

# Don't just train, retain!

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IKE BENNION

Product Marketing Manager, Bridge



## POLL

How would you  
categorize your current  
training strategy?

- We are very strategic and achieve good outcomes.
- We check the box, we deliver training but are unsure about our outcomes.
- We're just getting started.
- We're surviving.

on average

\$1004

is spent per learner per year in  
corporations

Let's look at just one hour  
of training with liberal  
multimedia use

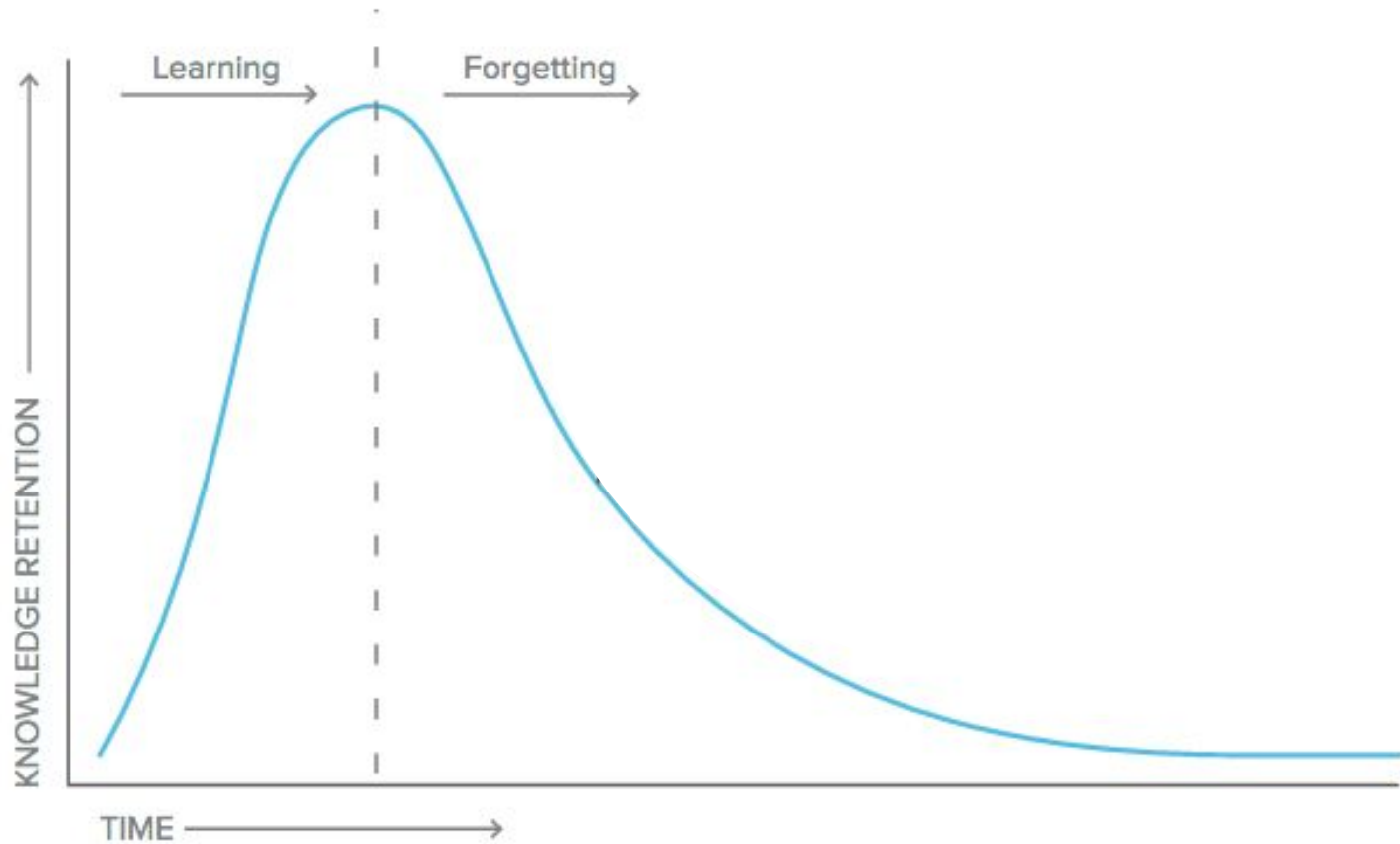


100-300 hrs

IN PLANNING, DESIGN  
AND EXECUTION

\$7k - \$10k

IN ESTIMATED COST



on average

\$150

of that value is retained 4 weeks later

Understand and apply strategies to improve the effectiveness of your training, specifically with retention.

STRATEGIC = OUTCOMES





PRE



DURING



POST

## POLL

Where do you put most of your effort in thinking about retention?

- In planning for training.
- During training.
- Post training.
- We don't put much thought into retention.



PRE TRAINING

**Um·welt** /'oʊmwelt/

*noun*

(in ethology) the world as it is experienced by a particular organism.



