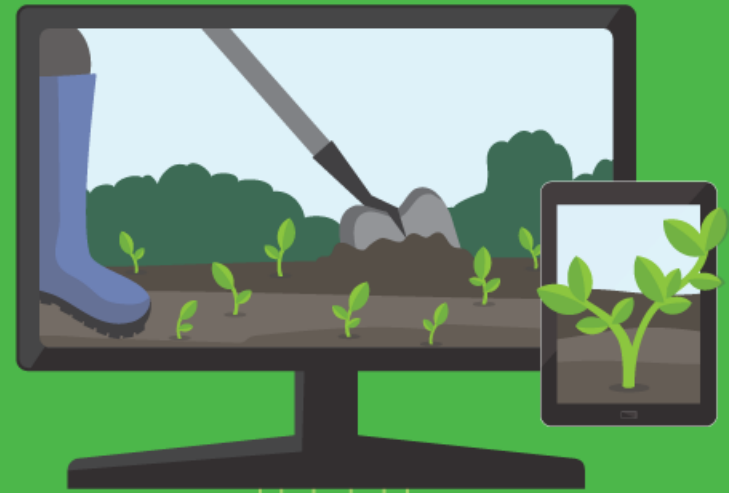


# Cultivating learning

How to design a  
learning campaign





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Sprout Labs builds digital learning platforms that enable you and your team to **author, deliver** and **measure** high impact digital learning ecosystems.

