

Experiential Virtual Learning that Sticks!

Presented by Diane Kubal, Fulcrum Network
Oregon Organization Development Network, September 9, 2020



Transformed Learning Creator

Diane Kubal, veteran entrepreneur, **L & D professional and consultant**, has developed seven experiential virtual programs and sold the products & services of hundreds of consultants, trainers and coaches for 20 plus years. She works with internal & external learning and development professionals to transform their content into engaging digital experiences using a platform based on micro-learning and Neuroscience.

Her company, **Fulcrum Network**, has been hired by Fortune 1000 companies like Accenture, Bosch, BP, CDW, Grant Thornton, McDonalds, SC Johnson, Kraft, MillerCoors, Sears, United Airlines & Wrigley to name a few.

Virtual Learning That Sticks! Agenda

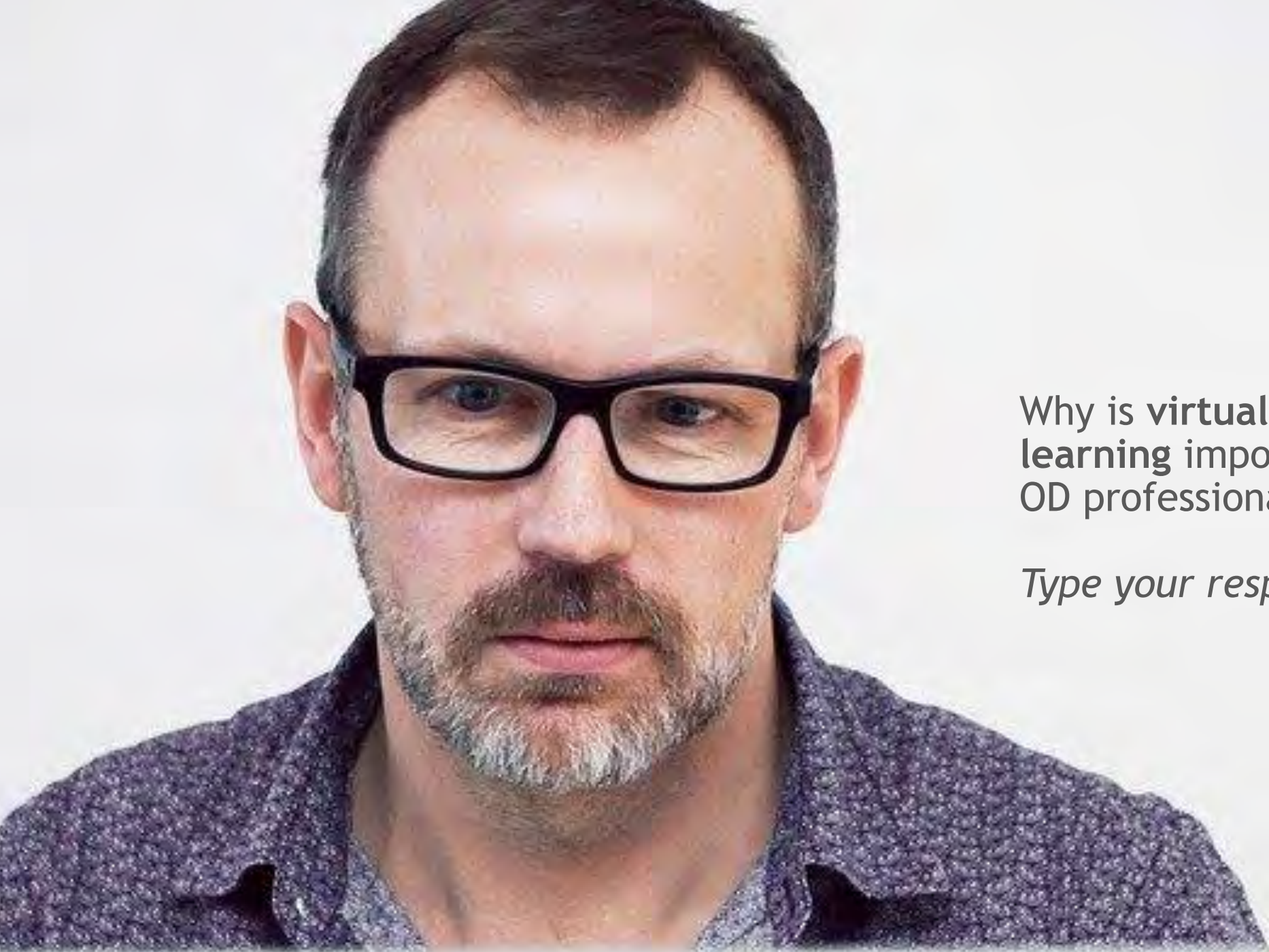
- **Background and history on Transformed Learning**
- **Why and what is “Experiential Virtual Learning?”**
- **Review design methods for creating Experiential Virtual Learning**
- **View sample Experiential Virtual program**
- **Practice converting live classroom training into Experiential Virtual Learning**

