



Introduction

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Digital now

Your current use of digital

- What % of your learning and development opportunities currently include a digital component?
 - 0-25% 23%
 - 26%-50% 22%
 - 51%-75% 21%
 - 76%-100% 34%

Why digital?

- Scalability
- Consistency
- Need/desire to gather and analyze learner data
- Personalizing learning journeys
- What else?



Photo by [Headway](#) on [Unsplash](#)

Digital (alone) Doesn't Deliver

- Low completion rates for eLearning, 5-15%
- Only 12% of learners apply new skills to the job
- Less than 25% say learning improved their performance
- 62% of managers believe learning programs are NOT meeting learners' needs
- Other?

Solution

Back to basics...in a new way

- Remind ourselves what we know about how people learn
- Choose a considered use of digital, rather than seeing it as a silver bullet
- Develop and leverage a research-informed learning methodology
- Leverage the simple secret of activating awareness

The Learner at the Center: Insights' Learning Methodology

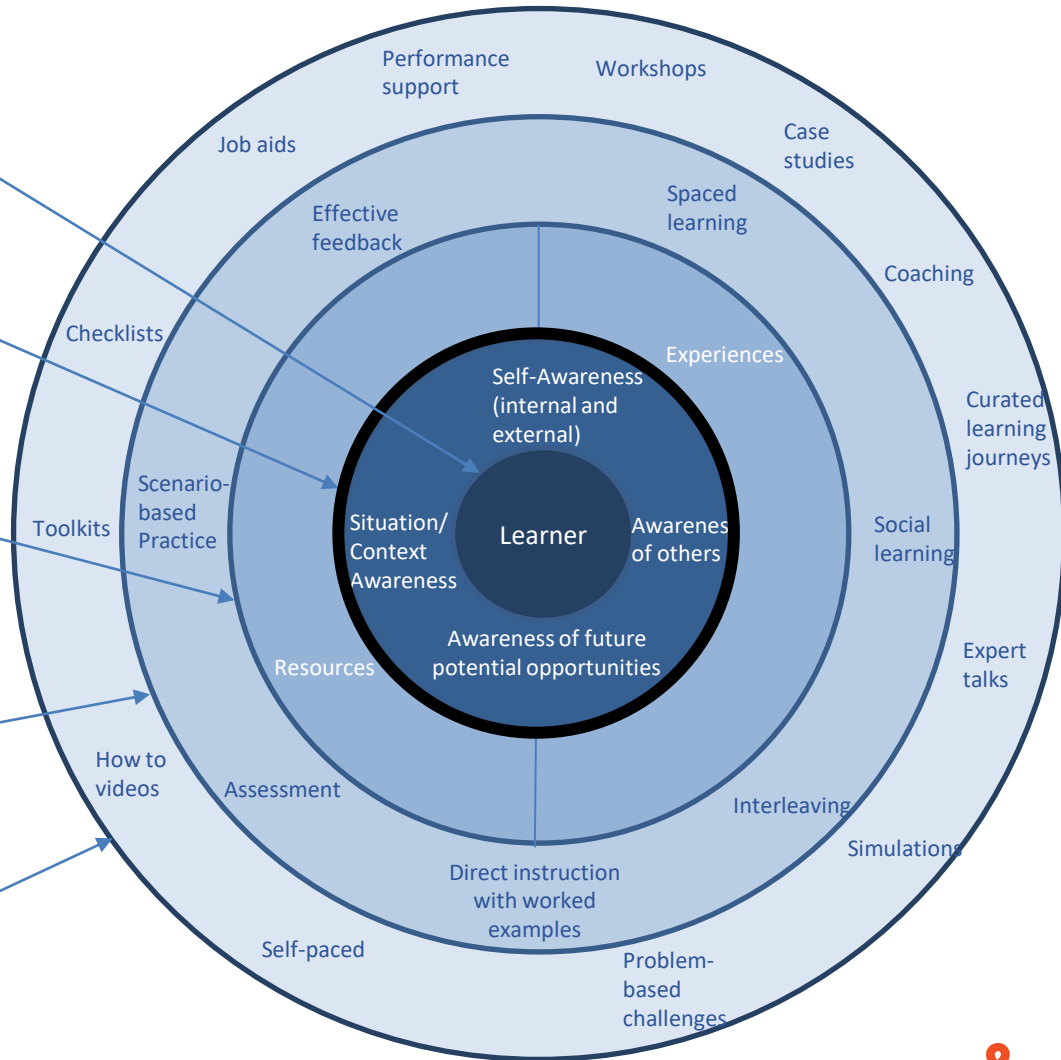
Learner
We begin with the learner, not the topic or trainer or technology

