

Presenters INFORMATION

Scott Weersing
Director, Learning Analytics



Poll

- In the chat:

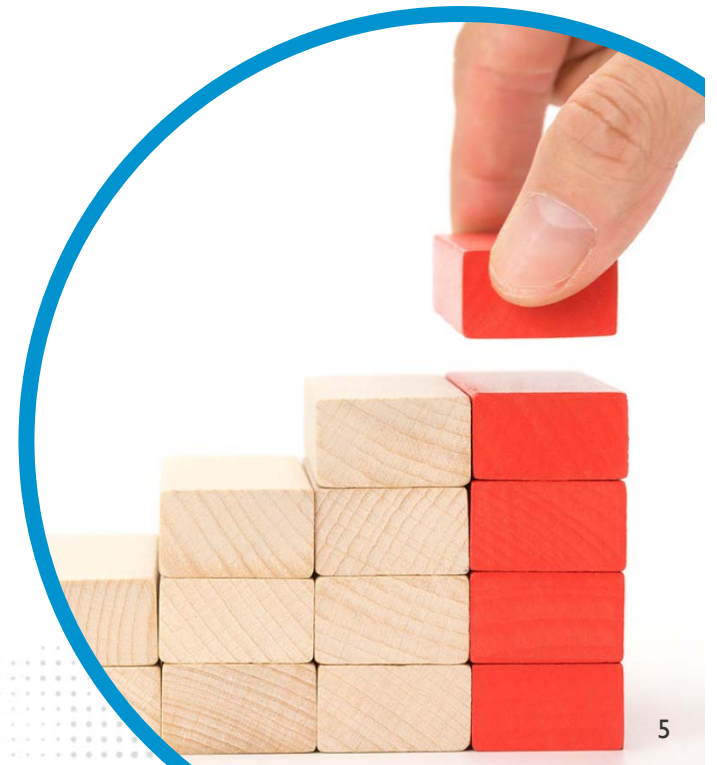
What are some of the barriers to showing impact of learning?

Barriers

- Lack of the right data
- Too much data
- Lack of partnership
- Lack of time
- No connection between learning and impact
- Lack of alignment

What is Learning Analytics?

- Learning analytics show the value and impact of learning programs on outcomes.
- Learning analytics are the practices to prove, improve and sustain learning programs.



Why we come to work

- Make the world better
- Achievement and advancement
- Recognition
- Security



Why Learning Analytics?

- Reasons why you should have learning analytics:
 - Quickly see the impact of different approaches (agile)
 - Align solutions to company goals
 - Focus on results rather than activity
 - Deliver on what is promised and needed (accountability)
 - Make data-driven decisions
 - Prioritize programs and provide value
 - Win awards
 - Drive employee engagement

The Threat

- What could happen if you don't use learning analytics?
 - Learning and Development is seen as old-fashioned and slow-moving
 - Investments are made based on perceptions (training is the first to be cut)
 - Wasted resources and under utilized programs
 - Continue to be reactive and tactical
 - Lack of progress and improvement
 - Lack of direction
 - Team satisfaction will diminish



How healthy is your heart?



Start with the end in mind

- What happened with the training?
- How well did the training go? (Effectiveness)
- What did we expect to happen after training?
- How much did we save? (Efficiency)
- What impact did the program have on...? (Outcomes)
- Why did the learning program work?
- What will happen next?
- What will happen if we make changes?

Ways to show impact

Efficiency	Effectiveness	Business Outcomes
How fast? How much time can we save? How many \$\$ can we save?	How much better? How well can learners perform on the job?	How did we impact KPIs? How did we improve customer satisfaction, sales, profit, etc.?

Efficiency

Metrics include

- time away from work
- time saved
- dollars saved
- amount of work completed
- percent of tasks on time

How?

Compare results before intervention with after intervention

Compare results of people who received intervention with those who did not (pilot phase)

