



**SHATTERING**

THE WAY WE THINK ABOUT

**MEASUREMENT**



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I've recently become VERY into Peloton, but it's my first time ever riding a bike – of any kind.

I had some **big questions** going in ...

**How am I doing?**

**Is it working?**

**What should I do next?**

35:26

Remaining



45 min Cycling

09:34



HEART RATE

ZONE 3

156 bpm

MAX 82%

Thankfully, Peloton provides a **data and insight-rich** experience ...

< BACK FILTERS

ALL TIME HERE NOW

Top Tags >

MY TAGS

- #TogetherWeGoFar 57
- #OnePeloton 43
- #PelotonMoms 33
- #PelotonTread 18
- #30DayChallenge 12
- #PelotonDigital 9
- #GeorgiaTech 1
- #MarathonGoals 0

110 - 120

CADENCE

75

rpm

AVG 70

BEST 102

OUTPUT

236

watts

AVG 217

BEST 238

30 - 40

RESISTANCE

56

percent

AVG 36

BEST 72

SPEED (mph)

12.5

DISTANCE (mi)

12.1

TOTAL OUTPUT (kJ)

372

CALORIES (kcal)

324

LearnGeek

OVERVIEW **WORKOUTS** ACHIEVEMENTS

- 
**30 min HIIT & Hills Ride**  
 ALLY LOVE · CYCLING  
 From Mon 06/07/21 @ 8:00 AM  
 306  
 47.8  
 06/07/21 @ 7:58 AM Bike+
- 
**30 min Hip Hop Ride**  
 KENDALL TOOLE · CYCLING  
 From Sun 06/06/21 @ 8:00 AM  
 296  
 44.9  
 06/06/21 @ 7:57 AM Bike+
- 
**30 min AT's Ride to Greatness**  
 ALEX TOUSSAINT · CYCLING  
 From Sat 06/05/21 @ 1:30 PM  
 279  
 63.4  
 06/05/21 @ 1:28 PM Bike+
- 
**30 min Wicked Ride**  
 LEANNE HAINSBY · CYCLING  
 From Thu 01/21/21 @ 1:30 PM  
 294  
 42.6  
 06/04/21 @ 6:10 PM Bike+

07/18/21 @ 11:53 AM · BIKE+

Cycling Workout


**60 min Feel Good Ride**  
 ALLY LOVE · CYCLING

LEADERBOARD RANK

2,026 / 10,581

ACHIEVEMENTS EARNED (4)



