



Ditch Boring Training: New Ways to Better Train and Engage Your Workforce

Jennifer Therrien, Talent Development Manager, Ocean Spray Cranberries
Kristin Kastrup, Manager of Enterprise Learning, Alchemy

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Today's Speakers



Jennifer Therrien
Manager of Talent Development



Kristin Kastrup
Manager of Enterprise Learning



Agenda

- Role of the Audience
- Anatomy of a Story
- Learning Objectives
- Course Design
- Engaging Delivery
- Measuring Effectiveness
- Q&A



POLL

How much time do you have to capture your audience?

- Less than 30 seconds
- Less than 60 seconds
- Less than 90 seconds



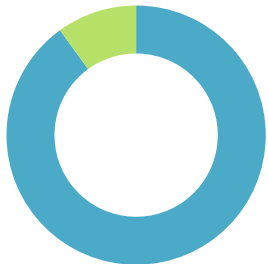
Training Alone Is Not Enough



<15% of learners successfully apply what they learn



80% of content is forgotten within 30 days

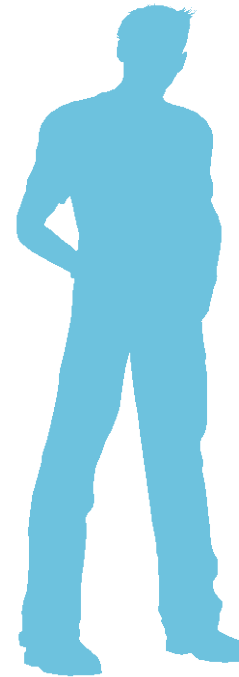


90% of content is forgotten after one year

Source: NIIT USA, Training Magazine, August 2015

AVERAGE ATTENTION SPAN

12.5 seconds



2010

8.3 seconds



2015

9 seconds



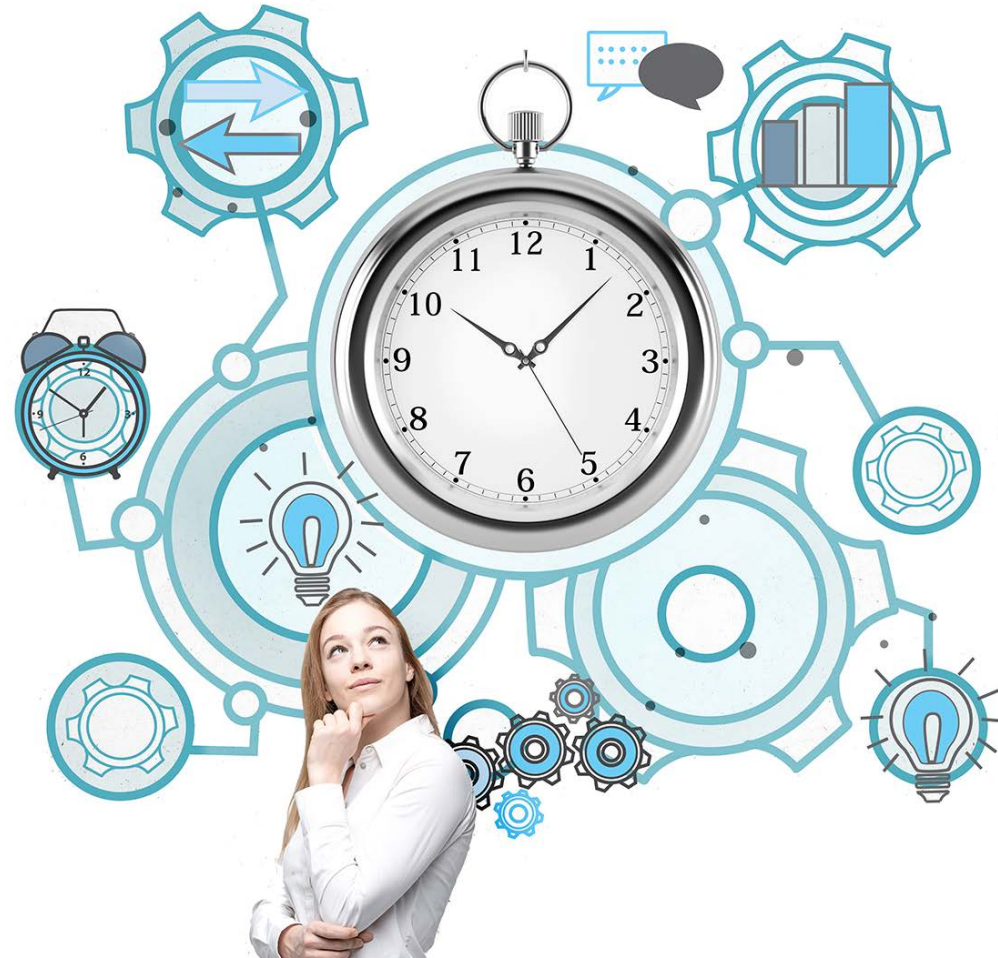
VS

Source: National Center for Biotechnology Information, April 2015

The W.I.I.F.M.

