Microlearning Webinar 3:

How HR can support and measure learning and coaching impact

PERPETOS
Commercial Excellence

Presenters

Pascal Persyn
Founder

pascal.persyn@perpetos.com

Eliseo Manfron
Senior Business Coach

Eliseo.Manfron@perpetos.com

What we covered in module 1 and 2

What we covered in module 1

- What is microlearning and why care about it
- When and how to set up
- The effects and related learning factors of spaced learning
- Spaced learning in action

Learning objectives of module 2

By the end of this webinar, you will have learned:

- How staged learning reinforcement delivers meaningful coaching with data-driven insights to know who, what and when to coach
- How adding peer learning increases retention and adoption

Proficiency = Staged Mobile Learning + Peer learning + Guided coaching

Learning objectives of module 3

Measure knowledge and coaching impact by:

- Identifying proficiency gaps
- Leveraging staged mobile learning
- Guided coaching

Identify knowledge gaps and improve proficiency

Improve proficiency in 4 steps

Identify topics

Create content

Launch
microlearning

Action
microlearning insights

Improve proficiency in 4 steps

Identify topics

Create content

Launch microlearning

Action microlearning insights

1. Follow a Development Process Approach(see Module 1)
2. Make sure to focus on group development content
3. Define objectives and success measures for improving job proficiency

Development process steps

Learning path design | Strategy map and take home messages | Review existing content | Storyboard and prototype | Build Alpha version | Final module delivered

Improve proficiency in 4 steps

Identify topics

Create content

Launch
microlearning

Action
microlearning insights

1. Build a Content Strategy Map (previous slide) and build audience list
2. Develop scenario-based questions, answer choices, video scenarios and explanations
3. Apply a content development process with subject matter experts

Improve proficiency in 4 steps

| Identify topics | Create content | Launch spaced microlearning | Activity, action & progress insights |

1. Send pre-launch communication to managers and participants
2. Encourage managers to implement the recommended coaching actions
3. Keep them updated by sharing progress, leverage ready-to-use communication templates

Ready-to-use Communication templates (1/2)

Teaser pre-launch 1   Teaser pre-launch 2   Launch

Improve proficiency in 4 steps

Identify topics

Create content

Launch microlearning

Engagement & microlearning insights

1. Analyze the real-time dashboard, proficiency heatmaps, stats and graphs
2. Take action on knowledge gaps
3. Track evolution through initial and current proficiency to measure training effectiveness and guide future training needs
4. Demonstrate improved outcome and ROI

Leverage spaced and micro learning with guided coaching

Spaced learning impact on self-coaching
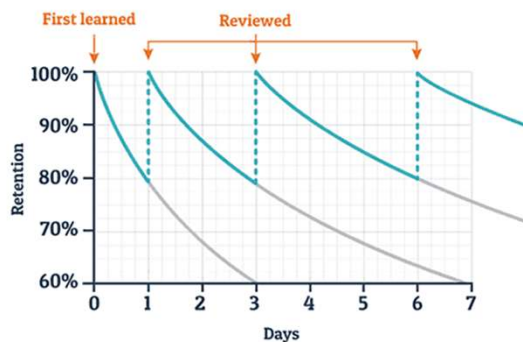
Reducing forgetting curve

Typical Forgetting Curve for Newly Learned Information

The "Spacing Effect"