(Assumption: All have experience in learning design and delivery)

What is Transformed Learning?

Transformed Learning is a virtual program creation process for internal and external Learning and OD professionals who want to **convert their content** into engaging digital experiences.





Why is **virtual** and **experiential** learning important for L&D and OD professionals?

Type your responses in Chat

This Session is NOT . . .


This session is **NOT** about how to be a better virtual facilitator...

It is about *designing* virtual learning to be more **experiential, engaging and effective.**

Background and History

- **Talent alignment consulting** with independent professionals/job seekers/women returning to work to name and identify talents using **proprietary process & content**
- In 2017/2018 completed course to **create product**, encouraged consultants in network to take course
- Created CAREER essentials course, platform & tested approach
- Now using **SaaS platform** to host Fulcrum, consultant and client programs

Individual Exercise



Annotate in the appropriate column the challenges with common methods of learning such as:

- Instructor-led classroom training
- Virtual instructor-led training
- eLearning (self-study, anytime, anywhere)

Challenges with Common Learning Methods

1. **Instructor-Led Training**
(First name begins with A-E)

2. **Virtual Instructor-Led Training**
(First name begins with F-L)

3. **eLearning**
(First name begins with M-Z)

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When done annotating, don't forget to click outside the text box!

EXPERIENTIAL VIRTUAL LEARNING

A close-up photograph of a person's feet wearing blue jeans and brown leather boots. The person is stepping on a yellow chalk line drawn on asphalt. A piece of the chalk is being crushed under the boot, with a shattering, crystalline fragment falling away. The background is a blurred outdoor setting with trees and a building.

Minimizes

- the forgetting curve via action-based learning
- employee time off the job
- travel and admin expenses
- need for training room space
- administration and printed materials

