



How to build individualized, in-the-flow-of-work learning experiences in the digital age



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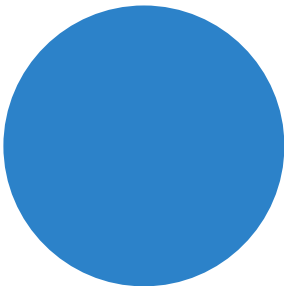
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Introduction

Learning and development is critical for the success of your employees and your business. Not only does it help you attract and retain talent, but ensures employees are more productive, proficient and primed to drive organizational outcomes.

However, recent data paints the picture of a disconnect between learning and development (L&D), training and enablement teams and learners. Throughout 2021, HR tech investments continued to surge due to an increased need to support employees across a distributed workforce brought on by the global pandemic. It's no surprise that a recent survey by [Sapient Insights Group](#) found that the average organization uses 16.24 HR solutions, which is up from [10.23 in 2020 and 8.85 in 2019](#). This trend will likely continue, as companies scale and offer more remote work opportunities.

What's more—there is an emerging disconnect between learning initiatives and overall business goals. According to [Qstream's 2022 Workplace Learning Report](#), over one-third (38%) of respondents say their organization isn't effectively measuring the impact or effectiveness of their employee learning programs—meaning, dollars and resources are being poured into learning programs without a clear understanding of the business value being delivered. Exactly how much money is being wasted? According to [Harvard Business Review](#), U.S. companies spend approximately \$200 billion annually on corporate training and development, with barely 10% delivering results in terms of skills transfer.

[LinkedIn's Workplace Learning Report 2022](#) also found that L&D managers are primarily measuring the impact of their skill-building programs through qualitative feedback from employees using online courses. Relying solely on employee feedback—or not measuring the impact of L&D at all—creates a major blind spot for businesses looking to evolve and grow, both their people and their bottom line.

Organizations must take all of the above into consideration and commit to continually evaluating the employee learning experience and how technology is either making or breaking that experience. Is it disrupting their workflow? Is it hindering productivity? Do learners actually enjoy and find value in the programs they use? Is it making them better at their jobs? Is the work and time spent using systems having a positive impact on the business goals? These are questions that must be asked, assessed and acted upon. To get a better understanding of what a poor learning experience might look like, let's take a look at a typical day for our hypothetical sales rep, Sarah.

38%

of organizations aren't effectively measuring the impact or effectiveness of their employee learning programs.

– Qstream's 2022 Workplace Learning Report

Let's take a look at a typical day for our hypothetical sales rep, Sarah...



Meet Sales Rep Sarah

Sarah logs on for the day. She has several Slack messages to answer, one of which requires her to open the CRM to look at an account. While doing that, she gets an email about a new training that is available. She knows that to complete the training, which she really doesn't have time for today, she will need to dig up her LMS password. Not wanting to worry about that right now, she jots the training down as a to-do item and resolves to come back to it later. It slips her mind for a few days until she receives an email notification that training must be completed by the end of the day. With a full day of meetings ahead, she begrudgingly gets it done – but only after her last meeting wraps at 5pm. She finally logs off around 6 pm.

Did she learn the valuable information presented in the training session? Was she engaged with the content? Will she retain that knowledge and apply it in a customer conversation a few months later? Likely not, but who can blame her? She had to work an extra hour to finish it and had to skip out on that activity with friends she had planned. Although training is important to her success as a sales rep, it has become more of an inconvenience than a valuable tool in her development.