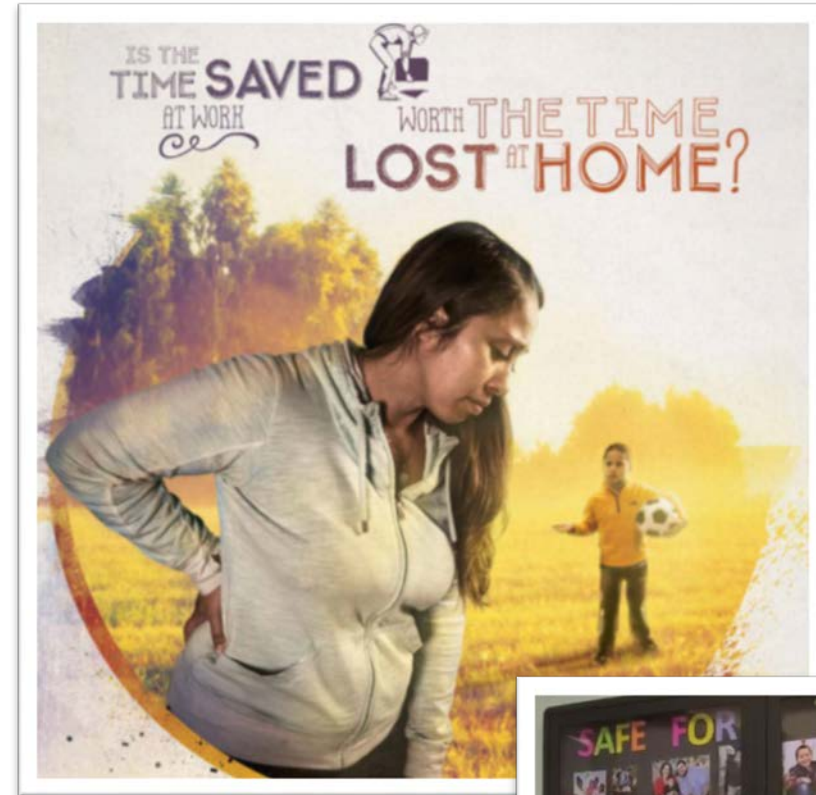
The Question Every
Presenter Must Answer in
60 Seconds or Less...

**“What’s in it
for Me?”**

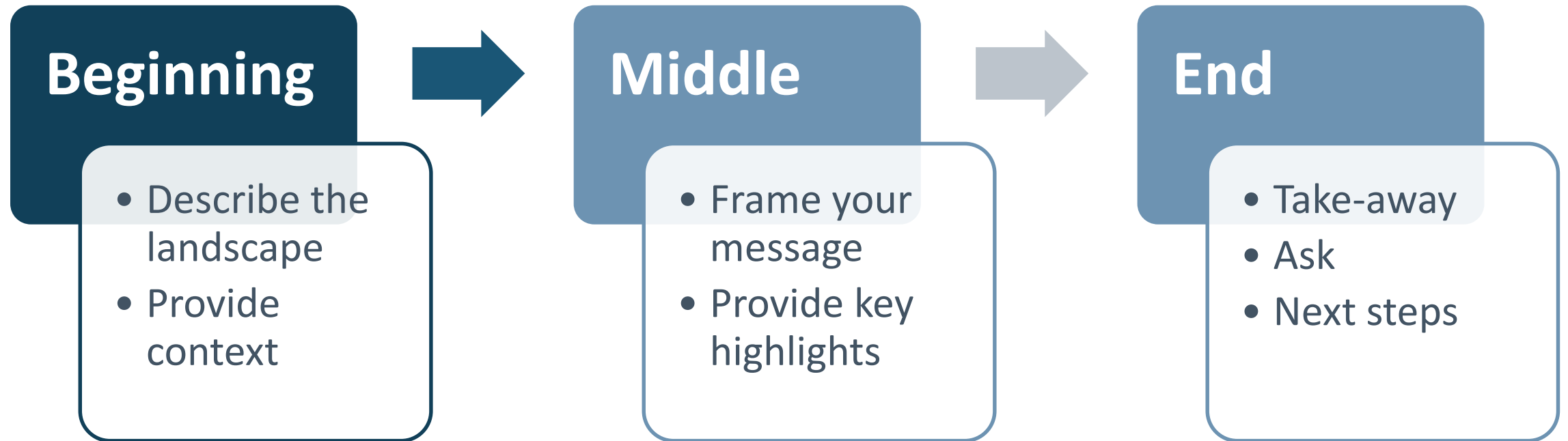


The Role of Your Audience

- Who is your audience
- Understanding what role your audience plays
 - Interaction between presenter and audience
- Bring the story to your audience
 - Stimulate their imagination
 - To feel, touch, listen, visualize and resonate
- Connect with your audience
 - Mind
 - Heart
 - Soul
- It is the contact between the storyteller and story listeners that make a story come to life.



