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On-Demand Learning Isn't Just a Buzzword, It's a Necessity

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Today's Speaker

James Breen

Sales Manager

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Today's Agenda

- What is Just-in-Time Learning
- Why should we care about it?
- What is technology's role in delivering it?
- How do you apply it to your L&D activities?
- Questions & Answers

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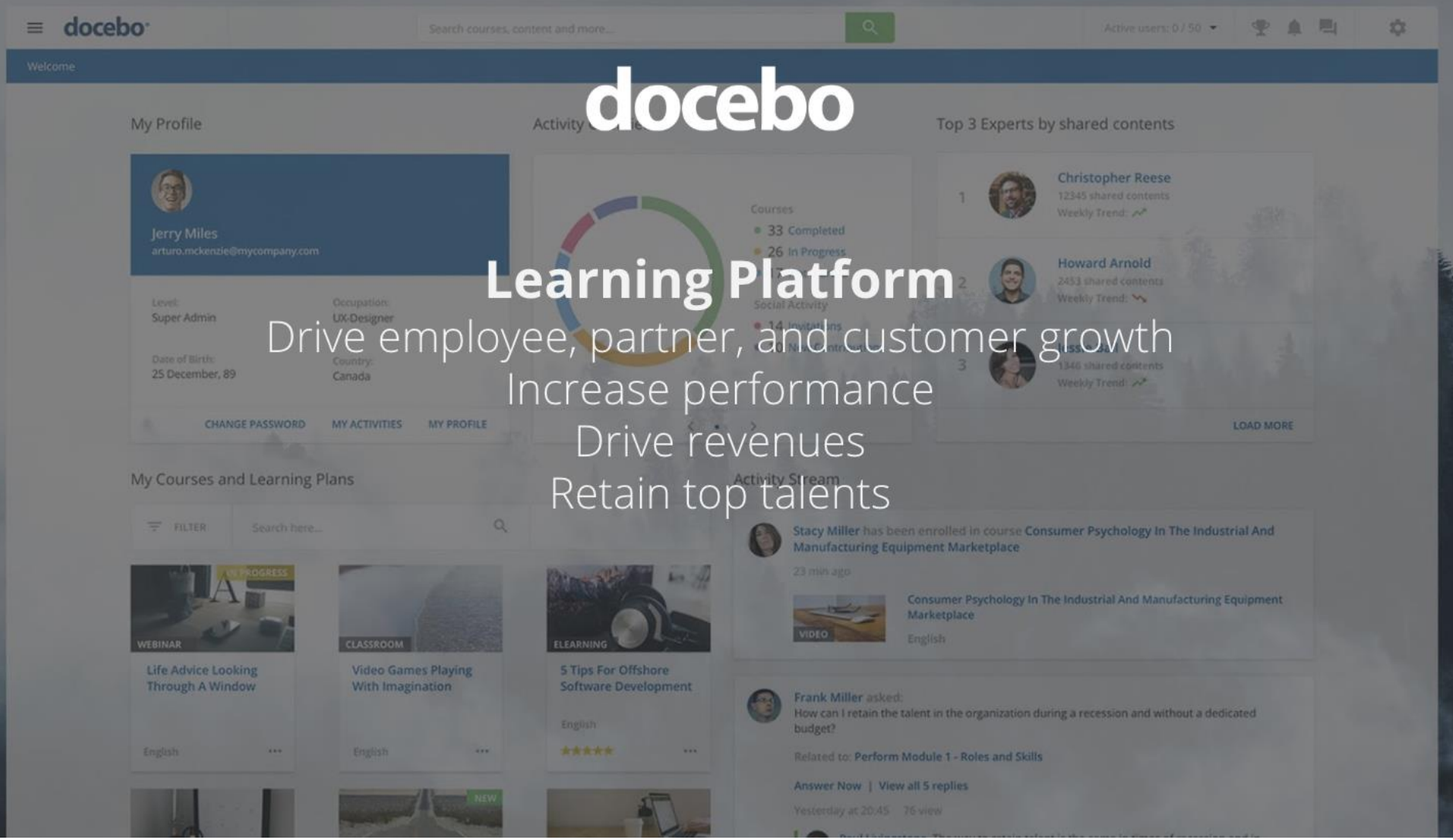
Today's Objectives

Just-in-time learning is growing in popularity because of its flexibility and ability to connect with the needs and demands of today's modern, highly-mobile tech-savvy workforce.