TOTAL OUTPUT  
562 kj

DISTANCE  
19.33 mi

ACTIVE CALORIES  
692 kcal

TOTAL CALORIES  
824 kcal

AVG OUTPUT  
156 W

AVG CADENCE  
91 rpm

AVG SPEED  
19.3 mph

Featured Challenges Classes Profile More



LearnGeek's  
Personalized Picks

For Your Usual



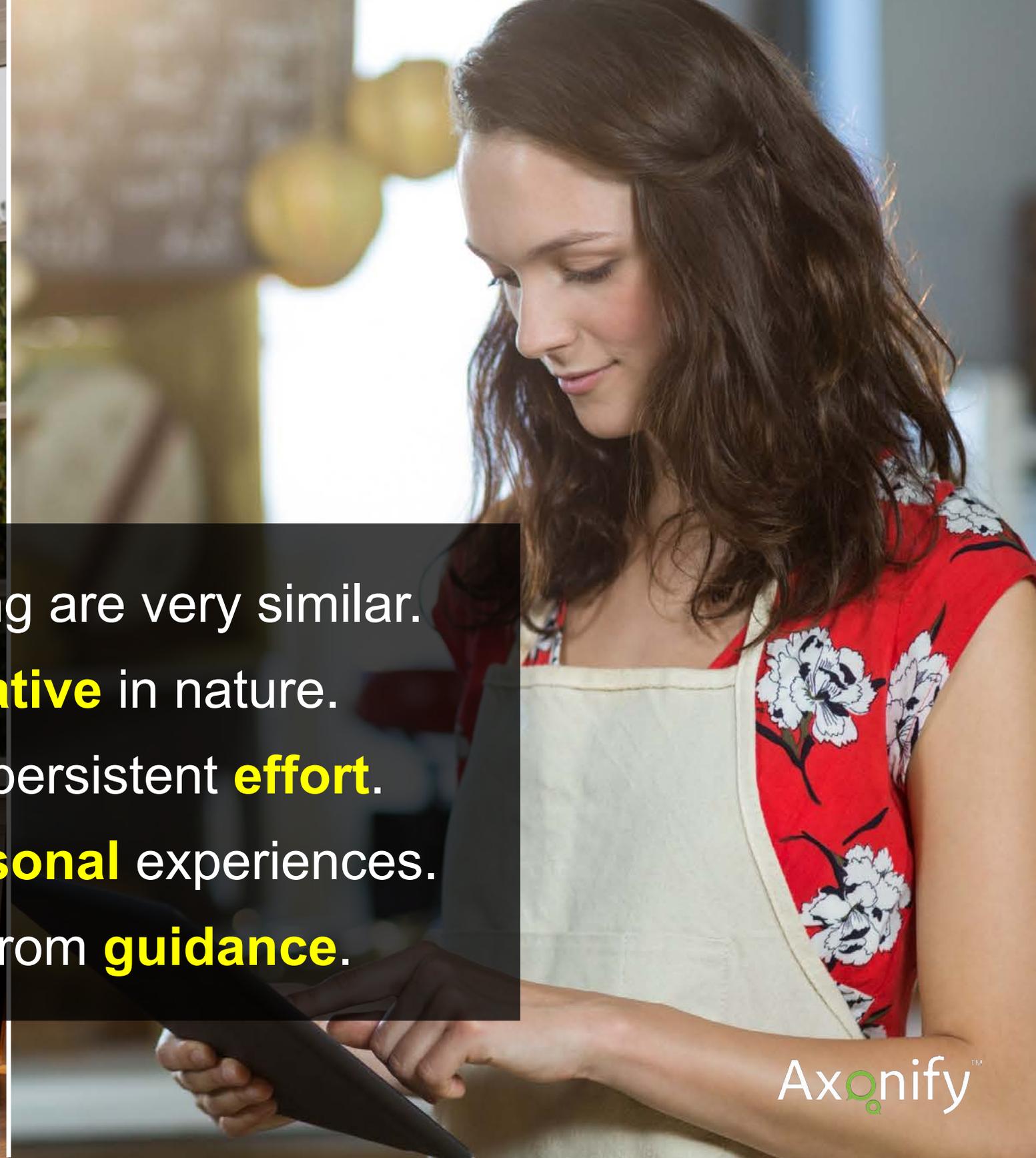
30 min Pop Ride  
Cody Rigsby

We dare you not to dance as you ride to all the hits from the pop music charts. Let's party!

The mobile app helps me dig into my **results** and track my **progress**. Peloton also applies my data to **personalize** my experience.



Fitness and learning are very similar.  
They are both **iterative** in nature.  
They both require persistent **effort**.  
They are both **personal** experiences.  
They both benefit from **guidance**.



How am I doing?

Is it working?

What should I do next?

How can L&D **improve our measurement practices** so we can help the people we support answer the same questions?



