

Maximising Your Business's Potential Through Learning



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OUR BELIEF

**Extraordinary things
happen when
companies invest in
their people**

**THERE IS NO BETTER
INVESTMENT YOU WILL
MAKE THAN INVESTING IN
PEOPLE LEARNING**



**What business objectives
can be impacted by learning
and development
interventions?**

Our work to date has identified these areas:

More being add with each conversation

- Cost savings from moving from F2F to online
- Annual refresher cost savings
- Reduction in L&D admin. **Time**
 - Reduction in support time (Faster time to capacity)
 - Performance improvement
 - H&S - reduction of accidents
 - Reduction in attrition rates/cost to rehire
 - Increase in Sales, revenue
 - Increase in productivity (margin)
 - Measure confidence and capability before and after intervention
 - Completion rates (increased engagement)
 - Time to competency
 - Reduction of carbon footprint.

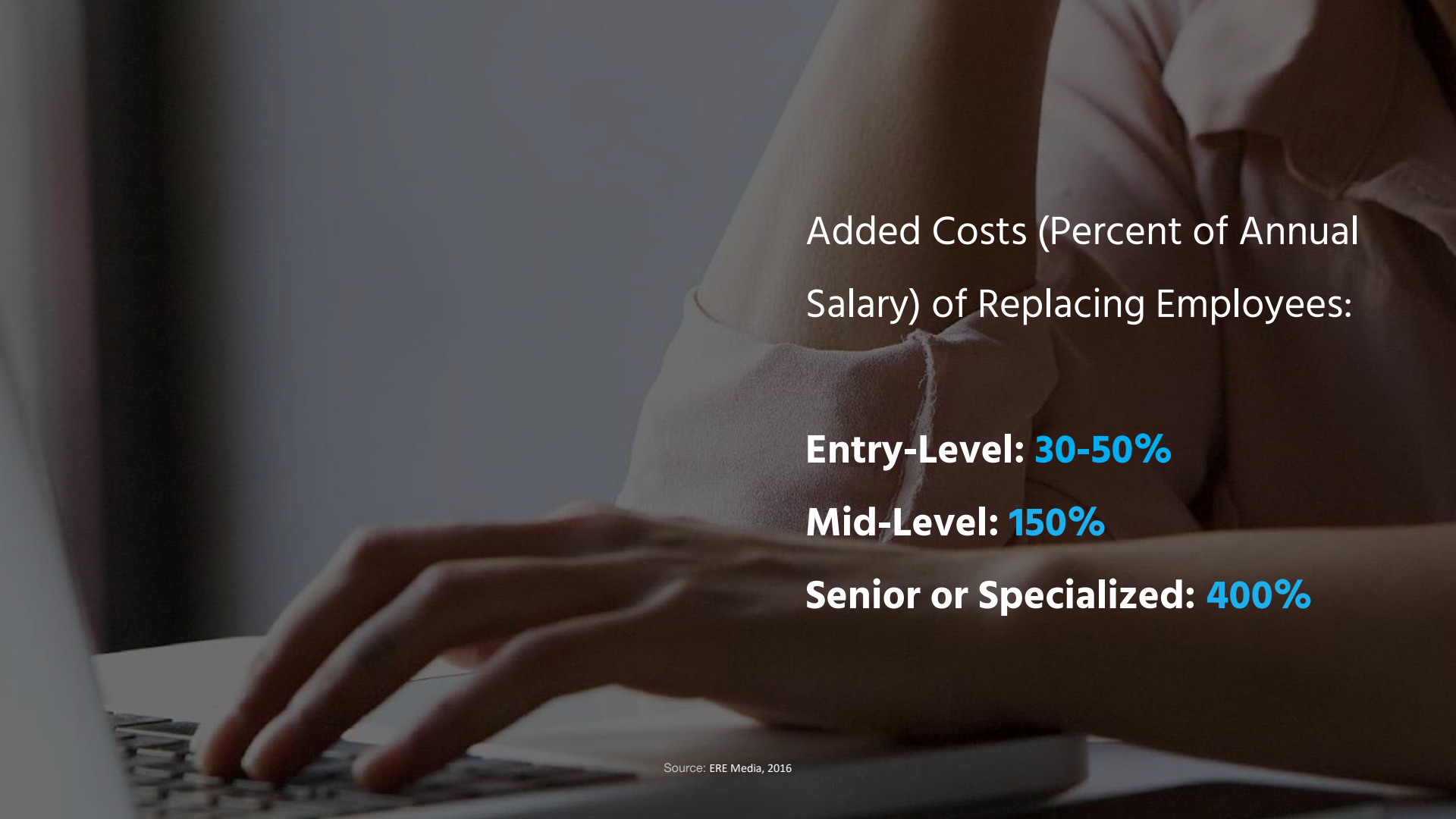


49.5%

of employees are “not engaged” 16.5% are “actively disengaged”.



The attrition rate of disengaged employees is **12x** higher than highly engaged employees over the period of a year.



Added Costs (Percent of Annual Salary) of Replacing Employees:

Entry-Level: 30-50%

Mid-Level: 150%

Senior or Specialized: 400%

A person is seen from the side, sitting at a wooden desk and working on a laptop. The desk is decorated with a vase of white flowers, a small potted plant, and a pen holder. The background is a blurred office or home workspace with a window showing some greenery outside. The overall lighting is soft and warm.

