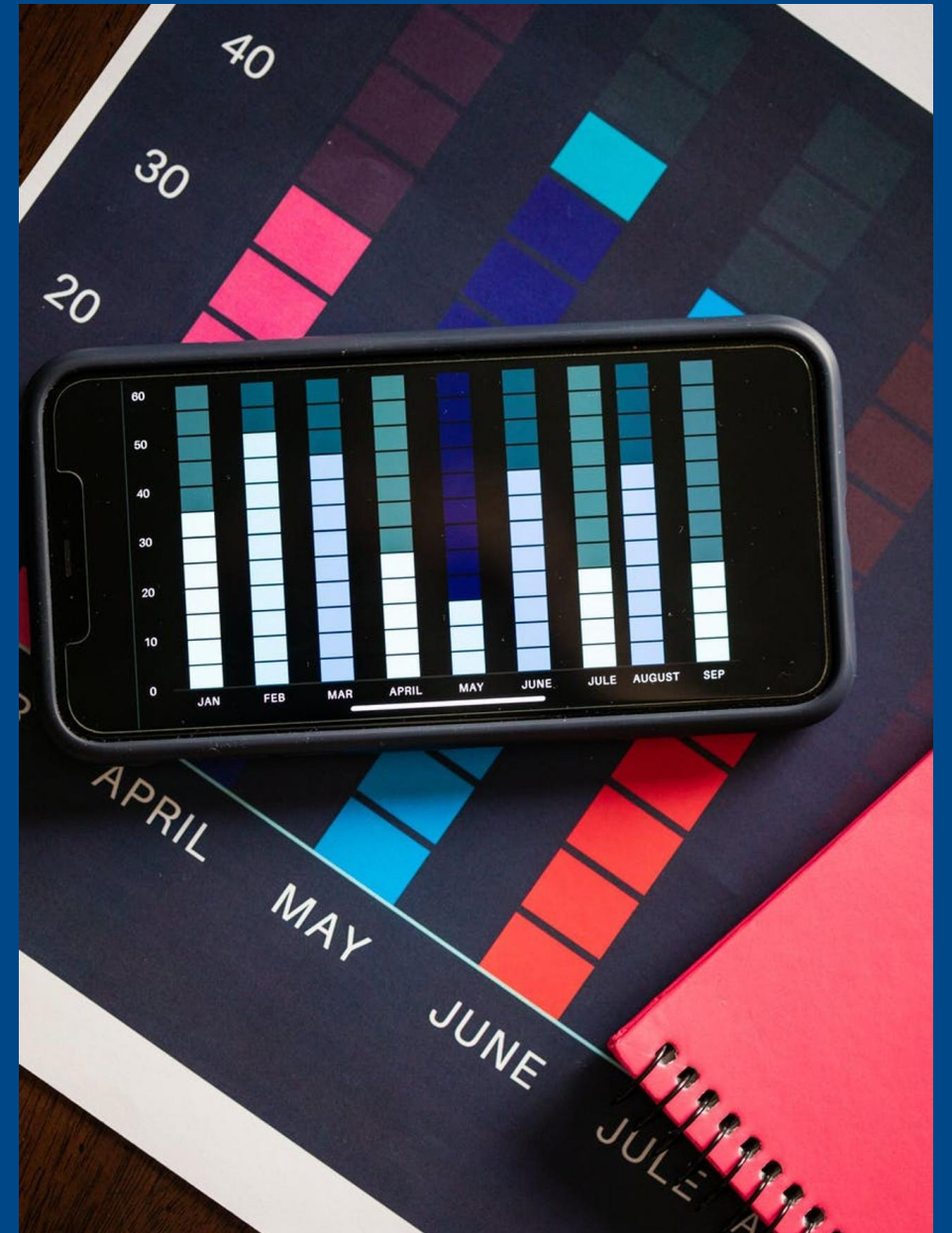
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Impacting Performance

93%

strongly believe personalized learning improves organizational and individual performance