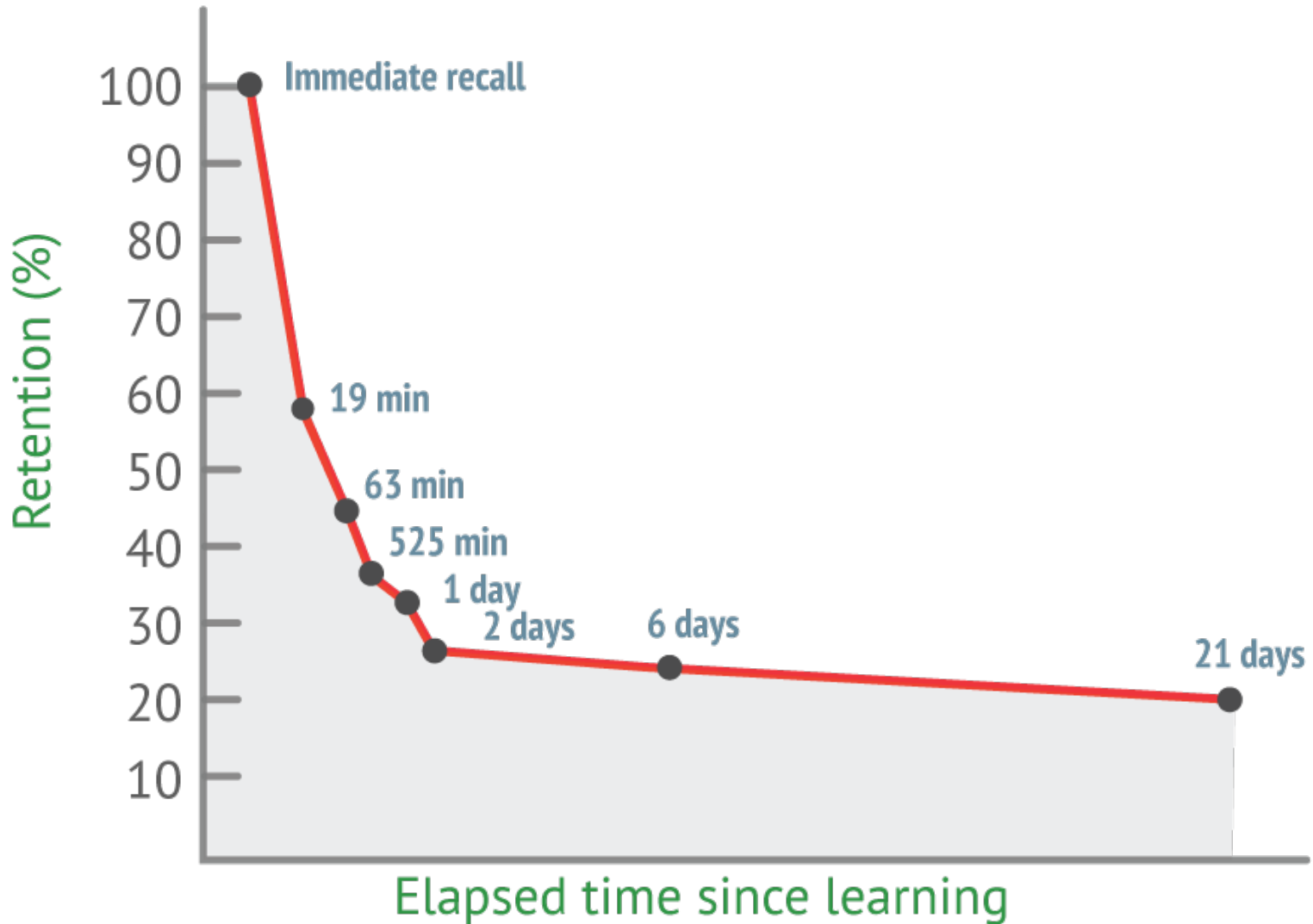


LearnD helps organisations cut through inefficiency and complexity by architecting a learning & knowledge ecosystem that is business focused, customer centric and cost effective.

# We will discuss ...

- How to design a learning campaign to help activate learning
- How digital technologies have changed marketing and what can L&D learn – this includes personalisation and automation
- How to use spaced and subscription based learning approaches to increase learning transfer
- A new design framework for learning campaigns
- An interactive case study

# The Ebbinghaus forgetting curve





# Up to 45% of learning is not applied on the job

CEB research 2014

Implementation = **M**otivation x **A**ccountability x **V**isibility x **F**ollow-up

Jack Zenger, Joe Folkman and Bob Sherwin

## Learning

It should be about  
**changing behaviour**

## Marketing

**Influencing** a buyer to  
make a change e.g. buy  
a new product or  
service

# Marketing 101 - the 4 P's

Product

Price

Position

Promotion

# Marketing 101 - the 4 P's





# When you hear the word "campaign" what do you think about?

Your thoughts ...

Series of events, collateral, visual, over time

Ongoing activities

Targeted, multi-phase, highly organised, multi channel

Long term approach to promoting learning, staggered approach

# Stages of change – model

**Unaware**

**Contemplating**

**Preparation for action**

**Action/Trying**

**Maintaining**



# Stages of change – model

Unaware

Contemplating

Preparation for action

Action/Trying

Maintaining

Marketing

Nurturing

Sales

Customer



# Stages of change – model

Unaware

Contemplating

Preparation for action

Action/Trying

Maintaining

Marketing

Nurturing

Sales

Customer

Individual motivations are often ignored

The course

Not “segmented”

No visibility or follow up



## 3 ways digital technologies have changed marketing



The focus is  
now on  
education



Marketing has  
become data driven



Marketing  
automation



## **The focus is now on education**

Buyers are researching, comparing and most of their decision making happens before they contact sales

## **The focus is on content to inform**

Promotions are often in "the flow" of other content and it's not **"pushed"**



# What could L&D learn from marketing's move away from "pushing messages" out

Moving away from 'compliance driven' L&D approaches

Understanding the learner's context

Moving accountability back to the learners

Customise collateral to audience, series of activities, different formats and mediums to suit different styles, same message many format

Considering the motivations of the learner

Encourage learners to get involved and take control of their outcomes

Working with the learner to respond to their needs

Point of need approach as opposed to pushing



## **Marketing has become data driven**

Every click, every email opened is recorded

Measured and linked to outcomes

This becomes someone's "digital body language"