Effectiveness

Metrics include

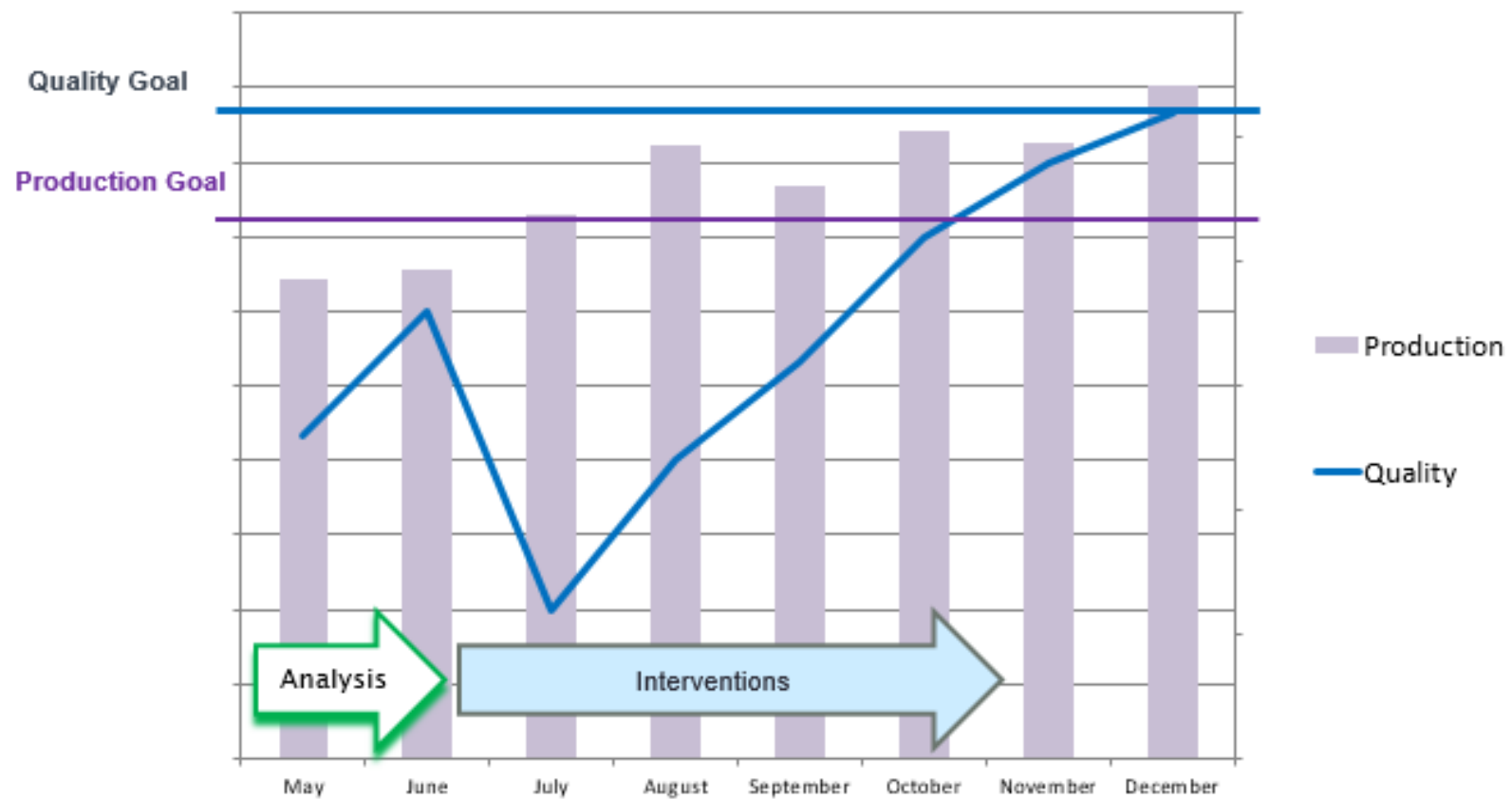
- responses to survey questions
- test scores (pre and post)
- application on the job
- quality of work

How?