31%

of employees say increased training/education
would increase engagement & loyalty.



According to a recent report about the training industry, the average company in the U.S. spent \$1,071 per employee this year on training costs; with on average employees receiving nearly 64 hours of training per year.

Retail sector average is 266 hours.

How do we measure the effectiveness of their full investment?



Start with a
painful
problem!!



Showing the
business
value of
L&D to the C-
suite

Phase 1
Investigate the
problem

- Literature
- Industry
- Case Studies

Phase 2
Partner with
Learning Pool

- Explore
- Apply
- Share

THE LITERATURE

“Whether you’re one of the inhouse survivors or a struggling consultant, you can no longer coast on lofty notions about continuous learning and employee development.

You need to provide compelling evidence that training delivers bottom-line results and contributes to mission accomplishment.”

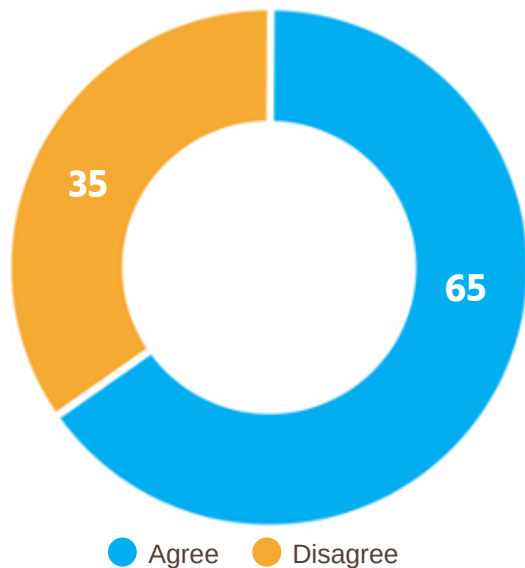
(Kirkpatrick and Kirkpatrick, 2015).



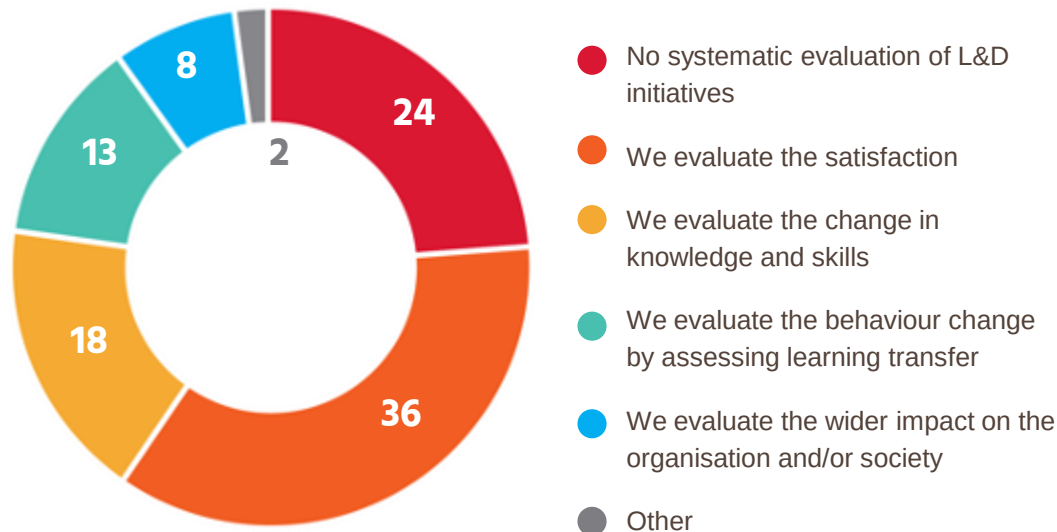
THE INDUSTRY

Learning and skills at work survey 2021 - CIPD & Accenture

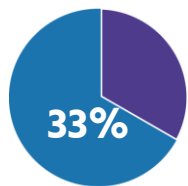
We assess the impact of L&D



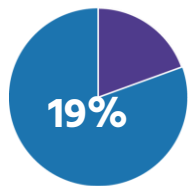
How organisations evaluate the majority of L&D initiatives



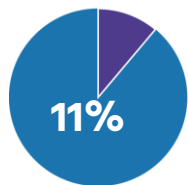
THE INDUSTRY



identify business KPIs



revisit those KPIs



calculate ROI

Blockers for L&D

- Converting multiple sources into one
- L&D in-house data skills
- L&D lack of knowledge
- Access to data specialists
- Access to business data/engage with business
- Compliance (GDPR)
- Privacy

THE CASE STUDIES...WHAT DOES GOOD LOOK LIKE?

Start with one (a champion)

- Get buy in
- Map benefits

Have a plan

- Business challenge
- Facts
- Figures
- Plan

Know your audience

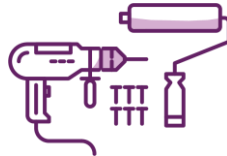
- HR
- Finance
- Commercial
- CEO



Broadcast



Create 'Pull'
from others



DIY Home & Garden
Chain

WHAT WAS LEARNED...

