



INCREASE PERFORMANCE AND REDUCE EMPLOYEE CHURN WITH
DATA-DRIVEN LEARNING

DATA DRIVEN LEARNING

Constant, consistent improvement. This is the goal of life, isn't it? Whether our favorite hobby or our performance at work, we continually strive to get better.

Learning styles of the past have included direct experience (the apprentice model) or study and memorization (the analytical model). Throughout the Twentieth Century, science turned its gaze upon itself and sought to learn how learning works, and if there are better ways to learn.

It's widely accepted now that there is no one "best" way to learn or enhance a skill. People learn in different ways - our "apprentice" model includes "visual" learners and the "analytical" style appeals to conceptual learners. **Often the most effective education happens with a mixture of the two coming into play: experiential involvement augments theoretical teaching and vice-versa.**



WHAT IS DATA-DRIVEN LEARNING?

The big-data and advanced-analytics revolution we saw hit a few years ago has changed the way businesses operate. We are now able to gather data from all aspects of the business and gain insights to much more than ever before. McKinsey & Company suggests that companies who have adopted data-driven learning strategies and analytics "can deliver productivity and profit gains that are 5 to 6 percent higher" than their competitors. Advancements in technology that have resulted from this era are providing the tools necessary to see how operations are actually working, giving the business the information it needs to make better decisions and apply changes quickly.



So how can Data-Driven Learning help you and your company?



WHY USE DATA-DRIVEN LEARNING FOR YOUR EMPLOYEES?



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Get insights on what is effective

Data-driven learning systems are set up to gather information about what content students view the most. You can also run surveys to ask for feedback on which training modules were most helpful and beneficial. Most helpful is an open system that allows comments directly on the training so engagement can be tracked.

Create and use information that resonates with employees

When you have significant data on what employees are watching regularly, you can push existing content that matches the format and tone. You can also tailor future content to follow the successful formula, creating a virtuous cycle of high-quality instructional material.

Make changes and adjust quickly (real-time analytics)

When data comes back that one of your training modules isn't working – whether it's text, audio, or video – you can pull that content immediately to avoid further confusion. With informative feedback, the content can be re-worked or scrapped in favor of completely remaking a new module that is relevant and applicable to your learners.



HOW DATA
DRIVEN LEARNING
REDUCES
EMPLOYEE CHURN



HOW DATA DRIVEN LEARNING INCREASES PERFORMANCE

Employees know what skills they need to focus on
(Tailor courses and information to the employee based on effectiveness)

The exploratory nature of data-driven learning allows employees and trainees to “follow their nose” to investigate what is naturally interesting to them. You can gather information about how many times a video was watched or document was accessed, but be careful! A frequently-watched video may be confusing, and viewers may need to watch a few times to glean the information they are looking for, where as a video with a low watch count may be simple to understand and effective for the learning needed. Meaningful information about the usefulness of the video can be gained by user/learner surveys where the people consuming the content can comment specifically about what worked and what didn't.

Once the learner has registered their preferences, a properly-designed content tool will be able to deliver more appropriate content based on feedback.

