CORPORATE LEARNING EXPERIENCE

TICKING THE BOXES
VS
REAL OUTCOMES

*How to Build a Learning Stack
that Makes a Difference*

myQuest

From Learning Management to Learning Experience

Reflecting the shift in HR technologies, learning has shifted from management to experience in recent years. We've seen the rise of next-gen learning systems and LXPs. We've seen learning ecosystems evolve and processes move from top-down to bottom-up approaches. Today's LXP market is worth over $300M and is growing at 50%+ per year. 74% of companies plan to change their training strategy to accommodate millennials and Gen Z employees — all this is testament to how learning leaders understand the need for a better learning experience.

Every year, thousands of companies are looking to enhance their learning stack with experience-centered platforms, in hopes of increasing learning engagement and as a result, improving employee performance. But do LXPs really deliver the experience organizations are after?

LXP – NOT THE TYPE OF EXPERIENCE YOU THINK

LXPs focus on the experience of consuming content. As LMSs were never designed to be employee-centric, the LXP was created to make sure content is easy to find and absorb. And indeed, LXPs are doing their job in a great way. Similar to Netflix or YouTube, they make learning content much more accessible.

But as important as the distribution of content is, LXPs don't put any emphasis on application and implementation of training in real-life scenarios. At the end of the day, employees are still having a hard time retaining the information and applying it.

> *Most solutions with an LXP label all too often fall short of being REAL Learning Experience Platforms today – because if you look beyond the hype, they don't support the dynamic, reflective, social, intelligence-led and action-oriented learning required to drive genuine mastery and proficiency.*

– David Perring, Director of Research at Fosway Group

While the LXP serves its purpose as a simple and intuitive content delivery system, there is still a gap between corporate training and knowledge application. Companies that want to deliver learning in a way that's truly experiential and applicable to real-life situations still have a long way to go before they can do it through their LMS or LXP.

WHAT WOULD A TRULY EXPERIENTIAL LEARNING PLATFORM LOOK LIKE?

According to David Perring, "real learning experience needs to support the dynamic, reflective, social, intelligence led and action oriented learning required to drive genuine mastery and proficiency."

> For learning to be applicable and truly experiential, **it needs to involve practice and feedback, and encourage continuous learning.** *It needs to motivate learners to take action and not just consume content, no matter how well it's organized and served.*

Based on the **PLASMA Learning Cycle**, designed by Fosway Group, a real learning experience needs to include the following steps:

1. Planning the training

2. Consuming the content

3. Applying what's learned

4. Sustaining the learning

5. Measuring the results

6. Analyzing the results

7. Improving the plan based on the analysis, and starting the cycle all over again.

PLASMA Learning Cycle

Plan · Consume · Apply · Sustain · Measure · Analyze · Improve
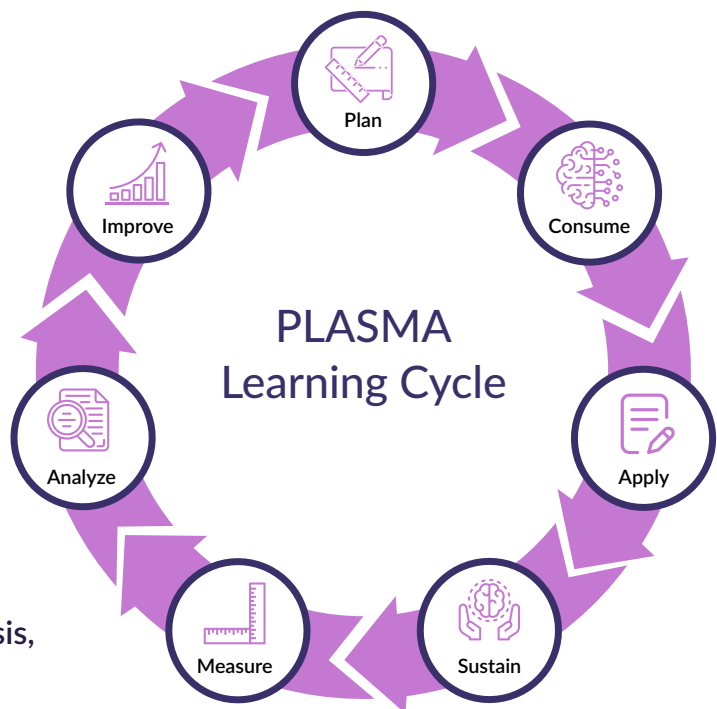
When looking at the experience LXPs and LMSs offer, it's clear that they're lacking some of the core features real learning must include in order to be effective and applicable.

