USING TECHNOLOGY TO BUILD A LEARNING CULTURE
Copyright

© Copyright 2019 eLogic Learning. All rights reserved. All trademarks are the property of their respective owners. No portion of this guide may be reproduced without expressed permission from eLogic Learning.

Contact Information

eLogic Learning
14934 N Florida Ave.
Tampa, FL 33613
info@elogiclearning.com
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>What’s a Learning Culture?</td>
</tr>
<tr>
<td>5</td>
<td>What are Some Signs My Learning Culture Needs Help?</td>
</tr>
<tr>
<td>7</td>
<td>How Does Technology Play a Role?</td>
</tr>
</tbody>
</table>
WHAT’S A LEARNING CULTURE?

Picture this: your employees are enthusiastic about learning.

They complete some form of training most days. They playfully compete with their coworkers to see who gets the most done. They’re excited about their learning plans and where training can take them. They’re so invested, they’re willing to give feedback on training that might be useful for them and what’s working for them.

They enjoy sharing what they know with new employees and sometimes even create job aids and other helpful tools with their knowledge so that everyone can have it.

As they become leaders in the company, they understand the importance of training and hire lifelong learners while investing company time and money in training.

Sound like an impossible training utopia? It doesn't have to be.

If you would love to see these things at your company, then you’re seeking to build a learning culture. And it’s wholly possible to create.
WHAT ARE SOME SIGNS MY LEARNING CULTURE NEEDS HELP?

1. Leadership Doesn’t Talk About Training

Leadership, including managers, supervisors, and C-suite staff, set the example for the rest of the company. If leadership doesn't prioritize training, then no one else will either.

People in leadership positions can demonstrate the importance of training by participating in it themselves and talking about it. They can direct employees to training when they have questions and make sure that employees feel comfortable setting aside work hours for professional development.

Currently, the national spend on training for younger employees is very little. Clearly, leadership at most companies is skeptical about the power of training their workforce. However, 92 out of 96 Fortune 500 CEOs noticed an impact of employee development programs on their company. If the leadership at the most successful companies appreciate the impact of training, then that's a hint that companies need leadership buy-in to training to become successful.

2. There Are No Paths for Growth in The Company

One the reasons employees are motivated to learn is it allows them to grow and develop in their career. It’s more difficult to be motivated by this if you don’t see a path forward.

Employees need a reason to learn new things and grow. 59% of US workers are likely to leave their jobs for new opportunities.

If you develop paths for growth within the company, then it enables employees to see what skills will help them develop professionally. This gives them motivation to learn these skills.
3. People Only Take Required Training

If people only show up when they have to complete obligatory compliance training, then it’s likely that they see training purely as a chore. If you see this happening at your company, there’s no way you have a strong learning culture.

According to Entrepreneur, 70% of workers view training as essential for developing skills that directly relate to their role. So if workers aren't taking training seriously, there's something else going on. Lack of interest in training is not due to lack of motivation.

4. Learning is the Last Priority for Use of Time

Workers are incredibly busy. There are plenty of people who, if told they should start making time for learning, will look at you like you're crazy, point to their full calendar, and explode from stress.

These employees need to be set up for training success by being permitted to make training a priority, and telling them it's okay to be patient with getting other things done. Leadership involvement may be crucial in respecting blocked out learning hours or supporting scheduled company time for training.

Motorola discovered that every dollar spent on staff training resulted in 30% increase in productivity. Training doesn't take away time – it can gift time to you.
# How Does Technology Play a Role?

Technology can be a valuable tool for addressing the weaknesses that get in the way of creating a great learning culture. Technology provides new and creative ways of reaching learners where they’re at. Plus, people are used to participating in online cultures. We have social media to thank for that. As a result, incorporating technology is a natural fit for learners to engage with training and community-based learning. In this section, we’re going to talk about the ways you can build a learning culture in your company and how technology can help with each of these strategies.