# PLANNING FOR RETENTION

Embeddability  
Articulability  
Ownership



# EMBEDDABILITY

Size of audience  
Variance from the norm  
Condition of the norm  
Frequency/repetition  
Time to perform  
Difficulty  
Complexity



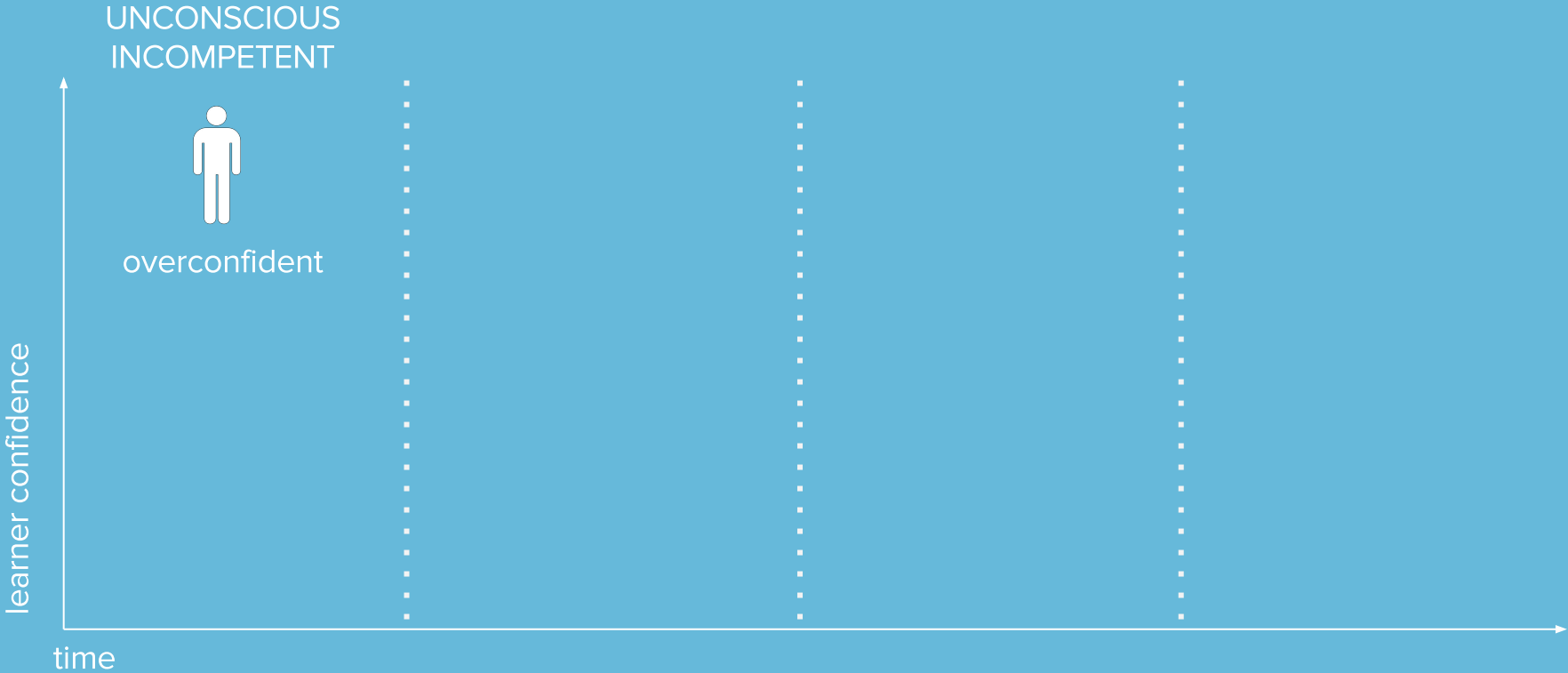
# Four Stages of Learning

NOEL BURCH, “LEARNING A NEW SKILL IS EASIER SAID THAN DONE”. GORDON INTERNATIONAL, 1970.