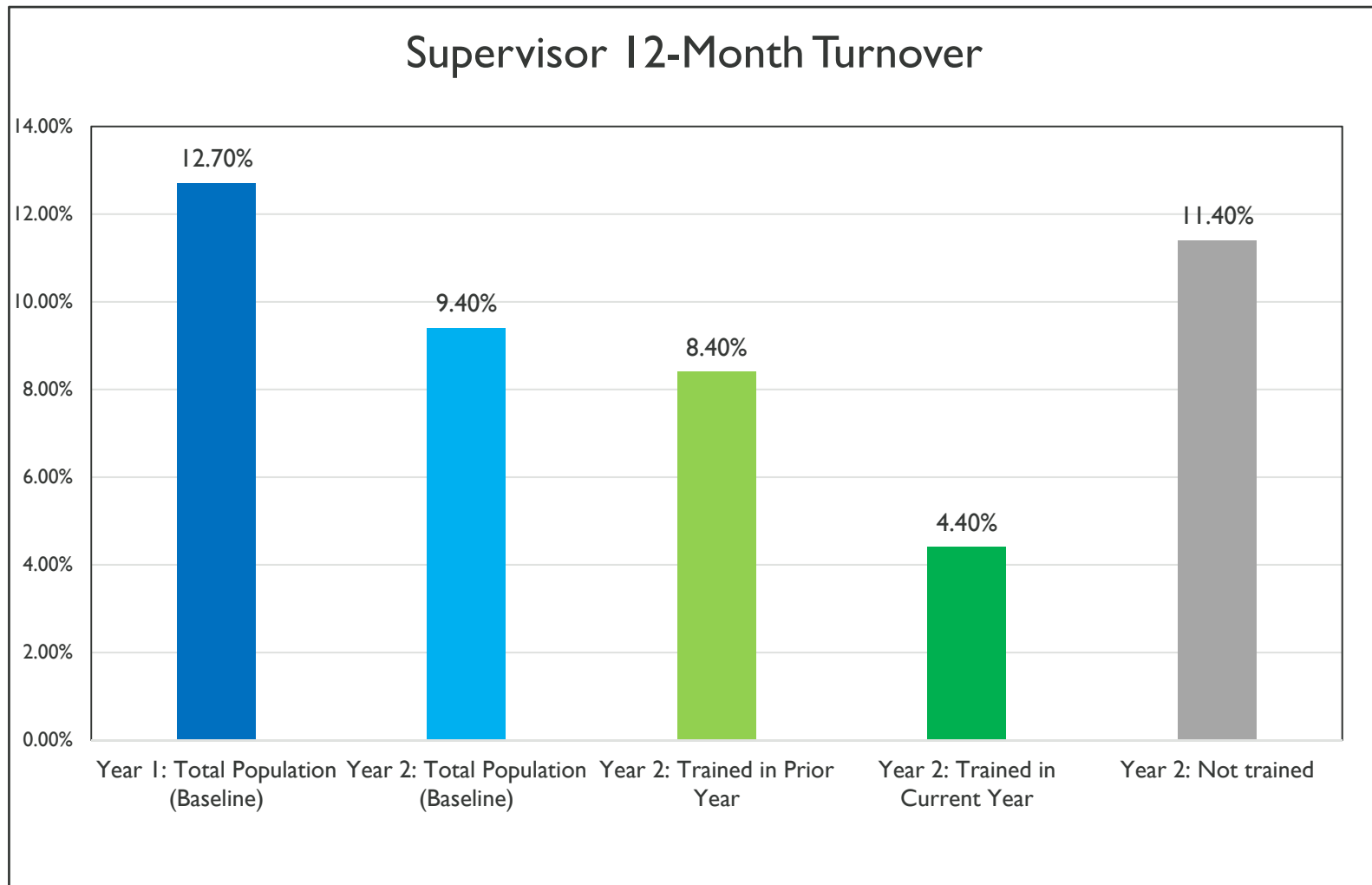
Compare month to month, or course to course, to show improvement

Effectiveness

30-60-90 day performance



Effectiveness



Project at ConAgra Foods

Effectiveness



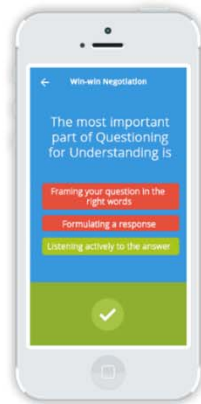
Mobile learning moment-of-need learning



Personalized



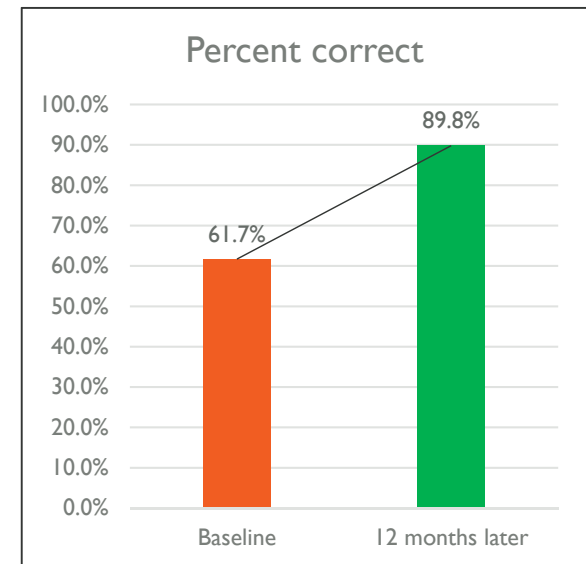
Contextually relevant



Bite-sized



Learning measured in real-time



45% gain in test scores, and contributions generated by the volunteer network increased by 5%



Outcomes

Metrics include:

- KPIs
- Sales
- Customer Satisfaction
- Errors and rework

How?

