



THE DIGITAL FACE OF LEARNING

Rethinking Learning Tech in the Modern Workplace

Axonify™



JD Dillon

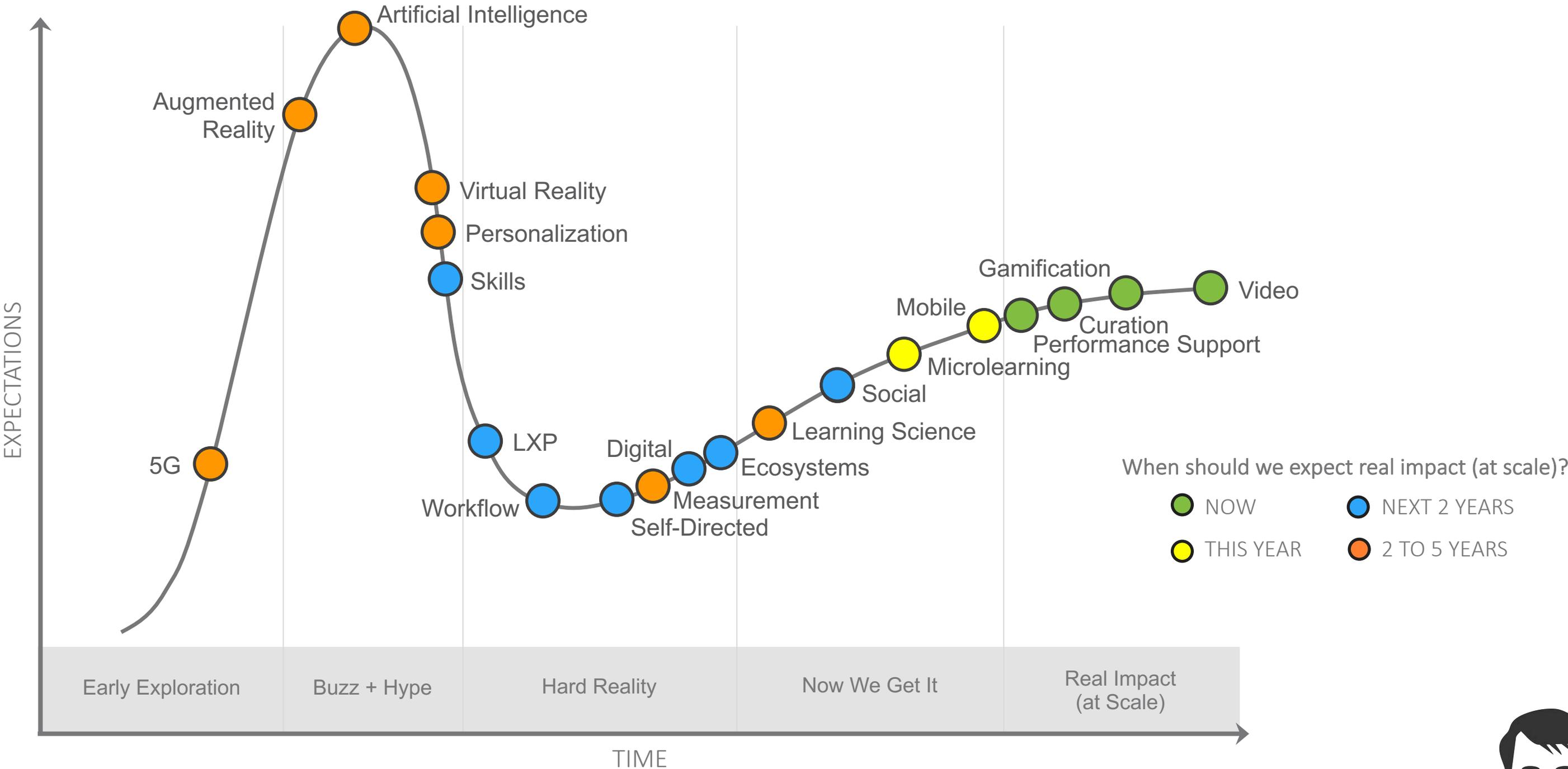
Chief Learning Architect

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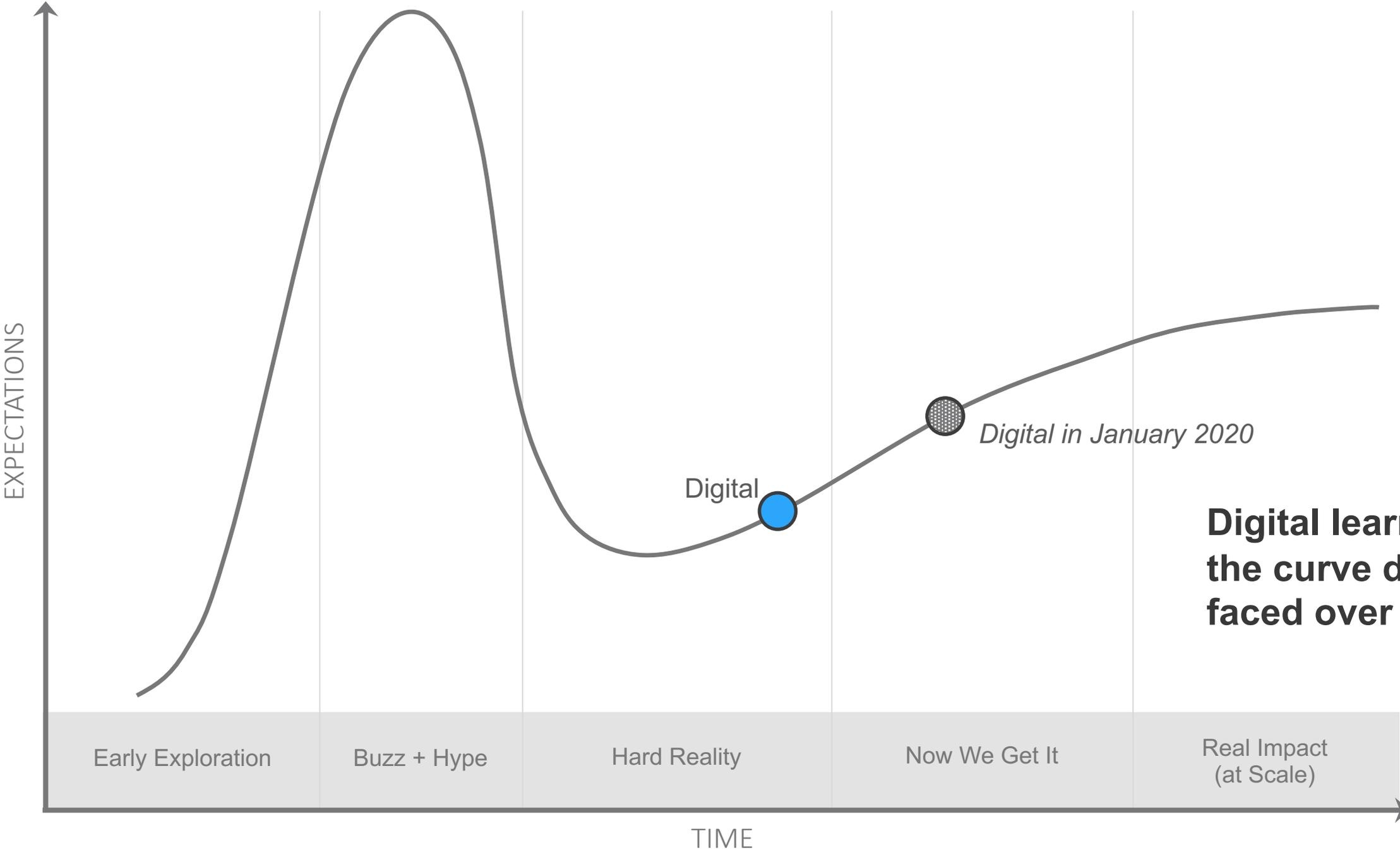
LEARNGEEK HYPE CYCLE