Anatomy of a Story



Story Outline

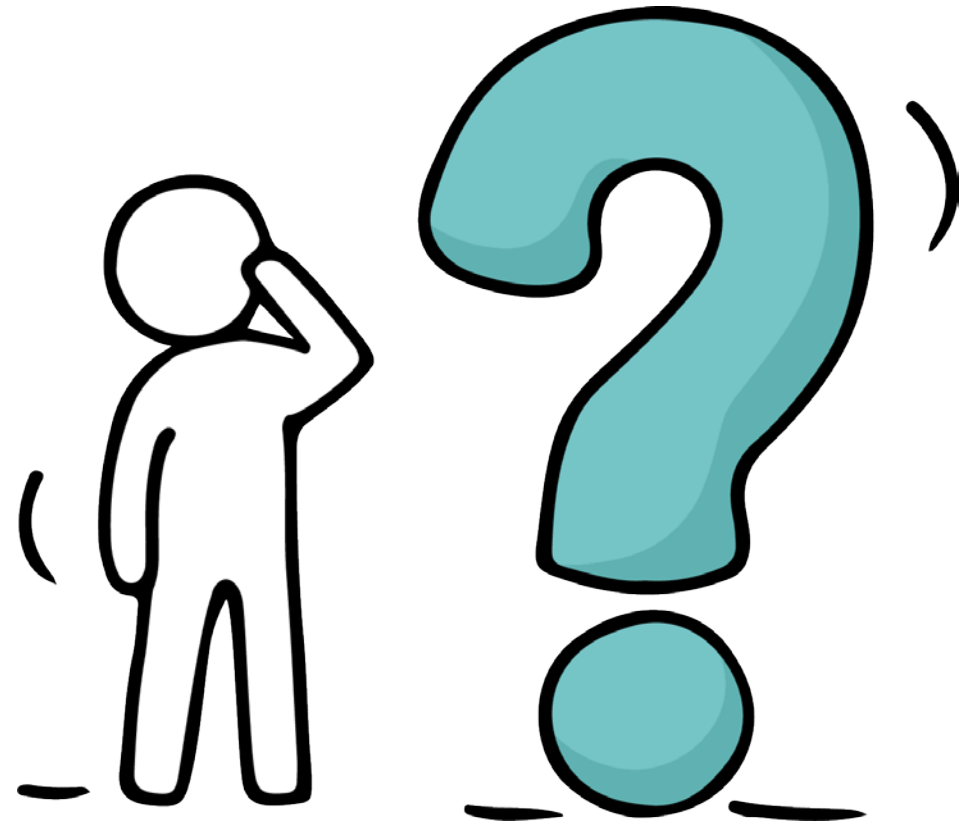
- **Setting the Stage**
 - Background & characters introduced
- **Rising Action**
 - Events leading up to the problem or issue or conflict
- **Climax**
 - Story peaks
 - Most exciting part of the journey
- **Falling Action**
 - The actions taken toward solving the problem or issue or conflict
- **Resolution**
 - How the story ends up
 - How does it end?
 - Solved
 - Still solving



CLASSIC STORY ARC

Learning Objectives

- What is the desired outcome of the training?
 - Behavior change
 - Process change
 - Build or refine a skill
 - Build awareness