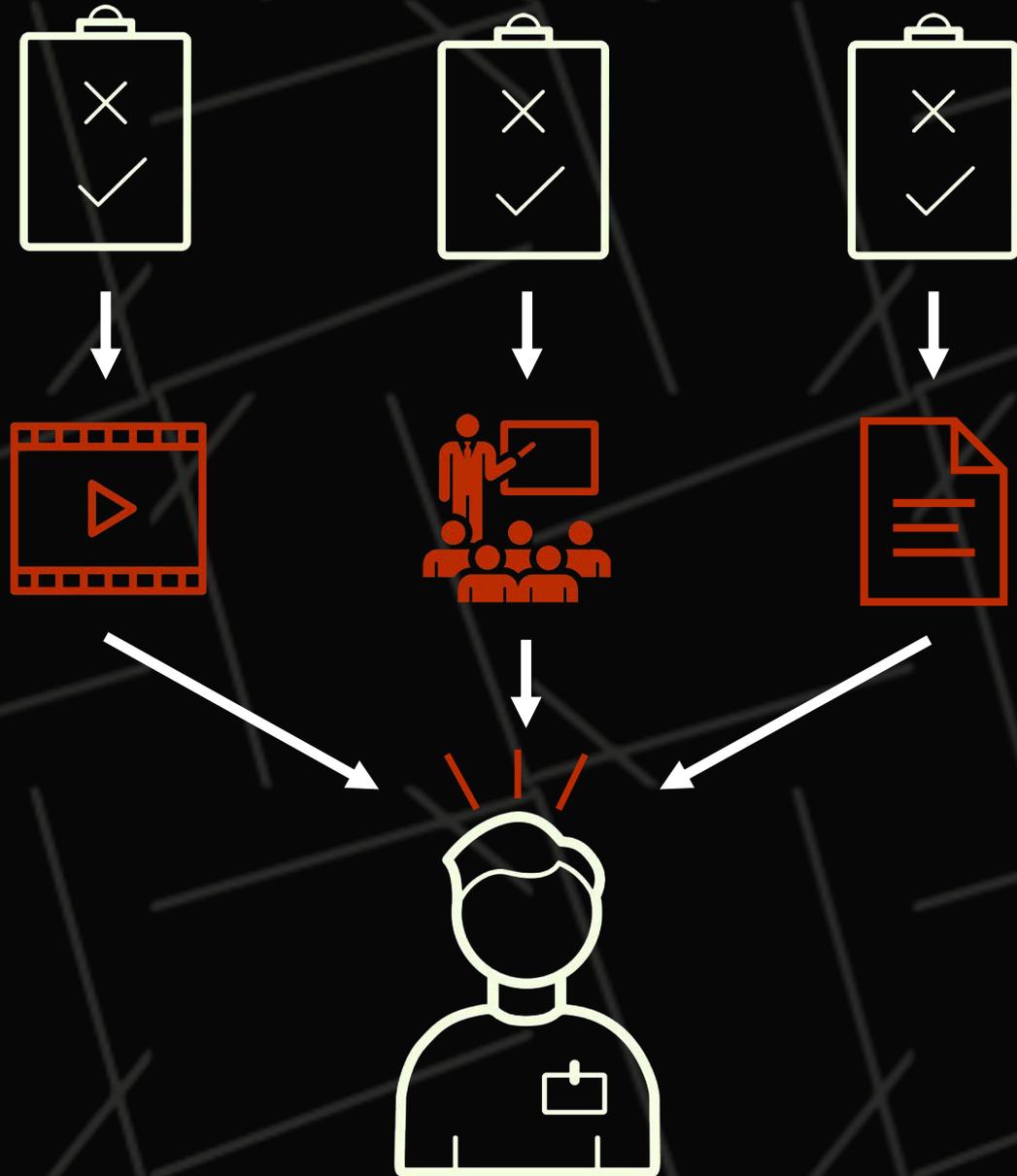
More than two-thirds (69%) of companies say that the **inability to measure learning's impact** represents a challenge to achieving critical learning outcomes.

Brandon Hall Group | 2019 Learning Strategy Survey



The measurement gap is **symptomatic** of a larger problem within traditional organizational learning strategy.

# Programmatic



# Systematic



Shifting to a **systematic approach** will help L&D **keep pace** with change and provide a **consistent** learning experience.



A systematic approach is also **critical** to improving L&D's data practices.

**Track** learning engagement, activity, knowledge, behavior and results.

Spot performance trends and **identify** potential causes.

Use historical data to **project** likely future outcomes.

Take proactive **action** to adjust support, close gaps and improve future outcomes.