Maximizes

- “stickiness” of skills development

INCREASE YOUR TRAINING COMPLETION AND ENGAGEMENT RATES BY 2000%



Poll: Learning Retention Rates

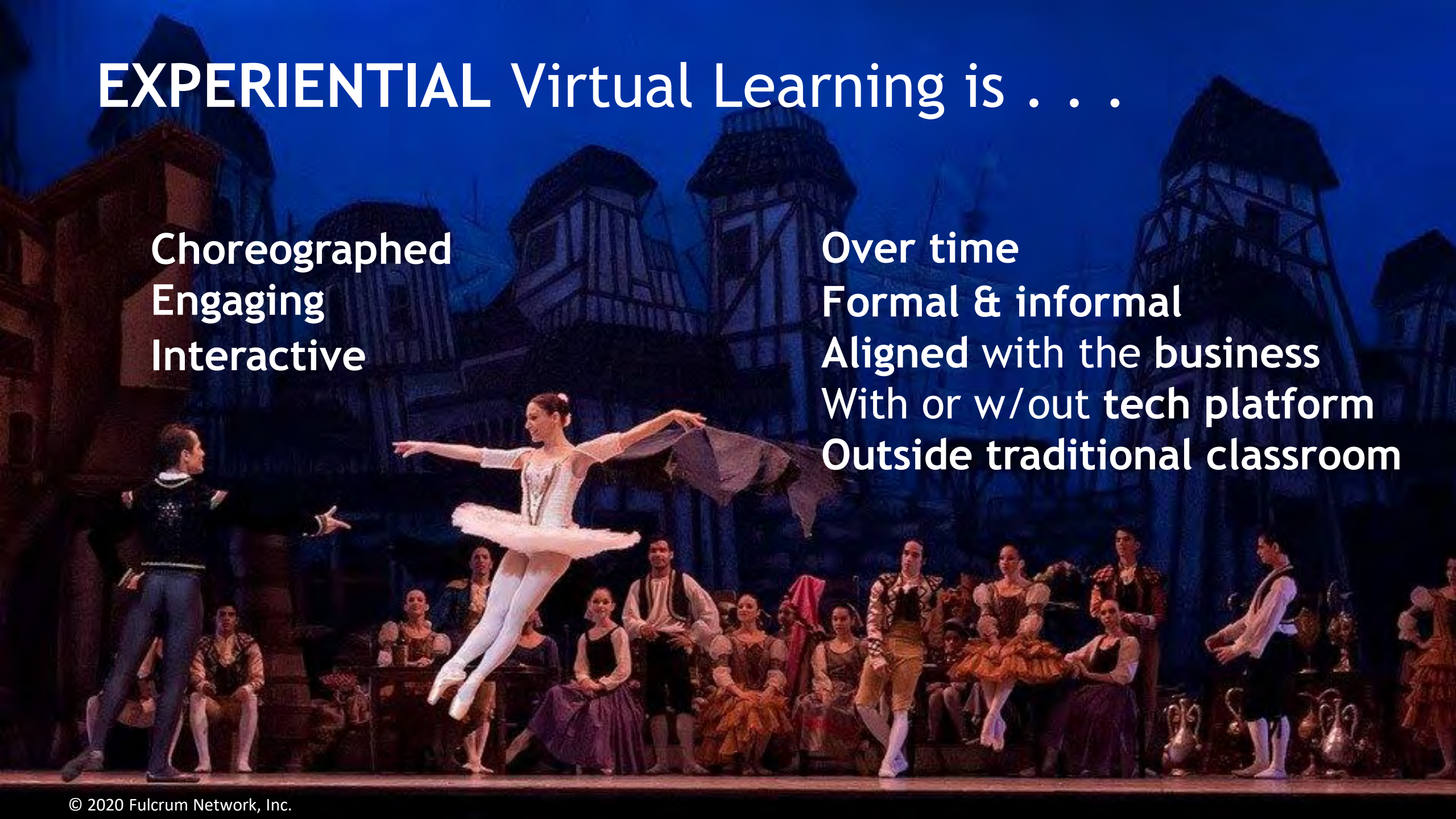
Participants forget ___ % of what they learned in less than **one week** after an instructor-led training session.



EXPERIENTIAL Virtual Learning is . . .

Choreographed
Engaging
Interactive

Over time
Formal & informal
Aligned with the business
With or w/out tech platform
Outside traditional classroom