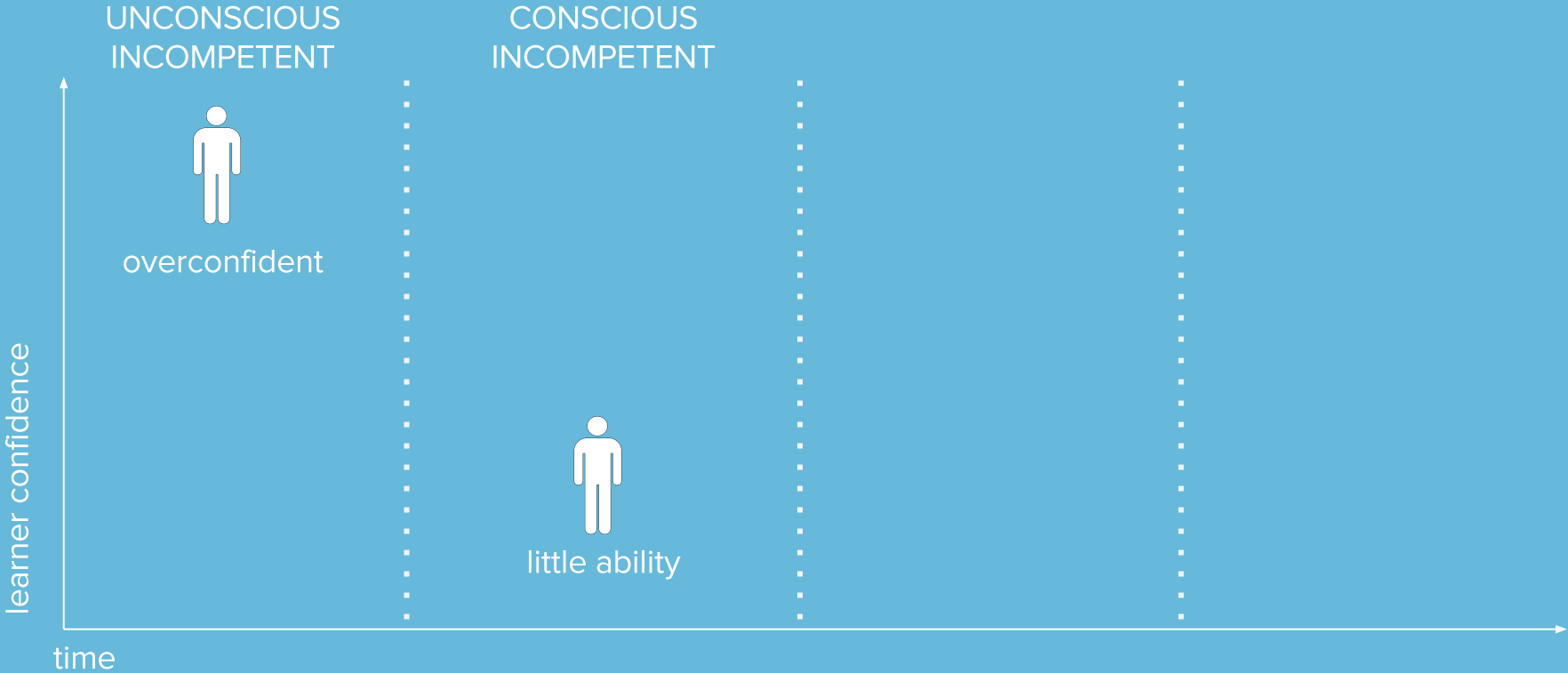


# Four Stages of Learning



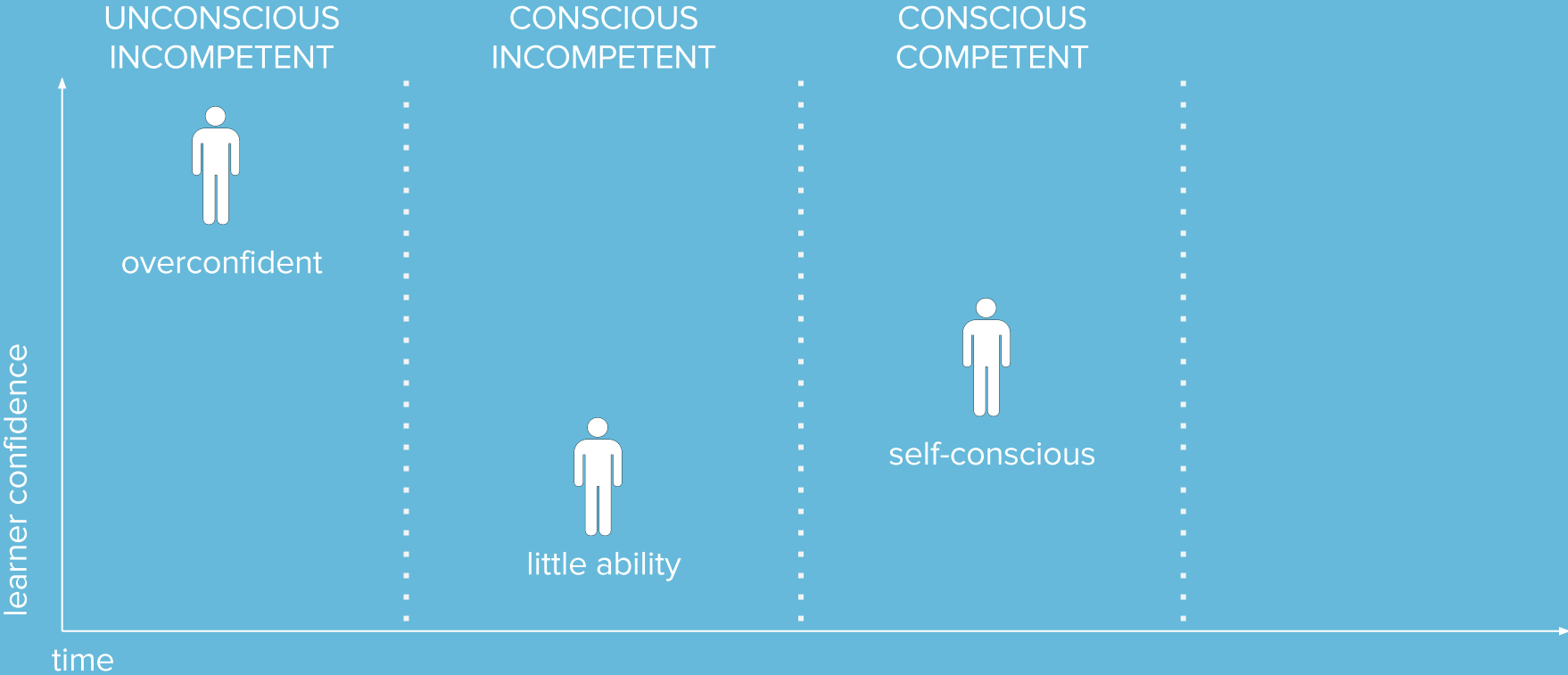
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