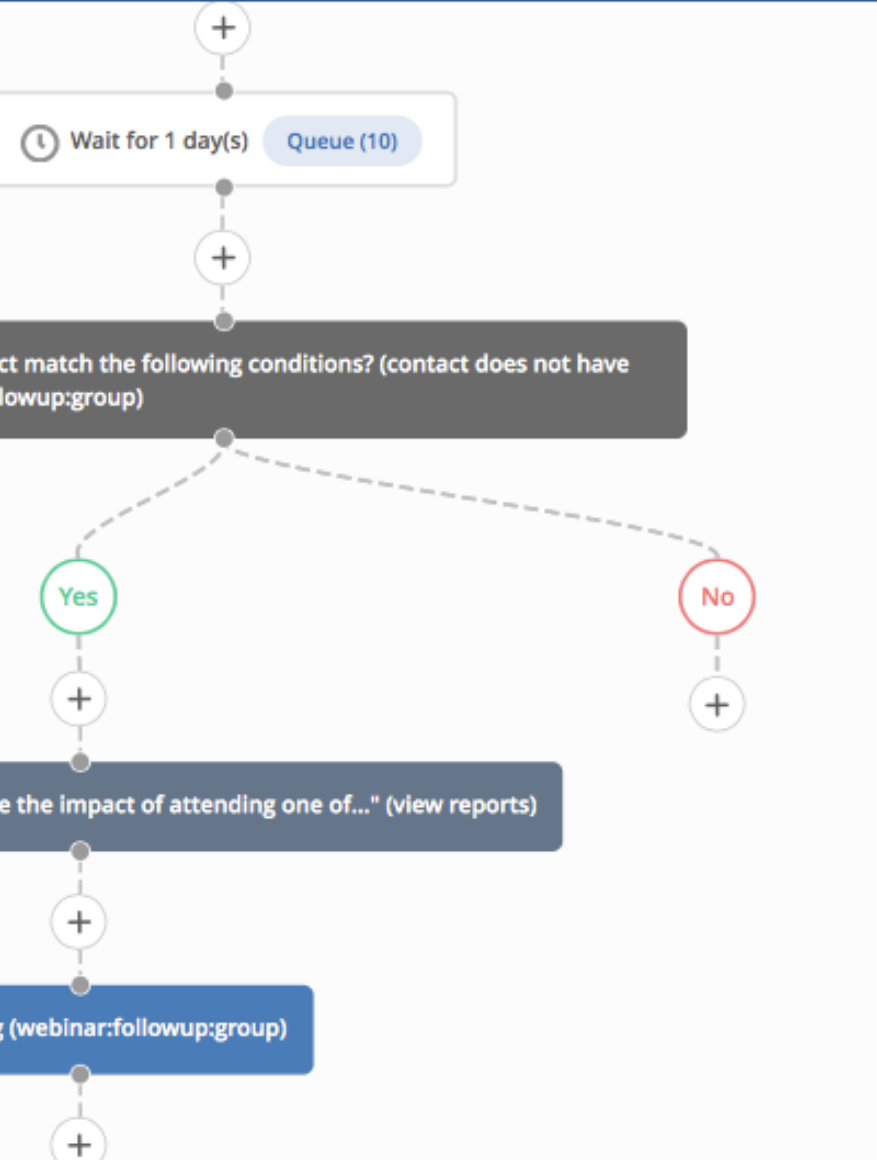
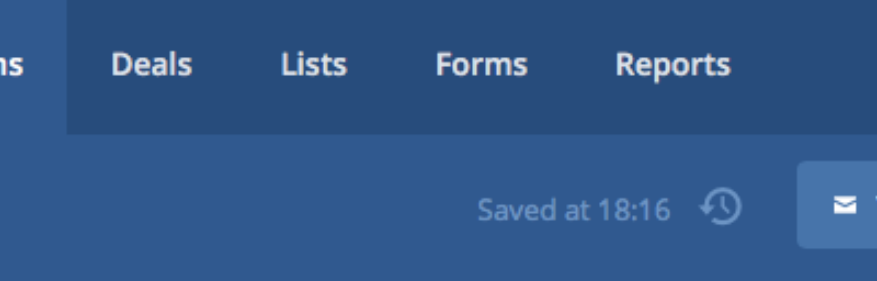