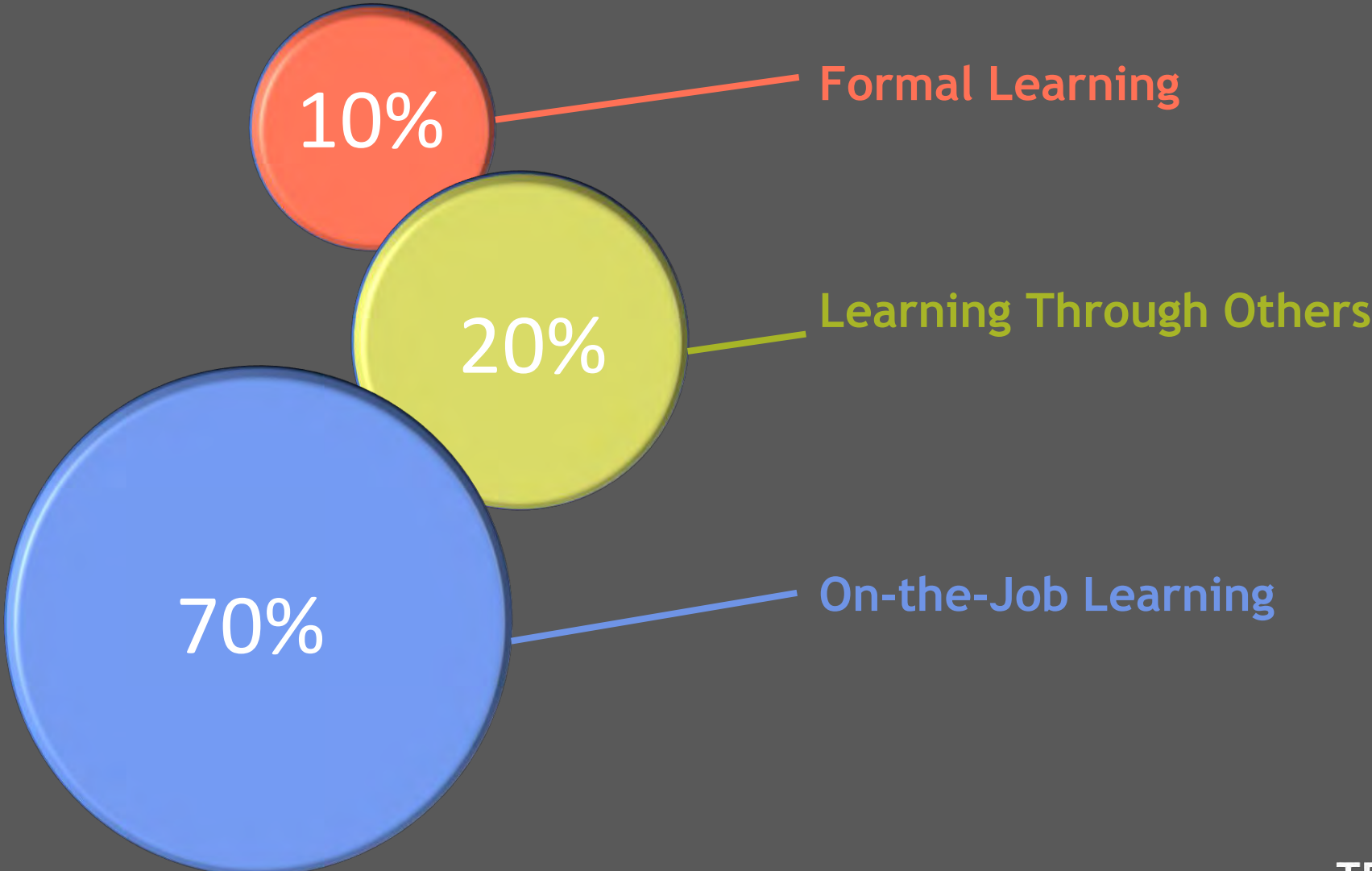
Experiential Virtual Learning . . .

- Drives behavior change & transformation for employees & leaders
- Can be tailored to organization's leadership style, culture, & specific audience needs & preferences
- Can be combined with in-person ILT & elearning, blended approach
- Used with individuals, groups, cohorts, communities of employees/leaders
- Conducted with or without a technology platform

A person is seen from the side, sitting at a wooden desk and using a laptop. The laptop screen displays a virtual meeting with six participants in a grid layout. The person's hands are on the laptop keyboard. A grey mug with a tea bag is on the desk to the left. A smartphone is on the desk to the right. The background is blurred, showing a modern office or home setting.

Experiential Virtual Learning Methods

Experiential Virtual Learning Uses . . .



10/20/70 Defined

Formal Learning - 10%

Structured, **directed learning**. The organization manages and controls the learning objectives and content such as classroom training, elearning or webinars.

Learning Through Others - 20%

Learning through **social and collaborative interaction** with peers, role models, mentors and coaches.

On-the-Job Learning - 70%

Also described as **informal or self-directed learning**. Individuals learn through experience, problem solving and practice.

Experiential Virtual Learning Methods Continuum



Instructor-led training
Synchronous

Self-study/elearning
Asynchronous

More Human
Interaction/Action

Less Human
Interaction/Action

LEARN-BY-DOING

Experiential Virtual Learning Uses:

Flipped Classroom



Type your responses in Chat.