L&D Strategy

Your Goal

Personalized Learning

Optimize & Maximize Performance
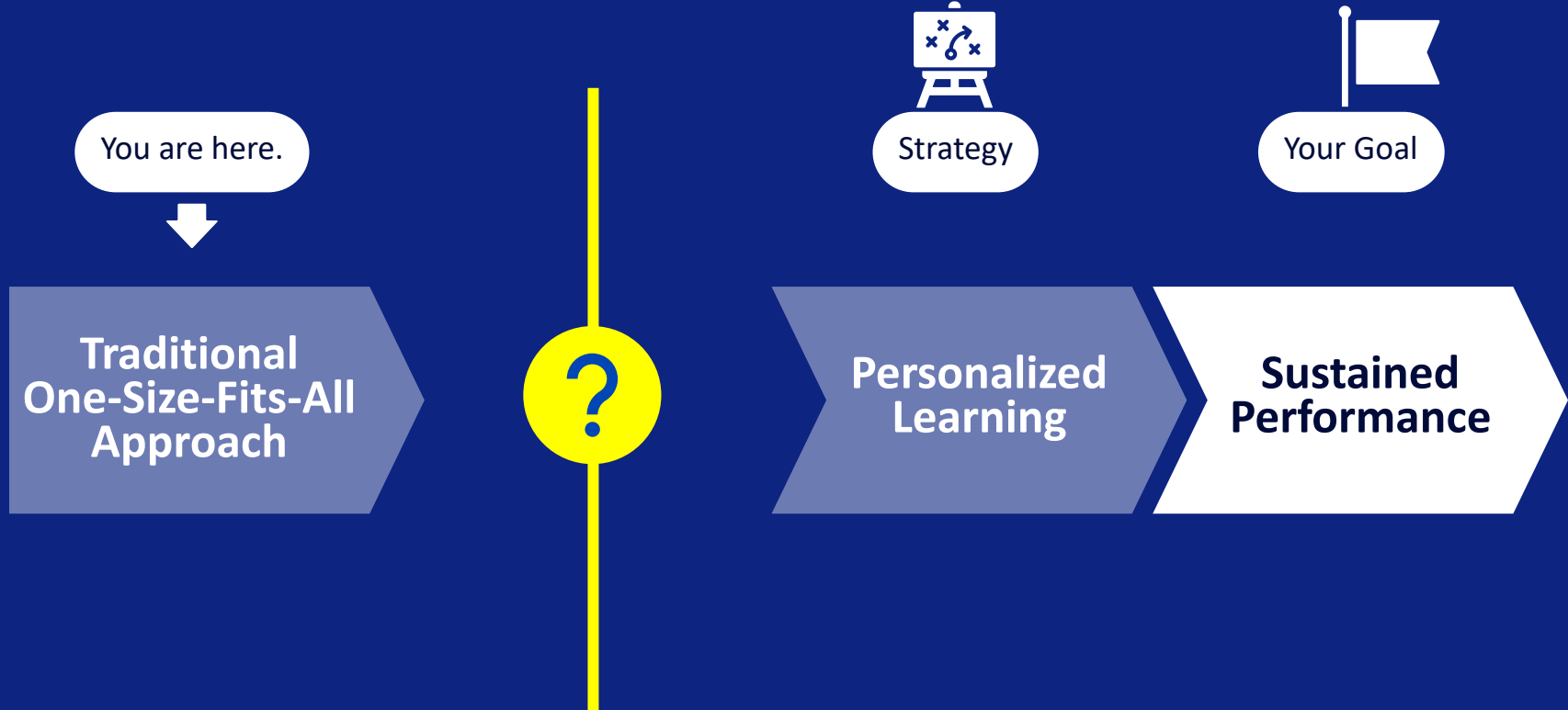
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Quick Poll

Is personalized learning a strategy in your organization?

Achieving the Goal: Performance

You are here.

Strategy

Your Goal

Traditional One-Size-Fits-All Approach

?

Personalized Learning

Sustained Performance

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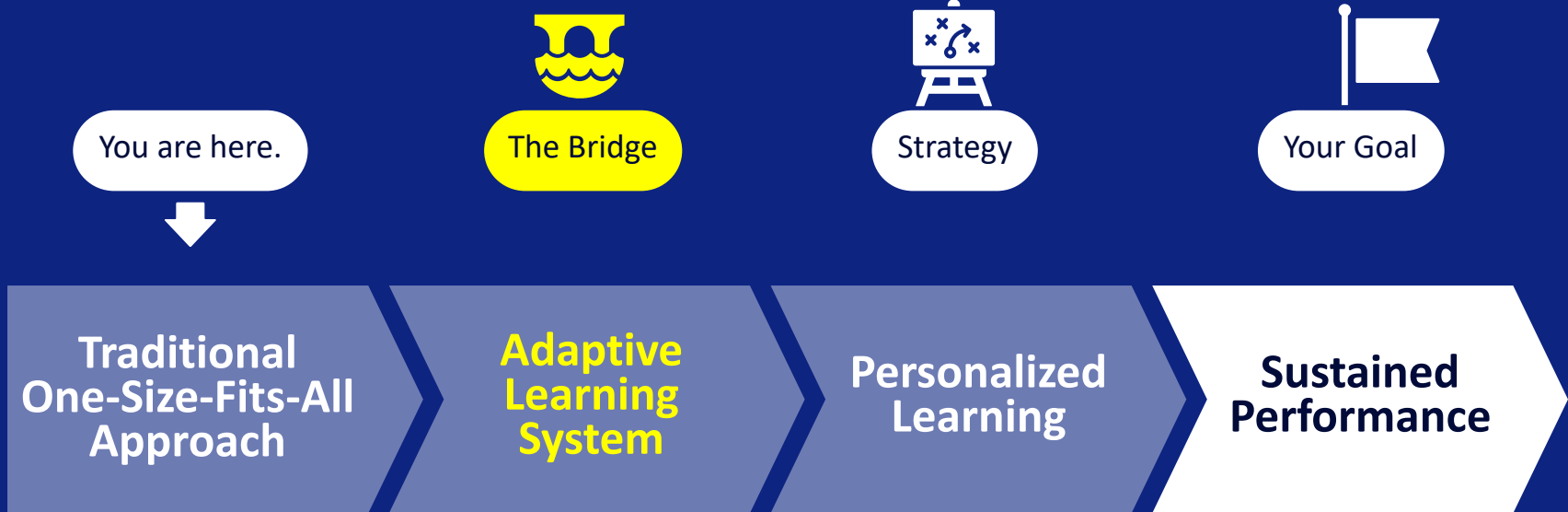
So, what *exactly* is Adaptive Learning?