- Why bite-sized learning is key to knowledge retention
- How to deliver easily-digestible, actionable and effective learning anytime, anywhere – with your learning platform



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Learning Platform

Drive employee, partner, and customer growth

Increase performance

Drive revenues

Retain top talents

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Toronto, ON (Canada)
Athens, GA (USA)
London (UK)
Milan (Italy)
Dubai (UAE)
5
OFFICES
229
EMPLOYEES
1440
CLIENTS IN 80 COUNTRIES
WORLDWIDE NETWORK OF PARTNERS
5,680,000
LEARNERS

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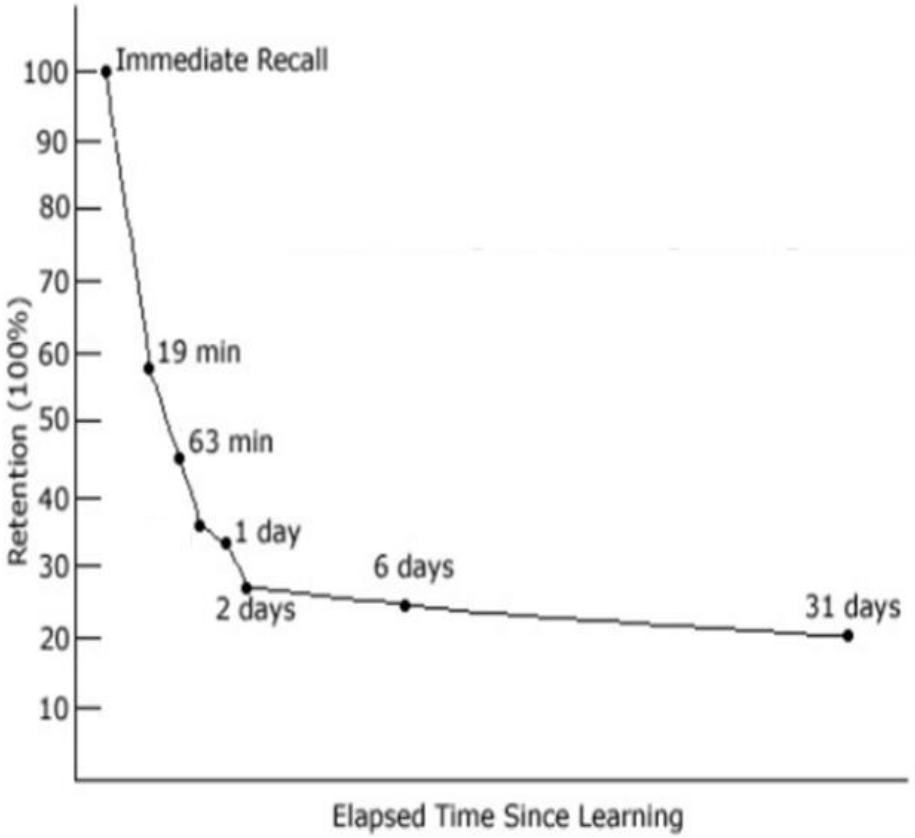
EBBINGHAUS FORGETTING CURVE



Source: Coaching With NLP

80%

Of info is forgotten within 1 month

80%

Of your training budget is wasted

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“There has to be a better way!”

Source: Every Infomercial Ever

So, what is just-in-time learning?

Just-in-time learning is an “evolutionary response to the demands of a knowledge-driven and speed-oriented marketplace.”

Source: Bradenburg & Ellinger, 2003

Consider how we access information today…

Ok, but why is it so important?

It's all about time…

"Time is the new money…"

– Richard Branson

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What are the benefits of Just-in-Time Learning

- It improves productivity
- It accelerates the pace of the learning process
- It improves learner access to knowledge
- It creates more engaged employees
- It optimizes knowledge retention

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What do I need to adopt Just-in-Time Learning?

- Cultivate a culture of learning
- Use responsive technology
- Short, yet highly relevant content
- Content focused on work-related competencies
- A system that categorizes and organizes courses efficiently

8 Keys to Just-in-Time Learning Success

- Solve one problem at a time
- Don’t lose sight of purpose
- Content must be bite-sized
- Use content tagging capabilities
- Encourage users to create content
- Express the benefits of your learning solution to learners
- Don’t eliminate formal learning
- Measure results, claim successes