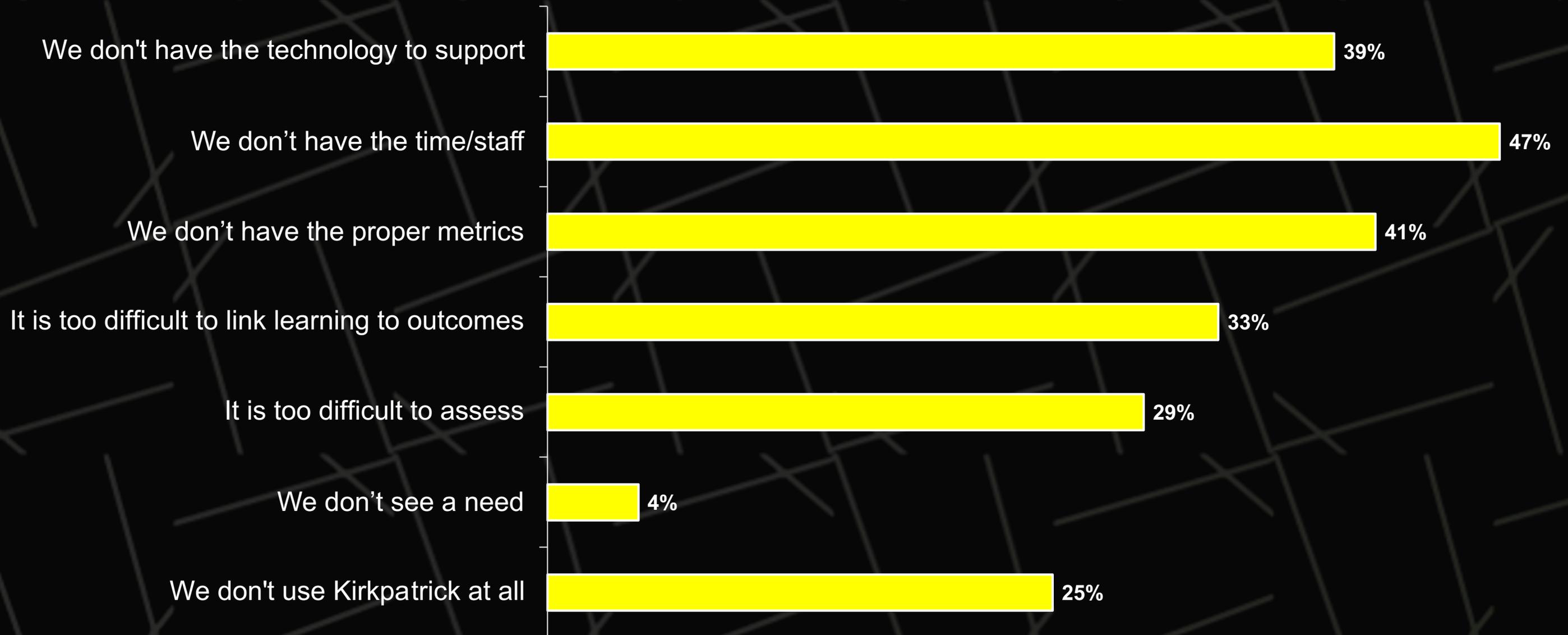
# How to fix learning measurement in 8 not-so-easy steps



**1**

**Please step away from the familiar but ultimately ineffective measurement models.**

# Traditional models **fail** because ...



Traditional measurement models were design to support **programmatic training**, not **continuous learning**.



## Level 2: Learning

Learning evaluation is the measurement of the increase in knowledge—before and after.



## Level 1: Reaction

Reaction evaluation is how participant feels about the training or learning experience.

**2**

**Steal the concept of continuous measurement from your friends in Marketing (they won't mind).**

Relax, it's iPhone  WATCH.

Marketers apply **consistent channels and data practices** to support a wide range of initiatives.

▶ ⏪ 🔊 0:12 / 0:25

⏸ ⚙️ 📺 📱 🔍



iPhone 6s or later required

L&D must adopt a **continuous measurement approach** to better understand workplace needs.

## Adaptation

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

## 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?



## Activity

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?

**3**

**Figure out what data you already have or can access with your existing tools?**

Assess your **existing data practices** by applying the five Vs.

**VELOCITY**

Are we generating, analyzing and applying data fast enough?

**VARIETY**

Are we collecting enough types and forms of data?

**VERACITY**

Is the data we collect accurate and free from bias?

**VOLUME**

Are we collecting the amount of data we need to make reliable observations?

**VALUE**

Does our data help us provide value to the organization?



## Demographic

Who are they?



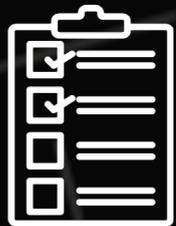
## Consumption

What have they reviewed?



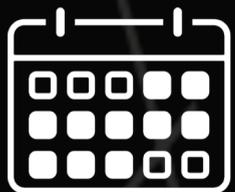
## Activity

How do they engage?



## Sentiment

What do they say?



## Context

What is happening around them?

Many L&D functions apply a **limited variety and volume** of data that requires considerable effort to collect and analyze, thereby **limiting velocity and value**.

**4**

**Identify the data you'll need to answer those 3 important questions I keep mentioning.**

How am I doing?

Improved data practices will help you answer these questions by shifting focus from **descriptive analytics** to more **predictive and prescriptive** applications.

Is it working?

What should I do next?



## Descriptive Analytics

**Track** learning engagement, activity, knowledge, behavior and results.



## Diagnostic Analytics

Spot performance trends and **identify** potential causes.