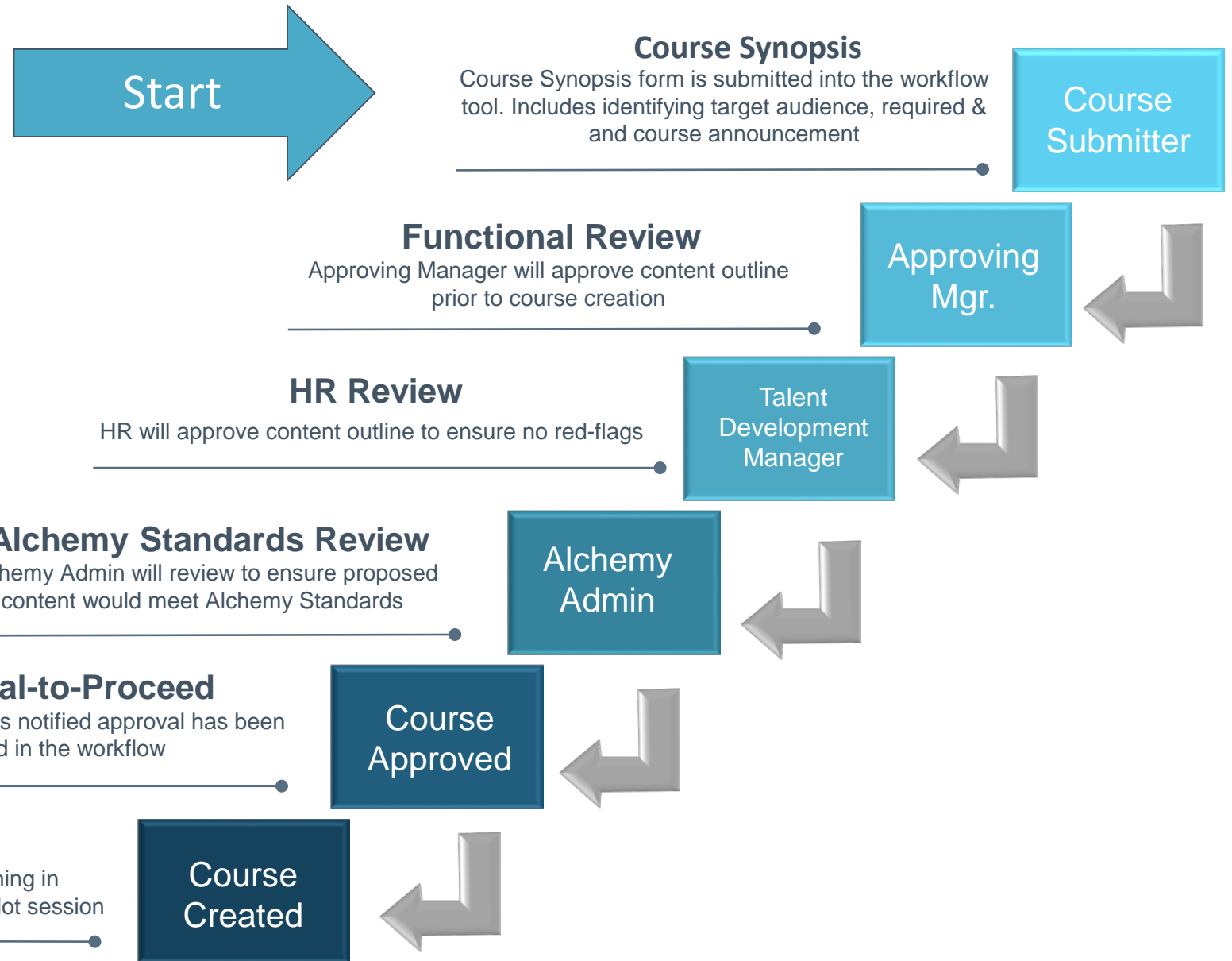


Course Design

- Who are you speaking to?
- How much content do you need to convey?
- How will the topic be received?
 - Emotionally charged topic
 - Exciting new launch
- Duration
 - Minimum amount of time you need to convey your message
 - Max amount of time you have allotted



