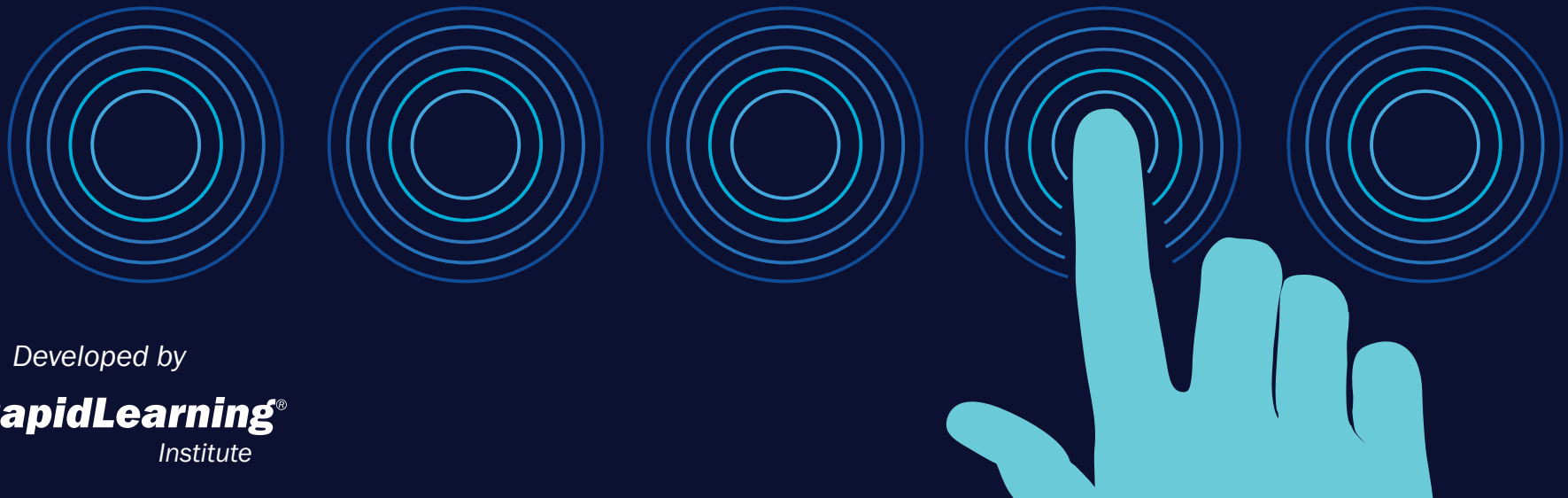


The Future of *Workplace Learning*

5 UNSTOPPABLE TRENDS



Developed by

Trend 1

People want to learn one skill at a time

Research on memory and cognitive load suggests that the human brain quickly gets overwhelmed when we force it to assimilate too much information at once. Knowledge retention is shockingly low.

One way to reduce cognitive load is to take a large body of knowledge and break it into chunks. But there's an even better way. Instead of starting with a large amount of information, **start with a “thin slice” of learning and develop a single concept in a memorable way.** It's called “single-concept learning” and its goal is to deliver a single powerful insight that's designed to change one behavior and achieve one desired outcome.



By limiting the brain's focus to one compelling idea, **single-concept learning enhances learners' ability to process, recall and deploy** training content.

Single-concept Learning

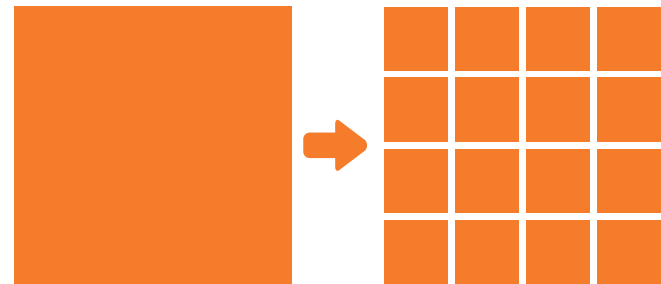
vs.

Chunked Learning

Single-concept learning is about taking a “thin slice” of information — a small, limited but compelling piece of learning — and building a short, fast-paced module that has a powerful impact. ***This powerful slice of information helps learners retain that single concept, deploy it on the job, and achieve behavior change.***



Chunking is about taking a 60-minute e-learning module and chopping it up into six 10-minute chunks. While 10 minutes is much better than 60, it still ***creates cognitive overload because you have to get through the entire series of lessons for it all to make sense.***