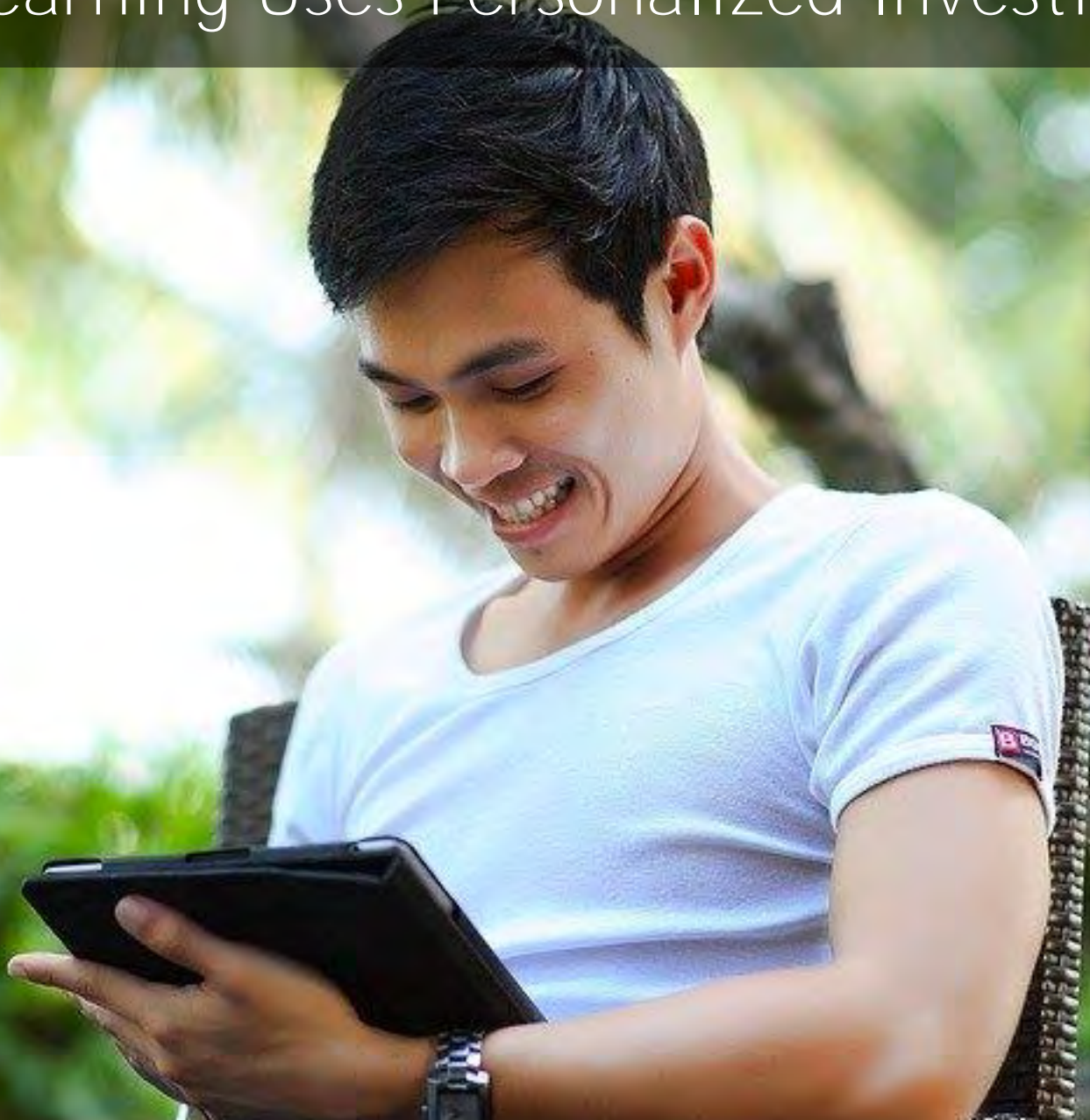
Micro-learning

Break content into bite-sized, achievable pieces, making it super-easy for participants to consume.