Course Design: Approval Workflow



Course Design

- **Design**

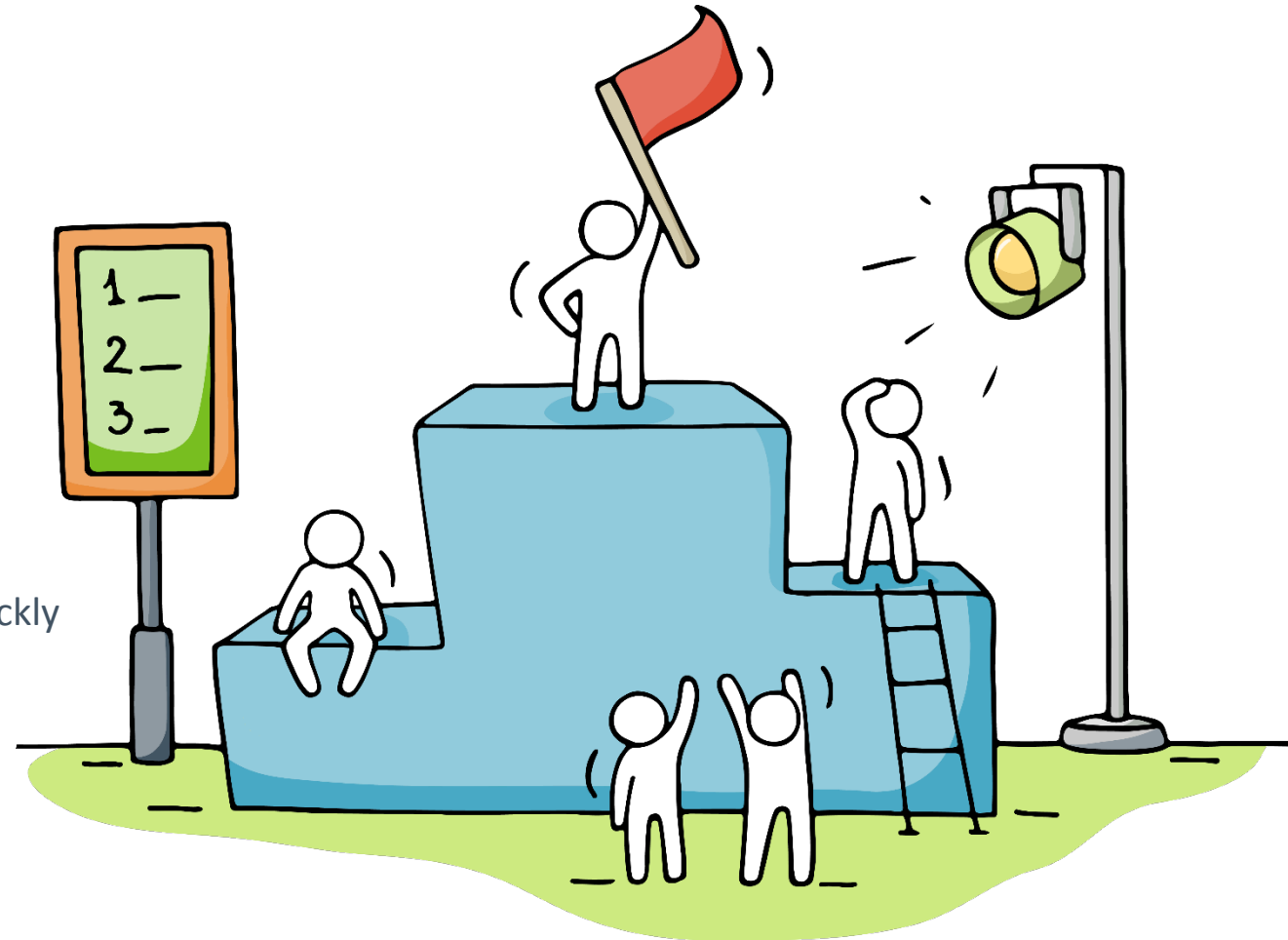
- Content flow
- Level of interaction
- Graded with a minimum passing

- **Script**

- Script your narration (what participants will hear)
- Identify visuals (what participants will see)
 - Video or pictures
- Organize your visuals
 - Naming convention so you can locate the files quickly
- Record your audio
- Record your video

- **Review**

- **Build**



Start with a Script

How to Find an SOP Training

Slide	Script	Picture	Min Time	Audio	SFX/CG	Shot
1	This training begins from the main Controlled Document SharePoint page. Most people will be coming to this site to find an approved SOP which is where we will begin. There are several methods you can use to find a document on this site. The recommended method is to use the Process Map. To do this, select the Process Map from the top line menu.	Screen Shot				
2	Next select the appropriate information from the three drop downs. For this presentation we will assume a filler operator from Sulphur Springs is looking for an SOP. We will select PET from the Business Unit drop-down. Sulphur Springs from the Locations drop-down and SOP from the Doc Type drop-down.	Mov				
3	The screen should automatically update with the process map for Sulphur Springs. If you click a block on the map you should be presented with a list of available SOP's for that area. We will click "Filler".	Screen Shot			Arrow on Filler	