Customized, Tailored,
Optimized Learning

Using human and
artificial intelligence

to the unique needs of
every individual

by Observing
Making decisions
Measuring
Calibrating actions

Realize it
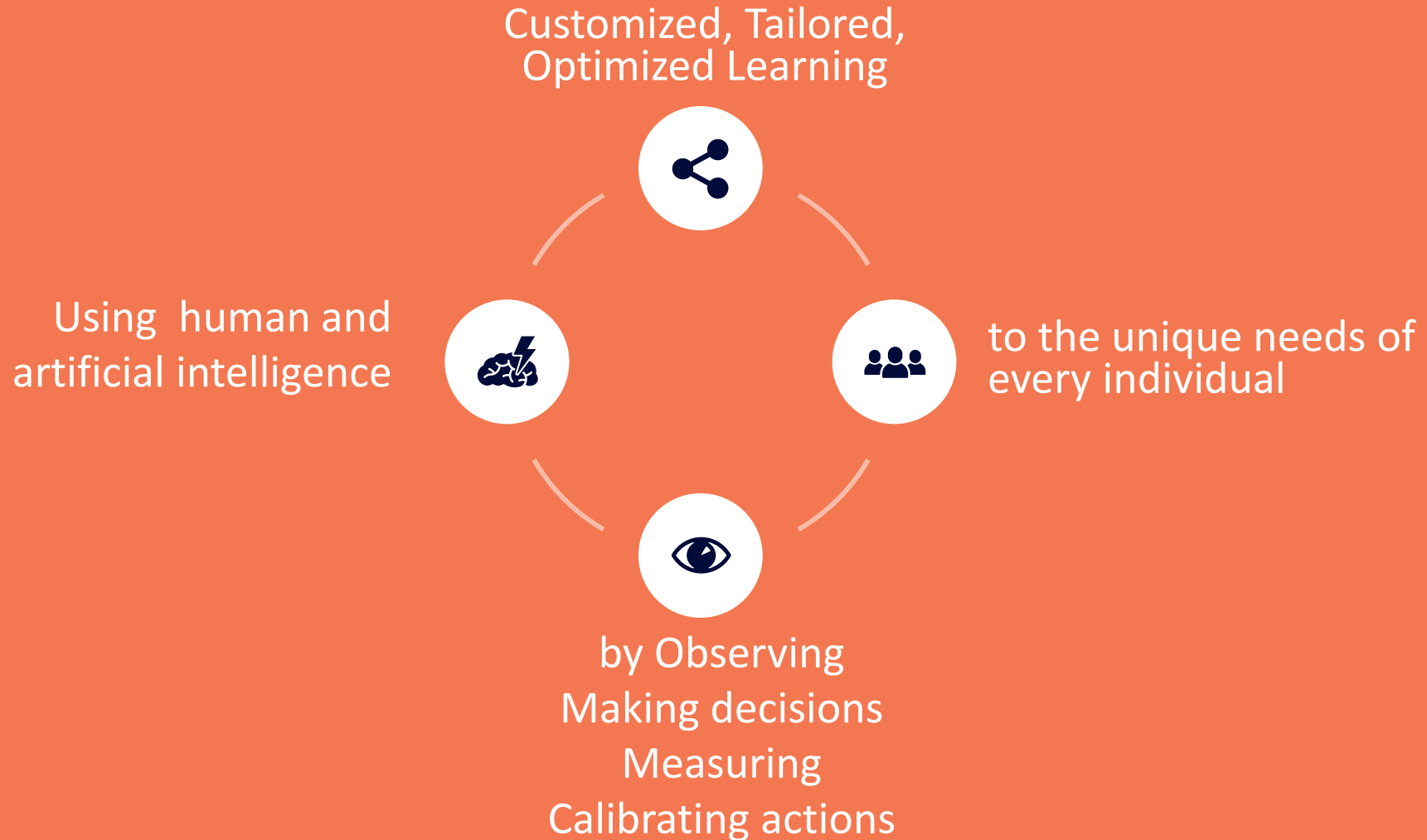
Types of Adaptive Learning Models and Systems

Decision-Tree Adaptive Systems

Rules-Based Adaptive Systems

Advanced-Algorithm Adaptive Systems

Machine-Learning Based Adaptive Systems

Basic

Enterprise

Simple classification of content, using "if this, then that" sequences.

Static algorithm that works on a set of rules that predetermines the learning path.

Content *prescribed based on prior proven mastery*. Learning paths evaluated in real-time comparing to other learners.