## **Marketing has become data driven**

Marketing used to be seen to be vague and unmeasurable

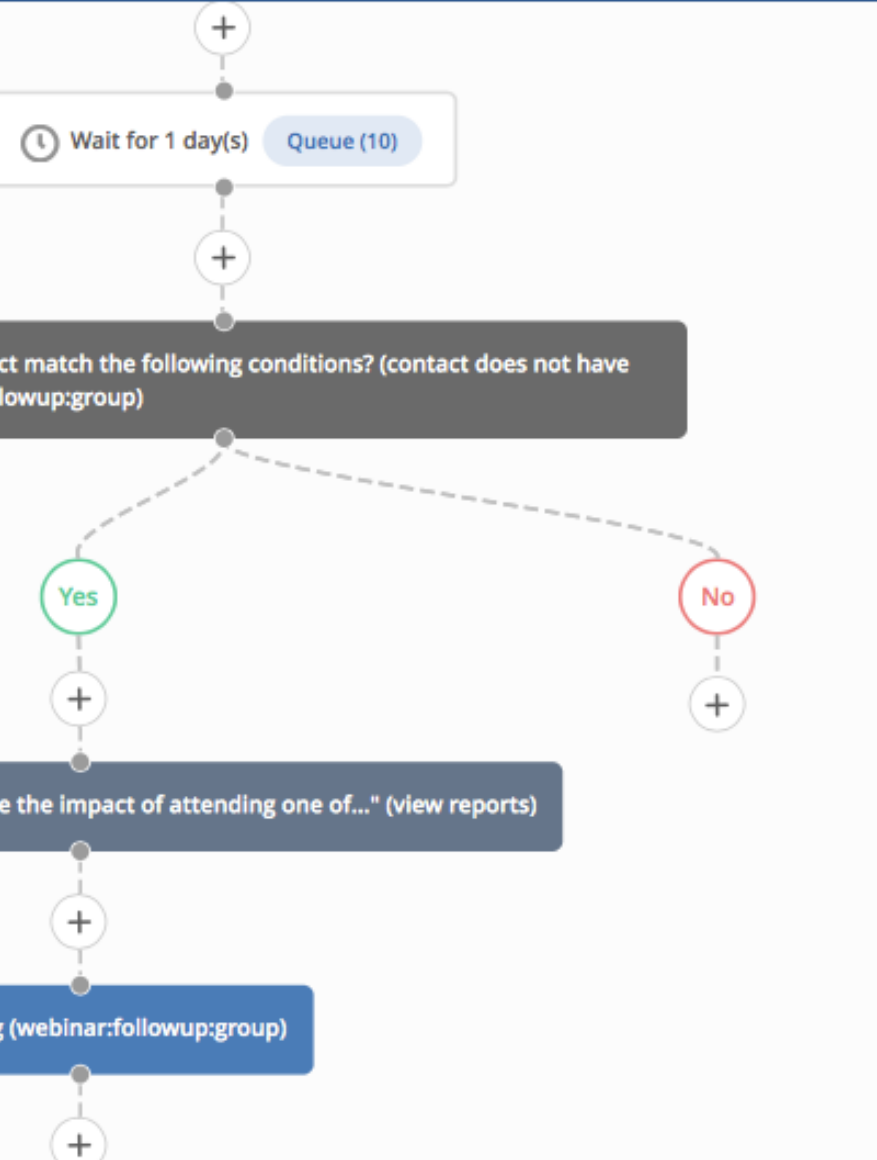
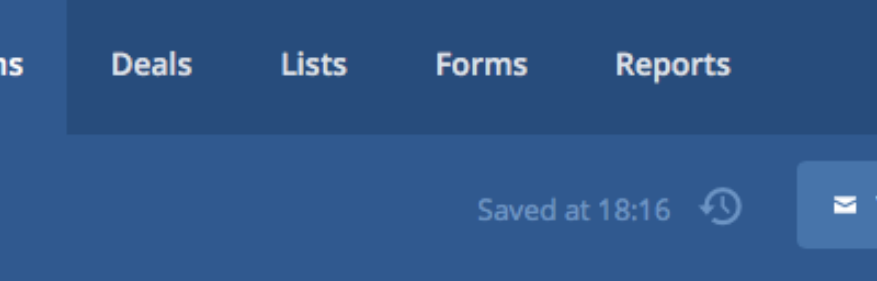
“To many variables affect sales”