Trend 2

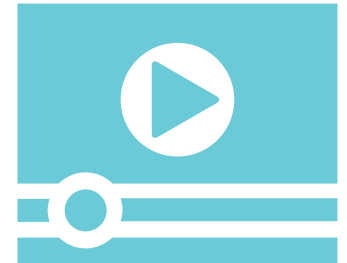
People want shorter learning events

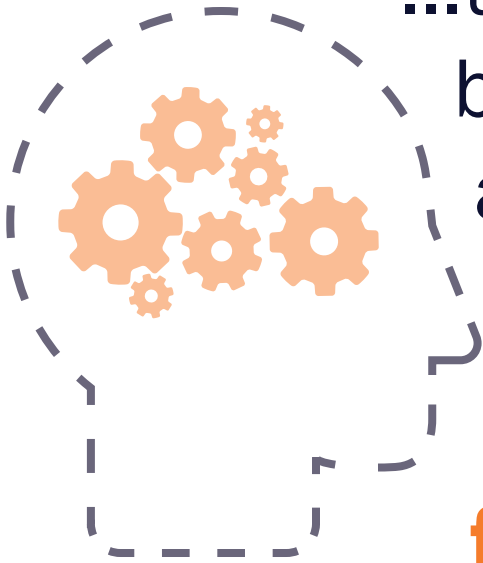
Today's workers don't just *seem* to have short attention spans. ***They really do.***

Recent studies show that our exposure to the Internet, especially search engines and YouTube, has ***rewired our brains*** and changed the way we absorb information. In the past, learning content tended to be linear, logical and complete. Today, our brains prefer to receive information in short, disjointed bursts, especially when we access learning online.



So technology-based learning needs to be ***brief and fast-paced***. When we develop, or provide, online content, we need to understand that an e-learning module is essentially a video, and that video operates under a very different set of rules from traditional learning vehicles.





“...the linear mind is being pushed aside by a new kind of mind that wants and needs to take in and dole out information in **short, disjointed, often overlapping bursts – the faster, the better.**”

Nicholas Carr, Author

The Shallows: What the Internet Is Doing to Our Brains

“One billion users visit YouTube each month to watch over six billion hours of video. According to a 2010 study, **the average YouTube video is four minutes and 12 seconds long.**”



Trend 3

Coaching is hot

One big challenge learning professionals face is getting managers involved in the training process – both the learning event itself and in follow-up coaching to make the learning stick.

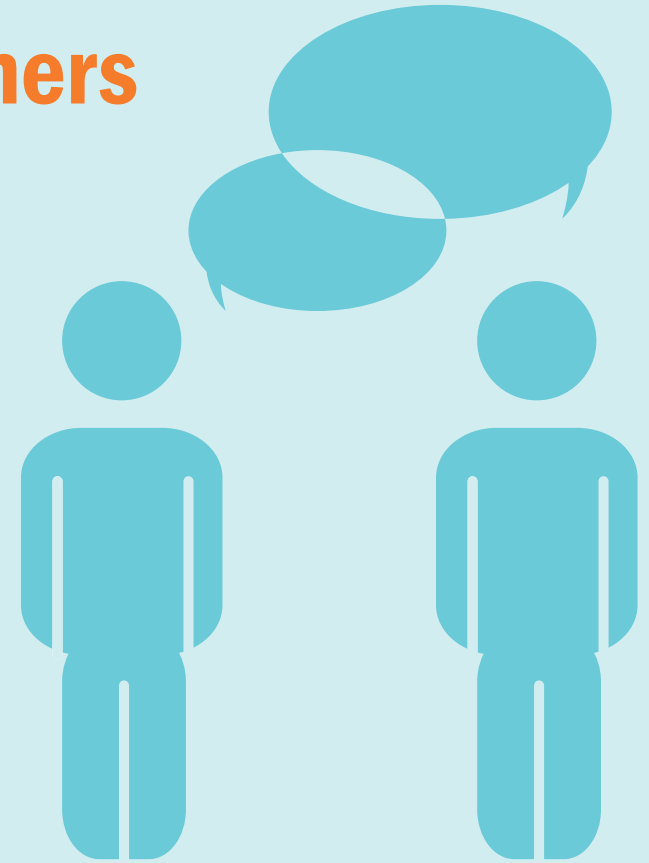
The problem is that managers tend to frame talent development through a wide lens — “I need to teach my managers ‘to lead,’ or my sales reps ‘to sell.’ ” ***That task seems so overwhelming that most managers end up doing nothing.***



Short modules and Single-Concept Learning will help increase coaching activity because they allow managers to frame talent development through a narrow lens. ***“Teaching a supervisor to give negative feedback” or “Teaching a sales rep to counter price objections” seems like a doable task, so it’s much more likely to get done.***

An added bonus: As managers start coaching their people in narrowly defined skills areas, they start achieving “small wins.” As they accumulate more and more small wins, they gradually build a core competency as talent developers.

“Organizations are moving to a coaching and development model of performance management because ... **leaders who coach, develop and hold others accountable for coaching and development are three times more effective** at producing improved business and talent results than those who do not.”



Trend 4

Technology-based training is REALLY hot



In 2013, **technology-based training had risen to nearly 40%** of all training provided. That's up 50% since 2003 and 25% since 2009. At the same time, instructor-led training (ILT) has dropped from 65% of total training provided in 2006 to 54% in 2013.