Programmed algorithms make *real-time predictions about a learner's mastery*.
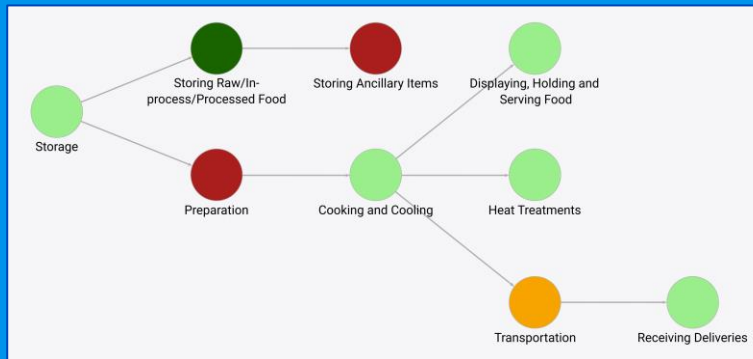
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What Adapts to Personalize Learning?

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Learning Journey

THE LEARNING PATH TO ACHIEVE THE GOAL.

Learning Resources

SUPPORTING MATERIALS TO HELP ME LEARN.

Food Safety Skills
Maintain a high standard of hand-washing

How the Employee Demonstrates This
- Wash hands using the correct procedure
- Wash hands as frequently as necessary and always:
  - Before starting or recommencing work
  - After using the toilet
  - Before handling cooked or ready-to-eat foods
  - After handling or preparing raw food
  - After handling rubbish
  - After smoking

Personalize the Journey with a GPS for Learning

- Navigate one neighborhood at a time

- Know where you are

- Know where you are going

- Pathways to get there

- Where to slow down and speed up

- Recommended places to (re)visit based on goals

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14

What should training and development adapt to...

Learner Profile
Language, Location, Job Role, Tenure, Preferences

Learner Proficiency
Prior Knowledge, Knowledge Gaps, Mastery

Learning Context
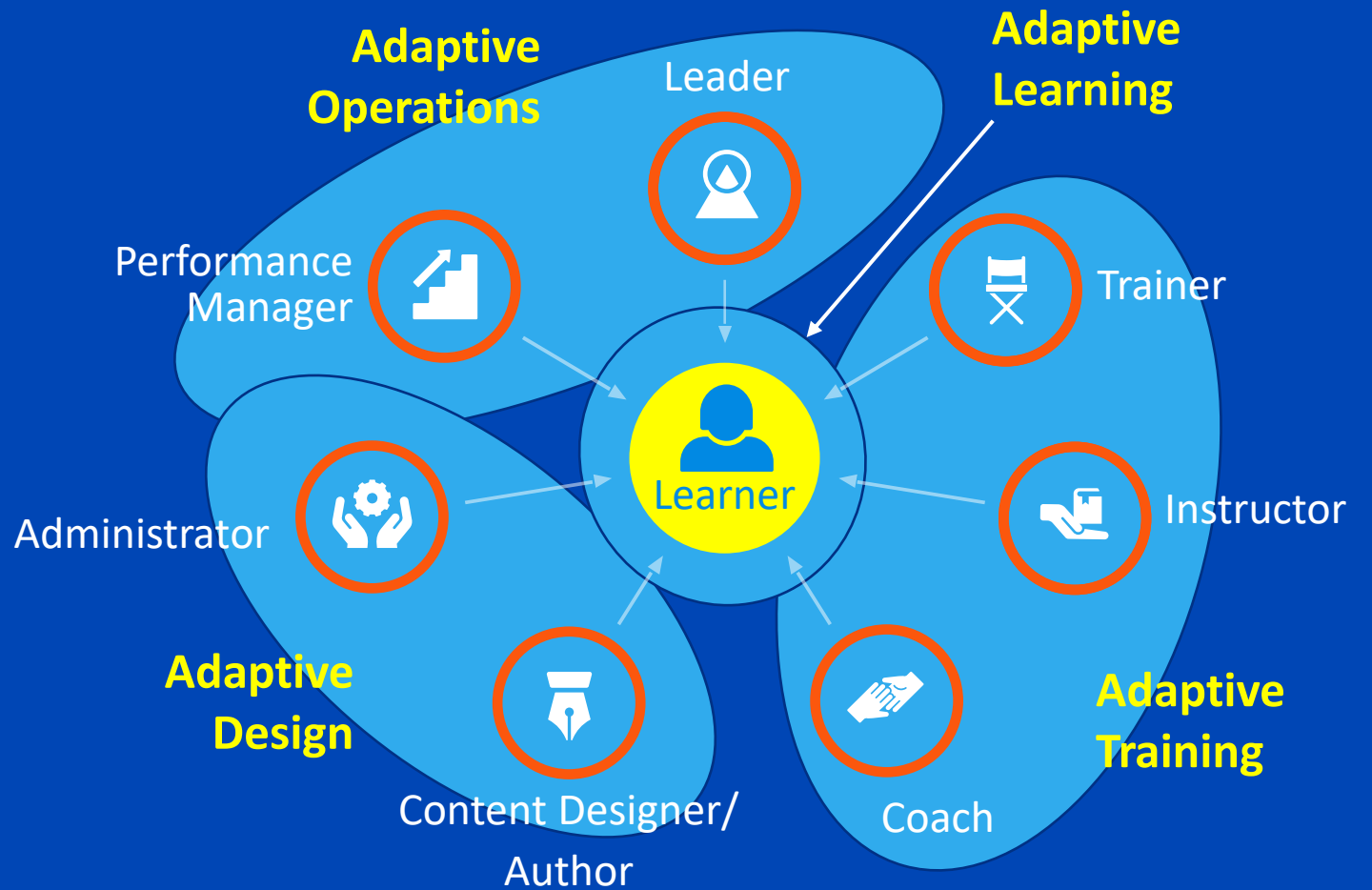Organization, Current Need, In the Field, On the Floor, Relevance to Task