## Predictive Analytics

Use historical data to **project** likely future outcomes.



## Prescriptive Analytics

Take proactive **action** to adjust support, close gaps and improve future outcomes.



## Demographic

Who are they?



## Connections

How do they engage with others?



## Consumption

What have they reviewed?



## Knowledge

What do they know?



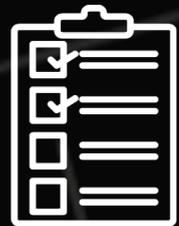
## Activity

How do they engage?



## Skill

What is their proven capability?



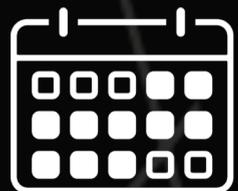
## Sentiment

What do they say?



## Behavior

What are they doing on the job?



## Context

What is happening around them?



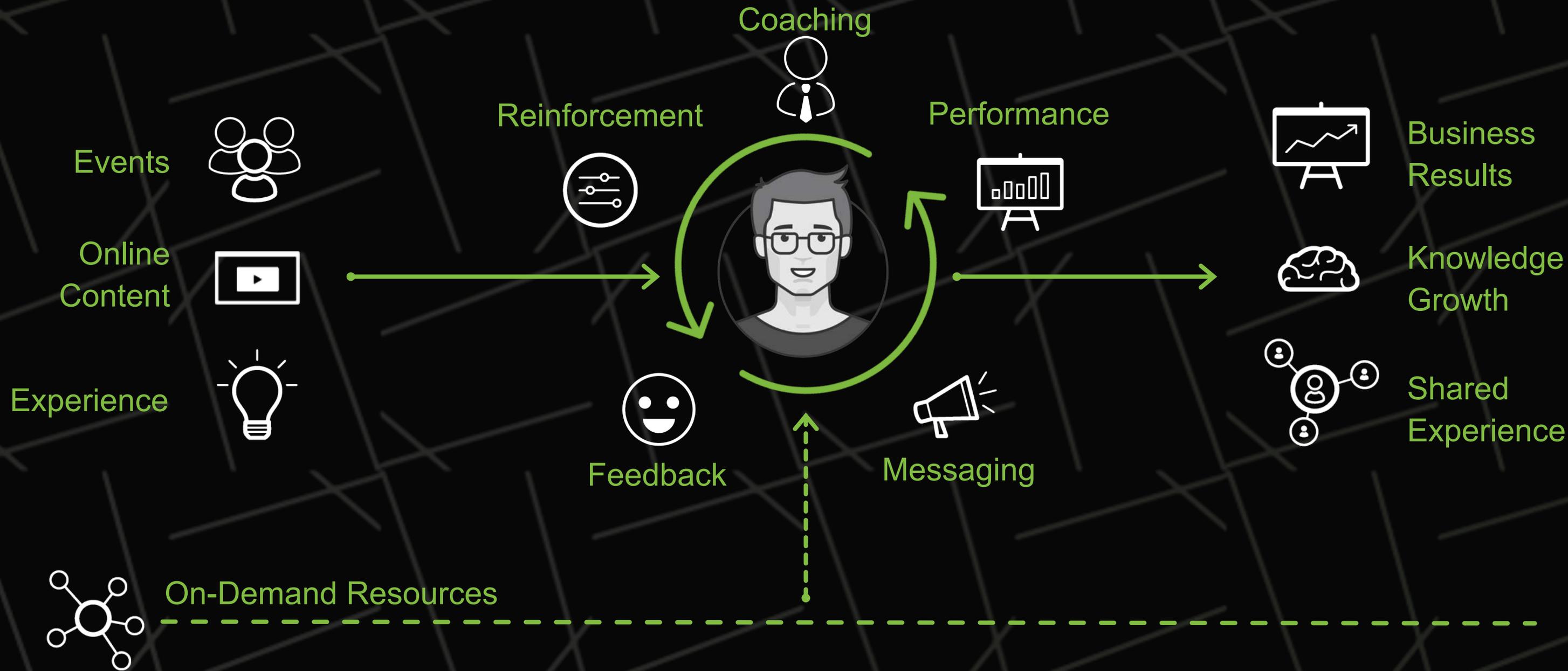