WE NEEDED A DIFFERENT SLANT - ON THE APPROACH



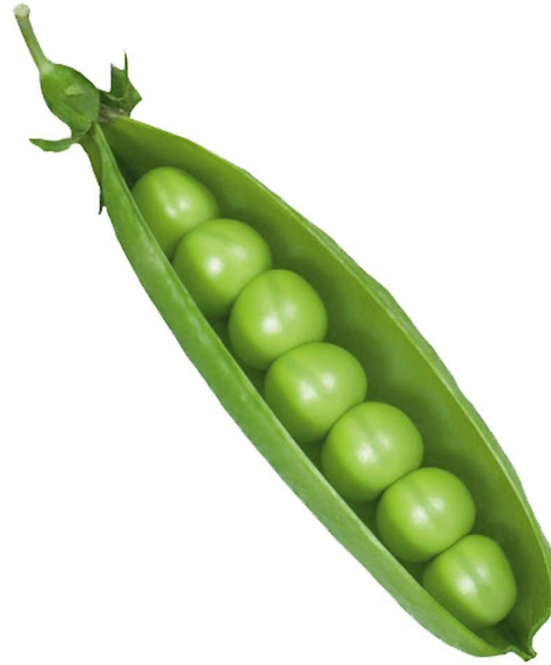
Detective



Relations Builder

P.E.A.S.

A model to show
Business Value



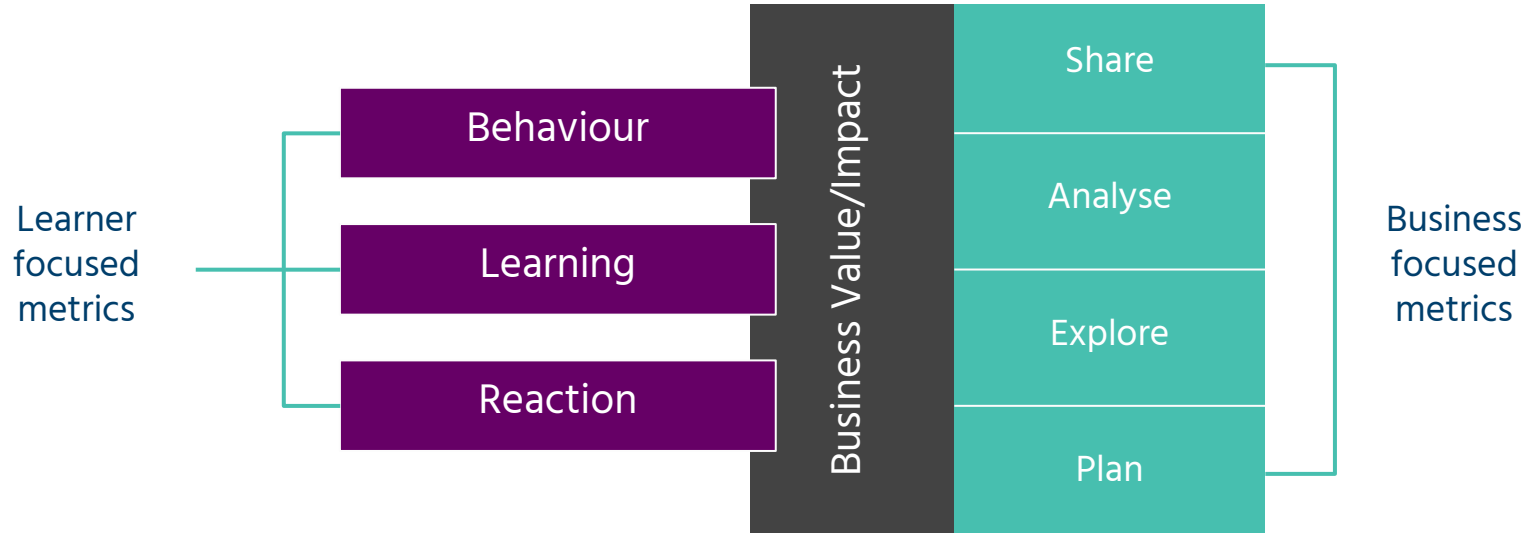
A mindset, to
separate Business
and Learner metrics

A DIFFERENT SLANT - OUR APPROACH



A DIFFERENT SLANT - OUR APPROACH

PEAS Model



SO, THERE ARE DIFFERENT ASPECTS WE CAN MEASURE...



Meet...



Fictitious case study
based on real companies
from our research



The need...