JANUARY 2021



LEARNGEEK HYPE CYCLE

JANUARY 2021



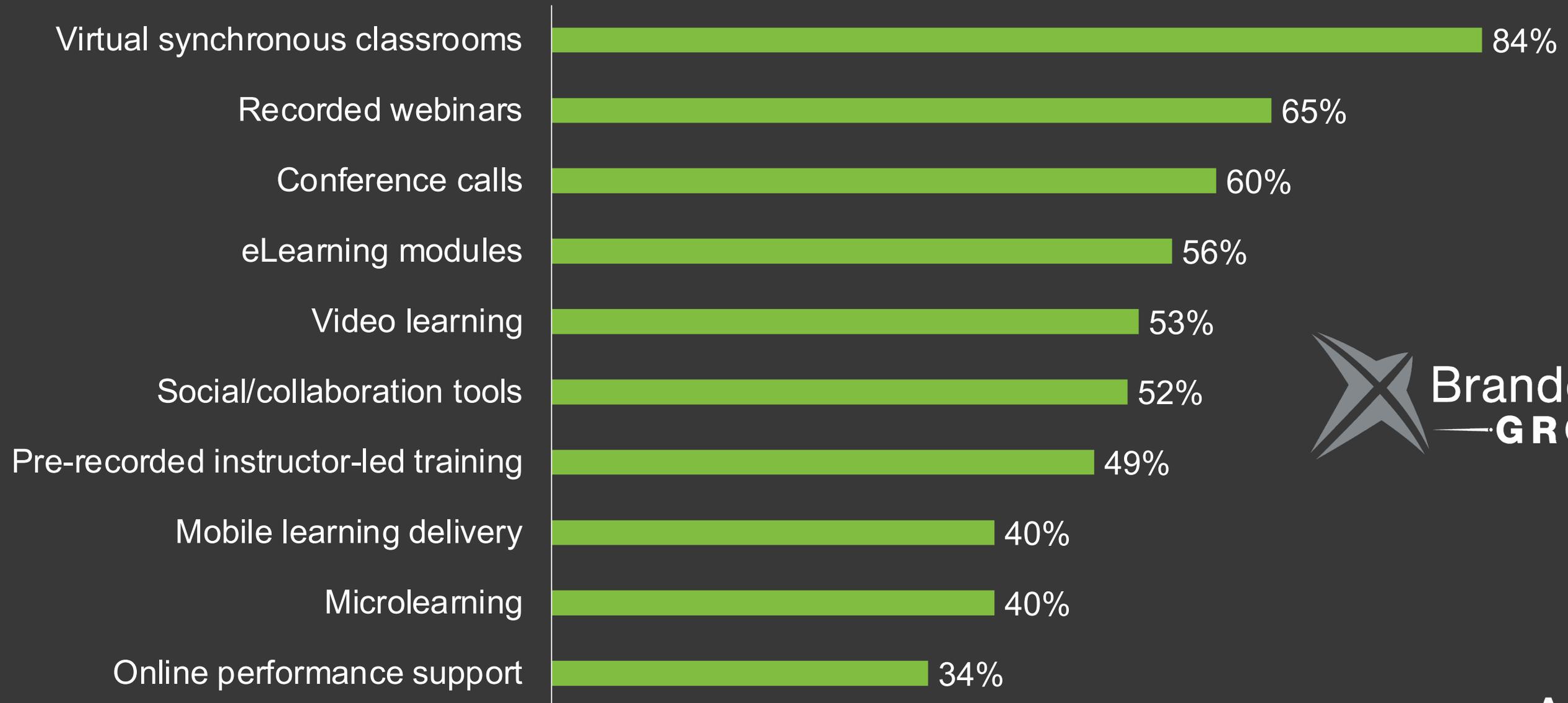
Digital learning slid back down the curve due to the challenges faced over the past year.





The pandemic pushed talent development out of the classroom and into a range of digital tools – all in service of keeping businesses moving forward despite unprecedented disruption.

Learning Format Increases During Pandemic





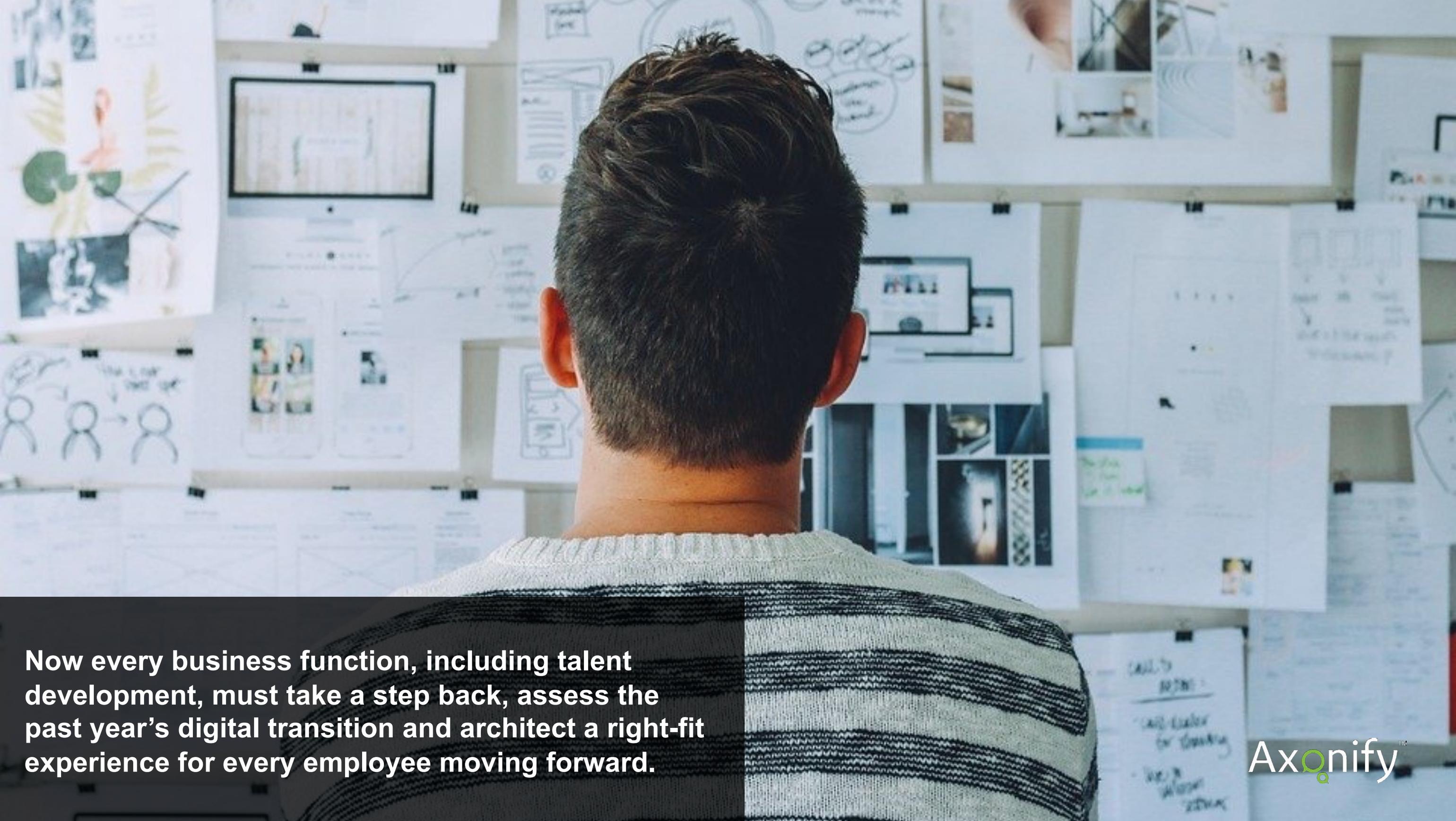
However, while this digital transition was enviable, it does not necessarily represent a long-term, strategic transformation, especially as workplaces fit into a new blended reality.



In fact, existing digital gaps within the workplace may have increased as some employees transitioned into remote work while others remained on the frontlines.



The good news is that many organizations have shifted from “fighting fires” into longer term strategic planning when it comes to their renewed workplace experiences.



