

Enterprise Training Strategy - 5 Mistakes to Avoid

This Presentation is based on a few upfront assumptions about the L&D team creating its training strategy:

- There are resources and an overall budget in place
- Reporting capabilities exist to conduct analyses

Mistake #1.

Not Using the Right Content

Solution #1.

JAD Content Review

The Goal of a JAD Workshop

Purpose

- Align on overall program approach and business outcomes
- Determine unified role-based (e.g., Customer, Channel, Internal) learning requirements
- Establish a blended, modularized curriculum design
- Define role-based learning journeys

Process

Pre-JAD

- Document Analysis
- Virtual Interviews / Focus Groups / Surveys

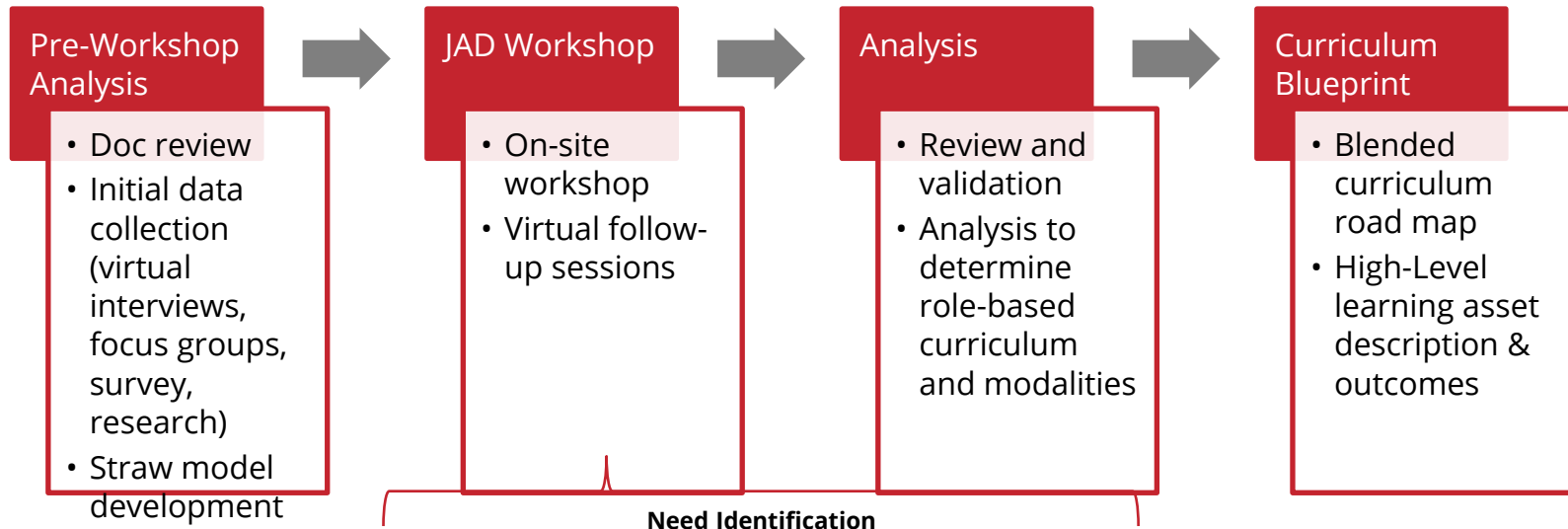
JAD

- Collaborative mind mapping
- “Design Thinking” exercises and interactive brainstorming

Payoff

- Stakeholder engagement and buy-in at the beginning and throughout
- Blueprint with ground work laid for a seamless transition to learning program development

Methodology



Need Identification

Step 1: Identify Processes, Tasks, Activities


















Step 2: Sequence Tasks and Activities

Step 3: Determine Activity Triggers (Inputs and Outputs)

Step 4: Map Performers, Core Knowledge and Skills, Performance Targets, Task Reference Materials (Content)

Step 5: Determine organizational performance factors

Role-based **BLENDED LEARNING** Curriculum Map

Modality	Learning Assets		Basic			Advanced	
	Seat Time	No. of Assets	Topic	Topic	Topic	Topic	Topic
 WB	00:05	1					
 User Video	00:01	1					
 Performance Support	00:32	5					
 Exploratory Activity	00:10	1					
 Scenarios	00:20	4					

 Finance
  HR
  Ops

Mistake #2.

Not Selecting the Right Modality

Mistake #2.