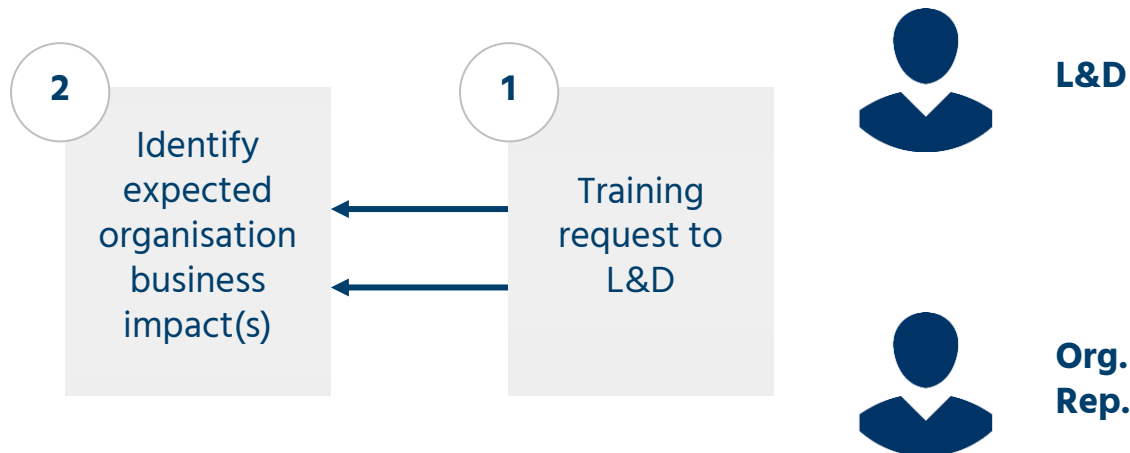
“We really need to improve the onboarding programme for new sales talent... it currently takes **THREE MONTHS!...** plus the time for them to ramp up to quota”



Caroline Shelar
Manager of Online Sales

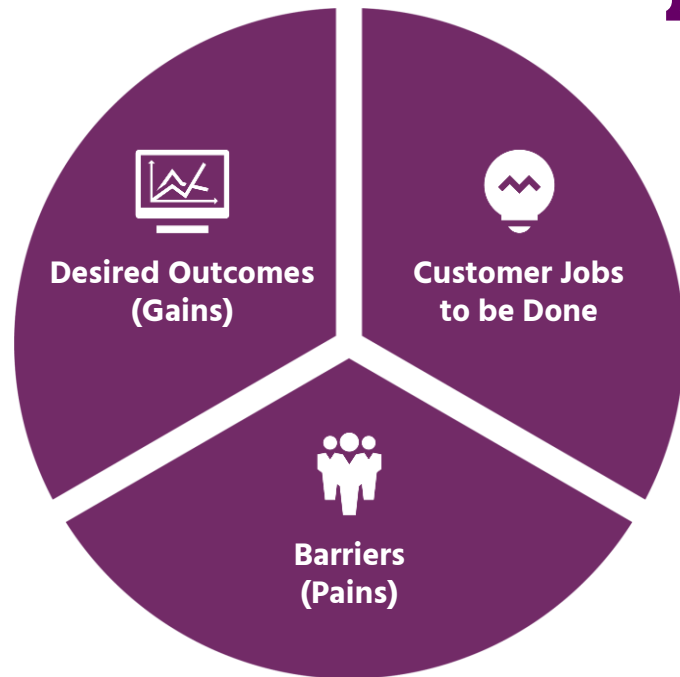
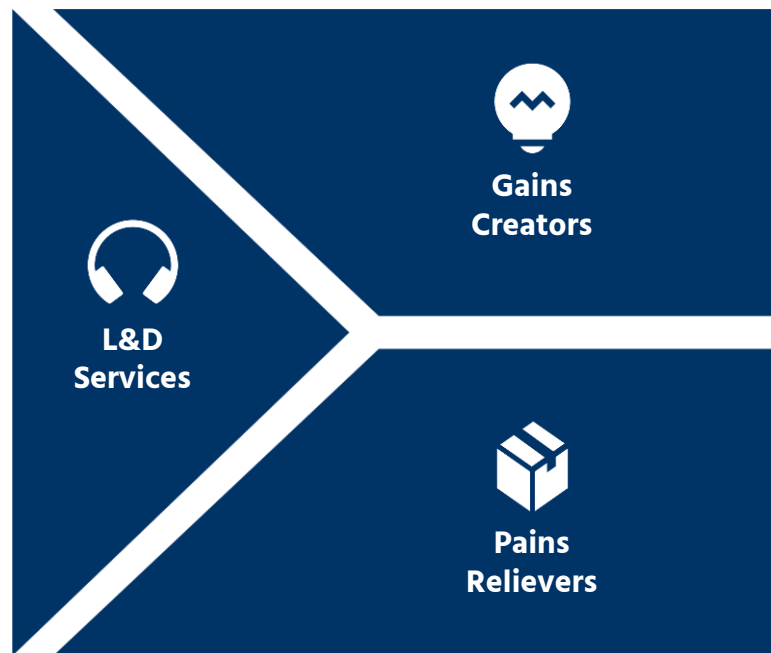
The Plan

Working with Caroline and her team at Squibb, we analyse backwards from the training request to help them identify the **business** need for training.