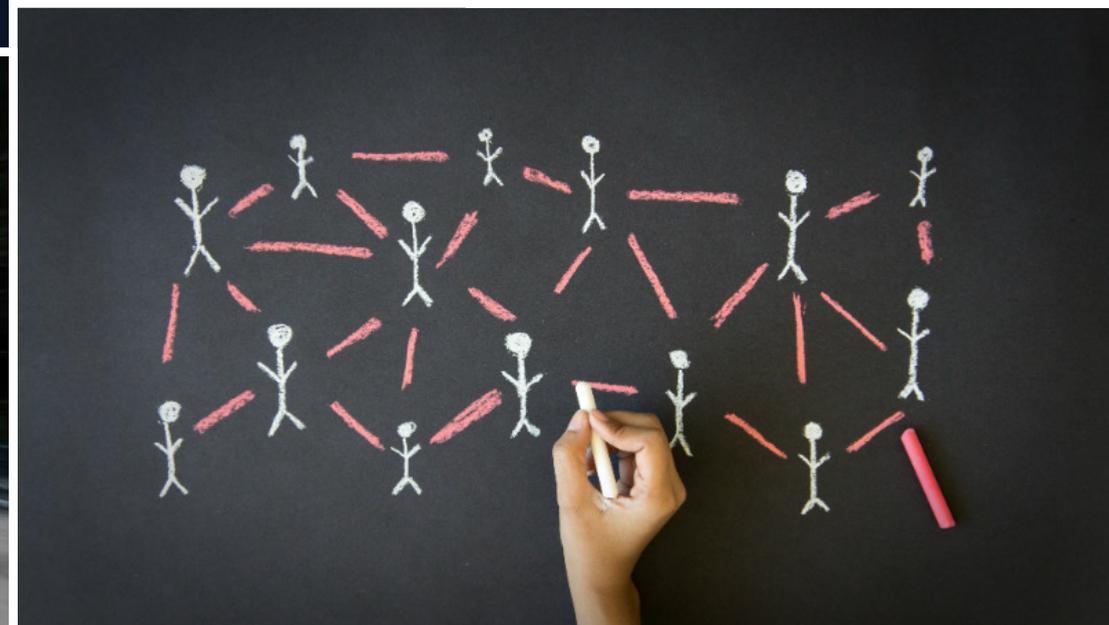
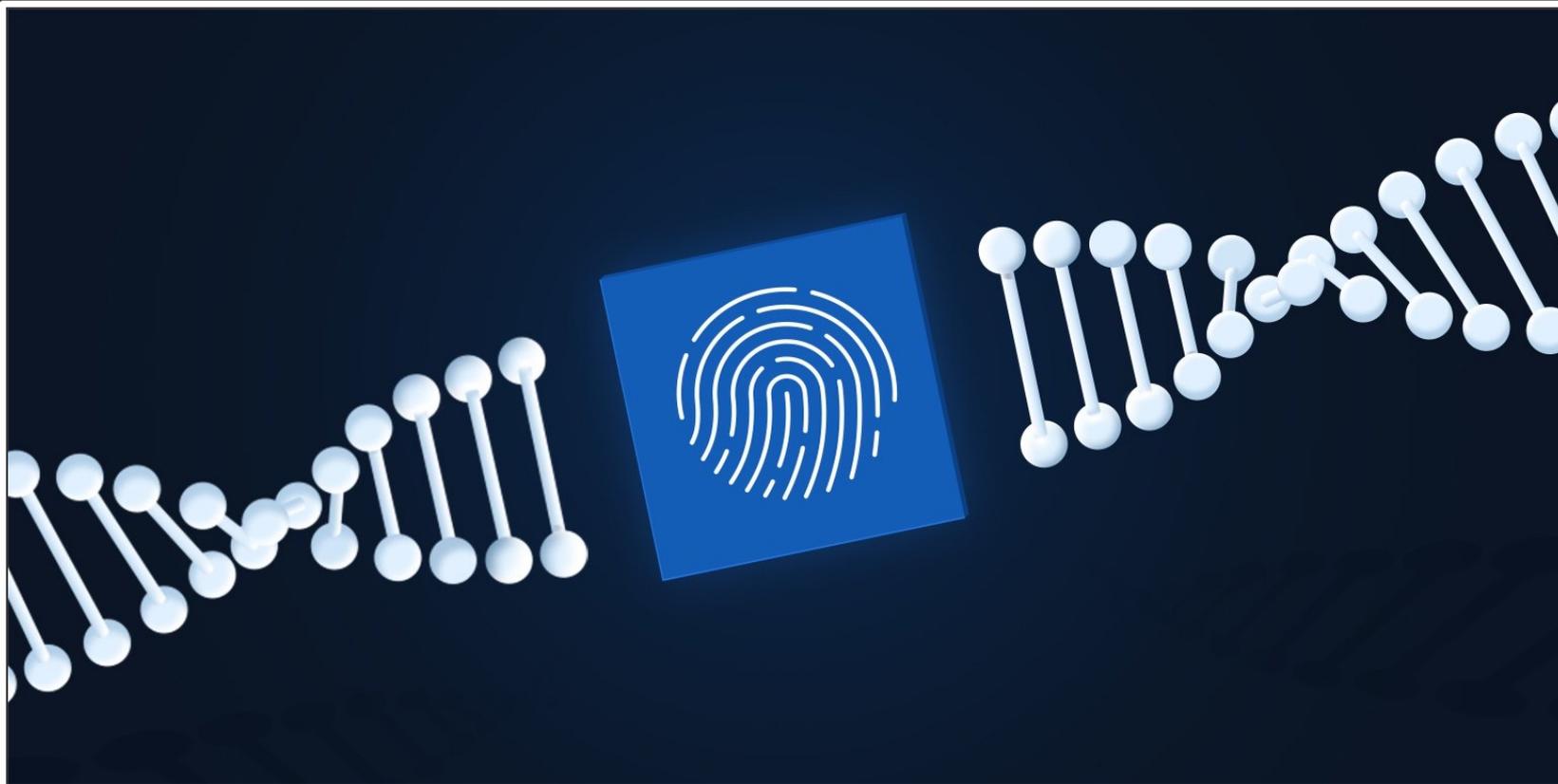
Now every business function, including talent development, must take a step back, assess the past year's digital transition and architect a right-fit experience for every employee moving forward.



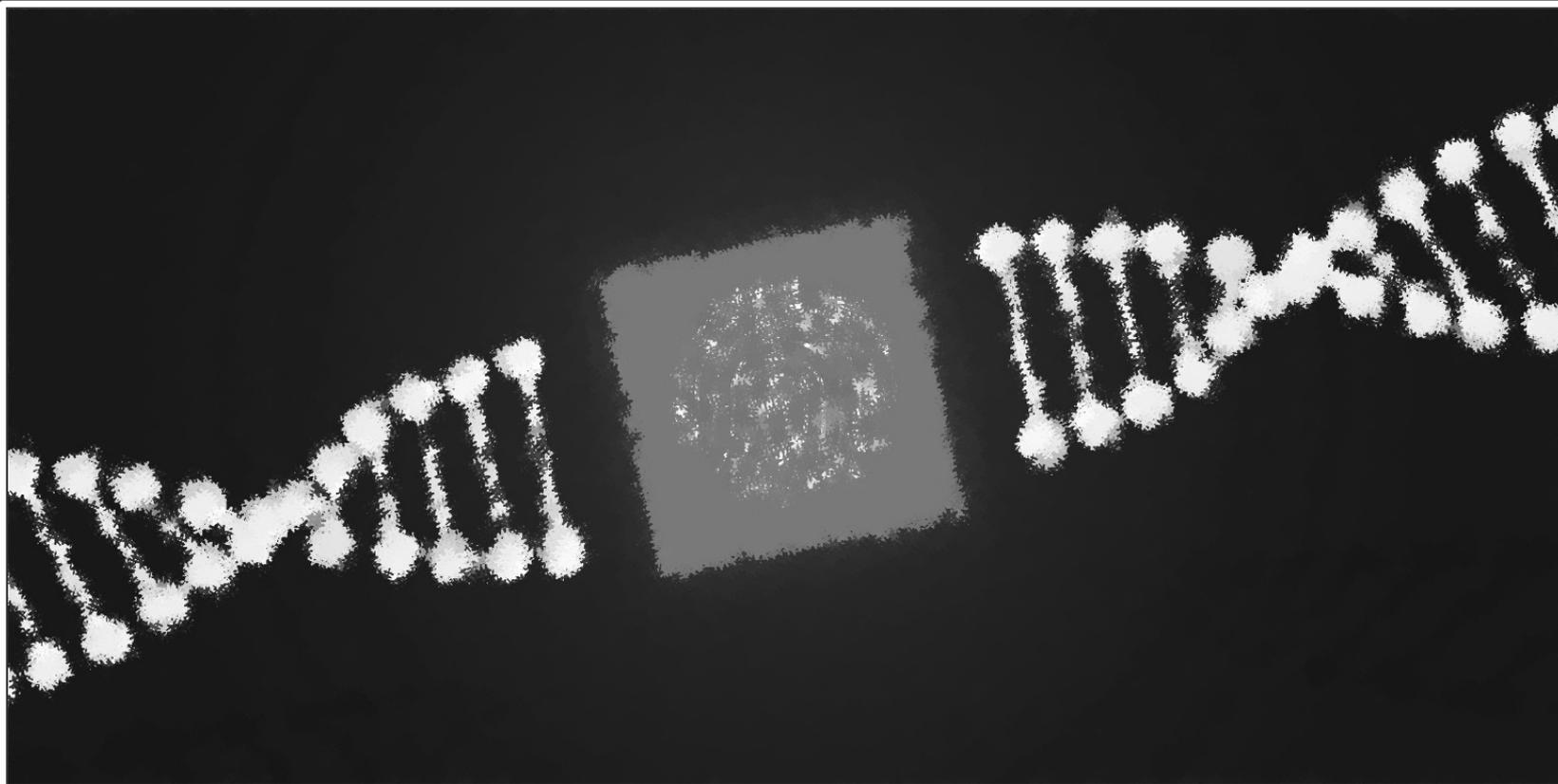
Even more good news – the answer for how to architect a right-fit digital experience is already in your pocket.

Technology is an **enabler**, not a solution.

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7 reasons to apply learning technology



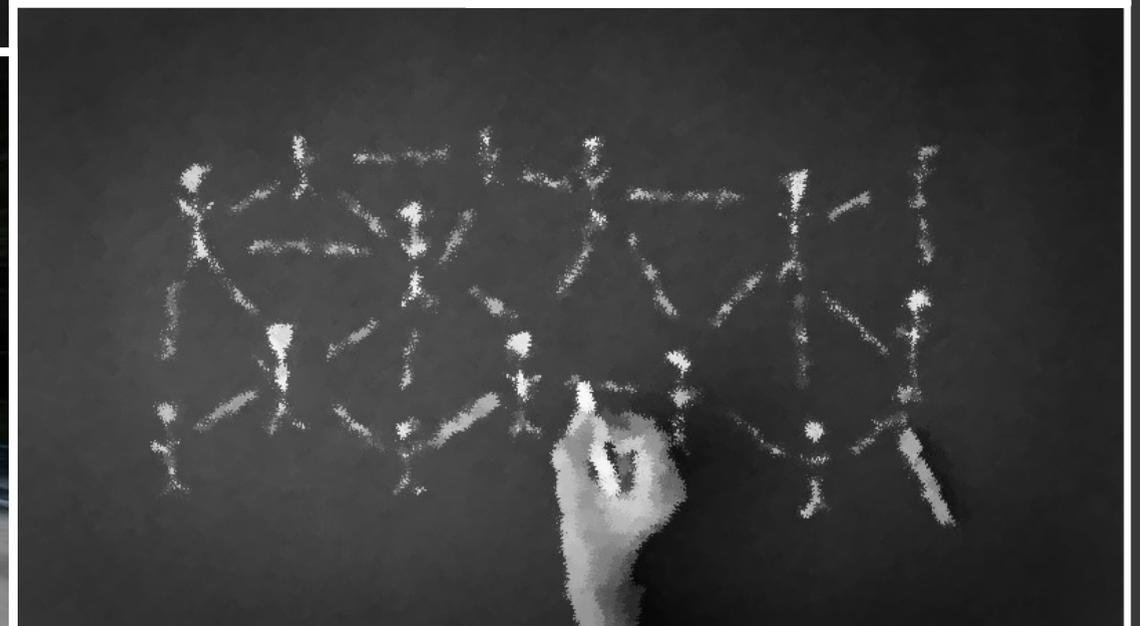
SCALE



CONSISTENCY



SPEED



We've traditionally made learning technology decisions based on the desire to deliver consistent training to more people, more quickly.