ACTION-BASED LEARNING FOR REAL LEARNING EXPERIENCES

Action-based learning is a form of learning that keeps learners engaged as active participants in their learning. Learner engagement can include short, simple activities like journal writing, problem solving, and paired discussions, to longer, involved activities like case studies, role plays, and structured team-based learning.

Action-based learning is not only centered around activities, it also involves feedback and triggers that create an ongoing learning journey. The goal is to give learners a more engaged learning experience, one that taps into the benefits of face to face, knowledge sharing, and collaborative learning.

These elements are at the core of action-based learning platforms:

Opportunities to practice what is learned and form new habits and behaviors

Constant feedback from peers and instructors which is integrated into the learning journey

Triggers that encourage continuous learning

Action-based learning corresponds with the **PLASMA Learning Cycle,** as it revolves around learning application, sustainability, and measurement.

"

Consuming content, no matter how interactive – is only ever a part of the REAL Learning Experience"

– David Perring, Director of Research at Fosway Group

In reality, great learning experiences have very little to do with content. True – content needs to be delivered in an engaging way, but for the learning process to be sustainable and successful, it needs to be supported by peer learning, feedback, reflection, habit-formation, and more.

Habit-formation

Feedback

Reflection
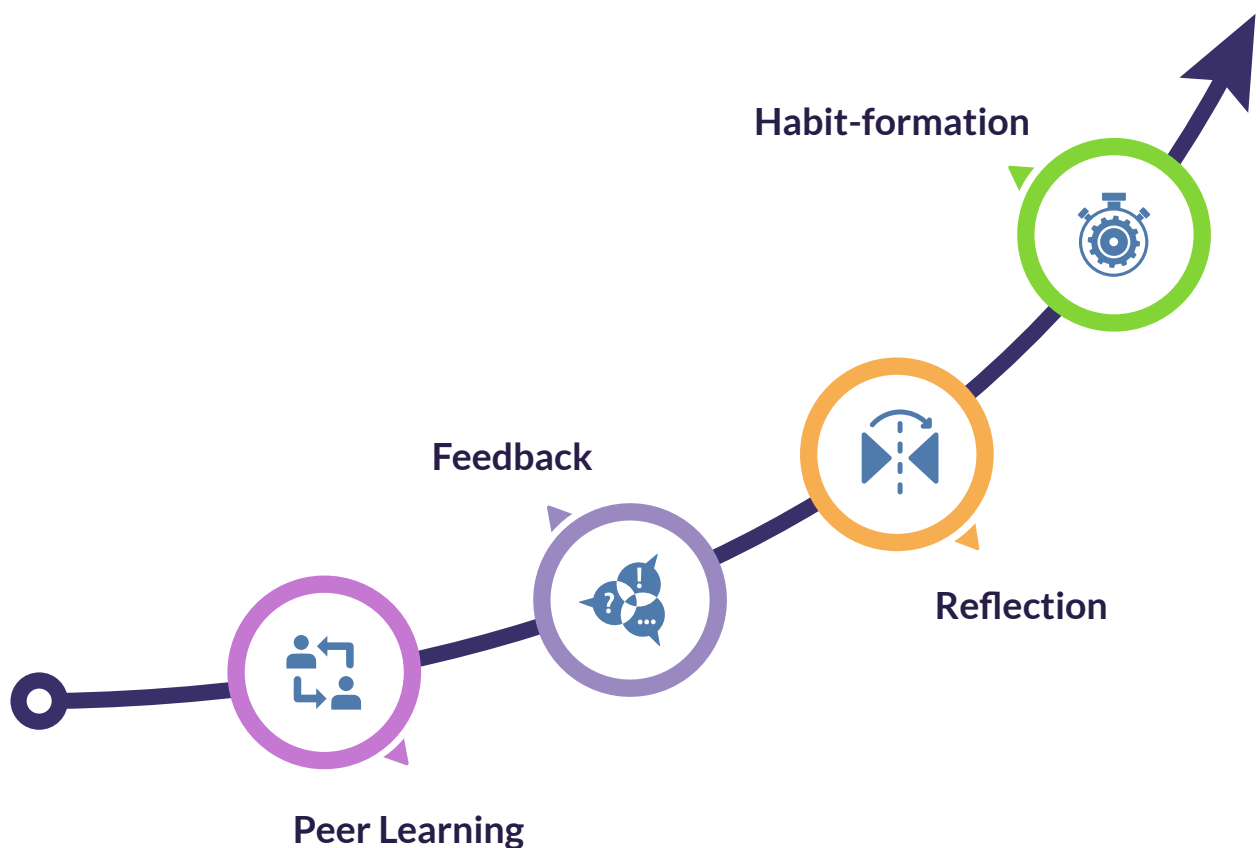
Peer Learning

HOW ACTION-BASED LEARNING FITS INTO YOUR LEARNING STACK

Leading L&D leaders today are creating learning ecosystems using a broad set of tools. These ecosystems still include traditional LMSs, but also consist of new technologies such as LXPs for content curation, delivery, social learning, micro-learning, and mobile use.

According to a report by **The eLearning Guild,** the modern learning stack integrates some or all of the following:

- Adaptive learning platforms

- Augmented and virtual reality

- Knowledge bases

- Learning experience platforms

- Learning management systems

- Learning record stores and xAPI

- Microlearning platforms

- Performance support systems

- Social collaboration platforms

- Talent management systems

However, when building out a learning stack, it's not all about using the most advanced technologies. Just because a company uses an LXP, a microlearning platform, or a social collaboration platform, it doesn't mean it will manage to increase knowledge retention and application, as the focus of those platforms is still on content consumption, rather than knowledge retention and application.