Poor learning & development experiences are costly in more ways than one

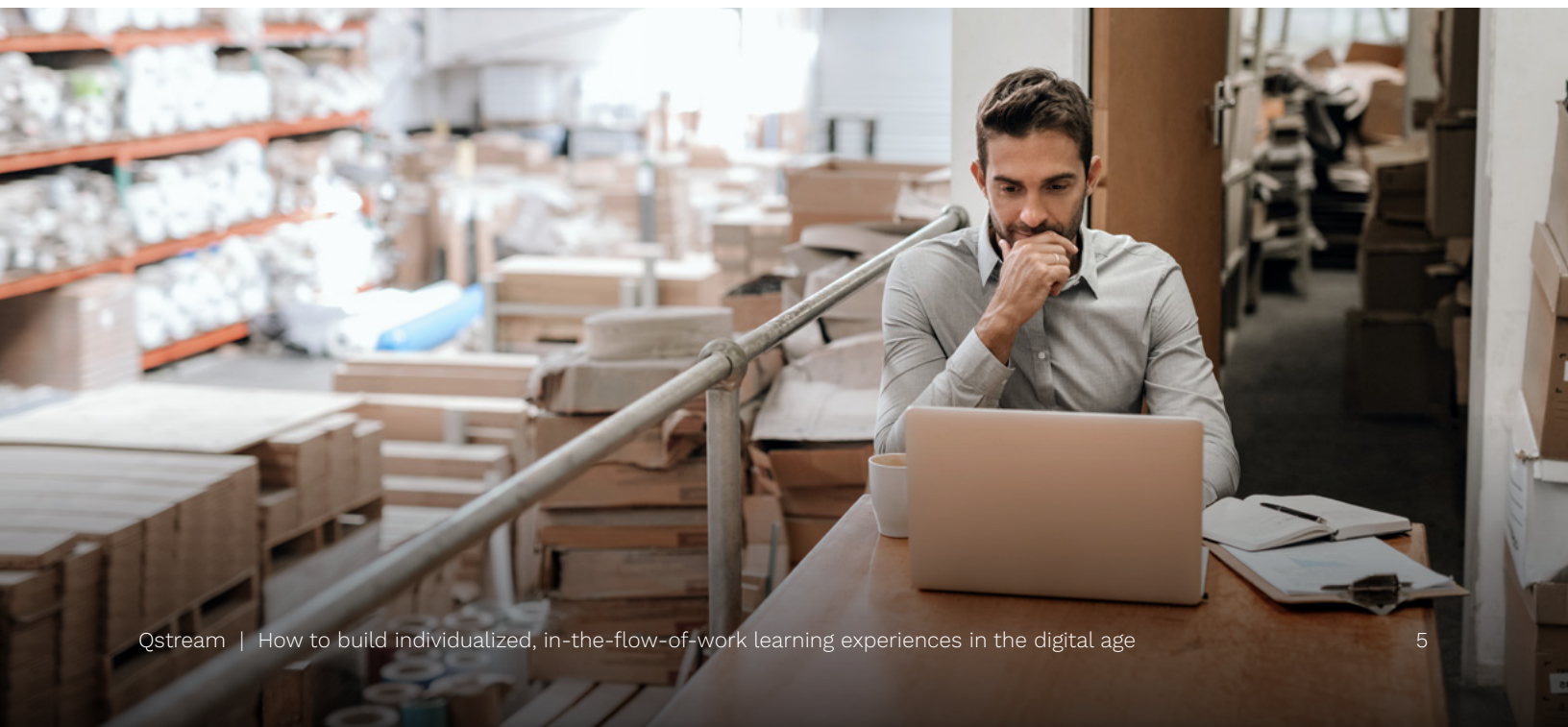
In Sarah's case, burnout is inevitable, and she's disengaged from learning before it even happens. This will not fly during what many have dubbed the "great resignation," and more recently, the "great reshuffle." And since it's a candidate's job market, what's stopping Sarah from accepting an offer from an organization that values her time and provides meaningful learning experiences? Losing Sarah to the competition is not ideal since [Gallup estimates](#) that the cost of turnover per individual employee is one-half to two times that person's salary.

But employee turnover is also bad for the business, which depends on employees having the necessary knowledge and skills to perform successfully and drive revenue. In compliance-driven industries, where regulations and best practices change by the minute, training is even more critical. One mistake can not only damage the reputation of the business but lead to hefty fines.

So, how can you create individualized, learner-centric experiences that successfully engage, educate and develop employees?

“Just as the way we work has changed, so has the way we learn. Development efforts should align effectively with hybrid and flexible work environments and new employee expectations,” writes Amy Borsetti for Chief Learning Officer. “A connected and relevant learning experience that is on-demand, rich with insights and in the flow of work will be critical.”