Learner Engagement
Level of Effort, Progress, Motivation, Behaviors, Emotions

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Improve the Experience for all Stakeholders

Adaptive Operations

Adaptive Learning

Leader

Performance Manager

Trainer

Administrator

Learner

Instructor

Adaptive Design

Content Designer/ Author

Coach

Adaptive Training

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Measuring the Impact of Personalized Learning

Four dimensions of learning improvement and ROI

	Effectiveness	Efficiency	Relevance	Agility
Reduced time needed to learn		✔		✔
Better operational performance	✔		✔	
Reduced burden on trainers L&D	✔	✔		
Increased learner engagement	✔	✔	✔	✔
Elimination of knowledge gaps	✔		✔	✔
Assurance of competence			✔	✔
Increased learner confidence	✔	✔	✔	✔
Improved knowledge retention	✔	✔		
Learning in the flow		✔	✔	✔

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Applications in Real-Life Situations

Use Cases

Accelerate On-boarding

Personalize learning paths to engage

Turbocharge Upskilling and Reskilling

Blend self-led, ILT/VILT, and on-the-job coaching

Compliance to Competence

Speed up and contextualize mandatory training

Master Product Training

Product knowledge in the flow of work for Sales, Support, etc.

Cross Training for Agility

Grow related skills quickly

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1. Situation - Top Entertainment Brand

- Known for outstanding customer experiences
- Employee training is critical to success

2. The Challenge

- Training relevance
- Low engagement
- More effective dissemination of changes
- Eliminate redundant training
- Talent mobility

3. Personalization

- Personalized to knowledge of every person
- Efficient new hire/product training
- Cross-training with no redundancy
- Real-time visibility – trainers and managers
- Easier change management
- Skills always up to date

4. Success!

- Greater engagement
- Can pursue new skills
- Trainers better utilized
- Training updates automated and efficient
- Manage skill coverage and performance
- Reduced hours to train and sustain knowledge

Modernized Training to Deliver World-Class Customer Experiences

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Situation - Leading Healthcare Provider

- Thousands of new hires per year
- Hundreds of hours of training
- Thousands of locations
- High risk to patients if not effective

Challenge

- Improving Speed to Competency
- Maintaining quality
- High variation in prior knowledge
- Inconsistent delivery for 1000's of locations
- Heavy load on trainers/preceptors

Personalization

- Prior knowledge accounting
- Shift mix towards more self-led learning
- Enable learners to move at their pace
- Provide insights to trainers so in-person training is efficient and effective

Planned Success

- Consistent delivery across all sites
- Reduced time to onboard
- Improved knowledge assurance
- Reduced load on trainers
- Greater engagement
- Identify at-risk new hires earlier

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Speed to Competency for Healthcare New Hires

Quick Poll:

Which use cases do you believe are best for personalized learning?
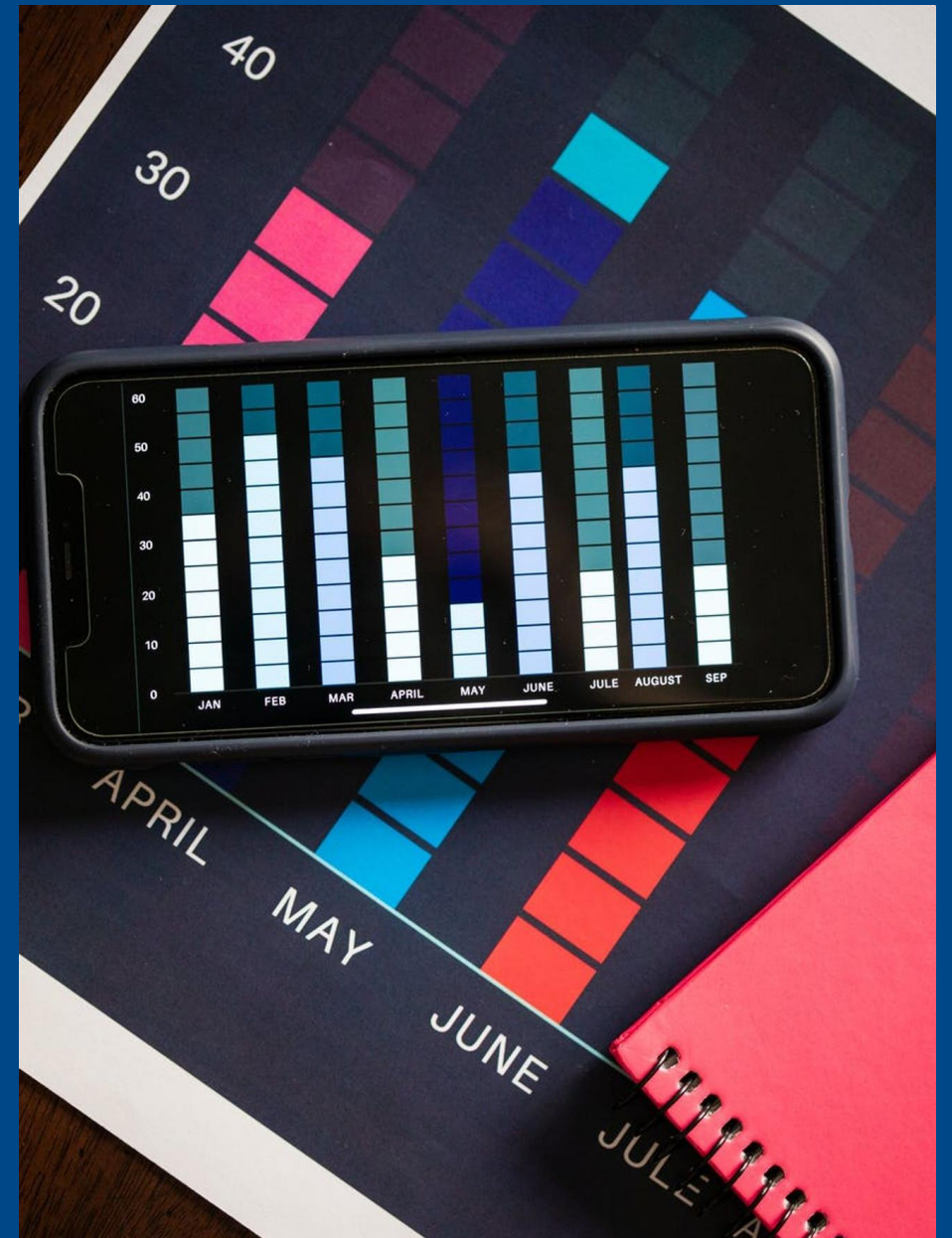
Thoughts on Implementation
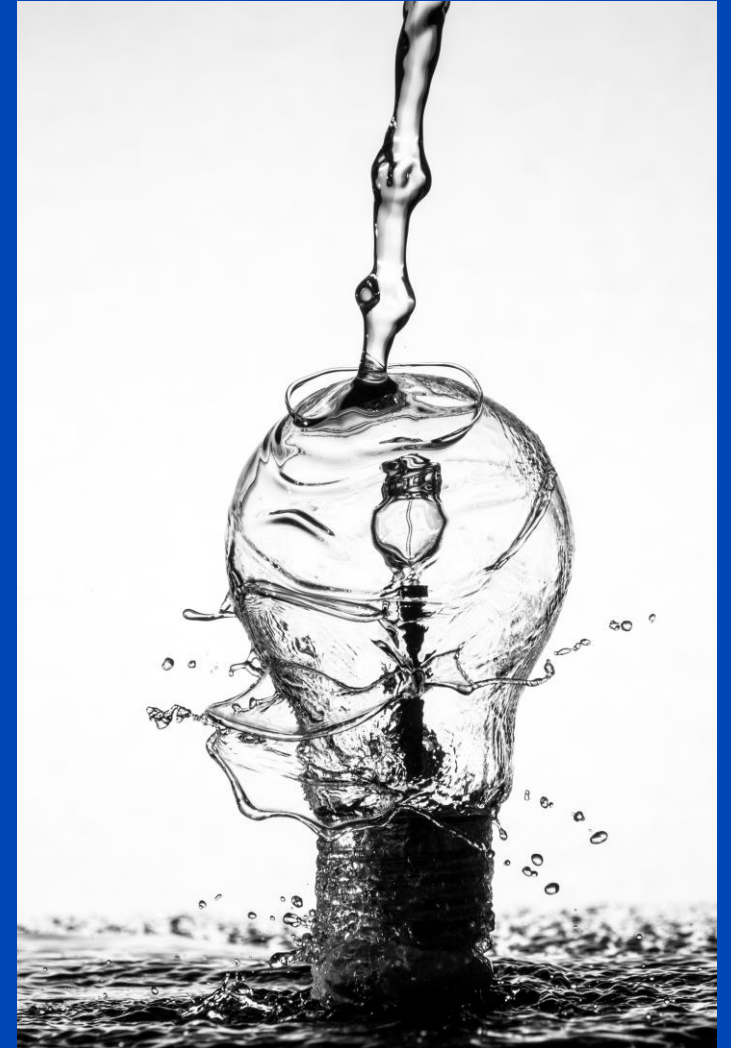
Jumpstarting Innovation in Personalized Learning

1   Identify your goals/pain points

2   Decide on ROI elements that matter

3   Pick the best use-case to start with – ROI, champions and inventory-rich!

4   Inventory existing resources and systems

5   Select tech for prototype, pilot a demonstrable story for larger adoption

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Keys to Success – Disciplined innovation execution!