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This focus has resulted in limited digital learning engagement, with only 20% of employees consistently walking through the door.





48%

of frontline employees received training for a new task or role in 2020.

46%

of employees say employers have reduced upskilling and reskilling opportunities.

32%

of employees say training helps them feel more confident in their ability to do their jobs.

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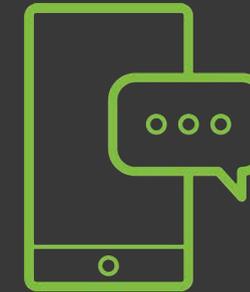
Every employee needs + deserves ...



Timely, consistent,
reliable communication



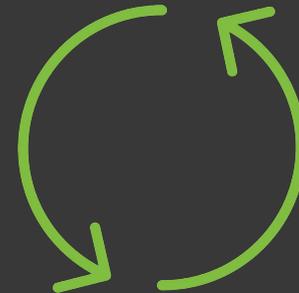
Training on core job
knowledge and skills



Access to on-demand
performance support



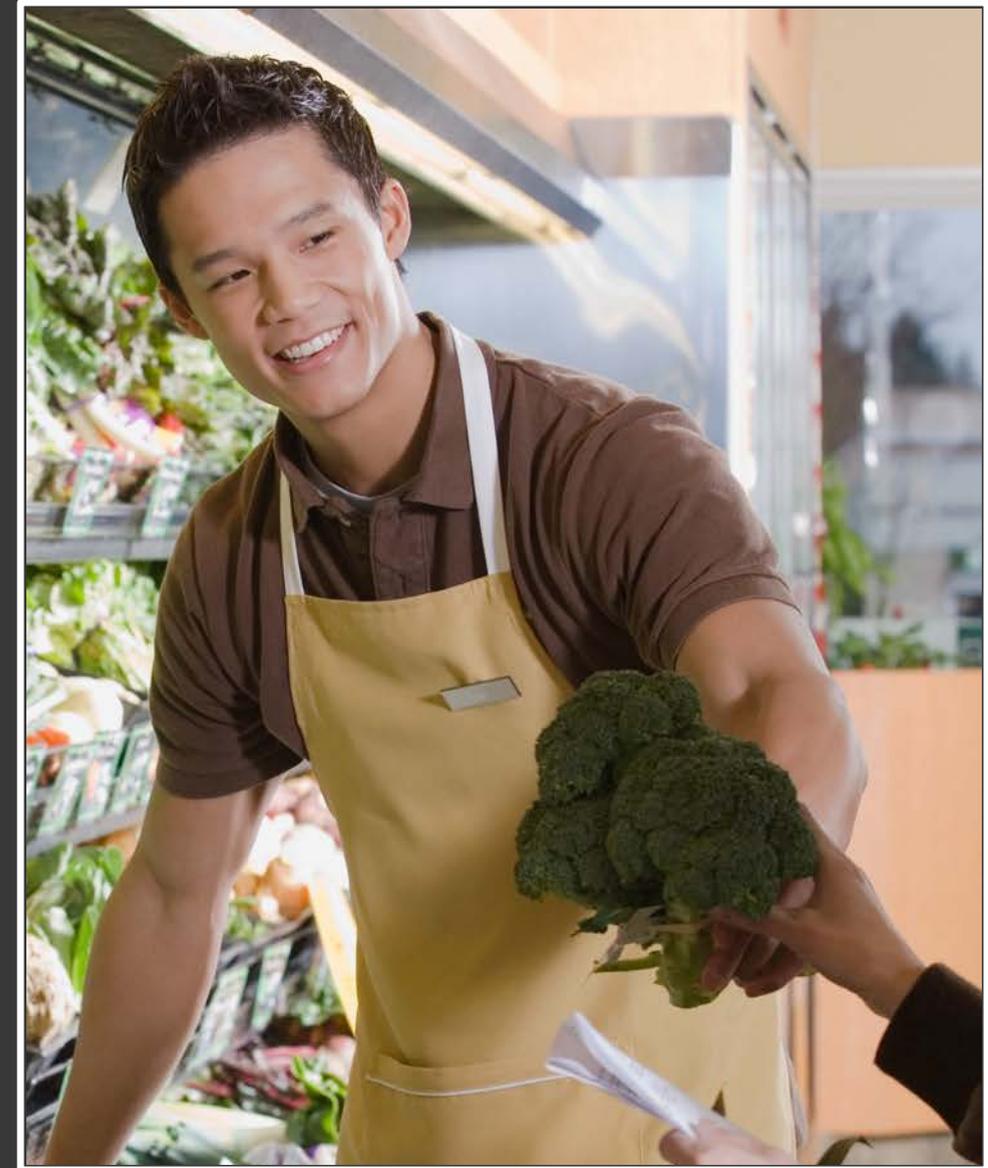
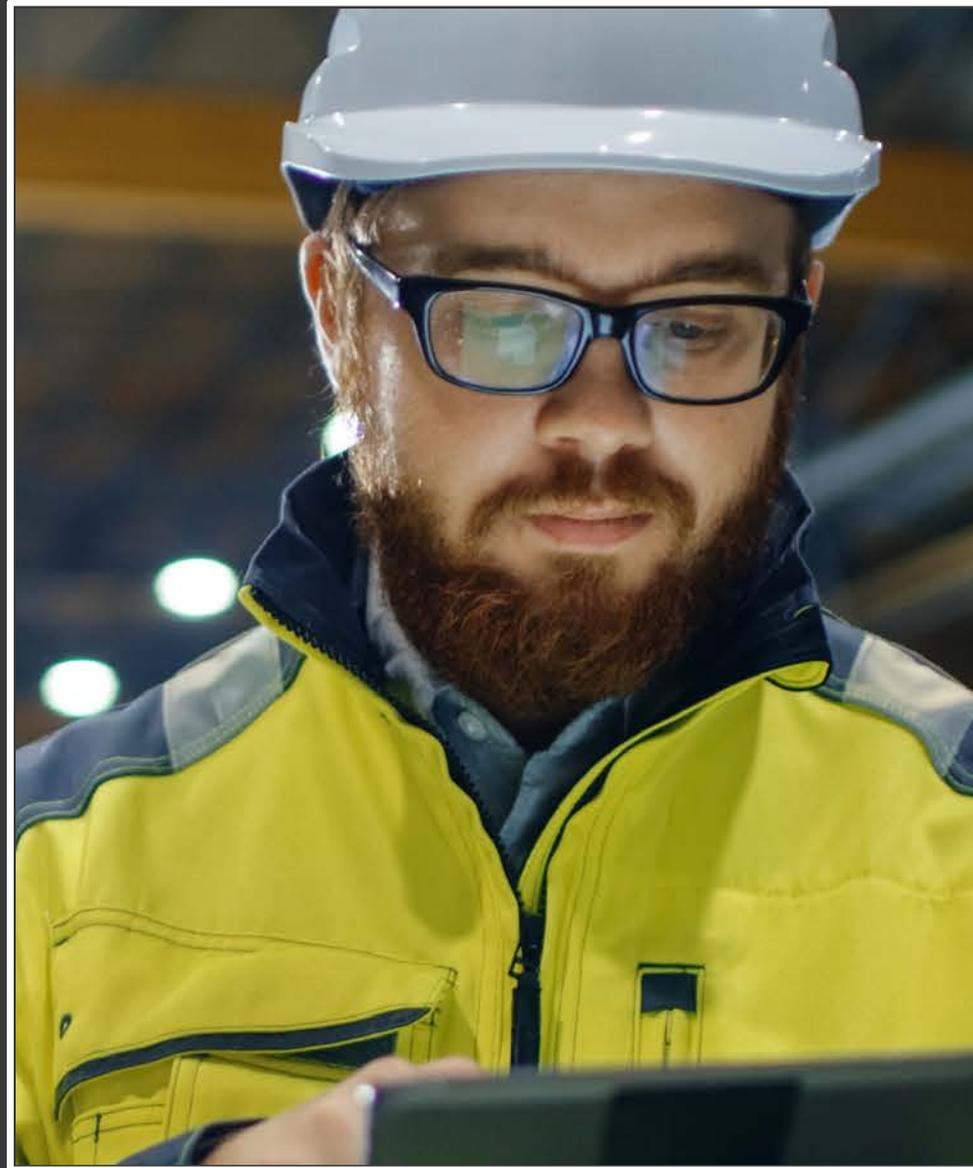
Persistent, actionable
coaching and feedback