## Results

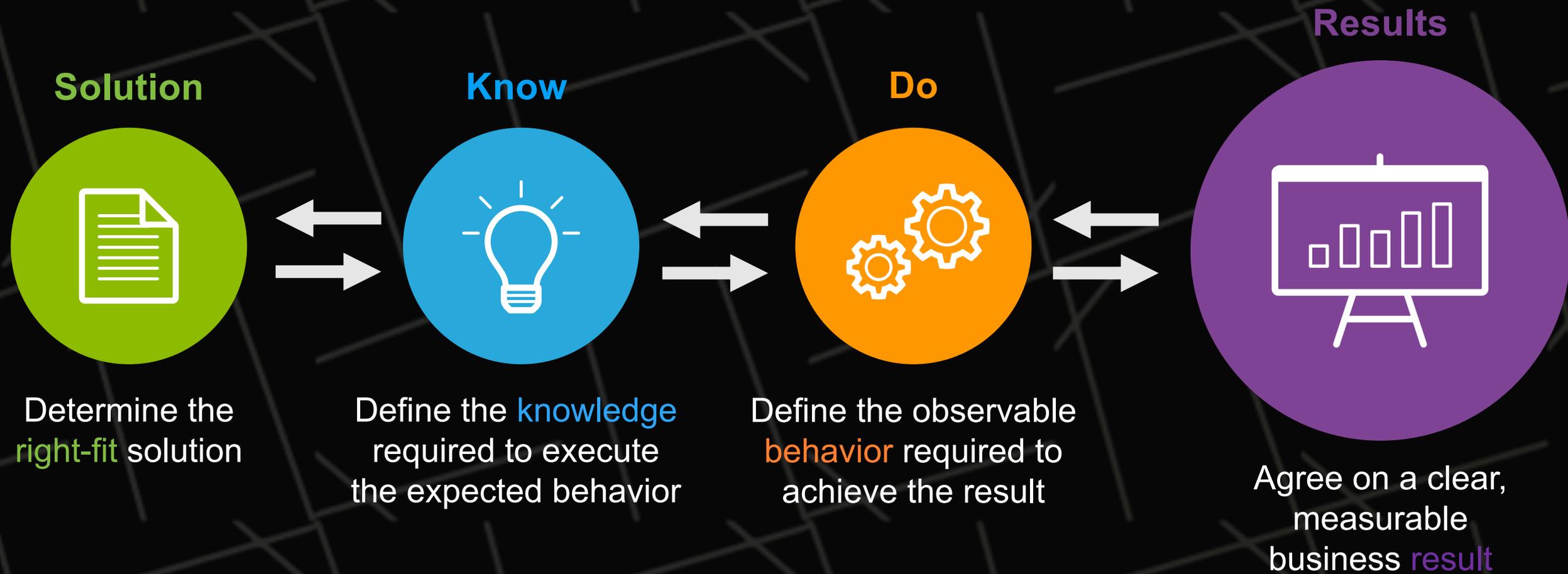
What outcomes are they seeing?

**5**

**Change the other parts of your learning strategy that are holding back your measurement efforts.**

Access the **learning experience** to determine how tactics, such as reinforcement, coaching and performance observation, can improve your data capabilities.





Design **targeted solutions** that are easier to measure due to the inclusion of **essential data points**.

**6**

**Buy lunch for your data people.  
I'm totally serious.  
Buy. Them. Food.**



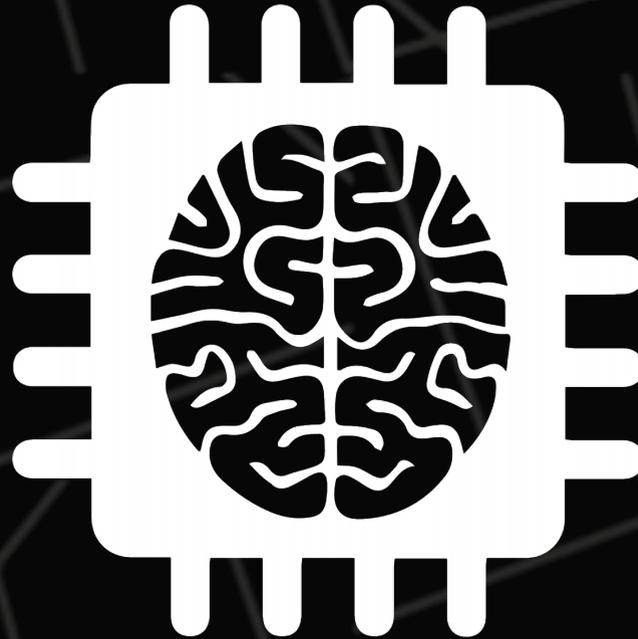
Engage with **data experts** within other functions to determine how you may be able to leverage their tools and experience.