Interval reinforcement

Application of knowledge over time enhances memory and the survival of new neurons. It increases the efficiency of the uptake of information and encodes the information so that it is preferentially retained.
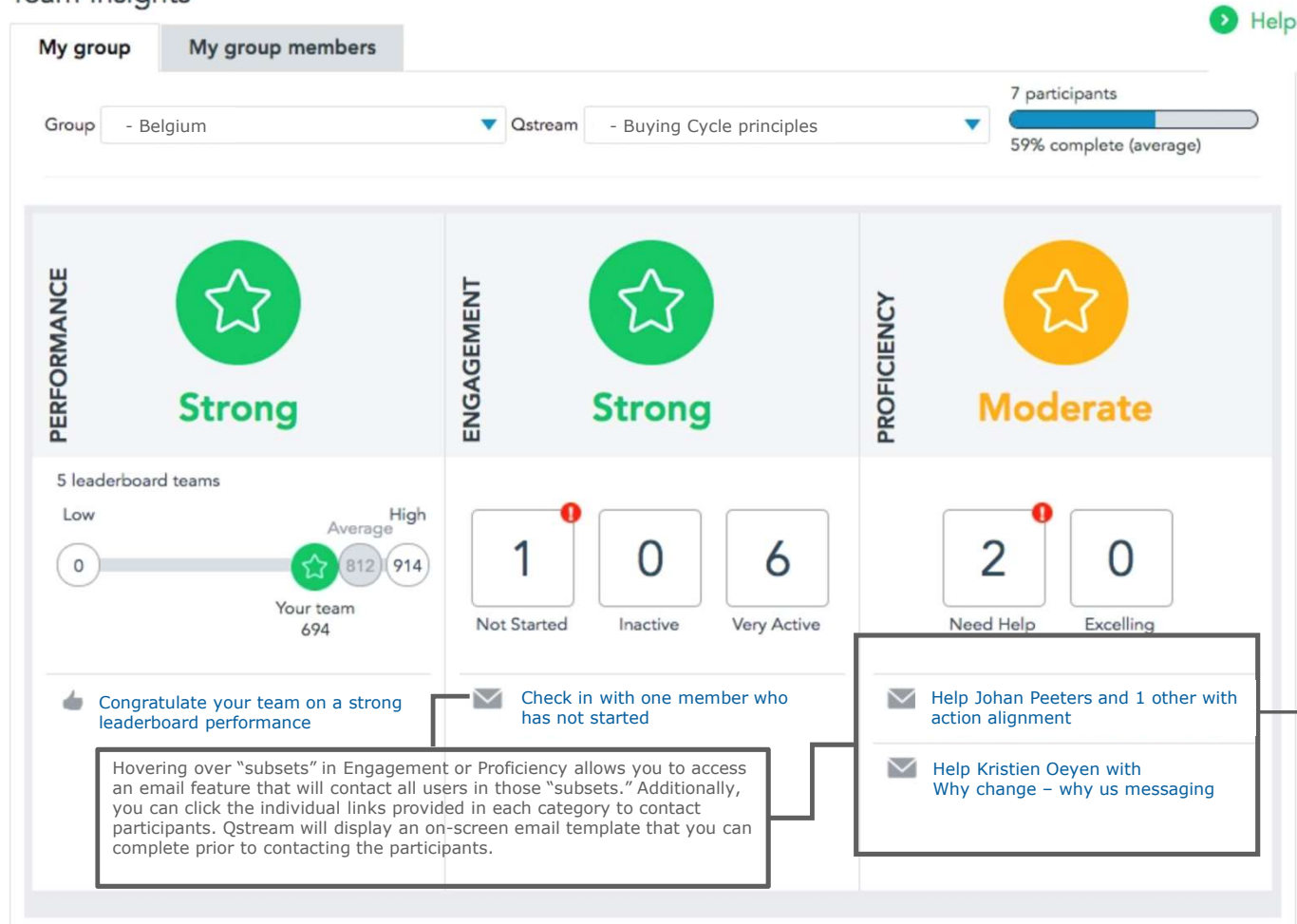
The "Testing Effect"

Retrieval practice

Active learning process that can dramatically improve knowledge retention when combined with

immediate answer feedback.

FRONTLINE MANAGERS
View dashboard metrics for all of their direct reports

Team Insights

Help

My group | My group members

Group | - Belgium | Qstream | - Buying Cycle principles

7 participants
59% complete (average)

PERFORMANCE

⭐ Strong

ENGAGEMENT

⭐ Strong

PROFICIENCY

⭐ Moderate

5 leaderboard teams

Low | Average | High

0 | 812 | 914

Your team
694

| 1 | 0 | 6 |
| Not Started | Inactive | Very Active |

| 2 | 0 |
| Need Help | Excelling |

👍 Congratulate your team on a strong leaderboard performance

✉ Check in with one member who has not started

✉ Help Johan Peeters and 1 other with action alignment

✉ Help Kristien Oeyen with Why change – why us messaging

Hovering over "subsets" in Engagement or Proficiency allows you to access an email feature that will contact all users in those "subsets." Additionally, you can click the individual links provided in each category to contact participants. Qstream will display an on-screen email template that you can complete prior to contacting the participants.

Receive a summary report each week and can access dashboards online

Email notifications with suggested actions based on individual results

Benefits for frontline managers

- Supports learning without distracting managers
- Delivers actionable, real-time insights into the capabilities
- Provides actionable recommendations on who, what, and where to coach
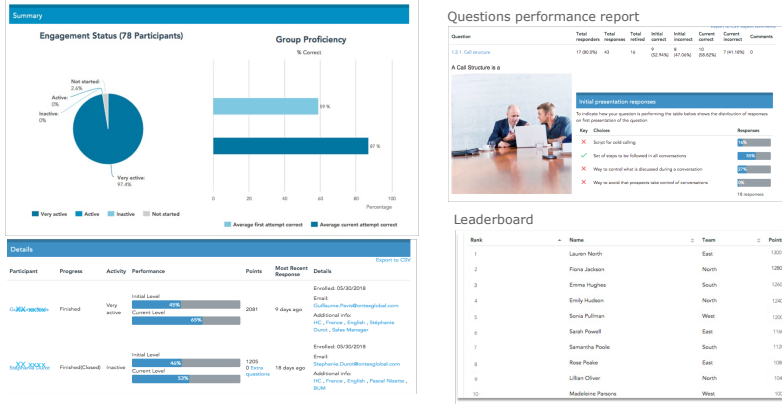- Includes easy-to-use templates and communication tools