Ongoing practice
and reinforcement

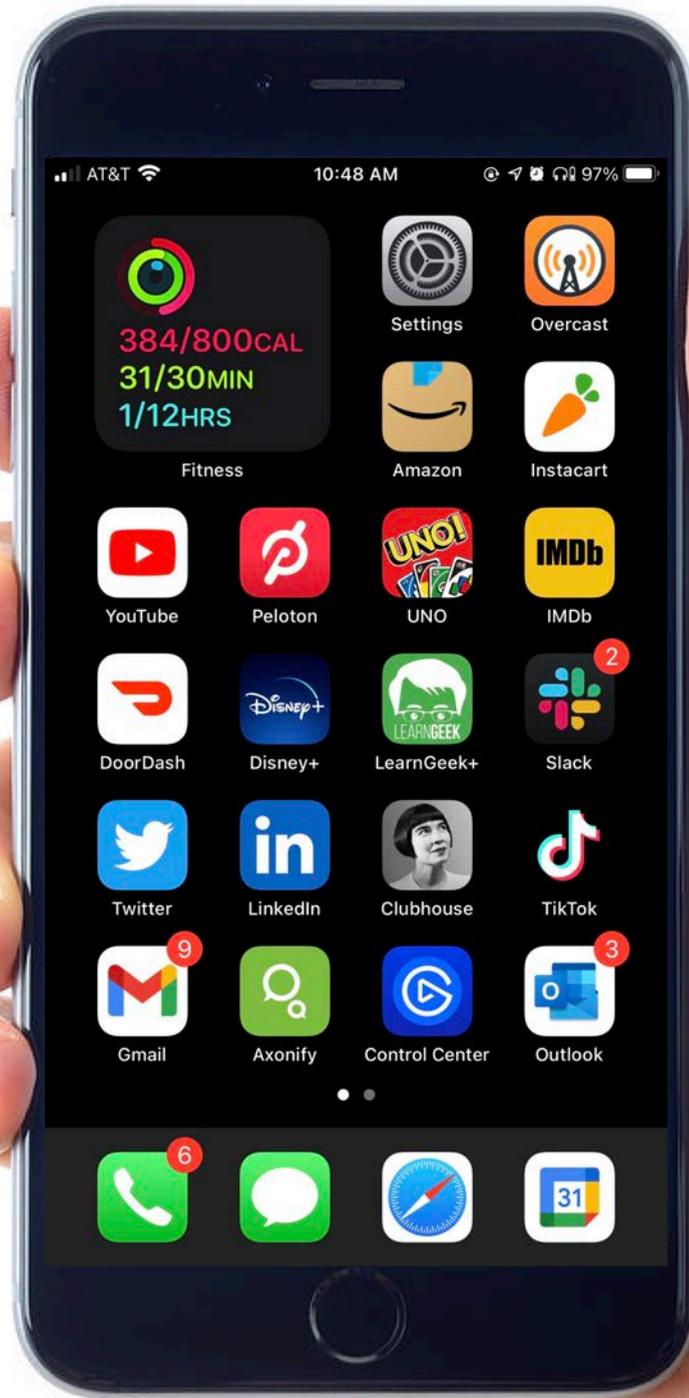


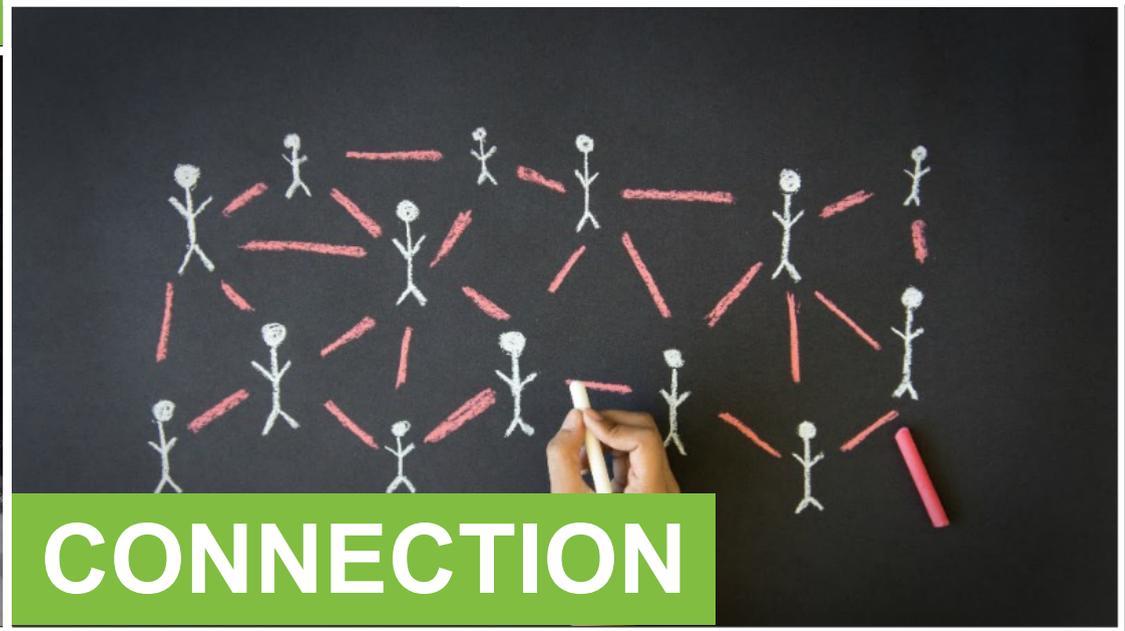
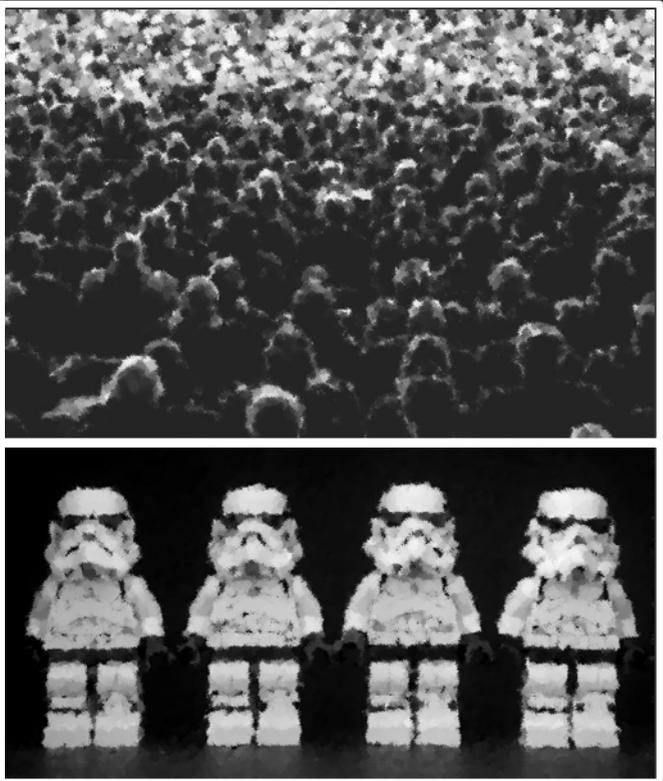
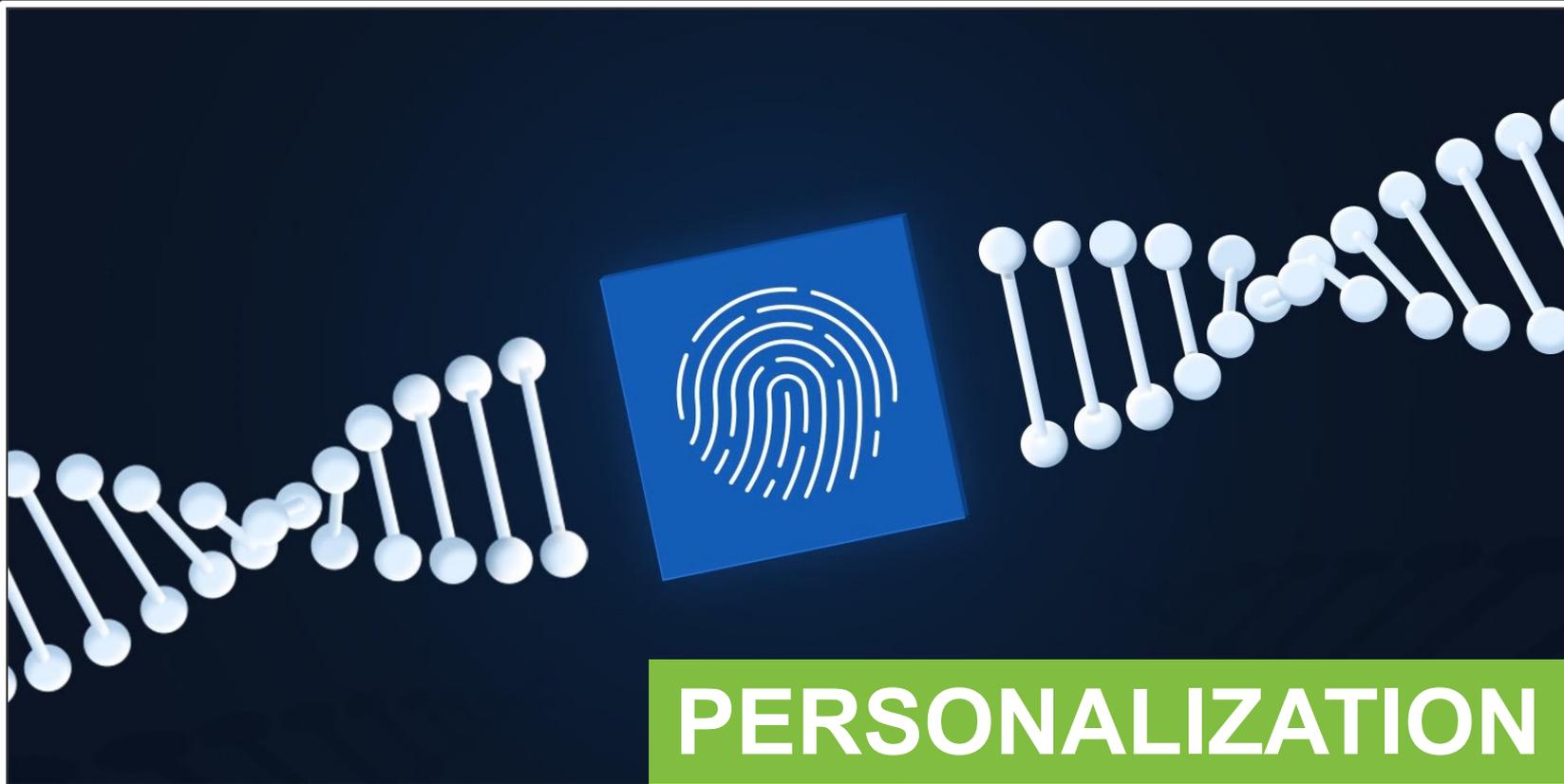
Opportunities to develop
and apply new skills



**Knowledge and skill requirements are based on what you do.
How you learn is influenced by **how you work.****

We must expand our perspective on digital learning in order to provide everyone with a right-fit experience.