And since our research uncovered that 75% of organizations are struggling with the labor shortage, there has never been a better time to invest in your L&D strategy.



The case for individualized, bite-sized training & development

We live in a time where employees are increasingly overwhelmed by training requirements, and many don't see the intended value. Essential learning content that L&D, training and enablement teams spend loads of time creating is perceived as a tedious, check-the-box activity.

To address this problem, we must have a hard, but necessary, conversation about the learning management system (LMS). You've likely had yours in place for some time and you suppose it serves its purpose – delivering employees training content and tracking completion rates – which sit at a measly 5-15%. But truth be told, most organizations say their LMS is clunky, outdated, difficult to maintain and doesn't deliver the actionable analytics teams need to coach employees, refine learning programs and tie performance to business outcomes.

And if you ask employees for their feedback, they'd likely have very few nice things to say about your LMS. Most are not mobile responsive, and courses are time consuming and often irrelevant to their specific roles. And it may pain you to hear it but oftentimes, employees simply let that SCORM course run in the background and work on other projects they feel are timelier. After all, they're only being measured on whether or not they complete it—what's the incentive to actually pay attention and retain the information presented? This, however, is

not to say that longer training sessions supported in the LMS don't have a place in the learning ecosystem; they simply can't be the extent of your L&D strategy.

Supplementing longer educational sessions with science-backed microlearning can help you both measure initial proficiency and reinforce critical information presented across other training initiatives. Microlearning, which uses spaced repetition—a technique that breaks down training into digestible pieces, and then repeats key points over time—is proven to increase knowledge retention. This is critical because today's learners are more distracted than ever and, therefore, more likely to forget what they've learned.

But microlearning isn't just about the size of the content—it's also about the content itself, and delivering relevant, meaningful information that is unique to each individual's role. The most effective microlearning solutions on the market also apply principles of the testing effect, providing immediate answer feedback after each question. This has been shown to improve knowledge retention by up to 170%. Combined with the spacing effect, microlearning also boosts engagement by 90%+ and proficiency by 35%+. What's more, microlearning can reduce organizations' training costs by over 60%.

170%

increase in knowledge retention

35%+

increase in knowledge proficiency

90%+

learning engagement

This is a true testament to the fact that employees enjoy microlearning more than traditional L&D approaches. Campaign for Learning found that 94% of survey respondents prefer microlearning to traditional professional development initiatives. It seamlessly fits into their busy schedules, delivering smaller, bite-sized training that they can immediately apply in their roles, especially when it's delivered at the time of need, leading to maximum learning impact. Our survey found that 69%+ of respondents believe their organization needs to update their approach to workplace learning. Microlearning is making a name for itself, with 21% of organizations currently utilizing it.

Using the flipped learning model, microlearning assesses knowledge on the front end so L&D teams can build individualized learning journeys for each employee. Leading with a test or assessment approach allows employees to opt out by quickly validating the knowledge and skills they already know. This then allows them to spend more time on the materials and topics that need more attention. Employees appreciate this level of tailored and

adaptable training since it's relevant to their unique job function and skill sets and does not waste their time on concepts already mastered. For example, if an employee performs poorly on a microlearning challenge on compliance, an LMS course can then be recommended on that specific topic.

The robust analytics available in microlearning solutions also instantly revive your legacy LMS and provide fresh, new insights into learner and program performance. This boosts employee engagement with the LMS by directing people to courses that meet their unique training and development needs. L&D professionals no longer need to assign blanket training plans and can use powerful data to build customized learning paths for employees.

It's clear that microlearning is a powerful tool to add to your L&D toolkit, but you might be wondering, wouldn't that just be adding yet another system to my employees' plates? You'd be correct in that thinking if it were not for the flexibility and connectivity afforded by modern technology integrations.

“Learning retention, asynchronous coaching, a scalable learning model. The benefits of training and coaching a dispersed workforce are huge! Engagement of our employees is up year over year - specifically as a result of implementing Qstream.”

– Ed Flahive, Senior Digital Learning Specialist, MilliporeSigma

16.24

HR solutions

The average organization uses 16.24 HR solutions, which is up from 10.23 in 2020 and 8.85 in 2019.