Digital marketing has changed this. It's common now to correlate marketing and sales data.



## Marketing automation

“Digital body language” triggers actions e.g. email messages, drip sequences of email messages, notifications, website personalisation



## Marketing automation

These platforms focus on **email** because it's easier to send a customised email message than to customise a webpage

**Email is not going away** – for marketers it is what gets the most engagement



# What are some examples of “digital body” language in learning that could be use for personalisation?

Reviews of courses

Suggested courses

Reminders to finish courses

Subscriptions

Response  
rate to  
training RSVP

Online  
comments  
from leaners

Time

## What these changes mean for learning



The focus is now on education

Stop pushing out content



Marketing has become data driven

Learning needs to become more data driven



Marketing automation

Smart campaigns

# xAPI/Tin Can

Powerful standard – we just don't have the tools yet

Some of this functionality is built into Glasshouse



**Sally (actor) experienced (verb) solo hang-gliding (object)**



## **Some bits of marketing haven't changed**

Focusses on wants

Highly visual

Focusses on storytelling

Emotion generating

Simple messages

Value proposition

Manager involvement

Spaced learning  
and campaigns

Implementation = **M**otivation x **A**ccountability x **V**isibility x **F**ollow-up

Jack Zenger, Joe Folkman and Bob Sherwin

Messaging beyond  
the course





## Powerful questions for managers

Can we talk about your reflections on what you've been doing since we last met?

Can you tell me if there is anything you would do differently next time?