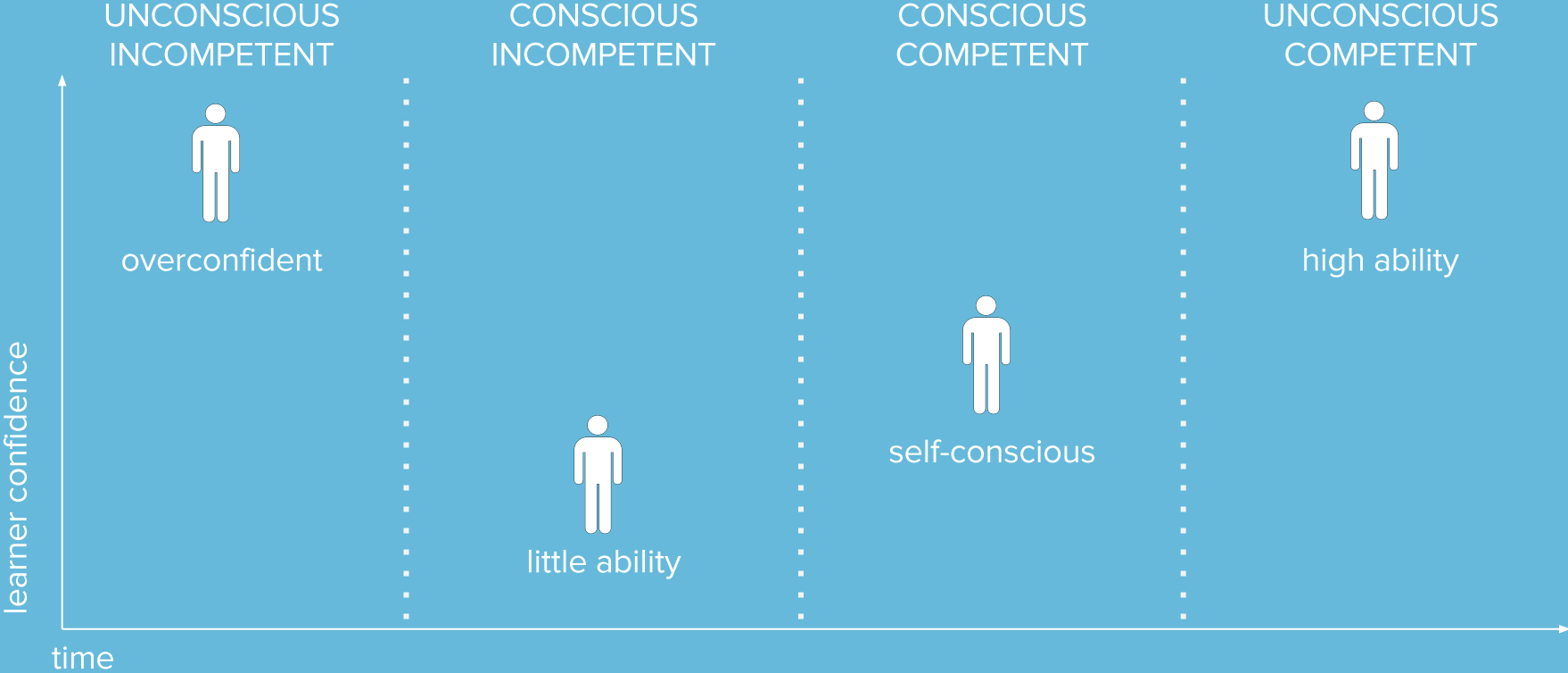
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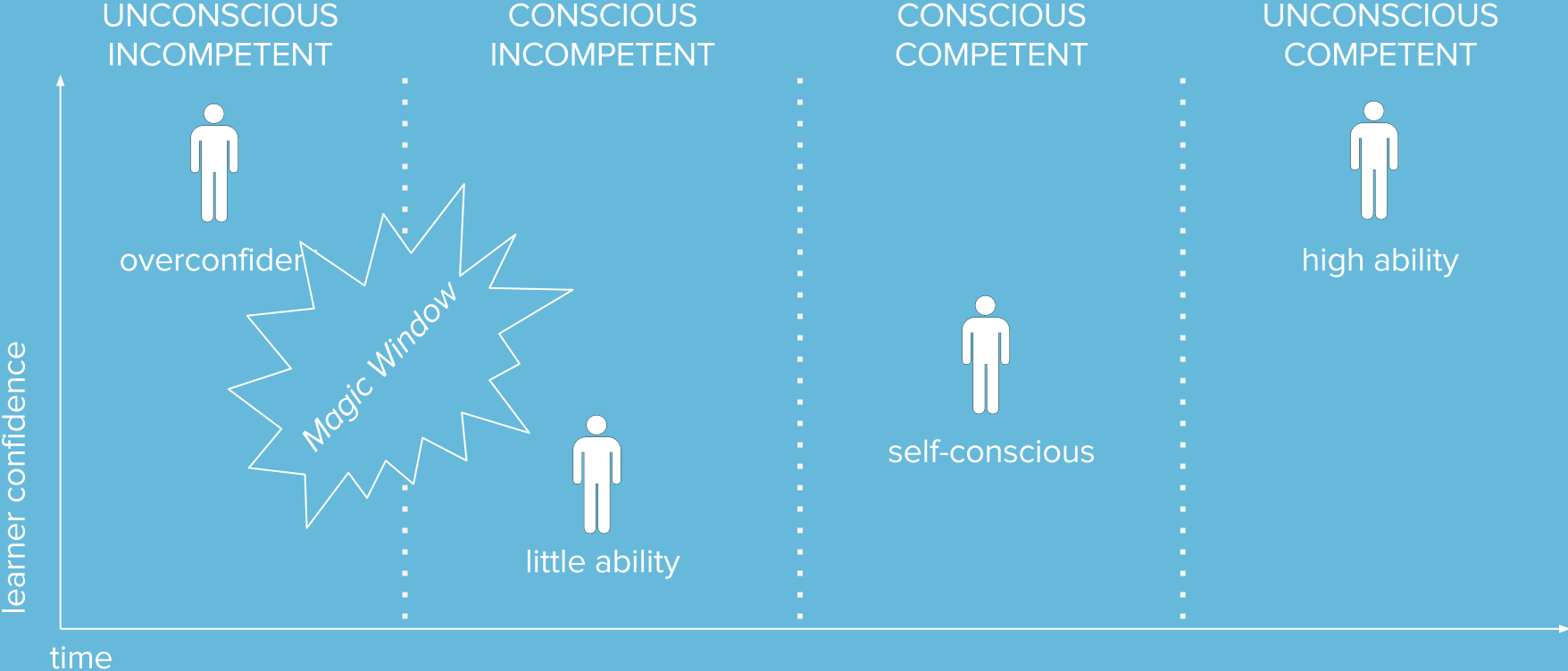