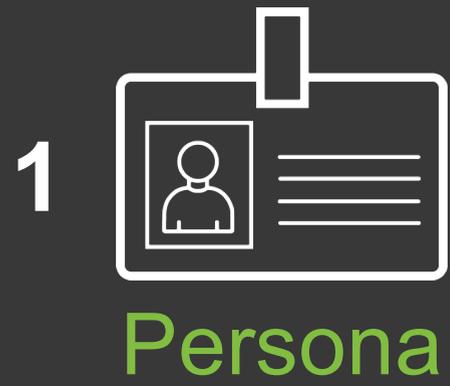




We must apply technology to fit learning into the workflow, personalize the experience for each individual, enable social engagement and ensure equitable support and opportunity.

A great learning strategy will enable organizations to provide an equitable workplace experience by ensuring every employee has access to the training and support they need to do their best work every day.

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Persona Considerations

Function	Does this persona work independently or directly with customers and products?
Foundation	Was this persona hired based on a unique skillset or are they taught how to do the job?
Scale	Does this persona have a unique role or do many people do this kind of work?
Time	Does this persona control their schedule or is their workload heavily managed?
Location	Does this persona work in a specific location or are they distributed across many locations?
Access	Which devices are available to help this persona access learning and support resources?
Motivation	Is this persona primarily focused on building a career or meeting foundational needs?
Measurement	Are this persona's performance outcomes based on subjective or objective measures?



What types of learning and support **solutions** will be required?



What will employees have to **learn** in order to change the way they do their jobs?



How must on-the-job **behavior** change to support these objectives?



What **results** does your organization hope to achieve over the next 3 – 5 years?

Make sure every digital tool has clear **purpose** and **value** aligned to each employee's workflow.



Persona-Based Learning Ecosystem Design

Experience Layer



Operations Persona



Workflow



BYOD



Comms



Support



Reinforce



Required



Skills



Internal



Partner

ACCESS

ACTIVITY

CONTENT



Project Persona



Laptop



BYOD



Skills



Support



Required



Open



Partner

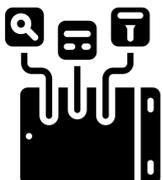


Internal

Digital Layer



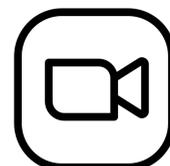
LMS



LXP



Micro



Virtual



Author

Capability Layer

Knowledge Sharing

Performance Support

Digital Training

Adaptive

Reinforcement

Compliance

Content Management

Microlearning

Gamification

Reporting

Integrated Data Layer

RETAIL WORKER

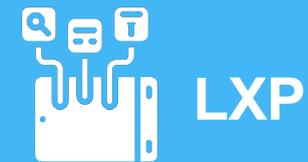


A frontline training platform acts as the front door experience to fit timely communication, training and reinforcement into the busy frontline work day.



INTRANET

All employees access a shared intranet via connected tools to access information and solve problems when they arise in the flow of work.



LXP provides on-demand access to mandatory training and self-directed skill development resources but is not used within the everyday workflow.

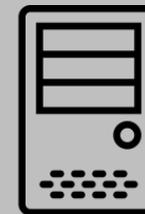
CORPORATE EMPLOYEE



Productivity tools, such as email and chat, are used everyday to collaborate and enable timely support and learning in the flow of work.

Persona-Based Learning Technology Experience

BACK END SYSTEMS



LMS



DATA

This persona-based approach to digital learning experience design has proven to yield off-the-charts engagement, including 83% of employees completing training on average 2 – 3 times per week along with 70% accessing via mobile.



How do you measure the **value** of learning technology?

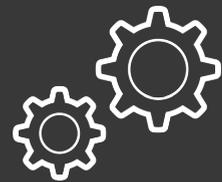
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Engagement	Are people using the tool with the intended frequency?
Impact	Does the tool play an essential role in enabling workplace change?
Sentiment	Do people like using the tool as part of their workflow?
Agility	Does the tool strengthen the overall learning ecosystem?
Education	Does our work with the tool help us do our jobs better?
Innovation	Does the tool help us push our digital learning strategy forward?
Investment	How does the total cost of ownership compare to the overall value provided?

What role do **integrations** play in constructing a persona-based learning technology ecosystem?

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Strategic + Technical Integration Points



IT

- Single-Sign On
- App-in-App
- SDK



HR

- User Provisioning
- Dynamic Groups
- Areas of Interest
- Acquisition
- Performance Management
- Mobility



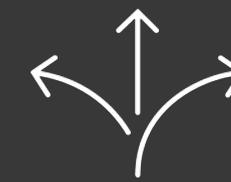
Data

- Assessment
- Observation
- Impact Analysis
- Historical Imports
- Data Warehouse
- Systems of Record
- BI Dashboards



Content

- CMS
- Content Partners
- Deep Links
- Open Source



Enablement

- LMS/LXP
- Social
- Virtual Meetings
- Communications
- Coaching
- Practice
- Skills



Recognition

- Rewards
- Achievements
- Credentials

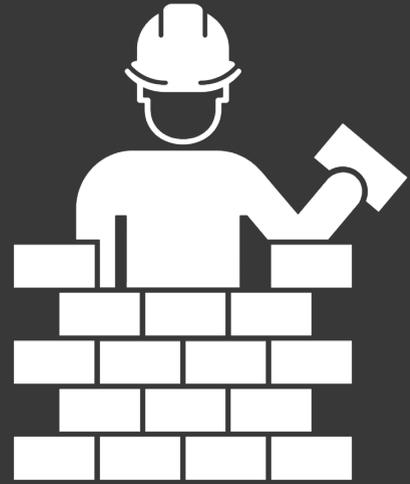
Strategically integrate the entire ecosystem based on purpose.

Consider **technical** integrations when they provide clear value.



When should we **buy vs build** our learning technology?

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BUILD

VS



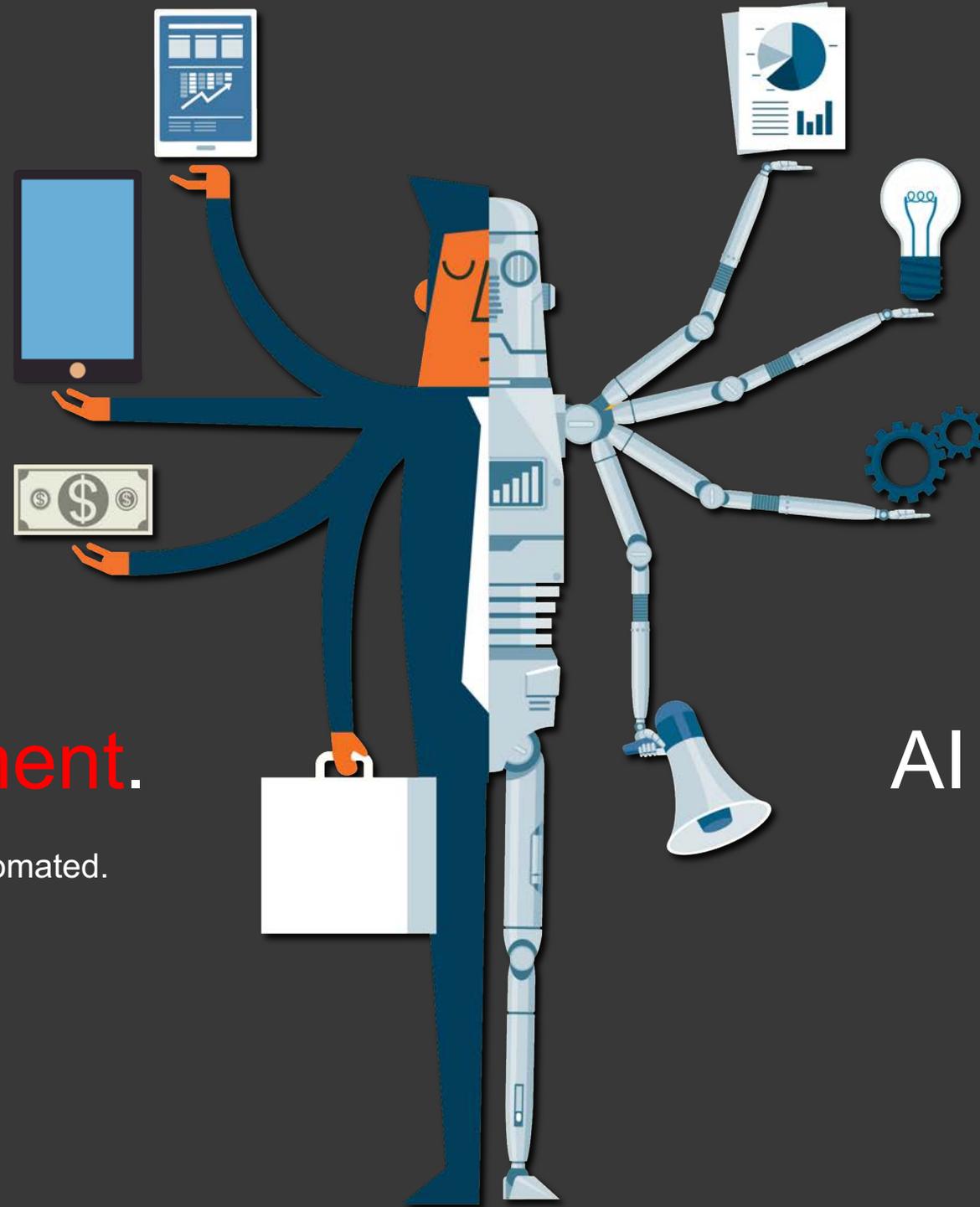
BUY

- ✓ Custom functionality
- ✓ Lower initial cost (maybe)
- ✗ Unproven capabilities
- ✗ Ongoing maintenance
- ✗ No external guidance
- ✗ Limited innovation

- ✓ Proven capabilities
- ✓ Limited maintenance
- ✓ Experienced guide
- ✓ Persistent innovation (you'd hope)
- ✗ Limited customization
- ✗ Higher initial cost (maybe)

How will the expanded application of
artificial intelligence impact our
learning technology strategy?

