24/7 Communications: When Training Alone Isn’t Enough

Speakers: Holly Mockus, Jeff Moores, & Marcus Slaughter
March 23, 2016
Welcome!

- Audio Options:
  - Choose “Mic & Speakers” to use computer speakers
  - Choose “Telephone” to dial in using info provided
- All lines are in listen-only mode
- Please post your questions at any time
- A link to the recording will be emailed shortly after the event
Today’s Speakers

- Holly Mockus
  Product Manager
  alchemy

- Jeff Moores
  Sr. Director, Communications
  alchemy

- Marcus Slaughter
  Safety Coordinator
  Dawn®
Agenda

• Learning & Development
• Why 24/7 Communications?
• 24/7 Communications in Action
• Return on Investment
• Q & A
Learning & Development

Engaged Learning

Operations Management

Unlock Employee Potential

24/7 Communications

Copyright © 2016 Alchemy Systems
Training Alone

Ebbinghaus’ Forgetting Curve
(How much of something do we forget each day?)

- very quick loss
- 20 min (58% left)
- 1 hour (44% left) ...already halfway gone!
- 1 day (33% left)
- 6 days (25% left)

Day 1 Day 2 Day 3 Day 4 Day 5 Day 6

senseandsensation.com
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

http://www.slideshare.net/GoGrovo/grovo-corp-microlearningtrainingtrainerplaybook
Cerebral Cement

- Repetitive
- Efficient
- Multi-media
- Engaging
- Relevant
- Reinforcing
- Interactive
Why 24/7 Communications?
What is 24/7 Communications?

24/7 Communications is all about:

• Reinforcing training
• Always being “on” - 24/7/365
• Building the right behaviors throughout your workforce
• Strengthening Supervisor/Employee relationships
• Decreasing accidents, near-misses and overall results

80% of content is forgotten within 30 days
Why is it Effective?

• Picks up where today’s training drops off
• Utilizes and engages the Supervisor; arguably the most direct way to your employees
• Because it works

Let’s take a look…

Designed around the concept of “Drip Effect” or “Drip Theory”
Team Talks
Employee Observations & Coaching
Passive Tools, Including Posters
Engaging Digital Content
Tying it All Together

When fully integrated into your training program, 24/7 Communications:

• Stops the “loss” and reverses the trend
• Greatly improves knowledge retention
• Decreases accidents and near misses
• Improves results and team morale
• Provides a coordinated message across the organization

80% of content is forgotten within 30 days
24/7 Communications in Action
Implementation

• Current state of training
• Program explained by Holly and Jeff
• What are the goals? What will they look like?

80% of content is forgotten within 30 days
Team Involvement

• Preparation of supervisors and team members
• Initial training – feedback from all involved
Hands-on

• Digital content:
  – Computer/ monitor that reads media content
  – Mp4 video files on continuous loop
  – Posters placed in highly visual areas (trafficked?)
  – Player training courses scheduled with team members
  – Huddle talks
  – Coach observations
## Results

<table>
<thead>
<tr>
<th>Time</th>
<th>Total Case Injury Rate (TCIR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Industry Standard</td>
<td>7.0</td>
</tr>
<tr>
<td>Dawn Denver <em>Prior to 24/7 Communications Beta (September 2015)</em></td>
<td>8.82</td>
</tr>
<tr>
<td>Dawn Denver <em>After 24/7 Communications Beta (December 2015)</em></td>
<td>5.49</td>
</tr>
<tr>
<td>Dawn Denver as of March 2016</td>
<td>4.25</td>
</tr>
</tbody>
</table>

*Increase of Reporting on 24/7 Communications Topic (Slips, Trips & Falls)*

20%

*Observations & Near Miss Reporting recorded in the Safety, Quality Data Management (SQDM)
Additional Insight

• Limited by number of tablets so leveraged printouts to allow all supervisors and safety committee members to participate

• Tools are very turnkey and user-friendly
Training Alone is Not Enough - Poll

???
of content
is forgotten
within 30 days

http://www.slideshare.net/GoGrovo/grovo-corp-microlearningtrainingtrainerplaybook
Training Alone is Not Enough - Poll

??% of content is forgotten after one year

http://www.slideshare.net/GoGrovo/grovo-corp-microlearningtrainingtrainerplaybook
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

http://www.slideshare.net/GoGrovo/grovo-corp-microlearningtrainingtrainerplaybook
No More One and Done!

Slips, Trips, Falls
- Pre-test: 86%
- Post-test: 91%

Lock Out Tag Out (LOTO)
- Pre-test: 84%
- Post-test: 89%
Return on Investment

**Company**
- Decreased turnover
- Increased productivity
- Brand protection
- Consistent quality
- Repeat sales
- Employee engagement
- Culture stability
- Safe behaviors

**Community**
- Self supporting
- Family provider
- Community support
- Long term employability
- Skills development
- Economic stewardship
- Health and wellbeing
- Safety proponent
Creating an Optimized Workforce

**Training**
Group-based / e-Learning / Kiosk / Create your own with Creator

**Communications**
High impact digital communications, posters, and huddle guides

**Coaching**
Employee observation / on-the-job trainings / SOPs

---

**Deliver**

**Perform**

**Drive**

**Front-Line Culture**

---

**Food Safety**
GMPs / HAACP / GFSI schemes / 24/7 audit-readiness / Supply Chain Credibility

**Workplace Safety**
OSHA regulatory standards / Safe behavior / Minimize risk and cost

**Operational Excellence**
Increasing yield and productivity through efficiency and engagement
Resource: PCQI Certification Onsite Training

**BACKGROUND**

- New FSMA regulations require that key personnel in charge of managing the Food Safety Plan at a company must be a “Preventive Control Qualified Individual.”
- The Food Safety Preventive Controls Alliance (FSPCA) has partnered with the FDA to develop course curriculum to meet the “Preventive Control Qualified Individual” requirements.
- Companies have a specific amount of time to comply depending on their size.
- Alchemy will offer an FSPCA-approved classroom training to be PCQI certified.

**WHO SHOULD ATTEND**

- QA Directors and Managers
- QA Supervisors
- Operations Managers
- SQF/BRC Practitioners and Auditors

**LOCATIONS**

- Philadelphia, PA
  - April 19-21
- Portland, OR
  - May 24-26
- Chicago, IL
  - June 15-17

Visit link below for more details and locations

Register at: [www.alchemysystems.com/PreventiveControl](http://www.alchemysystems.com/PreventiveControl)

Copyright © 2016 Alchemy Systems

32
Q&A
THANK YOU