Mobile First

ILT

VILT

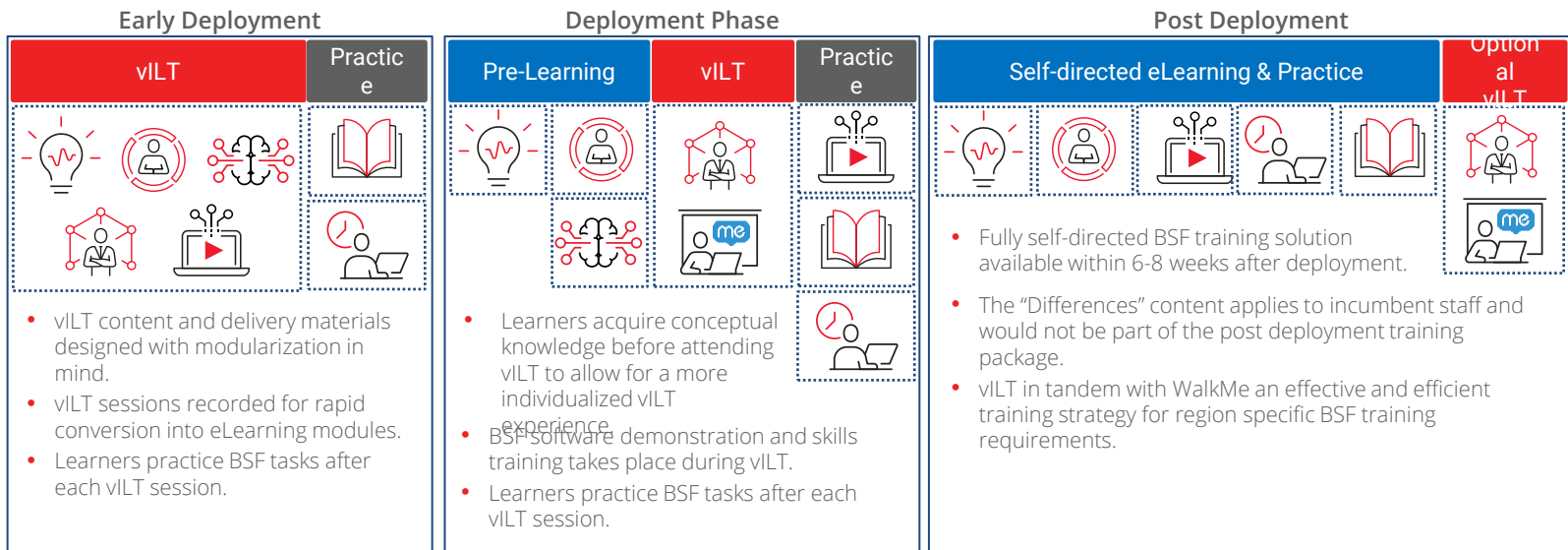
WEB

Solution #2.

JAD
Factoid

FORWARD LOOKING Strategy

Training & Enablement Strategy for a Salesforce.com/Skedulo Implementation at American Red Cross Biomedical Services



Why?



Process



Differences



Region Context



Show Me



Try Me



WalkMe



Workbooks

Mistake #3.

Not Preparing for Translation

Solution #3.

Style Guide

Glossary

Build Content Specifically for Translation

Use GPT4

(PROMPT Convert this content using active verbs and write it at Flesch Kincaide level 8 or a readability score of 60 and do not use Colloquialism)



CGS Transcreation

Two Ways to perform Transcreation:

– *Pre-Edit* – Edit and re-write of the material is completed before translation.

– *Post Edit* – Edit and re-write of the material is completed after translation.

Transcreation Example: Pre-Edit

Original

Answer A is incorrect because although having solar panels on the roof of the data center might save money on the cost of energy that must be purchased in the traditional fashion, this is not something that you would typically see or look for when evaluating energy-saving methods that are currently in place at a data center.

Metrics:

57 total words

57 words / sentence

25.8 grade level readability

17% passives

Difference

- **42% shorter**
- **71% simpler**
- **61% easier**
- **Much more direct**

Transcreation

Answer A is incorrect. Although solar panels on the roof of the data center may lower the cost of traditional energy, you typically would not do this to save energy at data centers.

Metrics:

33 total words

16.5 words / sentence

10.1 grade level readability

0% passives



Mistake #4.

Not Bringing Learning Closer to
Employees' Work Environment

Solution #4.

Mixed Realty –Step by Step
Digital Twin



Mistake #5.