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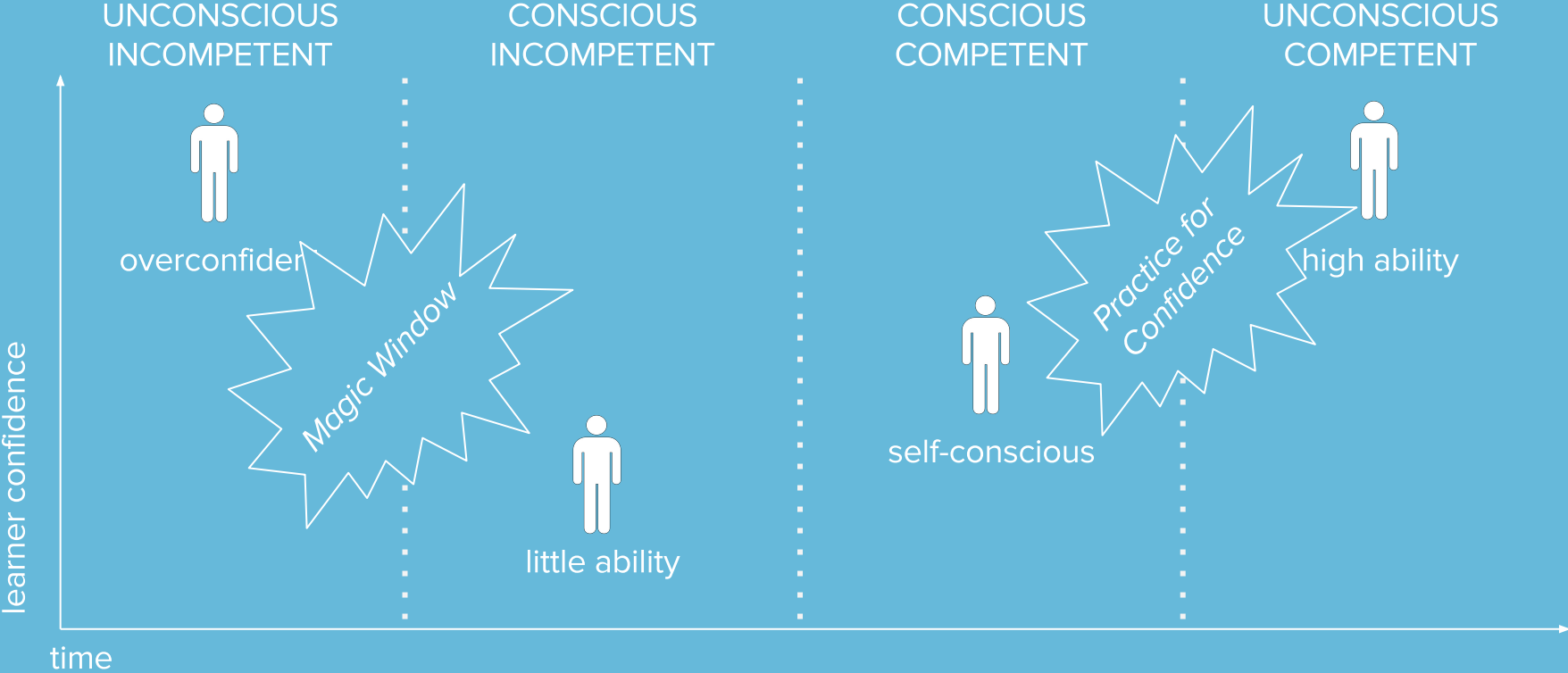
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# ARTICULABILITY