Measure the ROI of learning and coaching

Dashboard metrics

FRONTLINE MANAGERS
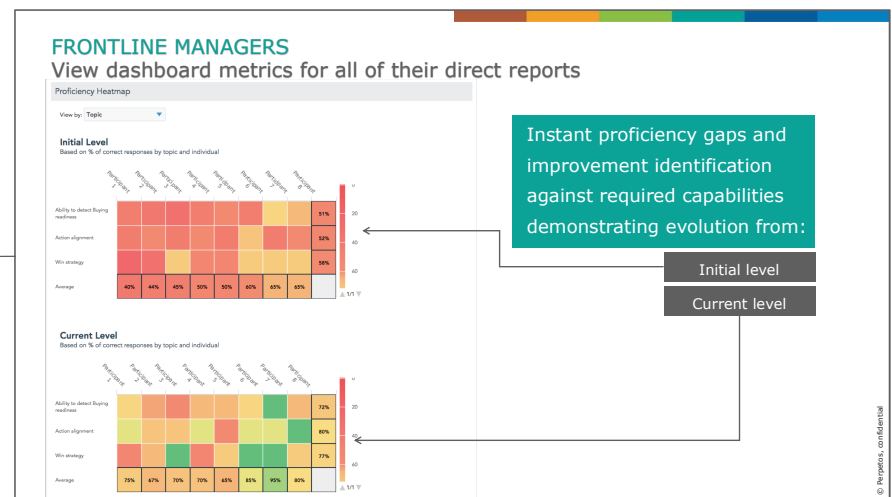View dashboard metrics for all of their direct reports

Metrics on:
- Engagement
- Performance
- Proficiency

Business impact KPI

Heatmaps on
- Initial proficiency
- Current proficiency
- Improvement level
- Remaining gaps against required capabilities

FRONTLINE MANAGERS
View dashboard metrics for all of their direct reports

Instant proficiency gaps and improvement identification against required capabilities demonstrating evolution from:

Initial level

Current level

The positive impact in numbers

+350k

participants

+10k

Qstreams completed

17% *

average proficiency gains

93%

average participant engagement

* Increase after training and before forgetting curve kicks in

Measured individual learning paths

Group development

Competency map for Account Manager function		Team Member n°1	Team Member n°2	Team Member n°3	Team Member n°4	Team Member n°5	Team Member n°6	Team Member n°7	Team Member n°8	Team Member n°9	Team Member n°10
Mindset	Willingness to change	3	4	3	2	4	3	3	2	4	3
	Continuous improvement	3	3	3	3	4	3	3	3	3	3
	Customer orientation	4	4	3	3	3	4	3	3	2	3
Sales Competences	People skills using DISC	3	3	2	2	2	3	3	2	2	2
	Ability to detect Buying readiness	3	3	3	3	2	3	2	2	2	2
	Conversational fluency	2	2	2	2	2	3	3	3	2	3
	Action alignment	3	3	3	2	2	3	3	3	2	2
	Set objectives	3	3	3	3	2	3	3	2	2	2
Mgmt Compet.	Walk the talk	4	3	3							
	Active implementation follow up	3	3	3							
	Coaching	3	3	3							
	Objective based actioning	3	3	3							
Adoption	Understanding of principles	3	3		3	2	3	3	3	3	3
	Use of vocabulary	3	3	3	3	3	3	3	2	3	2
	On the job application	3	3	3	2	2	3	2	2	3	2

Can/Will											
	Attitude/ Will do	8,0	8,0	7,5	6,7	7,5	7,9	7,1	6,3	7,5	6,7
	Competencies / Can do	7,0	7,0	6,5	6,0	5,0	7,5	7,0	6,0	5,0	5,5

Legend

1	Weak
2	Need improvement
3	On track
4	Strong
	Not (yet) applicable

Based on Qstream results or assessment

- **Qualitative and measured approach** - F2F/video
- Discussed between participant, N+1 & external coach
- Appropriate for small groups & specific set of competencies