Experiential Virtual Learning Uses Personalized Investigation

- **Just-in-time resources**
- **Self-paced, quizzes**
- **Articles and videos**
- **Hints, tips and references**

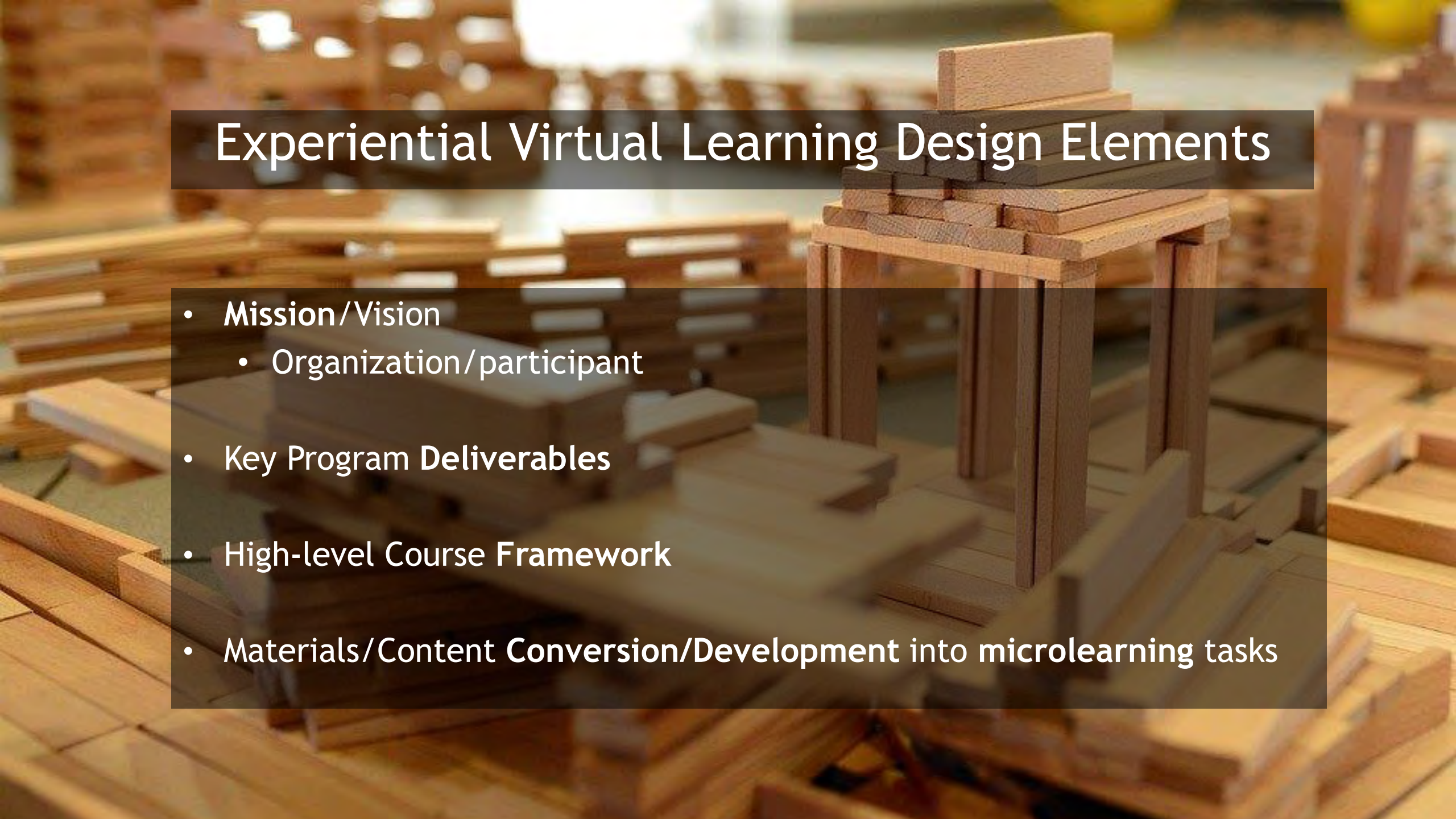




Experiential Virtual Learning Engages Others via . . .

How can you use others in virtual learning?