Effective modes for  
delivery:

Teaching others (90%)  
Practice by doing (75%)  
Discussion (50%)

Lecture (5%)

# ARTICULABILITY

less than  
— **58%** —  
of your live training  
is retained

eLearning with multimedia achieves  
learning outcomes at a rate

125%

higher compared to traditional formats.



# OWNERSHIP

Help establish commitment  
Establish mastery  
Provide reconstruction  
Provide repeated encounters

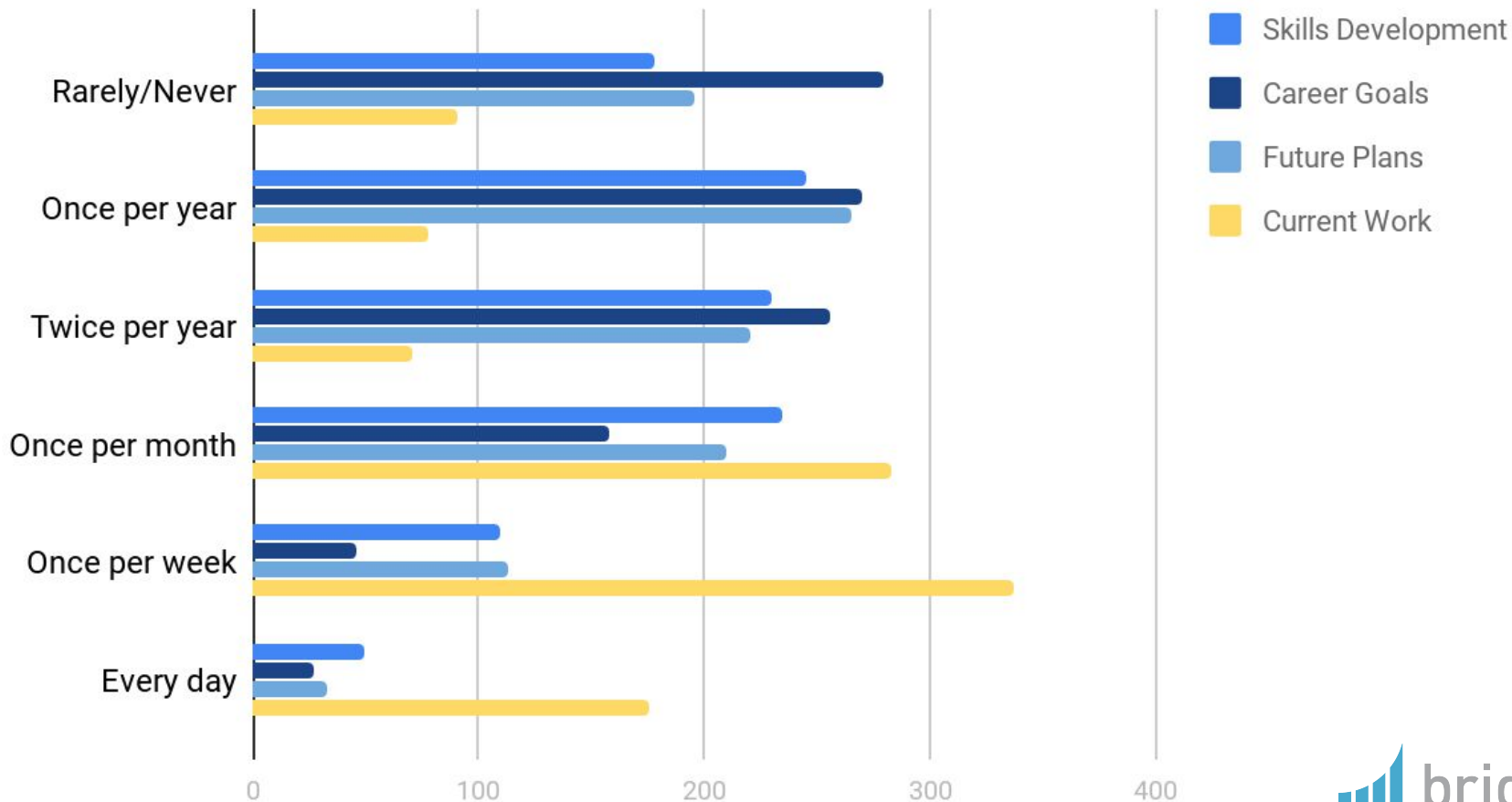
What do I need to do to progress into a new position?

What do I need to gain mastery and proficiency?