Intervene quickly to help struggling employees come up to speed

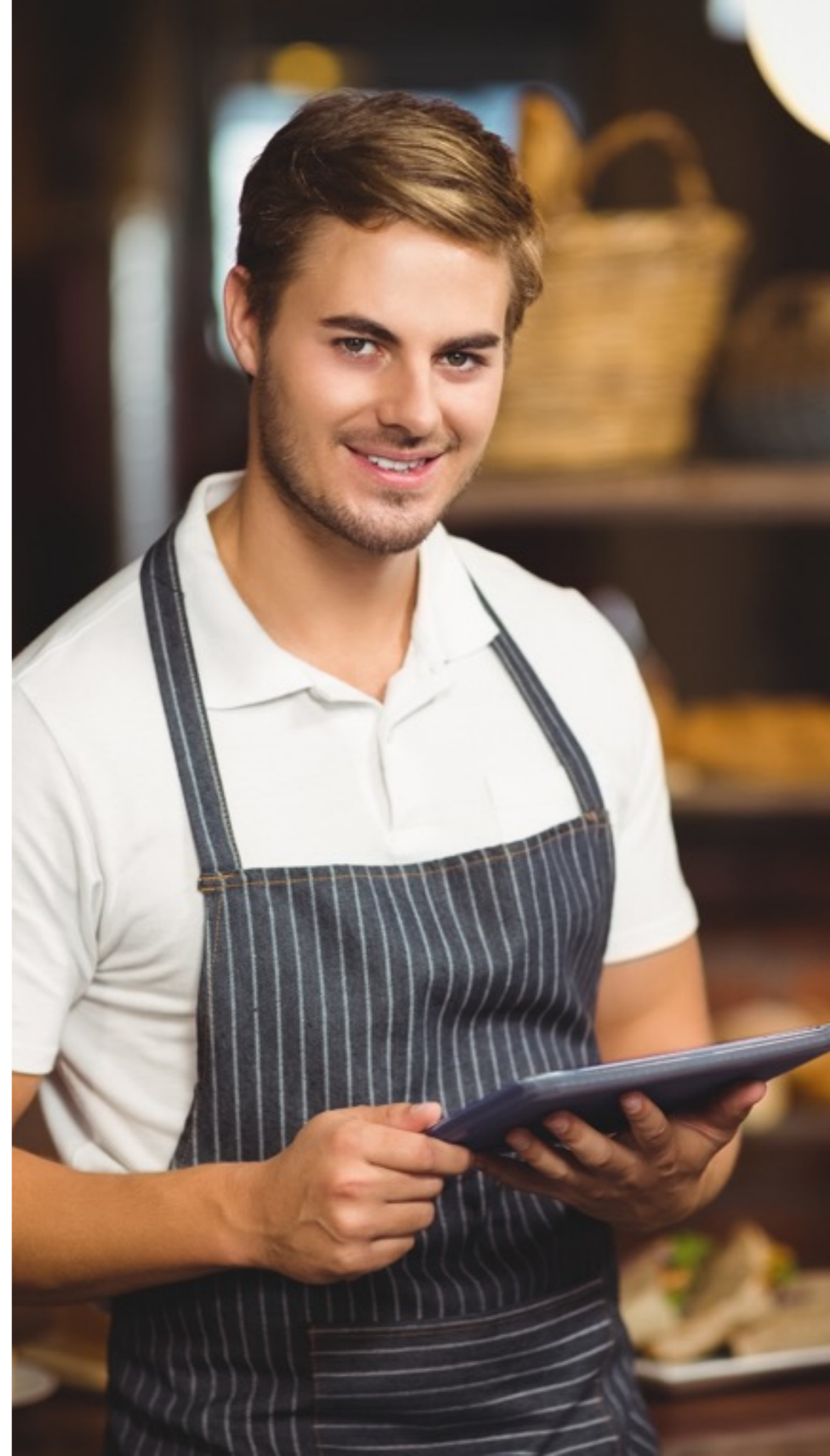
Educational content that is frequently accessed may also point to an employee who is having difficulty grasping the concepts. When this occurs, it may be necessary for a trainer to connect with the learner in order to guide them to more effective training content or perhaps coach in-person. Data-driven learning is not a cure-all and will not solve all of your training problems.

Maximizes compliance and efficiency

While DDL training encourages employee discovery and exploration of instructional material, it can lead to incomplete learning if there are no controls on the lesson goals. There should be well-defined objectives and timetables, with express outcomes and a system set up to track content views. With information on which employees have and have not read or watched the content, employee compliance can be encouraged. Prompting your employees to complete their goals can even be automated for added efficiency, for instance an automated e-mail reminding employees who have not viewed 60% of the training videos to watch at their earliest convenience.



HOW TO
IMPLEMENT DATA-
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AT YOUR
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Data-Driven Learning doesn't happen organically. As part of your broader training system, it needs to have strong support from upper executives before it is rolled out to employees. Without endorsement and encouragement, a program that touches all parts of the organization is doomed to fail. Here are a few steps you can take to make sure your DDL implementation succeeds.

Communication

(If your company is new and starts with a data-driven learning program, it is baked right in to your culture and you don't need this level of messaging.)

The introduction of any new system depends on frequent communication that starts well before the rollout date. Consider how people react to a mandated process – it's usually not good. What most people don't receive beforehand is open, clear communication presenting employees with the history of the program, how it was evaluated and chosen, and how it will help them in their day-to-day jobs. Employees want to know that it won't get in the way and will help them learn how to do their jobs better. Not every employee will be motivated to use the course, but demonstrated effectiveness for others will help sway their opinion

Buy-in from employees - pilot program to show effectiveness

Implementing a pilot program along with the introductory communication will increase employee buy-in by encouraging enthusiastic early adopters. With an experimental trial, you can gather data on the effectiveness of the training, track adoption, and solicit feedback from the participants to help refine and improve the final product for the broad release.

Let employee adoption spread through volunteers

Once you've made your DDL program available company-wide, enlist your early adopters to help promote usage by new users. You may then see an initial surge that follows interest and curiosity followed by a leveling-off of engagement as regular use settles in. Make sure to continually request and log feedback in order to iterate on improvements to the content and effectiveness of the training.





ANALYZE & EMULATE

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Analyze and emulate. This is how we learn. A training system that combines these different modes has a greater chance of successful adoption. Data-Driven learning systems encourage exploration by trainees, which gives them a sense of empowerment over the pace and depth of their instruction. This empowerment then leads to greater job satisfaction and a reduction in staff turnover, benefiting both company and employee.

We repeat that Data-Driven Learning isn't a panacea, but it is a large, deliberate step towards a more secure, empowered, and informed workforce.



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