Attitude — Competencies

Team member N°1, Team member N°2, Team member N°3, Team member N°4, Team member N°5, Team member N°6, Team member N°7, Team member N°8, Team member N°9, Team member n°10
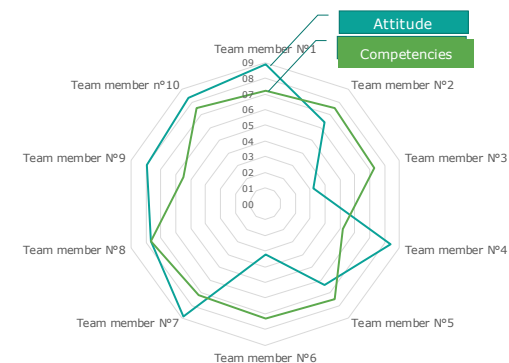
Wrap up

Why we selected Qstream

- Microlearning mobile app with scalable cloud architecture

- Based on interval reinforcement methodology

- Harvard Medical School knowledge retention algorithm

- Effectiveness tested by 20+ peer-reviewed clinical trials

- Rich user experiences through multimedia capabilities

- Content-neutral for multi-knowledge topics

Micro spaced and proven by science

Used for multiple learning topics

Sales Performance

Employee Onboarding

Talent Development

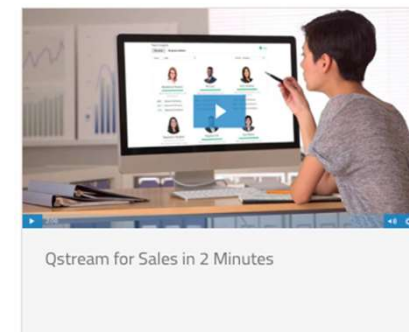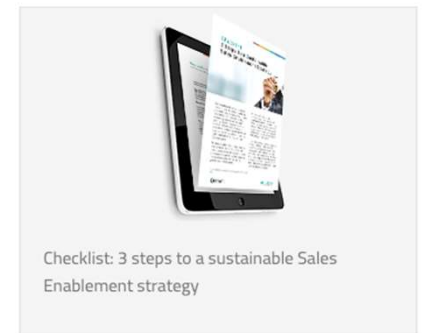Product Knowledge
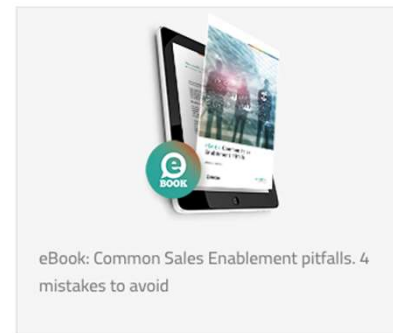
Message Alignment

Compliance & Regulatory

Process Change

Extra resources to help you

Request your live demo via
https://perpetos.com/qstream-lp/
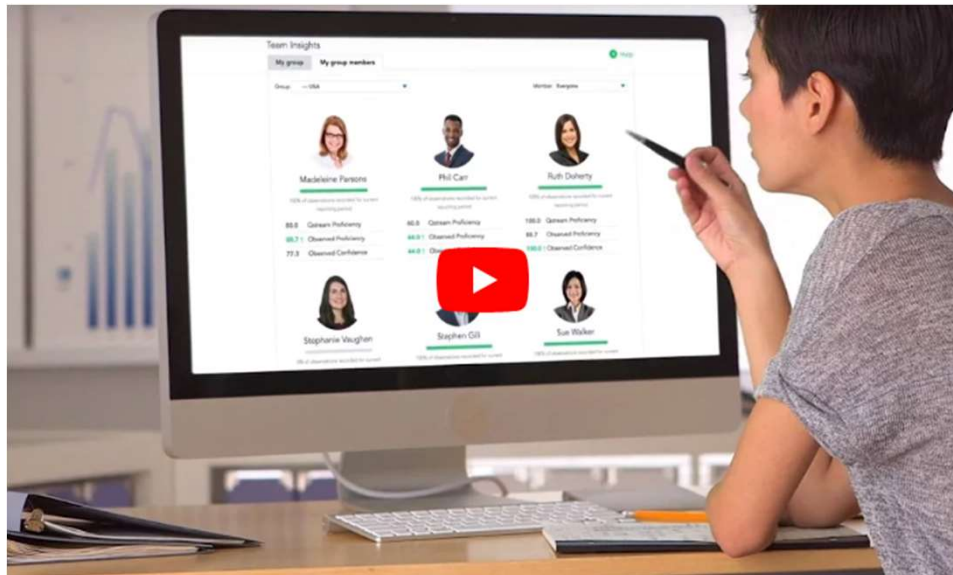
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eBook: Common Sales Enablement pitfalls. 4 mistakes to avoid

Checklist: 3 steps to a sustainable Sales Enablement strategy

Qstream for Sales in 2 Minutes

or send an email to customer@perpetos.com

Proficiency and staged mobile learning

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