Find the metrics that are linked with profit and loss for the company.

Compare month to month to show improvement

Outcomes

Impact on Sales

Average Monthly Malibu Sales (June-August)



Up to **7%** increase in unit sales for attendees

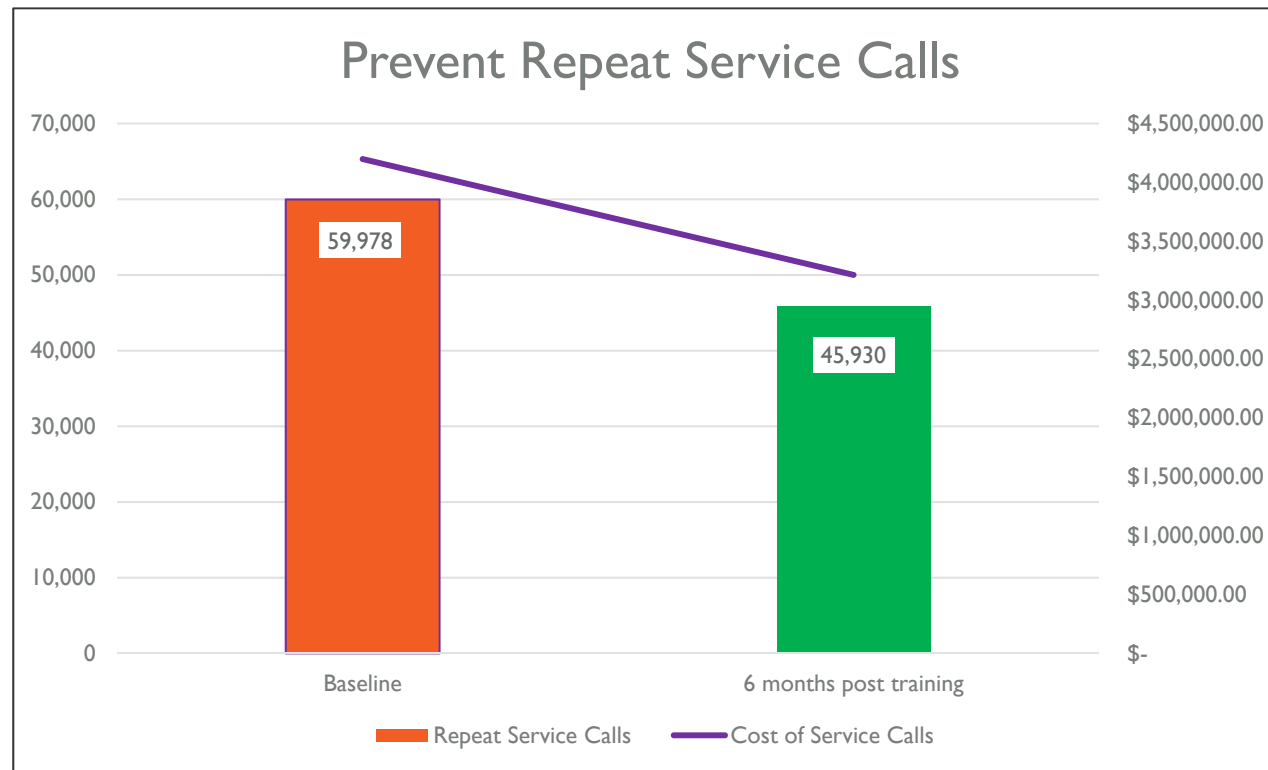
Non-attendees saw no change at all

Experiential Sales Training: *Chevrolet Find New Roads*



ROI

- Convert behaviors to dollars



A 23% decrease in repeat service calls and a \$983,000 cost savings

When to evaluate a project

- Identify projects that are visible, strategic and costly
- Identify partners who are data-driven
- Identify partners who want to share data

How do we get there?

- Learning Analytics starts with asking the right questions
 - What are the goals?
 - What are the business problems?
 - What are the behaviors that cause the problems?
 - What do people need to do differently (or better)?

What's next?

- How to get started?
 - Start small
 - Find partners with a data-driven culture
 - Start with efficiency and effectiveness
 - Help partners get aligned with business outcomes

Questions and ANSWERS



gpstrategies.com

Scott Weersing

Director, Learning Analytics

sweersing@gpstrategies.com

Phone 812.778.9827

Linked In: [Scott Weersing](#)