1. TECH - *AUGMENT, NOT REPLACE*

- Don't replace, but *augment* with intelligent technology
- The right tech partner matters – a lot!

2. RIGHT USE CASE MATTERS

- Pick your use case based on value and the right internal customer, and ROI that matters!
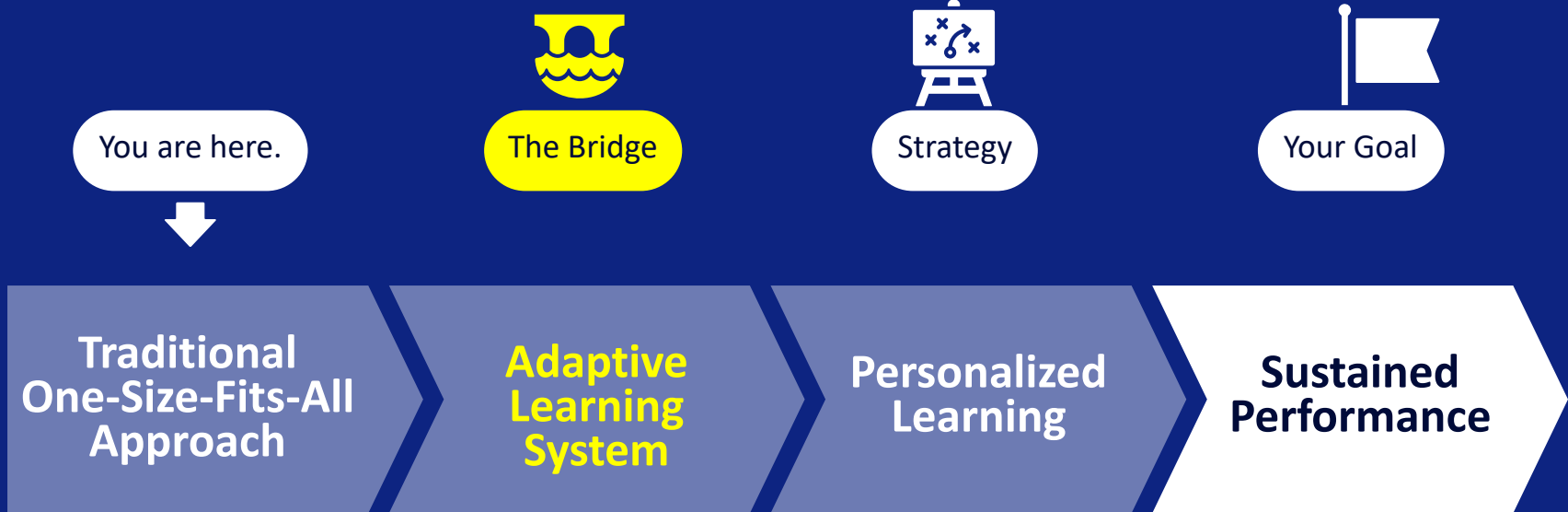
3. START SMALL AND LEARN FAST

- Start in one focused area – prototype, pilot, iterate and demonstrate
- Extrapolate to larger and broader use-cases

4. CHANGE MANAGEMENT!!

- You need to change yourselves as L&D first!
- Then get ready to help others change!

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Summary: The Role of Adaptive

| You are here. | The Bridge | Strategy | Your Goal |

| Traditional One-Size-Fits-All Approach | Adaptive Learning System | Personalized Learning | Sustained Performance |

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> **To know what workers already know and map that against what they need to know and deliver the missing pieces eliminates so much wasted redundancy in our legacy one-size-fits-all training.**

SENIOR EXECUTIVE TRAINING INNOVATION, FORTUNE 100 PUBLIC COMPANY

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About Realizeit

Our mission is to transform workforce training and learning through personalization to drive performance.

Adaptivity powered by AI is the game-changing technology required to improve performance through personalized learning.