\$200 Billion

Spent annually on corporate training & development

U.S. companies spend approximately \$200 billion annually on corporate training and development, with barely 10% delivering results in terms of skills transfer.

“Powerful new solutions like Qstream Connect allow you to integrate and automate your learning ecosystem to drive business success. When your platforms are fully integrated and designed to implement a Push-Anchor-Pull approach, your workers can learn, practice, and apply their new skill.

These integrations provide actionable analytics that empower you to find and fill workers’ performance gaps to build baseline proficiency levels and deliver business success.”

Johnny Hamilton

VP, Strategic Innovation and Design, My Baseline Builder



The integrated learning ecosystem: the key L&D differentiator

Understanding and integrating learner needs is critical. Not only does training and development need to be hyper-relevant to the individual, but it must be delivered in a way that is convenient and digestible.

As Shelly Holt, chief people officer at PayScale, puts it: “The way people learn has fundamentally changed—people want access when they need it,” she explains. “...We need to create an environment where you learn, you practice, and you apply it. And it’s bite-sized, it’s not 7 hours of courses and then figure out how to do it. You break things down modularly... we don’t want people to go to the learning department to learn—we want them to be learning all the time.”

An integrated HR tech stack infuses microlearning into the systems employees use every day, enabling convenient, individualized learning journeys. When content is relevant, targeted to each employee’s job function and delivered at the moment of impact, learning is more efficient and effective – leading to better employee performance and organizational outcomes.

Qstream Connect, our integration as a service solution, infuses microlearning into your existing HR tech stack to create a powerful and impactful learning ecosystem.

Qstream’s powerful microlearning is now delivered to your employees in the flow of work, making them more productive, proficient and performance ready. Learning is no longer disruptive—and better yet, employees actually enjoy it!

The benefits of a robust, individualized learning ecosystem are far reaching

L&D teams can curate more impactful programs & report success to the C-suite

Learning program performance data helps learning, training and enablement teams continuously refine programs to better meet the business's needs. Executive reporting features enable L&D to easily share learning program results and value with the leadership team.

Learners are more engaged and proficient

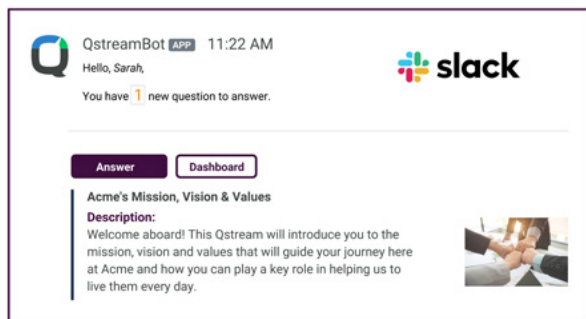
When learning is fun, non-disruptive and delivered in the moment of impact, employees are more compelled to participate. Qstream's mobile microlearning challenges offer immediate answer feedback and leaderboards that boost participation but up to 90%, knowledge retention by up to 170% and job proficiency by 35%+.

Managers can coach where & when it's needed

Analytics and dashboards provide precise, actionable insights into employee learning proficiency so managers can provide more targeted coaching and development and improve overall team performance.

Organizations get more out of existing learning tech investments

Qstream Connect offers frictionless, low-code integrations with the leading HR, learning tech and sales enablement platforms. Proven, powerful microlearning instantly enhances your existing tech stack and revives the entire learning ecosystem.



A culture of curated, continuous learning: the future-proof linchpin of L&D success

Integrating powerful, scientifically proven microlearning with your existing systems is a true win-win for your entire organization; dramatically improving the learning experience for employees; helping managers build more impactful training and development programs; giving managers better insights into team performance for coaching and recognition opportunities; and equipping executives with the analytics needed to tie learning programs to business performance.

Ready to get an inside look?

[Speak with a microlearning expert today »](#)



Qstream is the leading enterprise microlearning and knowledge reinforcement solution proven by science and in practice to boost learner performance. Hundreds of organizations rely on Qstream to build high-performance teams by delivering a personalized and agile learning experience that delivers the highest levels of retention, engagement and efficiency along with analytics that provide precision insights and expose a real-time view of performance readiness.

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