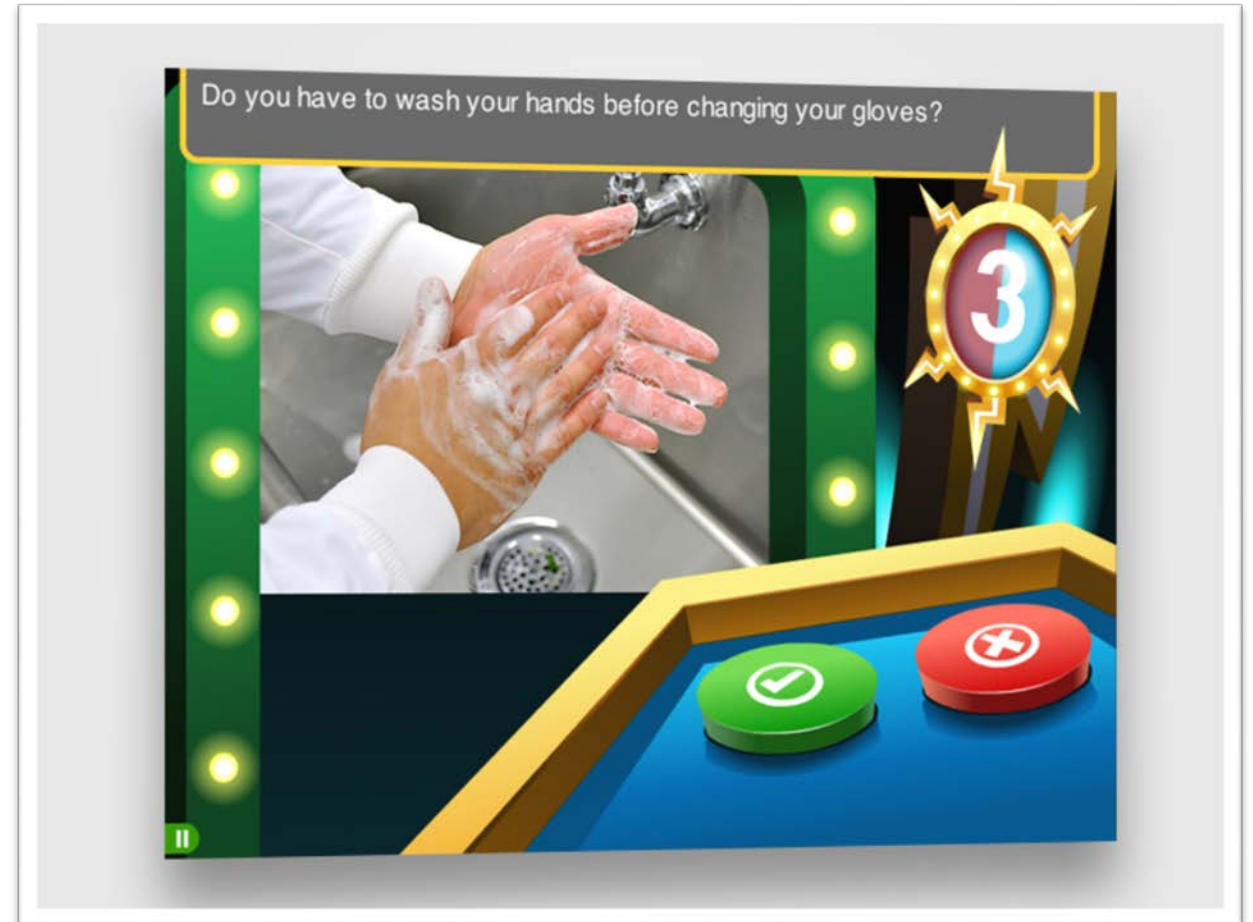
Picking Your Images

- Images are everything
- Things to consider when picking images
 - Does the image support the slide content?
 - Images should support the slide message not conflict or detract
 - Does the image convey the right message?
 - Images should not confuse the learner
 - Is the image memorable?
- Other considerations
 - Size
 - Clarity
 - Consistency type (cartoon versus photo)



Engaging Delivery

- **Deliver in a group based setting**
- **Encourage discussion**
 - *Open up the floor for employee sharing of experiences and personal stories*
- **Incorporate interactive quizzes**
 - Be sure that the concepts are understood throughout
- **Use friendly competition**
 - Use 'lightning rounds' or games



Measuring Training Effectiveness



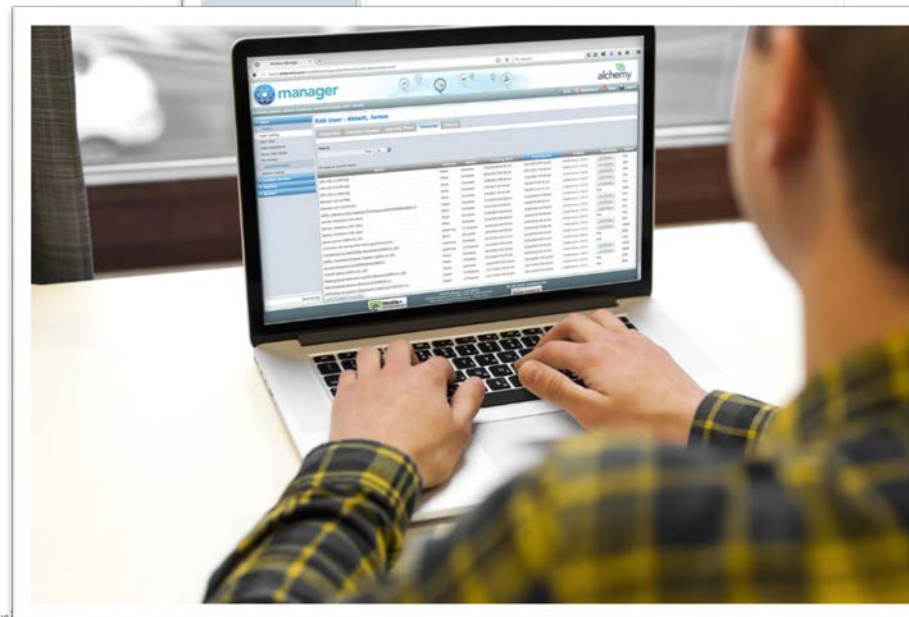
**"If you don't know where you're going,
when you get there you'll be lost."**

- Yogi Berra



Delivery - Best Practices for Success

- Manage learning plans
- Deliver training on a regular schedule
- Include relevant teams, tied back to the W.I.I.F.M
 - Make content relevant to their day to day job



Time Well Spent?