**7**

**Put your data to work by adopting super-fancy new learning tactics.**

## Multi-Dimensional Data

- Demographics
- Consumption
- Activity
- Feedback
- Context
- Connections
- Knowledge
- Skill
- Behavior
- Results



## Machine Learning

- AI-Enabled Tech
- ML Models
- Predictive Analytics

## Insights + Recommendations

- Personalization
- Adaptive Learning
- Nudges
- Coaching Prompts
- Impact Attribution
- Gap Analysis
- Skill Mapping

Improved data practices will enable L&D to apply more **advanced, data-rich tactics**.

**8**

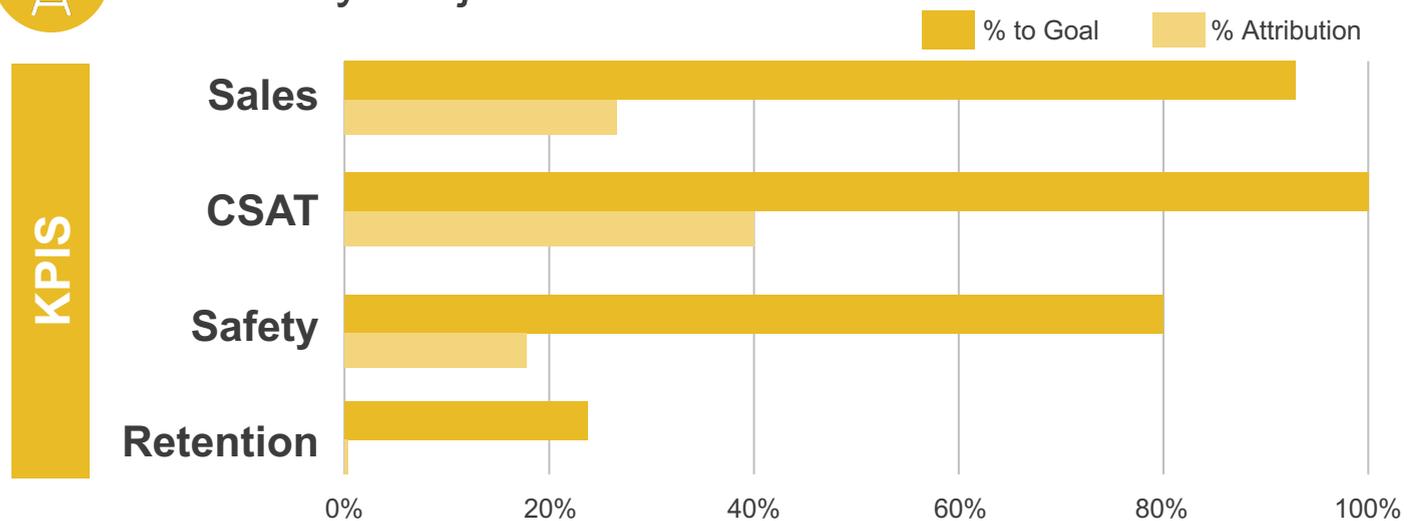
**Get good at using data to tell stories.**

532 people completed the course.  
Everyone got 100% on the test (with unlimited attempts).  
It got a 4.6.

Basic learning data does not help L&D **tell a story** that justifies investment of time, money and resources in workplace learning.



## Quarterly Projects / Attribution



## Knowledge

84% ▲



## Confidence

6.8 ▼



## Expertise

19% ▬

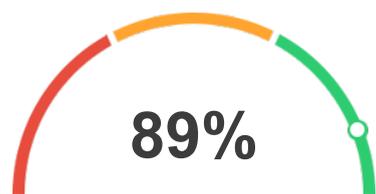


## Content Freshness

79% ▼



## User Engagement



Participation



Frequency



22%



78%

## Skill Progression



## Skill Gaps

36

## Behaviors

19

## Actions

12

Advanced data practices help you tell **GREAT stories.**

- 1 Let go of familiar models that don't work.**
- 2 Adopt a continuous approach to measurement.**
- 3 Figure out what data you have.**
- 4 Identify the data you'll need.**
- 5 Adopt data-rich learning tactics.**
- 6 Build relationships with data SMEs.**
- 7 Put your data to work.**
- 8 Use data to tell better stories.**