To solve the problems associated with content-focused systems, organizations incorporate action-based learning platforms into their learning stacks. They create interactive and active learning journeys on their action-based platform, and either add them as learning paths to their LMS, or run them separately and send analytics and reports back to their main learning system.

Can Action-based Learning Platforms Replace Your Other Learning Systems?

Small companies often don't have a need for an LMS as it offers a lot of features and capabilities they can do without. These types of companies will usually use an action-based learning platform as a stand-alone solution that serves all of their L&D needs.

Large companies and enterprises, however, have to use an LMS to manage their organizational learning, but can definitely replace their micro-learning, social learning, and learning experience platforms with an action-based learning system, and use it on top of their LMS to enhance the learners' experience.

Having an LMS to support your organization's administrative needs, and an action-based learning platform to create meaningful learning experiences, can help you build a truly effective learning ecosystem that drives real behavioral change.

Integrating your LMS with an action-based learning platform can give you the results you're looking for:

18X
higher knowledge retention rate

4X
higher training completion rate

83%
increase in engagement and interaction

ACTION-BASED LEARNING IN ACTION

In this section we look at some of the ways corporate training might incorporate action-based learning within the learning ecosystem. Whether you're building compliance training programs, leadership training programs, or organizational wellness programs – action-based learning can be used to enhance and improve learning outcomes in any type of training.

Soft skills

Soft skills relate to employees' ability to communicate, lead, and manage themselves and others. Building soft skills requires a lot of practice. Employees must adopt new behaviors and habits, and the organization needs to provide opportunities and a supportive environment for them to do so.

Using action-based learning strategies in soft skills training programs can truly transform the way employees engage with content. Not only does it encourage them to practice the skills rather than just read about them or watch related videos, but it also places them in real-life situations that contribute to their ability to apply the new skills in the future. They have constant opportunities to receive feedback on their behaviors, and they're triggered to keep practicing throughout the training until they master the new skills.

Compliance training

Compliance training programs are often seen as challenging to implement and deliver. The fact that they're mandatory makes organizations deliver them in a dull way without investing the required efforts to make them engaging and effective for the long term.