The Jobs to be Done – Value Proposition

THE CUSTOMER IS YOUR ORGANISATION

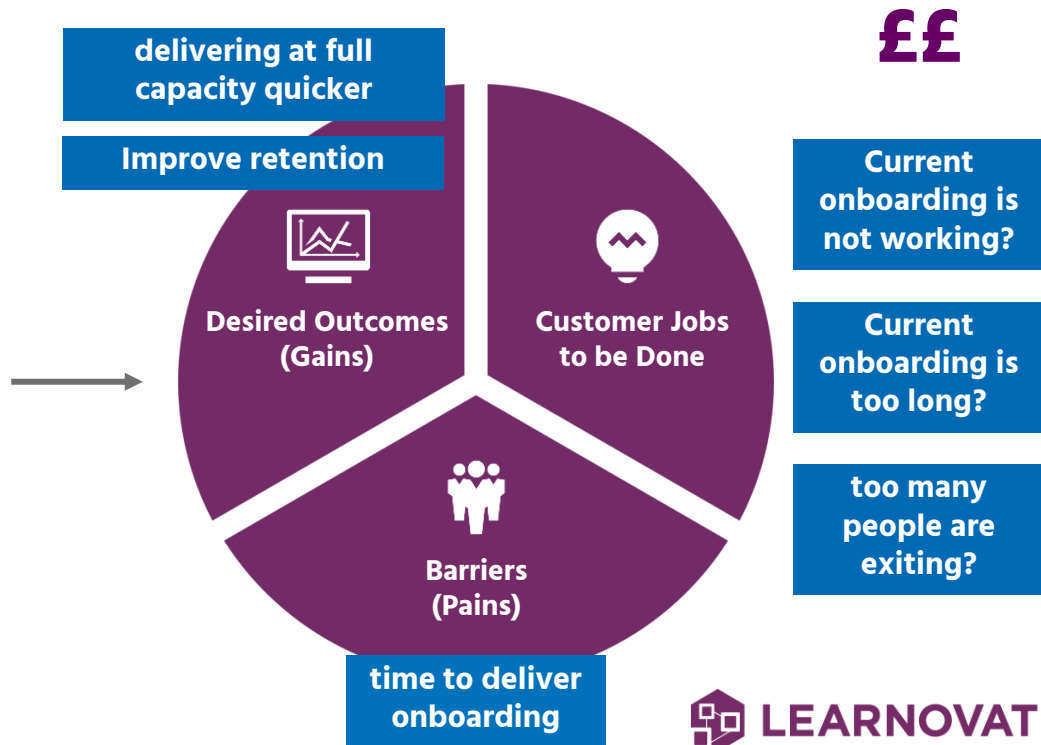
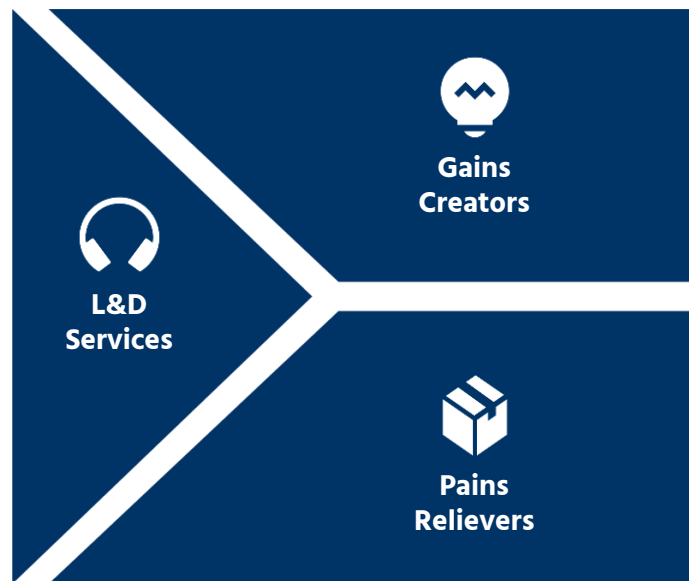


££

The Jobs to be Done – Value Proposition

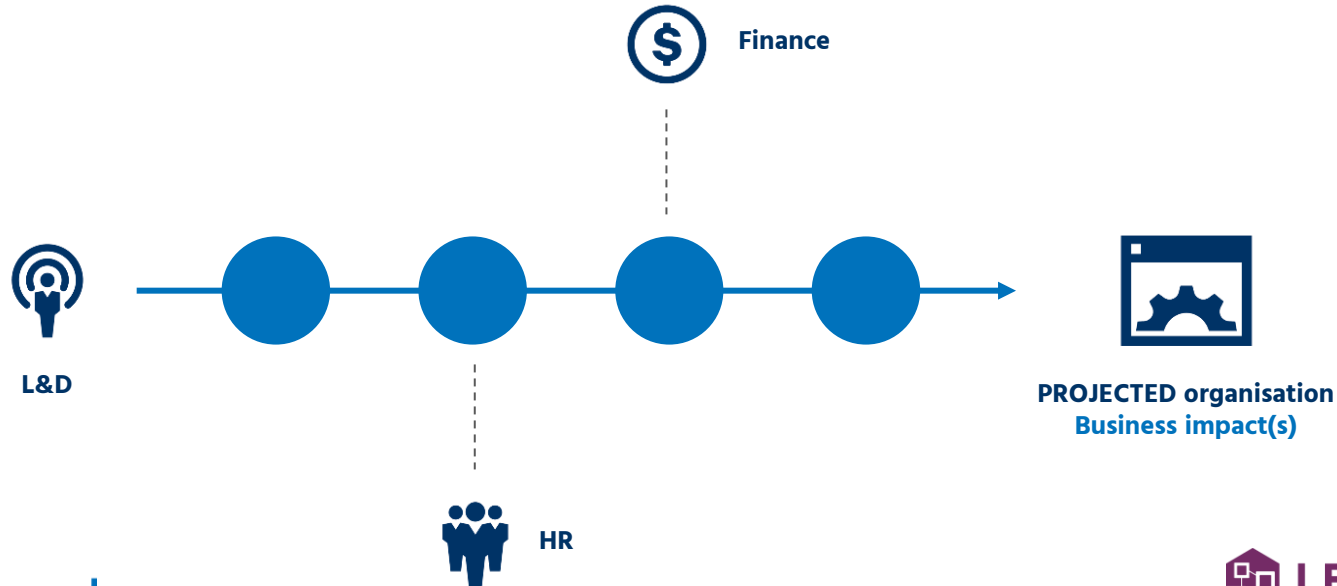


"improve the three month onboarding for new sales talent"