<table>
<thead>
<tr>
<th>The Strategies</th>
<th>The Technology Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Get Leadership Involved</strong></td>
<td><strong>Use LMS Data to Prove ROI</strong></td>
</tr>
<tr>
<td>If leadership isn’t currently involved or excited about the potential of training to do great things for the company, then you need to seek executive sponsorship for your mission.</td>
<td>Executives care about ROI. Technology can provide you with some of the best tools for proving ROI. An LMS with the proper reporting functions can help you get detailed analytics on the ways your employees benefit from training, on a level not achievable if you’re using traditional training methods.</td>
</tr>
<tr>
<td><strong>Create Learning Paths and Allow Employees to Pursue Career Goals Through Training</strong></td>
<td><strong>Use LMS Learning Paths, Adaptive Learning, and AI</strong></td>
</tr>
<tr>
<td>Motivate employees by giving them a clear vision for advancement within the company.</td>
<td>LMS technology often has great options for creating learning paths. LMSs can create curated sets of courses including optional and non-optional pieces for people who want to learn skills related to certain topics. Paths can also guide learners along a suitable route from entry-level employee to manager. The paths can be specific to employee role or location. The learning paths will also track learner progress.</td>
</tr>
<tr>
<td></td>
<td>Learning paths can also have automated components; for example, once a learner finished one learning path, the next appropriate learning path can be suggested for them to start.</td>
</tr>
<tr>
<td></td>
<td>Adaptive learning and AI can also be used to personalize learning paths based on past interests and learning preferences.</td>
</tr>
</tbody>
</table>
The Strategies

Content Relevancy
Relevant, effective content will help your employees see what training can do for them. This will keep them from logging into your training system or LMS only as an obligation and make learning more of a priority.

Consistent Communication
Workers are incredibly busy and even if you throw a party and hand out balloons when a new course is released, they will forget about it as quickly as the balloons deflate unless you are consistently reminding them of the resources available to them. Consistent communication with learners can help keep them engaged with their learning culture.

The Technology Solutions

xAPI Data, Adaptive Learning, Course Ratings, and Surveys
An LMS with ad-hoc reporting – especially xAPI spec – can get you the data you need to understand which training is resonating most with learners and where there are gaps or unengaging content.

Adaptive learning is another solution that can help keep the content more relevant for learners. Adaptive learning tracks what a learner has previously interacted with and makes recommendations for training that suits the learner’s preferences and keeps them on their training path. It also keeps in mind learner location and role at the company. Plus – adaptive learning is automatic. It doesn’t have to be a drain on resources, although it does need an LMS administrator that knows how to feed the correct information to the system to help it make choices.

An LMS with course review options – or automatic survey options – can collect learner feedback on courses to make sure future courses maintain relevancy.

Email, Mobile Learning, and Discussion Forums
Simple technology can go a long way here. An email series is the obvious choice; reminders that the training is available, especially during relevant times of year (for example, New Year Resolution season), can do a lot to engage users.

Mobile learning is another tool that can be used to communicate with employees. Mobile learning apps have notification features that can send reminders about training directly to the phone of each worker who uses the app.

Consistent communication with (and amongst) learners can also take place through technology-enabled social learning. Forums inside and outside of the LMS can be a great place to get learners talking about training with moderators and each other. These discussion areas can also include features that encourage people to contribute, such as badges indicating the most helpful contributors to the forum, or badges for those who have completed certain kinds of training. This will enable forum users to seek help from the right places. The forums can also be searchable so that learners can find past threads relevant to their topic. Social learning is especially effective when combined with mobile – it’s a way of looking for answers on-the-go that is naturally ingrained in those who grew up with Google and Reddit.
Drive Success with a Culture of Learning

Technology plays a key role in building a successful learning culture. Hopefully the insight in this guide can help you see where there may be gaps in your organization’s learning culture so they can be bridged.

eLogic Learning’s eSSential LMS has been helping organizations build more cohesive learning cultures for almost 20 years. If you would like assistance in helping yours to grow and flourish then please don’t hesitate to contact us below.

FOR MORE INFORMATION VISIT:

https://elogiclearning.com/
https://twitter.com/elogiclearning
https://www.linkedin.com/company/elogic-learning