The benefits compliance training programs can have for the organization are huge, from encouraging a better workplace culture to protecting the organization's reputation. While completion rates are normally not an issue with compliance training (employees just have to complete them), engagement and knowledge retention rates definitely are. Action-based learning can help turn a boring training program into an experiential journey, which contributes to the retainment of the information. Asking employees to experiment with what they're learning and take action helps them relate to the materials and understand their importance. And most importantly, it shifts their state of mind from an "I have to do this" mindset state to an "I want to do this" one.

Onboarding

Onboarding programs are meant to develop skills, knowledge, and behaviors that are needed in order to blend into an organization. A successful onboarding experience is one that not only provides all the required information, but also makes employees more invested and committed to the company.

Onboarding programs include:

Orientation

New hire training

Technical skills development training

According to **Aberdeen Group**, effective onboarding increases employee engagement in the workplace by more than 20%. Offering a standard "one size fits all" kind of onboarding experience can result in high employee turnover, poor productivity, and a greater number of preventable mistakes.

Using action-based learning in onboarding training can quickly engage your new hires, bring your people closer, and help the organization to scale and meet growth objectives by improving employee performance and engagement. As one of the key components of action-based learning is feedback from instructors and peers, using active learning with your new hires can help them feel welcome and become an integral part of the company a lot quicker.

# HOW REAL LEARNING EXPERIENCE DEMONSTRATES OUTCOMES AND VALUE

Action-based learning is applicable to most fields where there is a need for change. Here's how some of the biggest companies around the globe are using action-based learning to solve corporate problems.

How General Electric used action-based learning to build skills

In this article, Michael Marquardt describes how General Electric has been using action-based learning strategies to train its employees and help them learn and apply new skills while working on real tasks of the company – skills in areas such as team-building, problem solving, change management, conflict resolution, communication, coaching, and facilitation. By using active learning strategies, General Electric managed to solve problems that helped it increase sales and reduce costs by billions of dollars.

In the past 10 years, General Electric has achieved the following results through active learning:
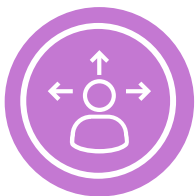
Greater speed in decision making and implementation

Accountability occurring at more appropriate levels with less controlling leadership

Involvement of employees, resulting in improved morale

A management willing to take more risks

More open dialogue and increased trust among staff

How Boeing used action-based learning to build stronger teams

Boeing has used action-based learning to develop executive skills such as adapting, thinking globally, building relationships, inspiring trust, building teams, and more. Boeing created a Global Leadership Program based on active learning and problem-solving strategies. Teams that were formed via the action-based learning journey quickly became high-performing and strongly bonded. Thanks to the interventions of their coaches, the learning groups became more and more effective every time they met.

According to Jim Eckels, who assessed the Global Leadership Program, "action learning is a process that enhances learning for senior executives, as leaders at this level are typically goal oriented. The action learning approach is adaptable to the needs of the corporation, the individual, and the program staff. In addition, action learning creates a learning environment that requires participants to learn while creating real solutions through real life issues".

How Shell used myQuest's action-based learning platform to improve employee performance

Shell, one of the largest energy companies in the world, has been using myQuest's action-based learning platform to improve employee performance. Together with Designed Learning, a consultancy who is working with some of the world's biggest brands, it transformed its training processes into actionable, micro-learning journeys. Instead of plain video lessons and in-person training sessions, Shell employees interacted with content in an active way. Through myQuest, they were asked to not only watch short videos and read information, but also act upon the information and apply it in real-life situations. In addition to the actions learners were asked to take, Designed Learning's coaches also provided learners with constructive feedback and sent them automatic push notifications and reminders through the myQuest platform to keep them in the learning loop.

Using action-based learning strategies, Shell managed to increase learning engagement, completion, and knowledge retention rates in just a few weeks.

BRING ACTION-BASED LEARNING INTO YOUR ORGANIZATION

Action-based learning is one of the most-effective ways to progress your company into the continually-advancing world and marketplace. That's why, at myQuest, we created our platform to help organizations transform their training programs into experiential learning journeys within days.

Want to learn how action-based learning can fit into your learning ecosystem? Schedule a demo call with us today!

>> BOOK A DEMO <<

myQuest