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AI is not a **replacement**.

50% of the **tasks** people do today can be automated.
5% of **jobs** can be entirely automated.
McKinsey - 2019

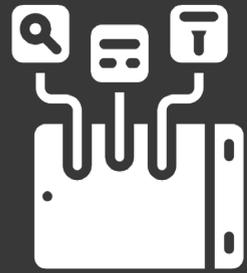
AI an **augmentation**.

AI is not the tool that solves the problem.
AI powers the tool that solves the problem.

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LMS



LXP



LCMS



Mobile



Virtual



Social



Micro



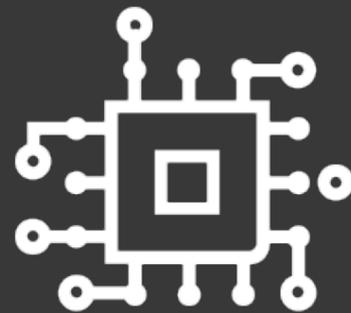
Data



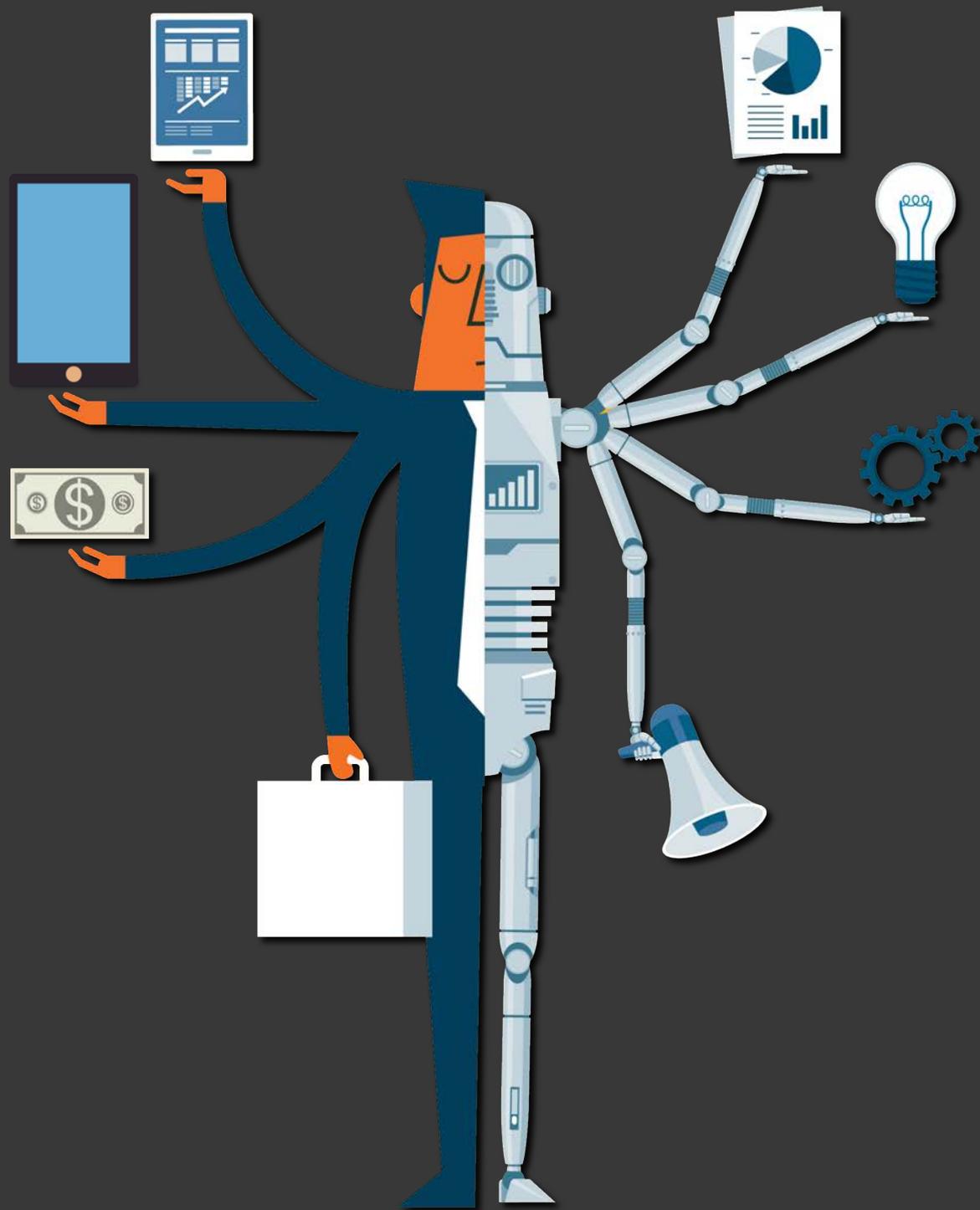
Author



Mixed



Artificial Intelligence



- ✓ Automate administrative tasks.
- ✓ Build and deploy content faster.
- ✓ Translate content in real time.
- ✓ Interact in a more natural way.
- ✓ Personalize learning to the individual.
- ✓ Adjust strategy based on training impact.
- ✓ Coach based on proven needs.
- ✓ Proactively identify skill gaps.

L&D must improve data practices to maximize AI potential.

Adaptation

How can we continuously adapt our support tactics to ensure optimum results?

Engagement

How are people engaging with learning opportunities?

Learning

How is people's knowledge changing over time?

Behaviors

How are people's behaviors changing on the job?

Prediction

How are we projected to perform in the future with our key business goals?

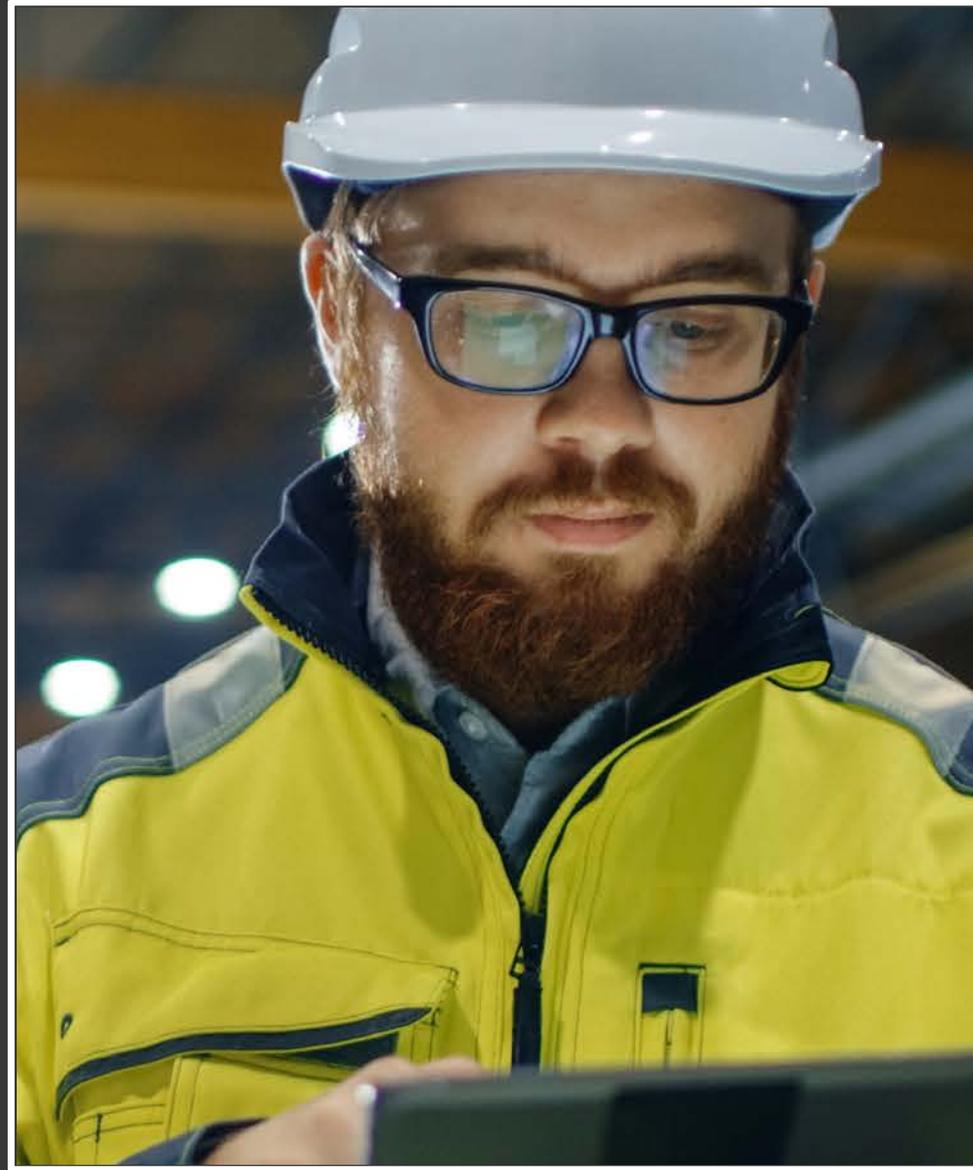
Outcomes

How is learning impacting business results and delivering ROI?