- Or was it?
- How do you know if the training is effective?
- How do you ensure workers are learning?
- What can you do?

Aberdeen Group Research Shows...



FROM LEARNING TO KNOWLEDGE: BEST-IN-CLASS METHODS FOR ENABLING EMPLOYEES TO PROPEL THE BUSINESS FORWARD
March 2016 Zach Lahey, Research Analyst, Human Capital Management. Aberdeen Group



POLL

How do you currently measure the effectiveness of training in your operation?

- Attendance
- Completion rates
- Employee pass rates
- All of the above



Just Measure It

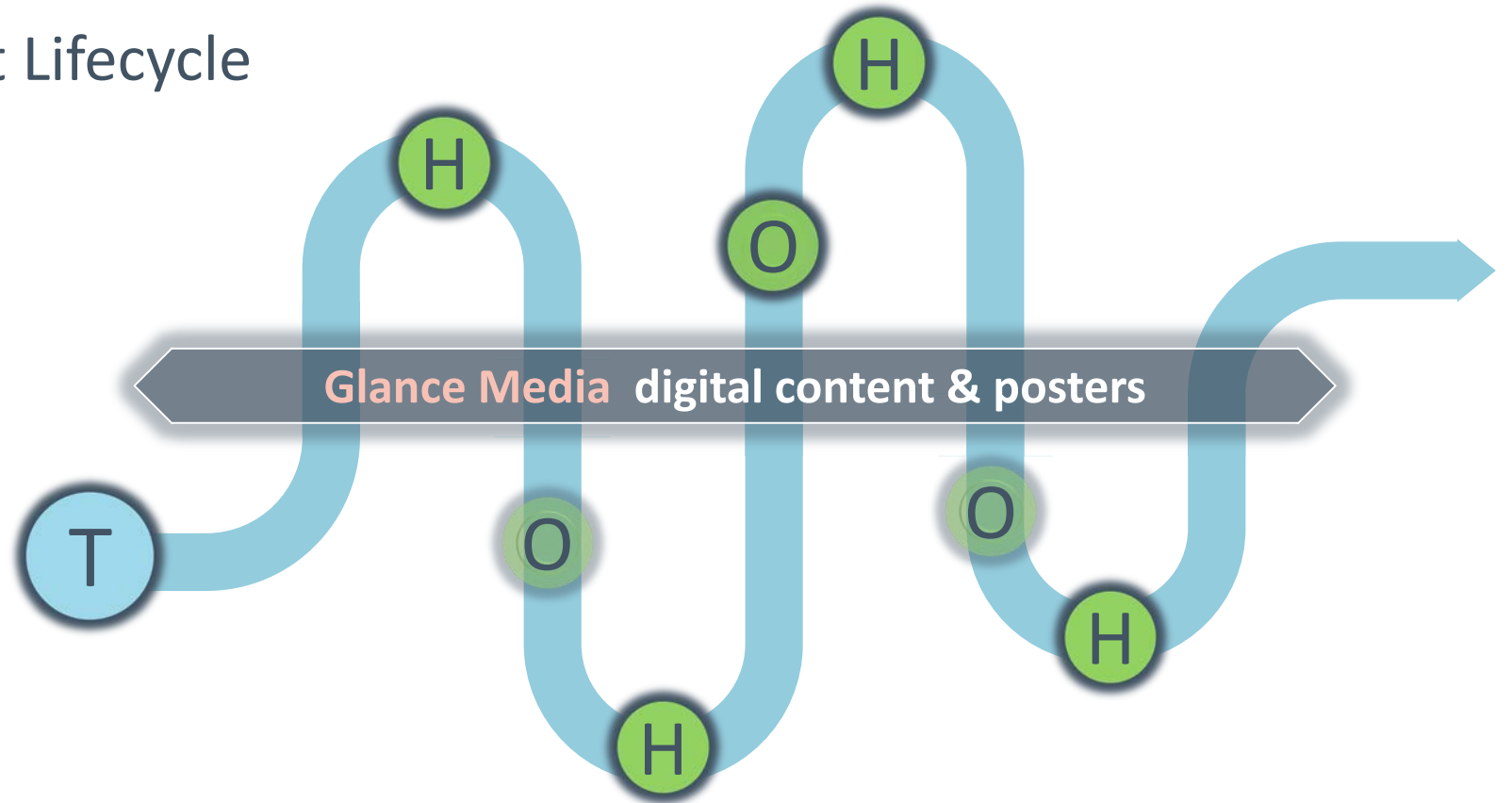
- Training effectiveness key performance indicators (KPI's)
 - Activity pass/in progress/not started
 - Average test scores
 - Training completion
 - Job role competency
 - Attendance
 - Completion toward overall training goal
 - Learning plans
 - Observations