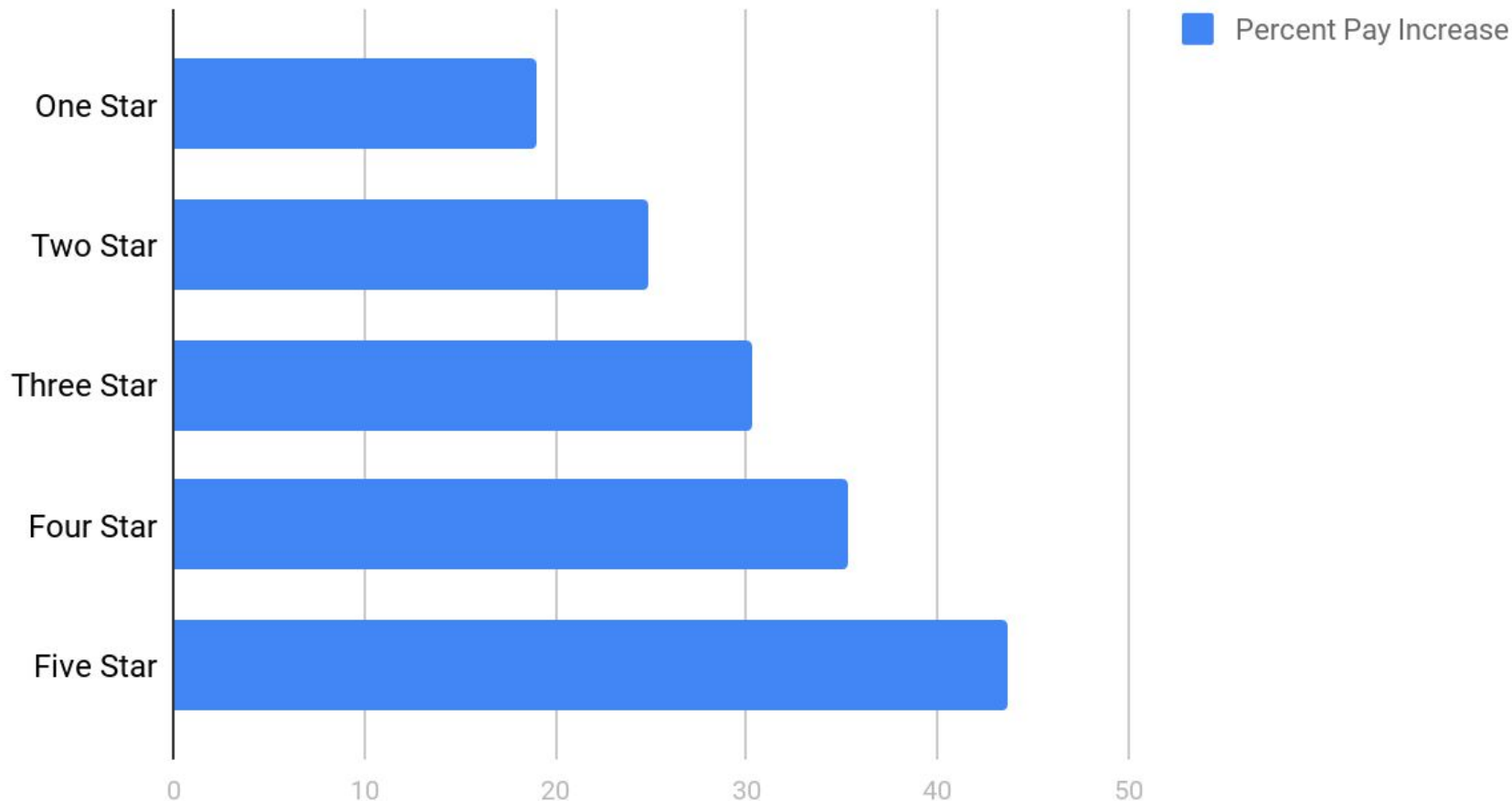
What do I need to know to get by today?



# Frequency of Formal Discussion



# Opportunities for Advancement x % Pay Increase Required to Move





## POLL

Where do you find the most success in learning retention?

- Change management strategies.
- Learning theory strategies.

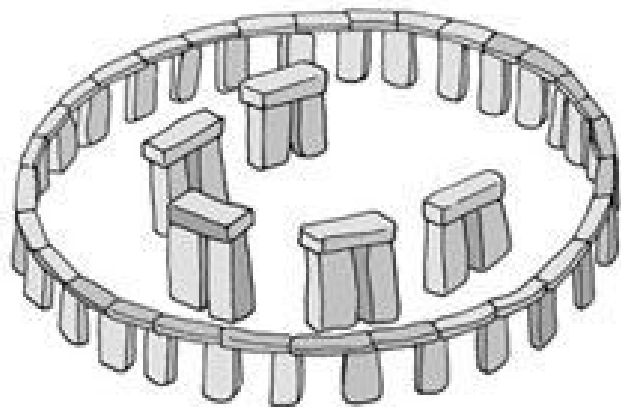
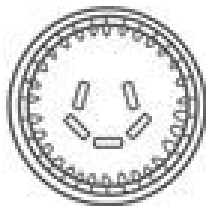


DURING TRAINING

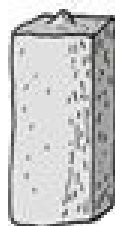
# APPLICATION

Context  
Assessment  
Planning

# HËNJ



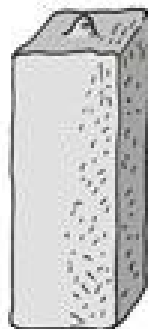
80x



30x



30x



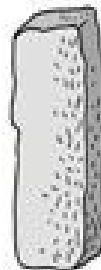
10x



5x



1x



3x

# APPLICATION

## Context

Remove the excess

Consider the what, where,  
when, why, how.