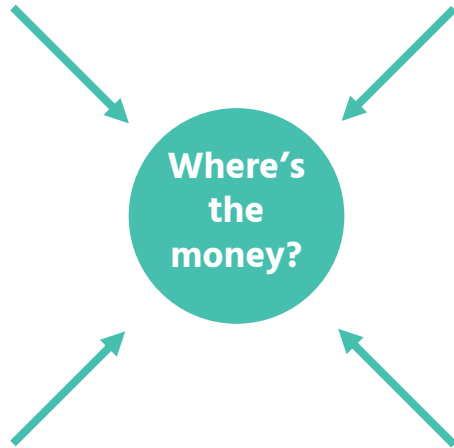


THE EXPLORE

With a Plan in place, Caroline's team works with other departments in Squibb to identify the specific measures and predicted effect that will show expected business impact of the training in line with the Plan findings.



THE EXPLORE...THE BUSINESS CASE



Too much
'warm'

AVOID

THE
only
way

'TBD'

The Explore

In our research the business value hypothesis formula emerged...

If the **Intervention** is successful, it will have **Behaviour Impact** which will have **an impact for the organisation** across **# Participants** delivering **Business Value**.

The Explore

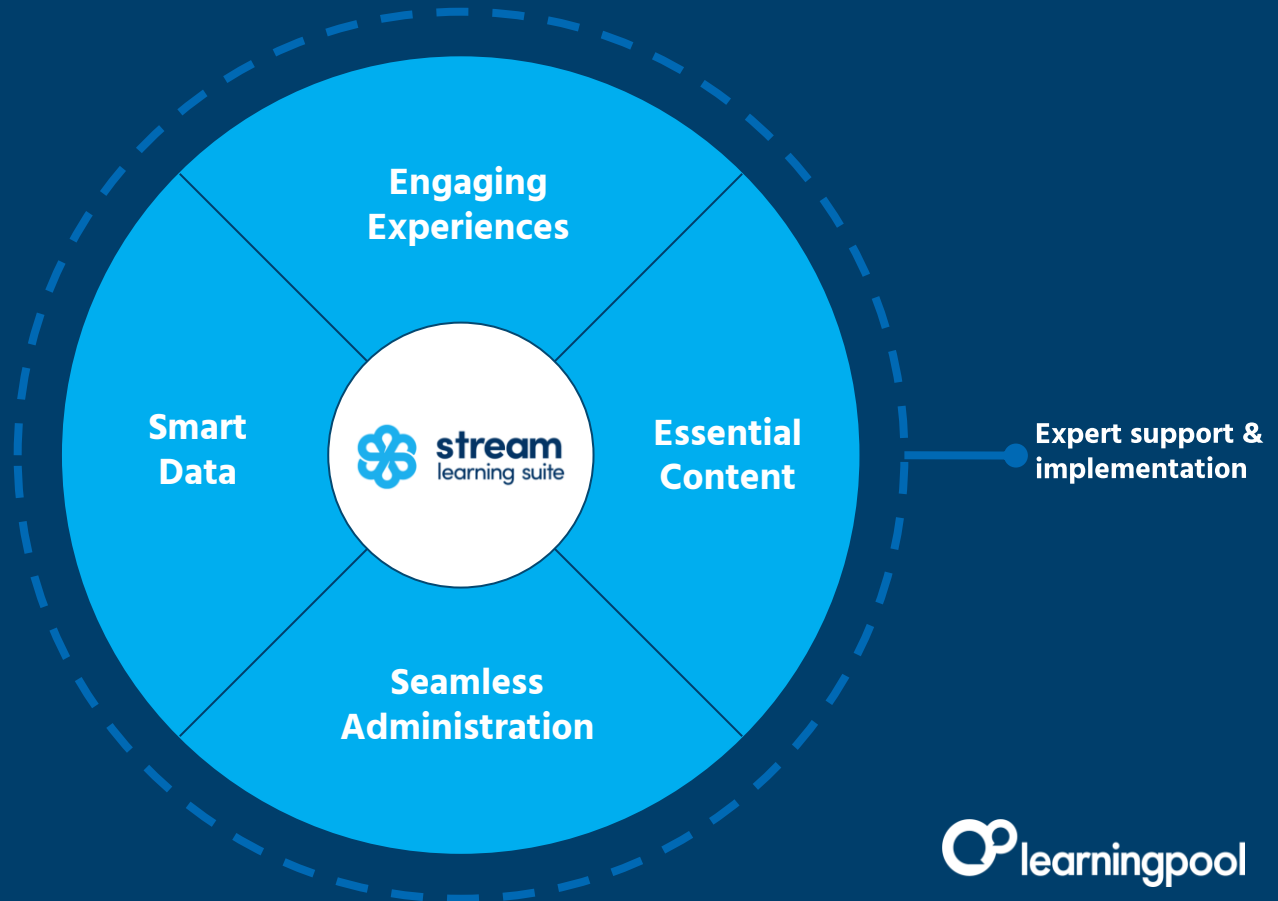


If the **Sales Onboarding Programme** is successful it will **bring new sales team to full target four weeks earlier** which will mean **additional sales of 4 x £5,000** impact for the organisation across **6 per quarter participants** delivering **£120,000 additional sales per quarter.**

The Intervention

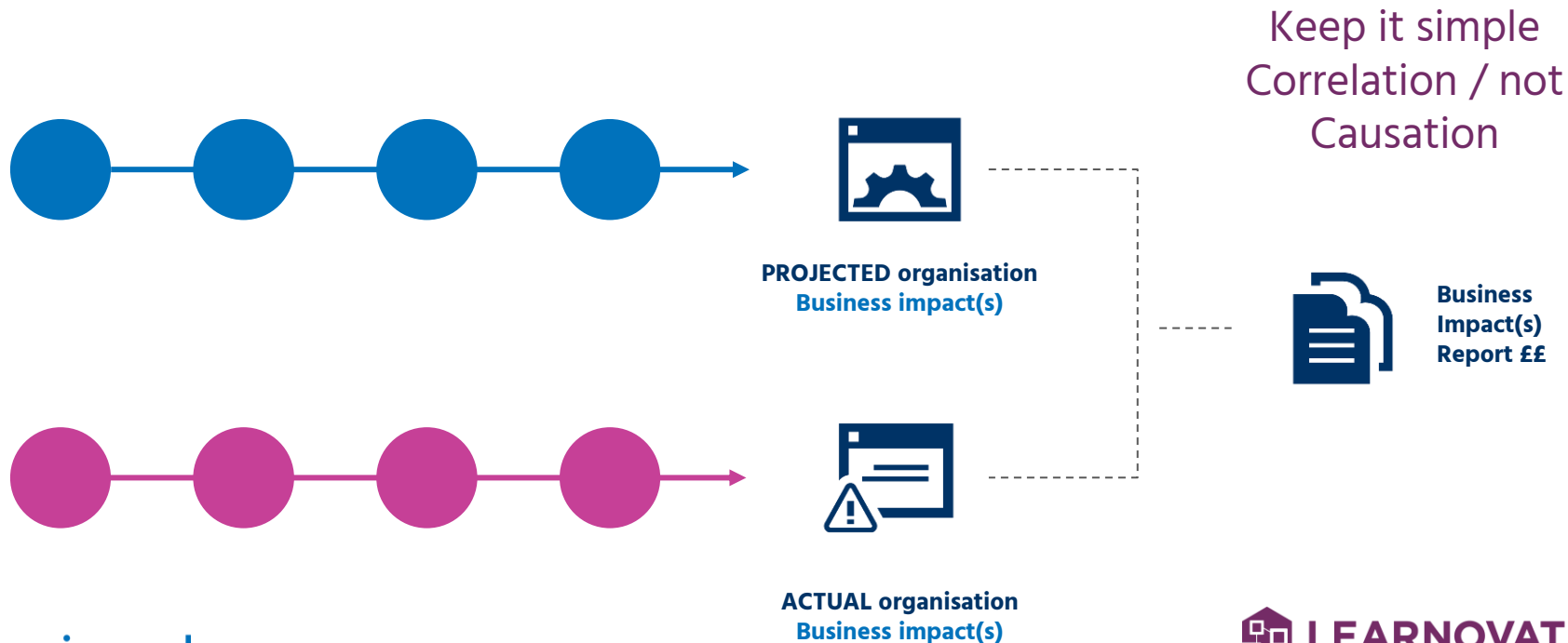
Stream Learning Suite

*Everything You Need
for the Journey To
Extraordinary*



The Analyse

Following the intervention Caroline's team re-measures training time and ramp up time to identify actual business impact for comparison and reporting.



**6 months
later...**

SQUITBB
finance in a flash



The Analyse

We Predicted:

If the Sales Onboarding Programme is successful it will bring new sales team to full target four weeks earlier which will mean additional sales of 4 x £5,000 impact for the organisation across 6 participants per quarter delivering £120,000 additional sales per quarter.