More and more large-scale organizations are turning to Realizeit when they realize that their conventional learning technologies (i.e., LMS, LCMS and LXP) fall short of their aspirations for transformation.
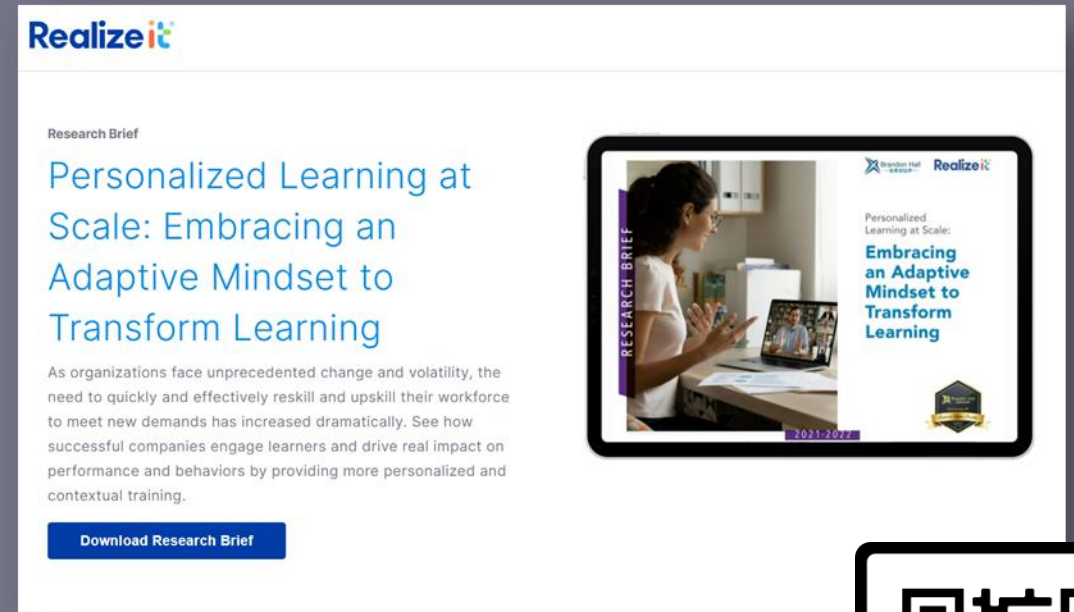
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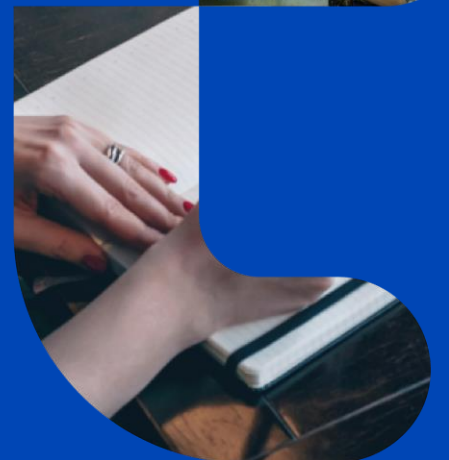
Visit our Workforce Training & Development Resource Center for access to **4 eBooks, RFI Primer, Webinar recordings, and Podcasts**
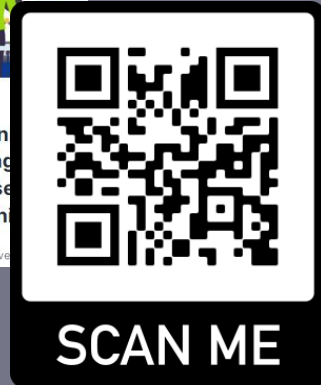
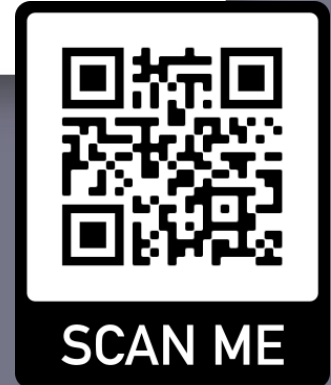Download this **Research Brief** to see how successful companies embrace an Adaptive Mindset to transform learning

https://bit.ly/3LyGo20

SCAN ME

https://bit.ly/3gJVyDh

SCAN ME

# Product Demo
Wednesday, February 23, 2022
11:00 CT

GPS for Learning that Drives Performance

See how Realizeit delivers meaningful personalization to different learning stakeholders in the flow of work, from learners to trainers to supervisors and more. Learn how the power of intelligent adaptivity can be put to work to drive personalization at scale.

https://bit.ly/3HPXXbH

Interested in learning more about Realizeit?

https:/player.vimeo.com/video/527853620
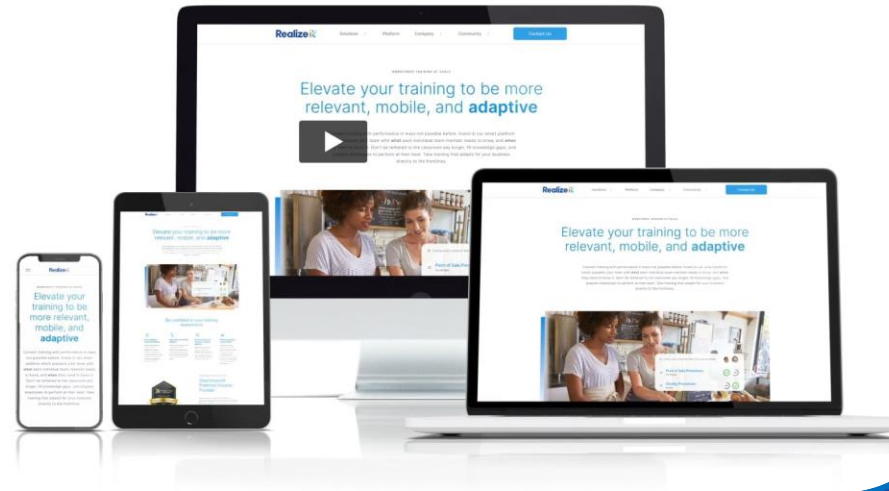
Q&A

Let's Start a Conversation

Reach out to discuss how Realizeit adaptive technology can transform your workforce development:

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Workforce Resource Center:

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Research Brief:

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