Post Delivery - Making Training “Stick”

Learning & Development Lifecycle

- T** Training on Topic
- H** Weekly Huddle Talk
- O** Observation



Training Reinforcement



Huddle Guide



Poster



Digital Signage



Coach

Key Factors To Success

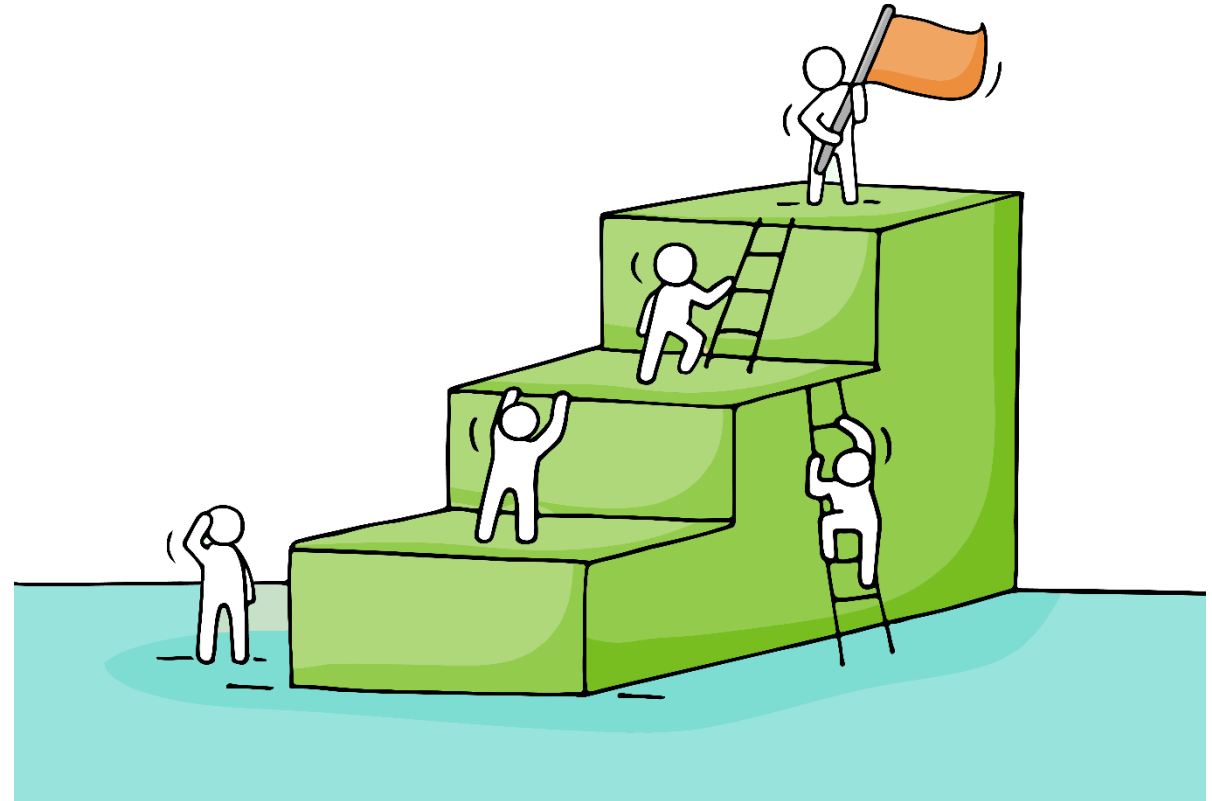
- Engage employees
 - Consistency in training messages
 - Multi platform content delivery
 - Encourage feedback from our employees
 - Team lead/supervisor engagement

- Continue to reinforce training



In Review

- Design-ahead-of-time
- Get organized
 - Script 1st
 - Images 2nd
 - Voice and video 3rd
- Review prior to publishing
- Approach delivery with engagement in mind
- Measure effectiveness
- Reinforce



Q & A



THANK YOU

Kristin Kastrup

Manager of Enterprise Learning
Alchemy Systems

kristin.kastrup@alchemysystems.com

Jennifer Therrien

Manager of Talent Development
Ocean Spray Cranberries

contactus@alchemysystems.com

alchemysystems.com