Awareness
All learning begins with awareness

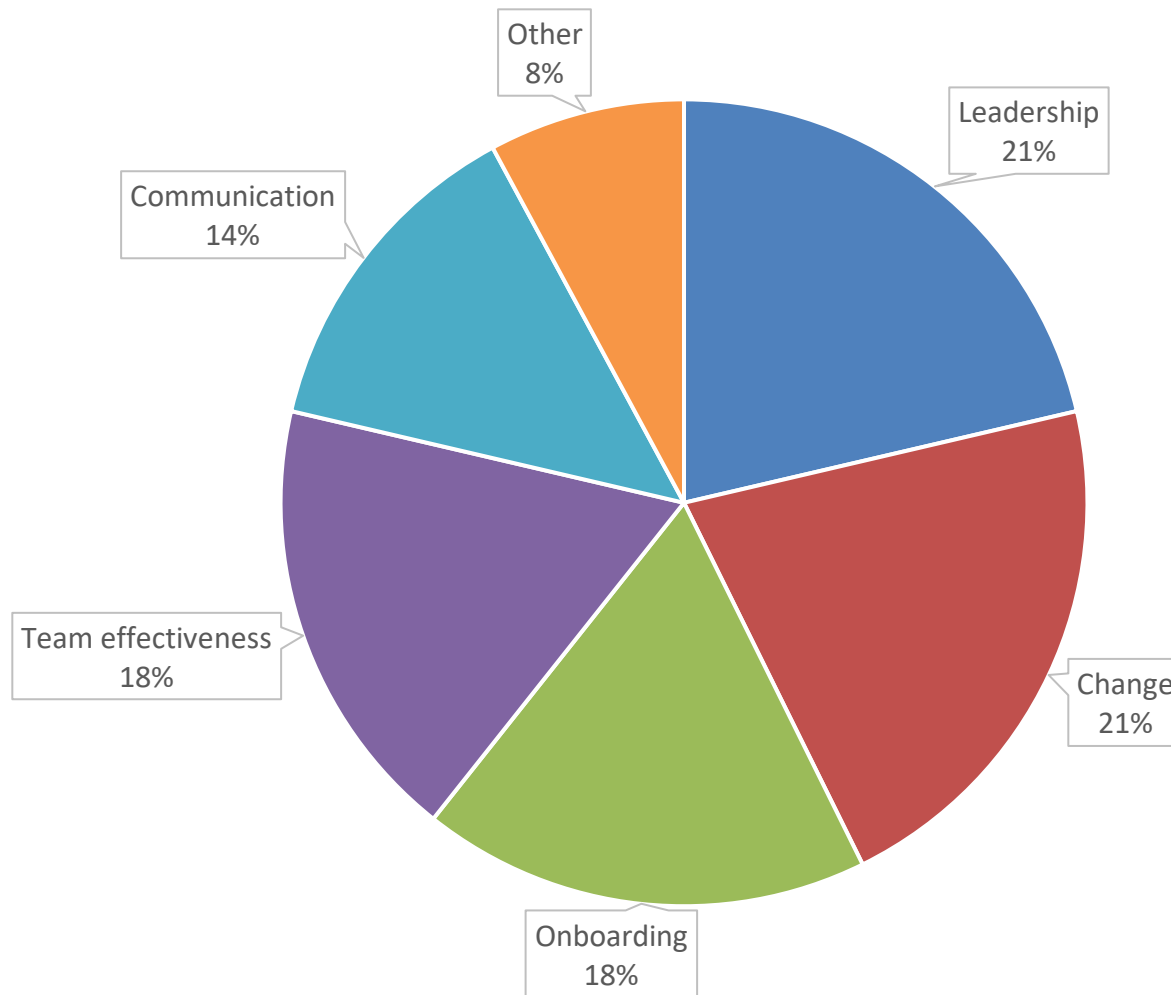
Approach
A solution will include the appropriate mix of **resources** to enable performance at the moment of need with **experiences** that enroll learner engagement and embed true learning.

Learning Principles
A large body of research supports use of these key principles in effective learning experiences.

Tools
Insights selects the appropriate tools that align with the identified needs for the learning.



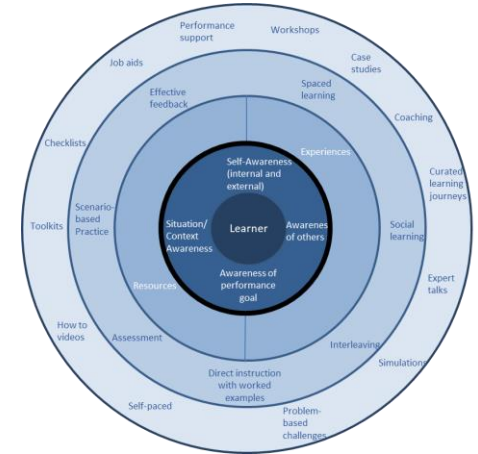
Which L&D needs are most relevant in your org?



Applying a learning methodology

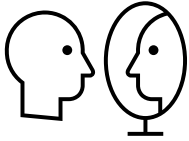
Ask:

- What are the learner's needs?
- Which of the types of awareness are most relevant to achieving the desired outcomes?
- What is the appropriate mixture of Resources to Experiences for this solution?
- Which of the learning principles should we (and can we) implement in this solution?
- Based on the previous answers, which tools will we incorporate?



Only then ask how digital can best support

Types of awareness



- Self-awareness (internal and external)



- Awareness of others



- Awareness of the situation or context



- Awareness of future potential opportunities

How to activate awareness

- Profiles
 - Self-awareness (internal and external)
 - Awareness of others
- Asking
 - What do you already know about this?
 - What is your biggest gap?
- Telling
 - Sharing stories
- Demonstrating
 - Experiences that illustrate the point



Questions to consider

- What do you believe about how people learn (research-influenced), and how do you use this to guide your L&D strategy and design?
- How will you keep digital in its place?
- Where can you activate awareness in your learners to accelerate impact?

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