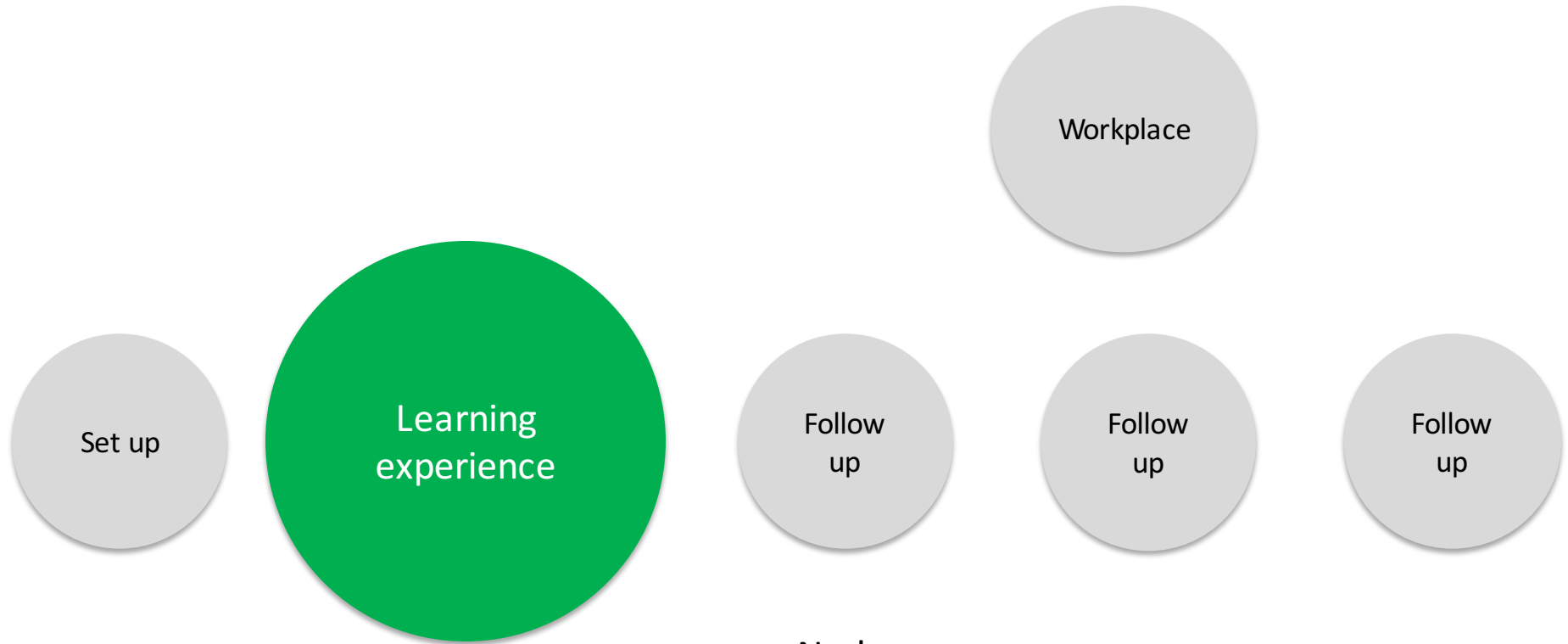
What do you feel you have learned from your activities since we last met?

Charles Jennings



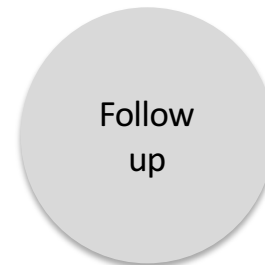
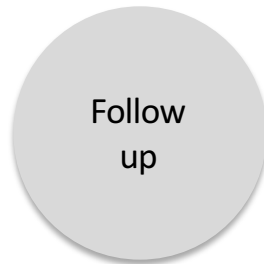
There is now a large body of research to show that spaced learning over time increases application of learning

# **Two approaches to spaced learning**



Nudges  
Reminders  
Practice  
Reflection  
Check ins

Micro learning over time e.g. a story that is told over time





## **Workplace learning activities**

Projects

Process walk-through

Parallel practice

Diagnosing problems

Shadowing experts

Interviewing experts

Reviewing peers work

Mirroring

Mentoring

Exchanges

Building job aids

## Designing learning campaigns

What is the value proposition for learners?

Where is someone in the change cycle?

What do they need to help them to the next stage?

What channel is right?

How can their manager support them?

**Persona:**

	Unaware	Contemplating	Preparation for action	Action/Trying	Maintaining
Channels					
Manager					

**Learning is not just an event,  
it's continuous**



## Meet Mary

She is the L&D person at a Finance Tech company.

She needs to improve the leadership skills of the project managers.

We going to look at some employees at different stages of change.



**Persona: Chloe has been a project manager for a while and has been told she has to do the program.**

	Unaware	Contemplating	Preparation for action	Action/Trying	Maintaining
Channels					
Email		Email that includes case studies to help her recognise the benefits			
Online & mobile		Marketing style video demonstrating the impact of the course			
Physical e.g. signage		Posters with stories from others that have attended and enjoyed it			
Workplace		Shadow with an expert before the session			
Manager		Manager support program			



Glasshouse is a sophisticated HTML5 based cloud authoring platform.

Spaced learning activities can be sent via email and mobile notifications are coming soon. These are triggered by learner actions in the learning experience.

Messages can also be sent to coaches and managers as well.

**Get early access to Glasshouse**

<http://getglasshouse.com>