Assessments provide help.

# APPLICATION

Assessment

Provide Formative  
Prepare for Summative

# APPLICATION

Recall	Compare
Recognize	Explain
Identify	Apply
Interpret	Execute
Exemplify	Implement
Classify	Analyze
Summarize	Differentiate
Infer	Organize
Evaluate	Attribute
Check	Generate
Critique	Plan
Assess	Produce
Create	Design

# APPLICATION

Knowledge

Skills

Abilities

Factual

Conceptual

Procedural

Metacognitive



# APPLICATION

Planning

What needs to happen

Timeline

Responsibility

“From this training, what do you take away?”

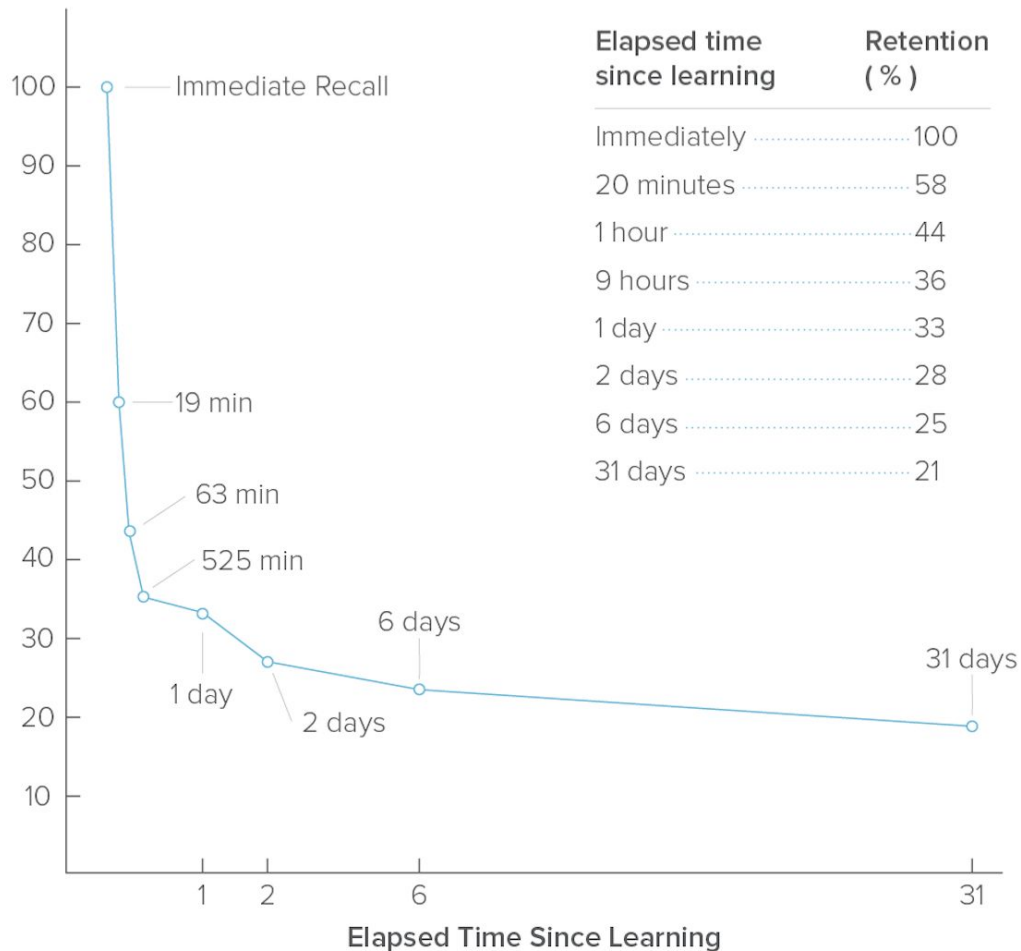


POST TRAINING

## POLL

How frequently do you follow up with a learning objective after you've done your initial training?

- There is little follow up
- 1-3 times
- 3-7 times
- 7-15 times
- 15+ times



\*The Many Shapes of Collaboration.\* *Sense and Sensation*. Accessed February 7, 2017. <http://www.senseandsensation.com>

Larry H. Miller, an 11,000 employee,  
sports, retail, automotive, finance and  
advertising corporation saw a

+217%

Increase against the forgetting curve  
over 28 days

# TIME

Spaced recurrence  
Over an extended period  
1, 3, 7, 14, 21 and 28 days

# FEEDBACK

Ensure they have things right  
If possible, provide depth

# ACTION

Effortful retrieval  
Knowledge \* Action  
Multiple choice, multiple  
answer, free response, etc.



# SUMMARY

Therefore, **what?**

## Pre

- Don't forget some change management
- Think about ways of delivery for retention
- Think of ways to build ownership

## During

- Accommodate to context as much as possible
- Provide assessment during learning
- Help learners plan to apply

## Post

- Provide spaced repetition
- Provide appropriate feedback
- Require users to take action on knowledge

# Questions?

**Thank you!**