Type your responses in Chat



Experiential Virtual Learning Design Elements

- **Mission/Vision**
 - Organization/participant
- **Key Program Deliverables**
- **High-level Course Framework**
- **Materials/Content Conversion/Development into microlearning tasks**

In cities across America, a sea change is underway as protesters lift their voices to meet the challenges we are facing as a nation. Is your organization ready?



Awaken Unconscious Bias is designed to proactively respond to America's national moment of reckoning. Our **learning dash**, **consulting** and **coaching programs** can be experienced with an intact team, group members from separate organizations, or for individual employees.

Public Program: October 19 -23, 2020

Train-the-Trainer: Friday, October 30,
11:30am – 2:30 pm Central time

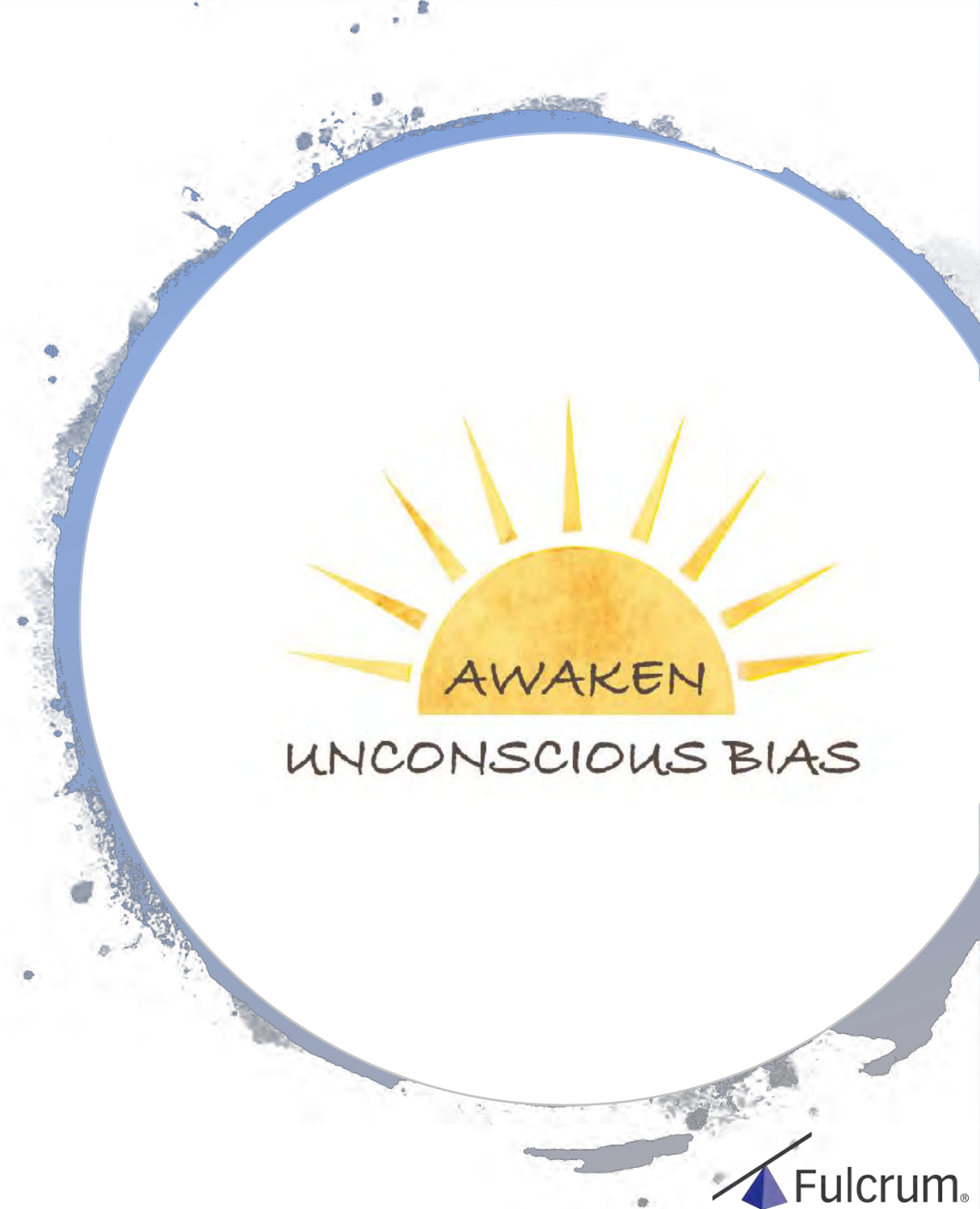
Awaken Unconscious Bias is...

a **virtual**, interactive **group experience** to awaken **leaders, managers** and **employees** to mitigate personal and institutional bias.