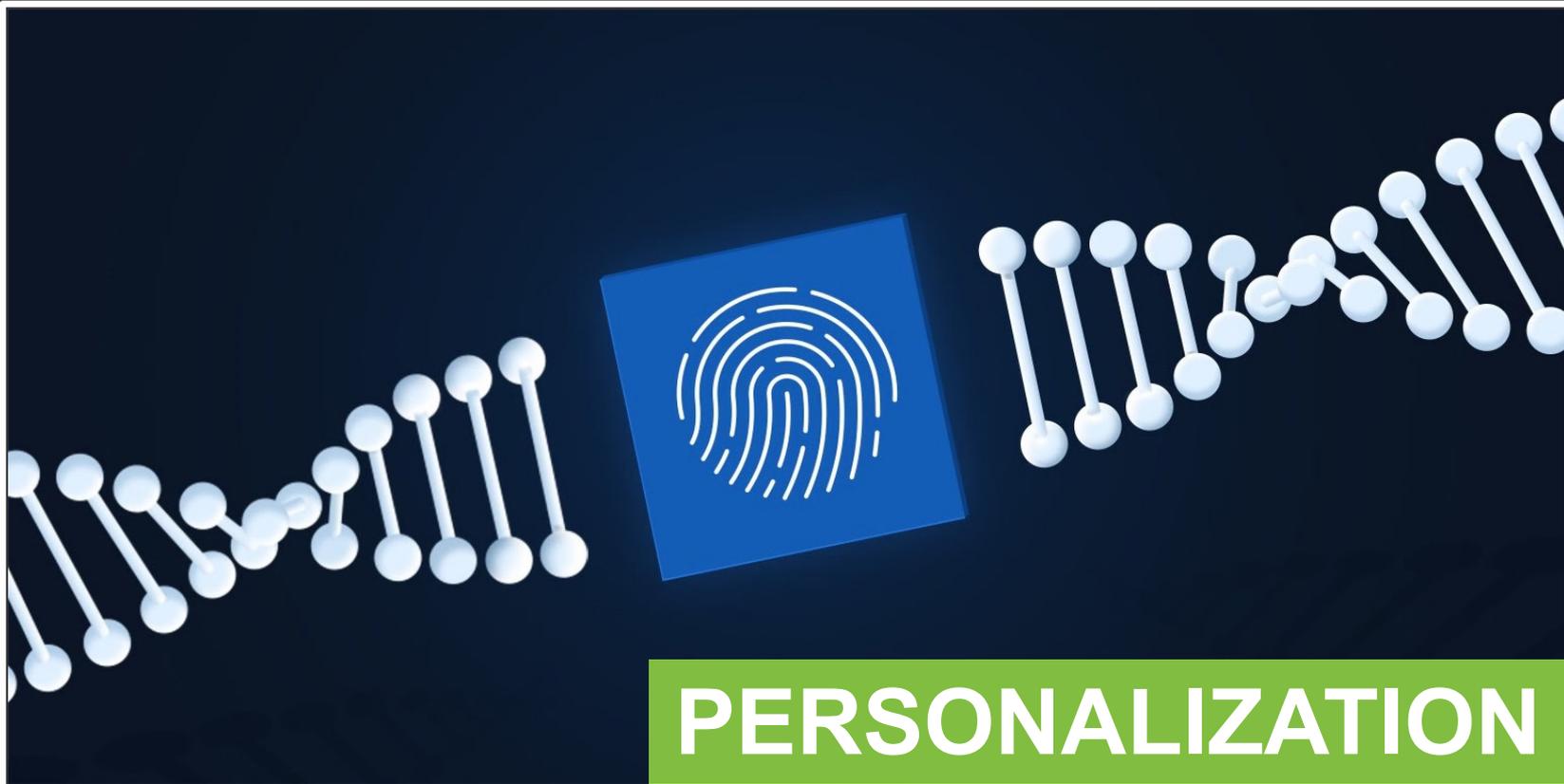




learngeek.co/ai



Every employee needs (and deserves) a **simple, right-fit, equitable** learning and support experience.



PERSONALIZATION



EQUITY



SCALE



CONSISTENCY



CONTEXT



SPEED



CONNECTION

SKILLS GAP

OPPORTUNITY GAP



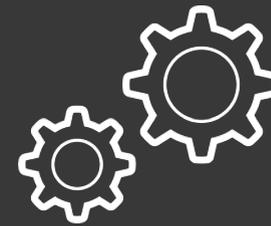
Mindset
Gap



Priority
Gap



Inclusion
Gap



Reality
Gap

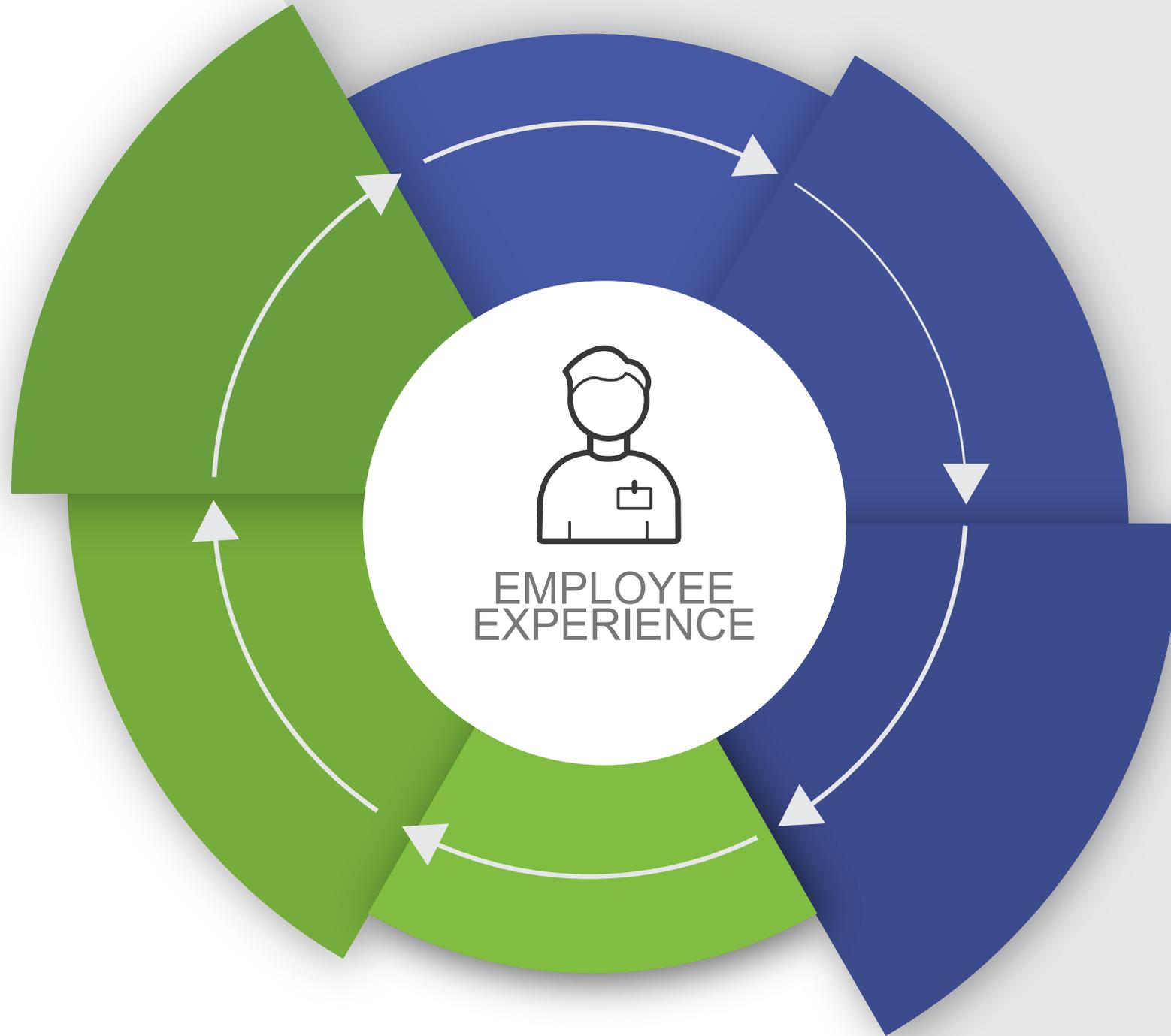


Digital
Gap

PULL

Future-focused
skill development

Self-Direction
Collaboration
Curation
Upskilling
Cross-Training
Reskilling



PUSH

Today's biggest
business priorities

Messaging
Job Training
Compliance
Performance Support
Reinforcement
Coaching



Our goal should be to make the digital working and learning experience as **simple and impactful** as using the apps on your smartphone.



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Be well.

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