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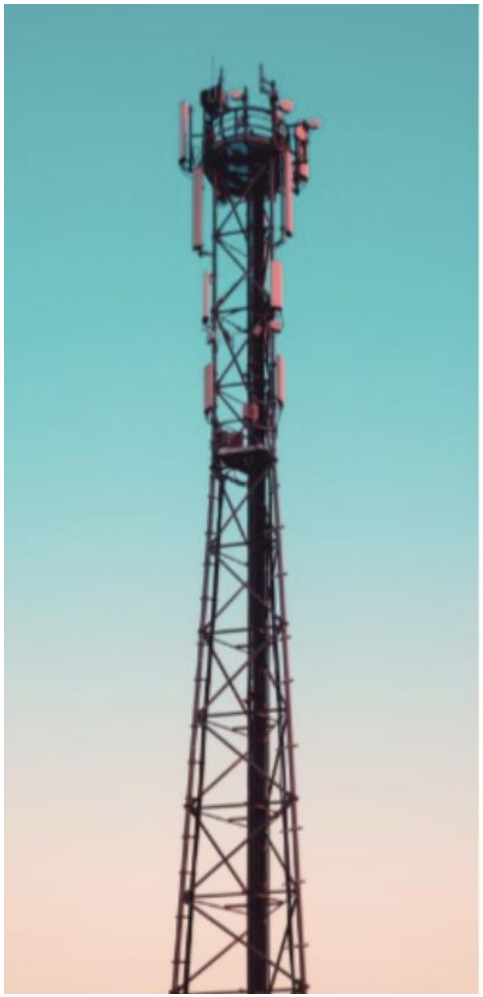
How to Apply Just-in-Time Learning

- Training material must be easy to absorb
- Give learners an easy way to access SMEs
- Understand what your learners need
- Develop multiplatform-friendly content (yes, that means mobile)
- Incorporate real world online training opportunities

What kind of content is best for just-in-time learning?

- Decision-making branch scenarios
- Engaging infographics
- Video demos
- Real-world examples/case studies
- Self-assessments
- Bite-sized gamification

And now for a use case…



Say ‘Hello’ to Kevin, The Antenna Technician

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This isn't in the Manual!
(But Kevin knows how to fix it)

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How Does Sonny (another Technician) learn?

How Does Tina (Training Team) Leverage this Content?

New Onboarding Course: Antenna Repair 101

+

YouTube

Google

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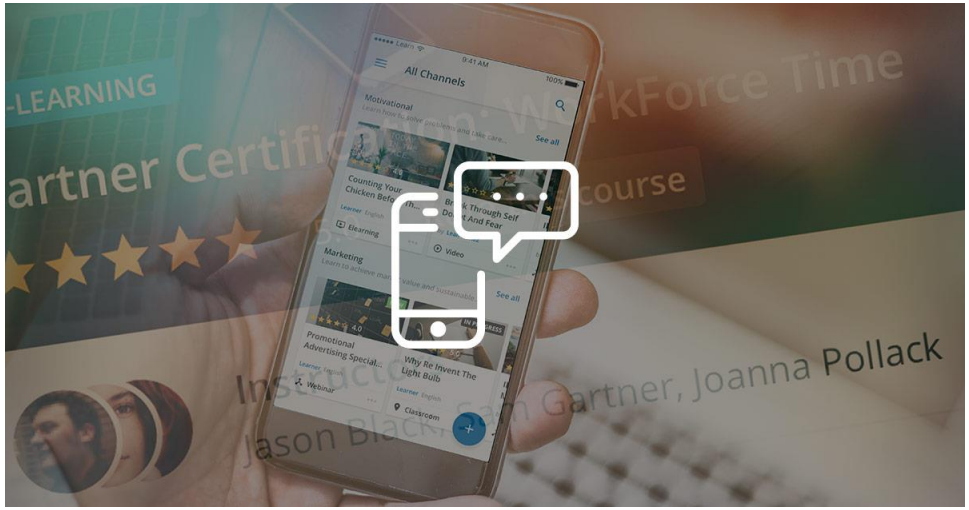
Don’t forget about mobile (and Gen Z)



64% - learners that access training content on mobile

43% – learners that improve productivity compared to non-mobile users

Mobile users complete course materials 45% faster than desktop users

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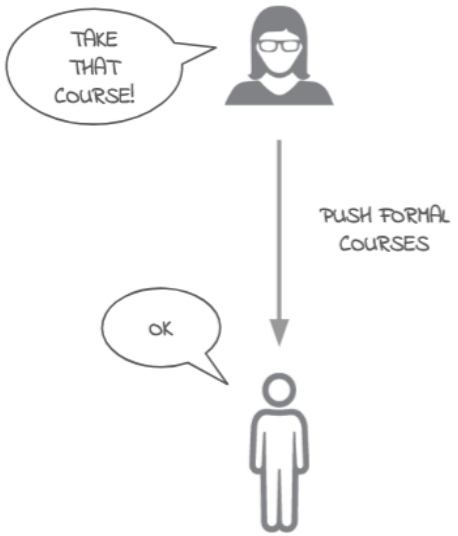
Connecting With Gen Z Means...