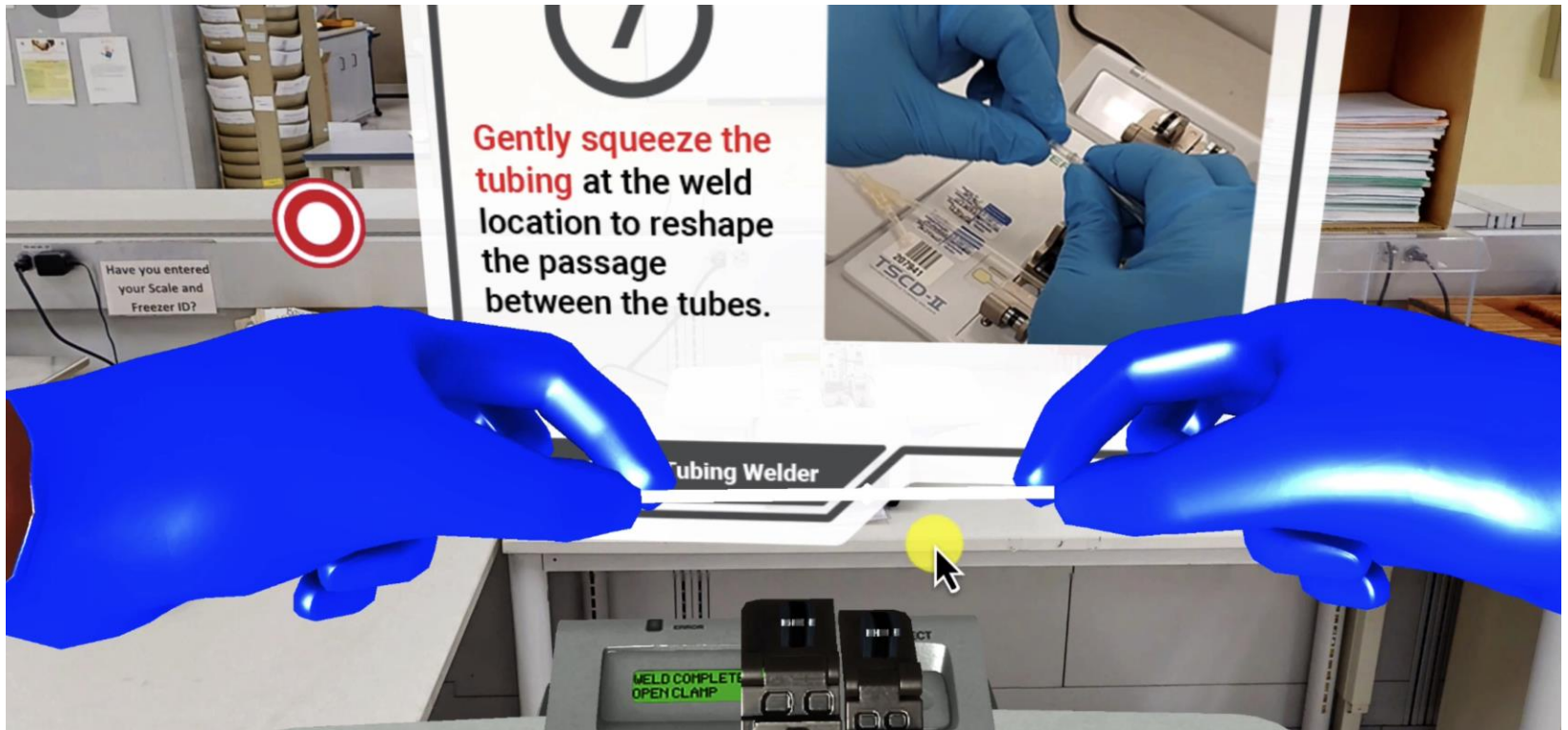
Not Creating Learning that Drives
Retention

Solution #5.

Infographics

Simulation

Muscle Memory



How effective is an infographic as a tool for learning?

Infographics are **an effective way to grow memory** because they present information in a visual format. This makes it easier for students to retain the information. On average, people only remember 10% of the information for three days after hearing it, but adding a visual image can **increase recall to 65%**

Although people colloquially refer to never forgetting how to ride a bike, throw a baseball or serve a tennis ball as examples of “muscle memory,” **those comeback skills actually stem from a motor learning process.** In other words, they are “motor memory.” When you learn how to perform these movements well and can do them automatically without conscious thought, that information becomes encoded in the brain, so in the future, you still have the fundamental coordination that you learned”

– Washington Post, *Here’s what muscle memory really means and how to use it.*, August9, 2022

Questions