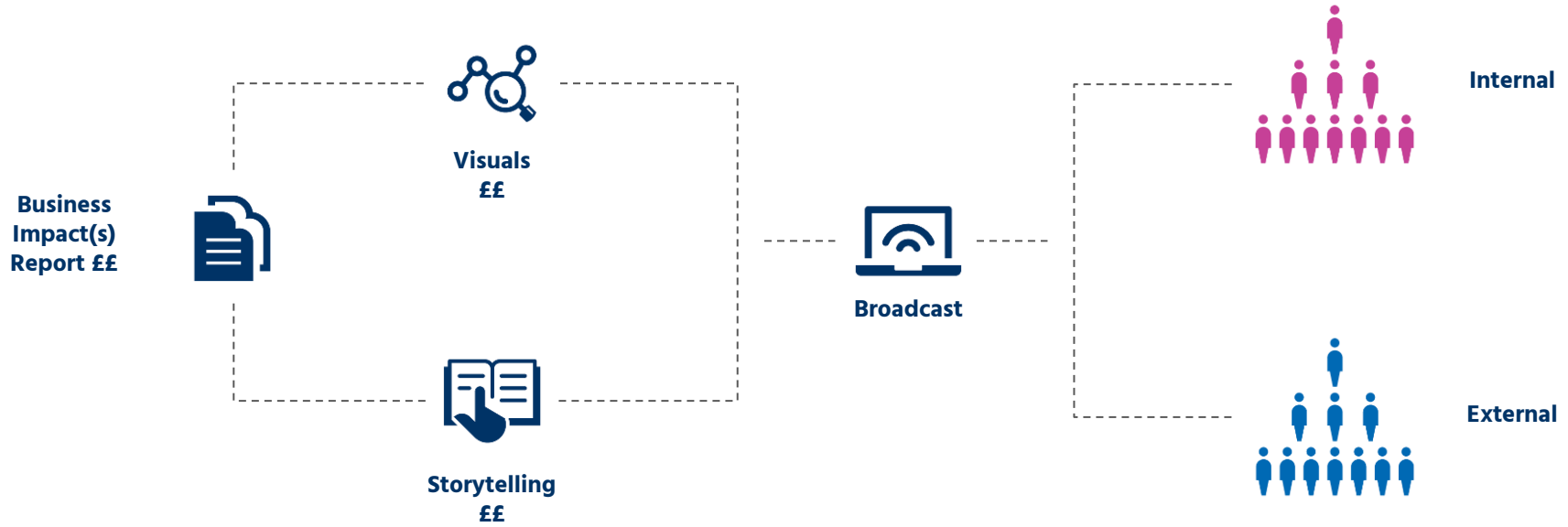
We Delivered:

*The Sales Onboarding Programme was successful bringing new sales team to full target **nearly four weeks earlier** which delivered additional sales across **6 participants per quarter** delivering an average **£105,000 additional sales** per quarter.*

£420,000 annually

THE SHARE...THE OFTEN FORGOTTEN STEP

In internal and external communications around success, lead with the business impact gains, leverage storytelling and visualisation techniques



THE SHARE...FIVE STEPS TO A FANTASTIC STORY



Setting

A specific time
in a specific
location



Characters

At least one. A
Hero? A Hero
needs to want
something **badly**.



Struggle

What is the
obstacle that
prevents the Hero
from getting what
we wants.



Solution

You don't need to tell
them too much about
the solution. Because
they only care about
**what the solution will
do for them.**



Outcome

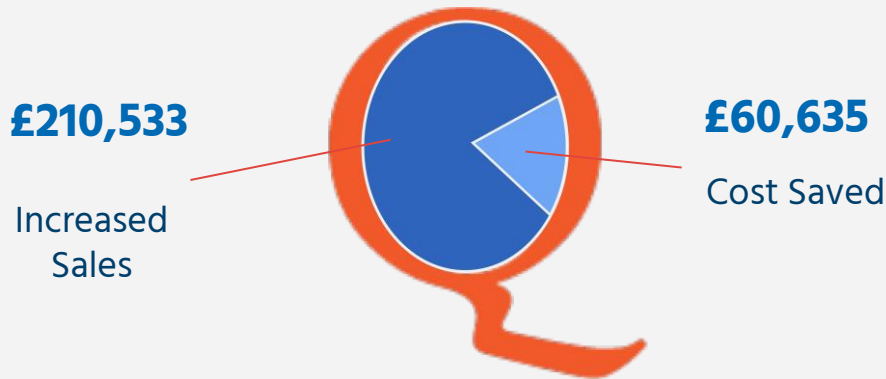
What does the
Hero's life look like
now the obstacle
has been removed?

The Share...Squibb's Story



- ✓ Improved Satisfaction
- ✓ Reduced Time
- ✓ Improved Results

After working with Learning Pool
6 months into our new 2022 sales training programme



On target to deliver £500,000 in the first year

A few real world outcomes!

If L&D Blended on-boarding program is successful, it will deliver over \$700,000 in value to our company

If L&D address the personal & career development gap successfully, it will deliver over \$884,000 in value to our company.

200 offices?

€354,800. 243 Weeks

Ecological terms?

Save the average ANNUAL emissions of 8 cars (36 tons of Carbon Dioxide)



SOLUTIONS ENGINEERING Navigate Toolkit

We are adding some PEAS to our process to enable our customers to maximize and share the business value produced by investing in people learning.



Discover

Conduct research to develop a deep understanding of your users.



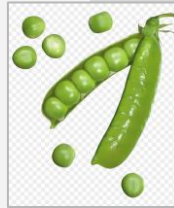
Define

Clearly articulate the problem we want to solve.



Ideate

Come up with some potential solutions that focus on solving the problem.



Prototype

Mock up the solutions to allow our target audience to test.



Test

Test the solution, get feedback and refine.





Thank you