For Leadership Team: 5-day learning dash requires 45 to 60 minutes of interactive self-study a day over four days, plus **three live virtual sessions** on the 2nd, 3rd and 5th days.

For Managers: 5-day learning requires 45 to 60 minutes of interactive self-study a day over four days, **plus two live, facilitated 90-minute virtual sessions** on the 2nd and 5th days.

5-day elearning dash requires 30 minutes of interactive self-study a day over five days with **moderated, interactive social community** for employees.



Awaken Unconscious Bias Organization & Participant Mission...



Is to awaken your **leaders, managers** and **employees** to understand, recognize and learn how they may make, and sometimes act on, snap judgements without conscious intention so they can **take specific actions** to:

- break down barriers,
- create more collaborative & inclusive teams,
- enhance the customer & employee experience
- to drive business results.

Awaken Unconscious Bias Public Program/Certification

Promotional Offer: \$249 pp

October 19 – 23, 2020

Free Train-the-Trainer

October 30th, 11:30 – 2:30 pm

Leaders, Managers, Internal & External L&D/OD consultants

<https://www.fulcrumnetwork.com/awakenunconsciousbias4orgs>

<https://www.fulcrumnetwork.com/awakenunconsciousbias4consultants>

BONUS: Curated resources list for further development



Experiential Virtual Learning Methods Continuum



Navigating Conflict: Understanding Components of Conflict to Address it More Effectively

- Introduction

Course Outline

- Self-assessment 1: Behaviors
- What is Conflict?
- Impact of Emotion on Conflict
- Impact of Power on Conflict
- 3 Components of Conflict: Relationships, Shared Goals, Power, Power Differences
- Mindset Quiz
- What's Adaptivity? And Why Not?

- Skill Development Preparation (Worksheet)

Skill Development Exercise

- Learner Role Play (Observer/Feedback Provider)
- 3 Minute Role Play/3 Minute Feedback & Small group Discussion
- Large Group Debrief

Conclusion

- Get to know self; enhance competencies; develop skills, practice strategies/tactics; enhance capacities; always know your bottom line

Breakout Room Exercise

In a breakout room:

- Take **10 minutes** to determine what **experiential virtual methods** you would use in your learning design.
- Consider the **length of the program** and **sequencing of activities**
- *Select a spokesperson to share one idea you discussed in your group for the large group debrief*

Content-Based vs. Experiential Virtual Learning

CONTENT-BASED LEARNING

- Learners mainly read or watch videos. Knowledge is gained in a passive way.
- Learners complete 15% of the training program on average
- No behavioral change is created. Learners forget 75% of the information after six days
- Only 4% of learners engage with content and interact with their mentors and peers
- **Learners that don't implement the content retain 5% of the information**

EXPERIENTIAL VIRTUAL LEARNING

- Learners take actions as part of the training. Knowledge is gained in an **active way**.
- Learners **complete 60%** of the training program on average
- Results in **permanent behavior change** and impacts organizations for the long-term
- **87% of learners engage** with content and interact with their mentors and peers
- Learners that actually take action **retain 90%** of the information

Adapted from myQuest

For Infographics on: **Content-Based Learning vs. Action-Based Learning** and **How Actions Influence Learning and Memory** go to: <https://fulcrumnetwork.com/transformed-learning>



THANK YOU!

Want to create your own experiential virtual program?

Contact: dk@fulcrumnetwork.com or

go to: www.fulcrumnetwork.com/transformed-learning

FREE ebook: Ticking the Box vs. Real Outcomes,

go to: www.fulcrumnetwork.com