Two factors drive this shift:

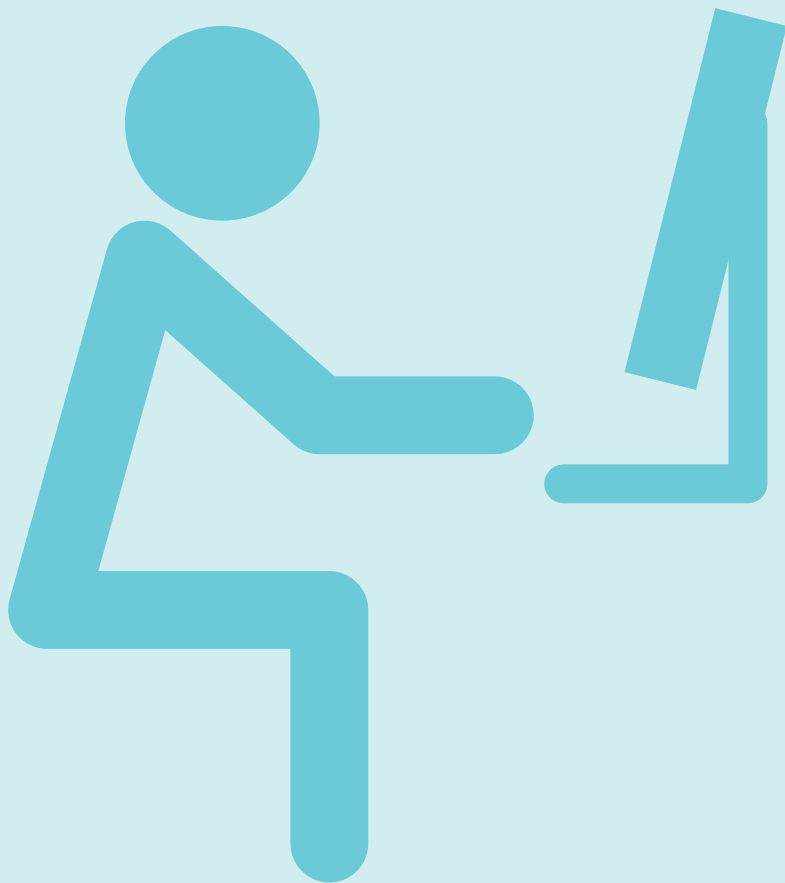
1 **Learners have become tech-savvy.**

They'll soon be demanding that all training have an online component that can be viewed 24/7/365.

2 **Cost.** The initial cost to design customized e-learning is higher than ILT, but it's cheap to deploy. As long as you get high utilization and high re-use rates, the cost/benefit equation is favorable.

But that's a big "if." That equation falls apart if your learners don't actively engage with your e-learning content. As we suggested in Trends 1 and 2, low utilization of e-learning could result from modules that are too long, or that try to deliver multiple learning concepts all at once and result in cognitive overload. Think short. And simple.

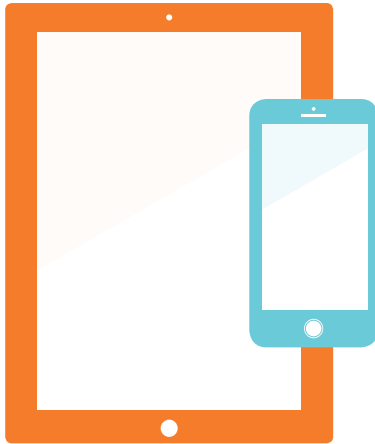
“Technology-Based Learning holds the promise of substantially transforming the way learning



takes place because of its numerous advantages... [it] generally seems to work at least as well as traditional approaches and is often less costly.”

Trend 5

Users want to consume learning anytime, anywhere



M-learning is still in its early stages, but it's a key driver of the trend toward learning flexibility.

That's why leading organizations are taking key steps now to provide "platform-agnostic" learning. They're reviewing their current training efforts to spot opportunities to take a "when-and-where-it-suits-them" approach to learning. And they're baking mobile into their plans for developing future projects.

By 2020 nearly half the workforce will be Millennials, who will expect training to be accessible on tablets and smartphones. Organizations need to start thinking "mobile first" right now.



“The worldwide market for Mobile Learning products and services reached **\$5.3 billion in 2012**. The five-year compound annual growth rate (CAGR) is 18.2% and revenues will more than double to **\$12.2 billion by 2017**.”

2012

2017



This is the learner we need to think about when designing and providing training to our people. She's a Millennial. She's on a tablet. She's in an airport with a few minutes to kill. And she's standing up.

What will it take to get, and sustain, her attention?

About the author



Stephen Meyer is CEO and Director of Learning and Development at the Rapid Learning Institute. Prior to starting the Rapid Learning Institute and its parent company Business 21 Publishing in 2002, Meyer was the Director of Publishing at The Hay Group, a leading HR, benefits and compensation consulting firm. At RLI he developed the concept for six- to 10-minute “Quick Take” rapid learning modules. Meyer received his MBA from The Wharton School at the University of Pennsylvania.

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Want to learn more? [Click here](#) to schedule a call with a Rapid Learning Specialist or call us now : 877-792-2172



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