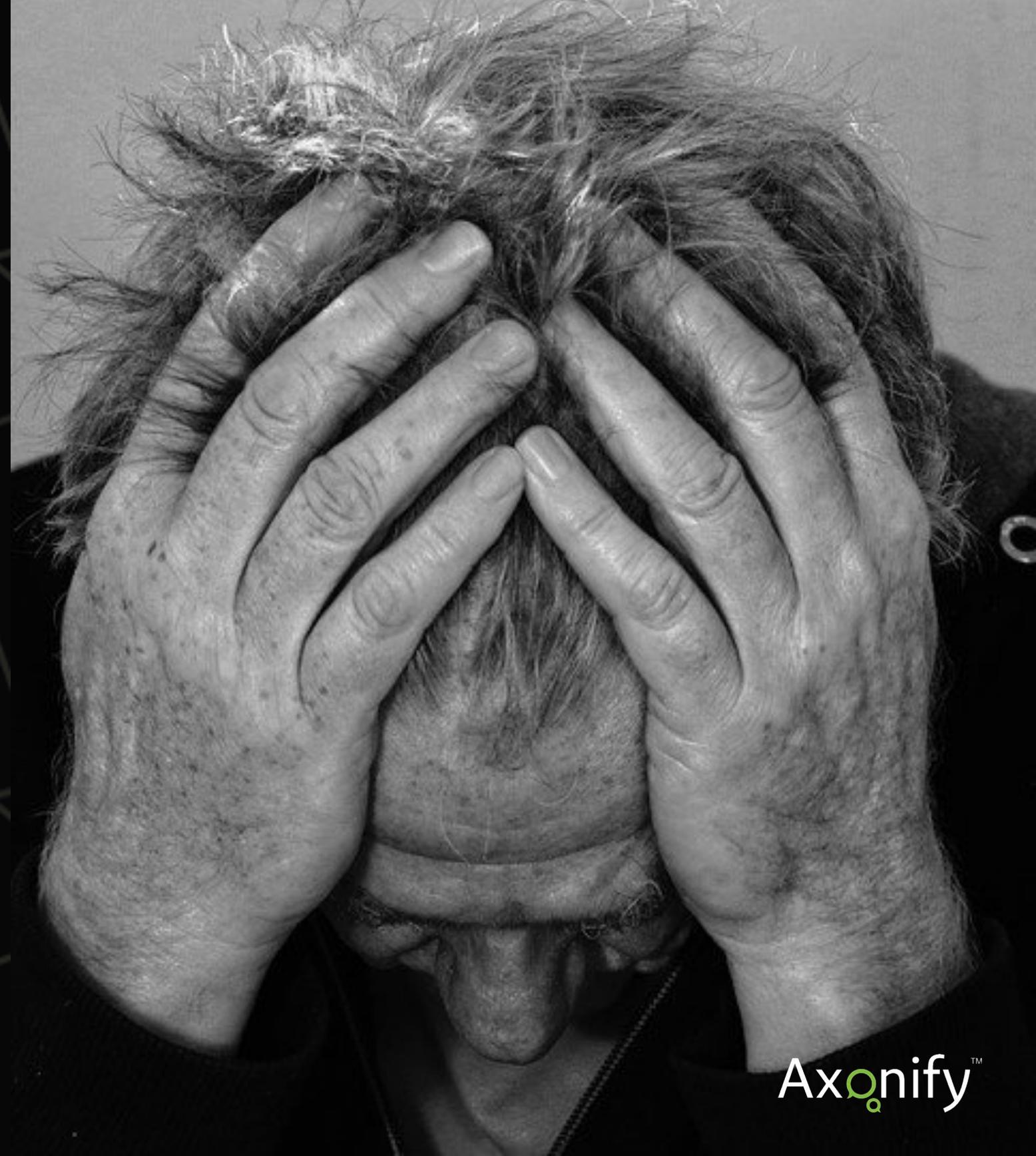
# Why?

Justify your **investments**.

Keep pace with **change**.

Deliver **proactive** solutions.

**Advance** your practices.



**How am I doing?**

**Is it working?**

**What should I do next?**



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**Be well.**