- Develop a video content library
- Establish a collaborative learning culture backed by technology
- Always show them why what they're learning is important
- Incorporate self-directed learning and critical thinking
- All above strategies are developed with mobile delivery at top of mind

LMS VS LEARNING PLATFORM

LMS

Formal Learning: pushed top down



Traditional LMS
About "Managing" users, course etc.
L&D has a negative NPS
Technology that *dictates* how people should learn
Learning *outside the flow* of work

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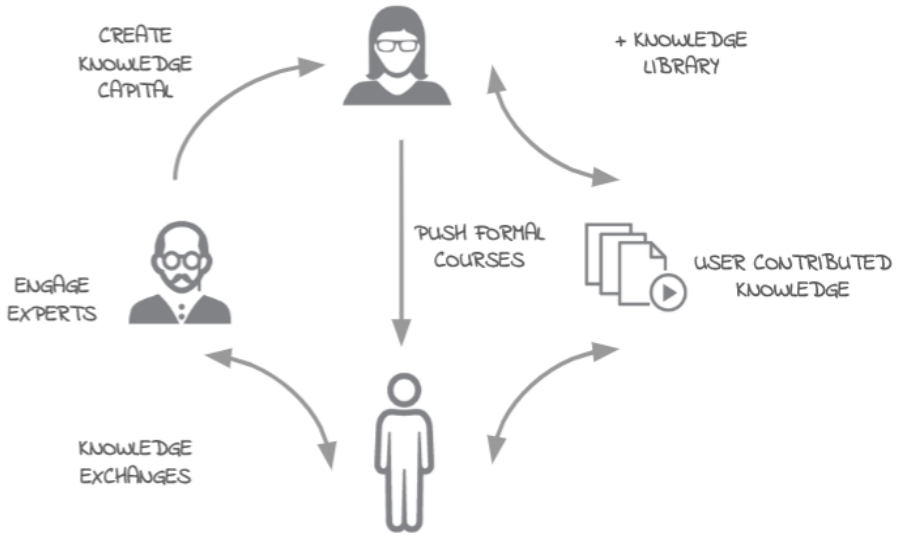
Formal + Informal, Learner-centric



Learning Platform
About Learners and Experiences
L&D drives competitive advantage
Technology now *facilitates* how people learn in real life
Learning *in the flow* of work

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LMS	LEARNING PLATFORM
Designed for **managing training**	Designed for **learning experiences**
Designed for LMS Admins	Designed for Learners
Slow evolution	Exponential evolution
Training seen as a necessary cost	Learning is integral to revenue growth and talent retention
Formal Learning only	Formal and Social Learning
Training requires time away from work responsibilities	Allows for continuous learning in the flow of work
Hard to integrate with other Cloud solutions	Can integrate deeply into the enterprise's ecosystem
Only allows for rigid internal use cases	Supports variety of flexible use cases: partners, customers, franchises, members (Extended Enterprise)

LEARNING DRIVES YOUR COMPETITIVE ADVANTAGE

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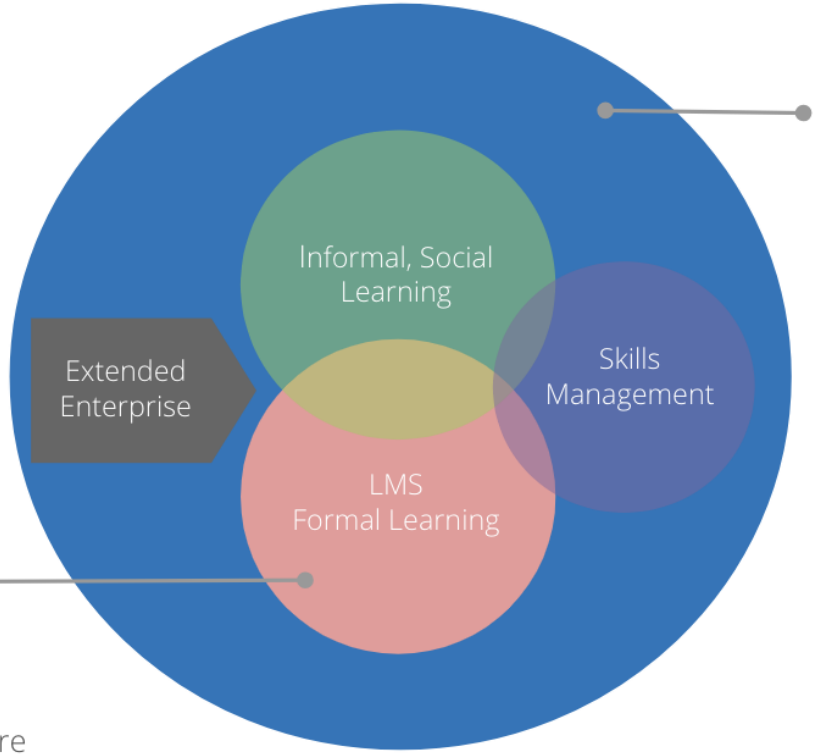

Everybody's domain

L&D = your organization's strategic competitive advantage

L&D traditional domain

Managing Training is a chore
L&D = "Commodity" role

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