



Microlearning: 5 Techniques to Improve Job Proficiency and Prove ROI on Training Investments

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Today's Discussion



- The theory...best practice microlearning
- The solution...microlearning and behavior change
- The proof...linking microlearning to outcomes
- 5 techniques for effective L&D programs

Join the Conversation

#microlearning

#peopleenablement

#trainingeffectiveness

@Qstream



The Challenge



- Audience Poll -

Which of these statements resonate most with you?

Pick all that apply.



- I don't know if employees are making situationally-correct decisions on the job
- I don't know the biggest knowledge or skill gaps of each employee
- Operational or business risk will reduce if employee competencies are improved
- I can't measure ROI on training investments
- My L&D program is not scalable globally and across functions



CLASSROOM LEARNING



LMS AND eLEARNING



SELF-GUIDED LEARNING



TEXT BOOK LEARNING

Today's training rarely leverages the latest brain science research.

"One and done" is less effective, especially with:

- A global workforce
- Increasing complexity
- High staff turnover
- Changing regulations
- Need for situational-based judgments

Best Practice Microlearning

The Theory



Founded at Harvard and proven in science, Qstream is a pioneer in behavior change through microlearning



Blood Pressure

Kerfoot - Circulation CQO 2014; 7:468-474

Patient Diabetes

Kerfoot - Diabetes Care 2017; 40(9):1218-1225

Prostate Test

Kerfoot - Amer. J of Prevent Med 2010; 39: 472-8

Patient Safety

Shaw - BMJ Quality & Safety 2012; 21: 819-825.

Pain

Shaw - Palliative Medicine 2014; 28: 521-529.

Qstream Solves for Changing Behavior

Brigham and Women's Hospital



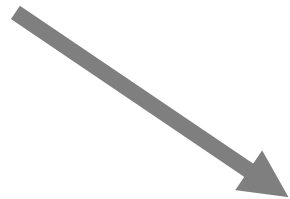
Group 1: **LMS + Test**



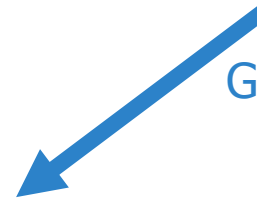
Cognitive understanding is equal for both groups



Group 2: **Qstream Scenarios**



Safety Simulator Behavior Ranking



Qstream group scores higher!

Critical Thinking



Situations that are context rich



Action based decision-making



Answers are context rich



Helps to reveal thinking



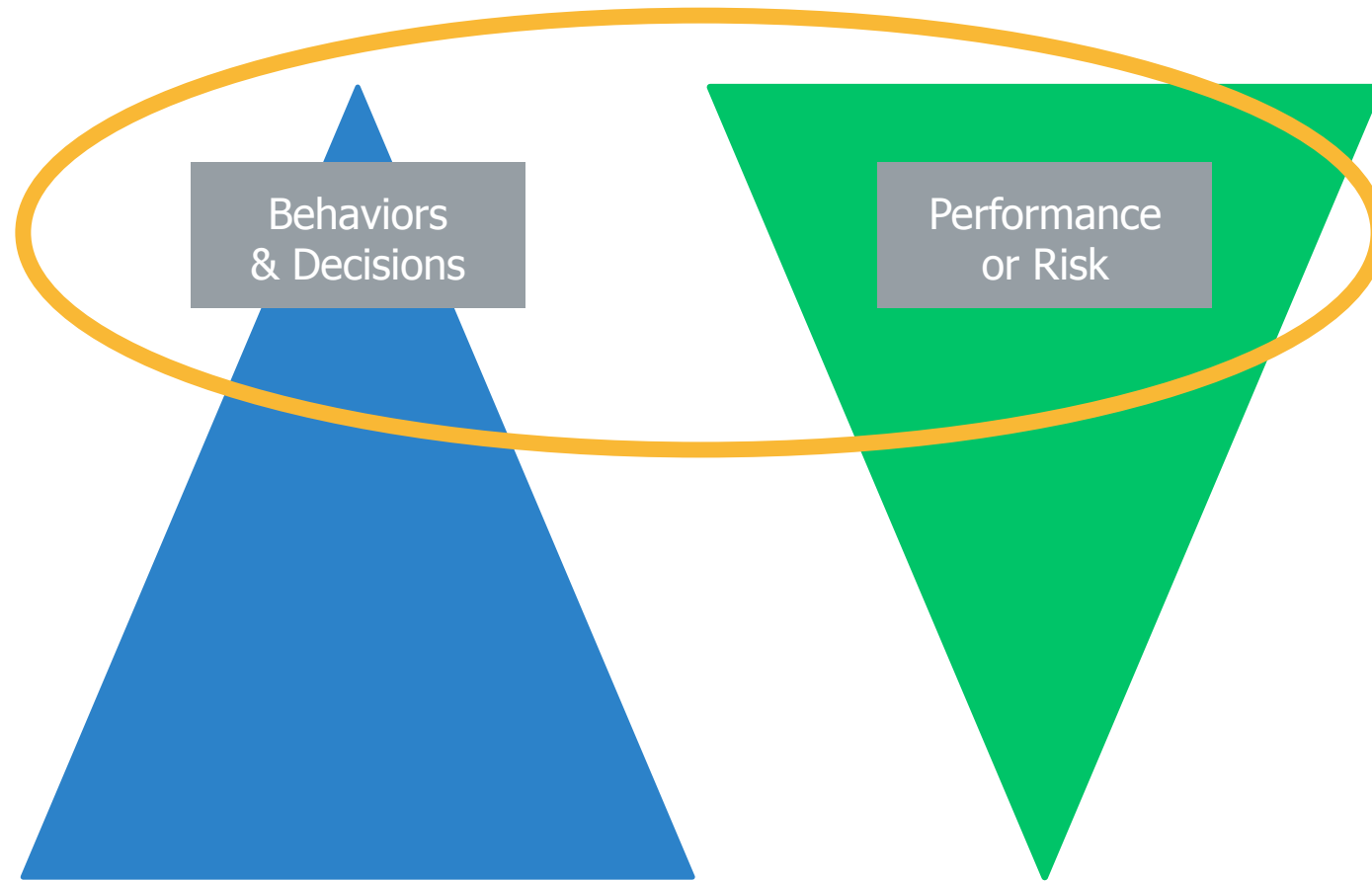
All options are fully explained



AND REPEAT....

ADDIE Instructional Design:

Focus on behaviors associated with the biggest impact

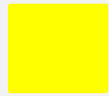


Example: Scenario-based question for remote site monitors

When you review your risk management site tool, the following items are yellow:



Overall
Score



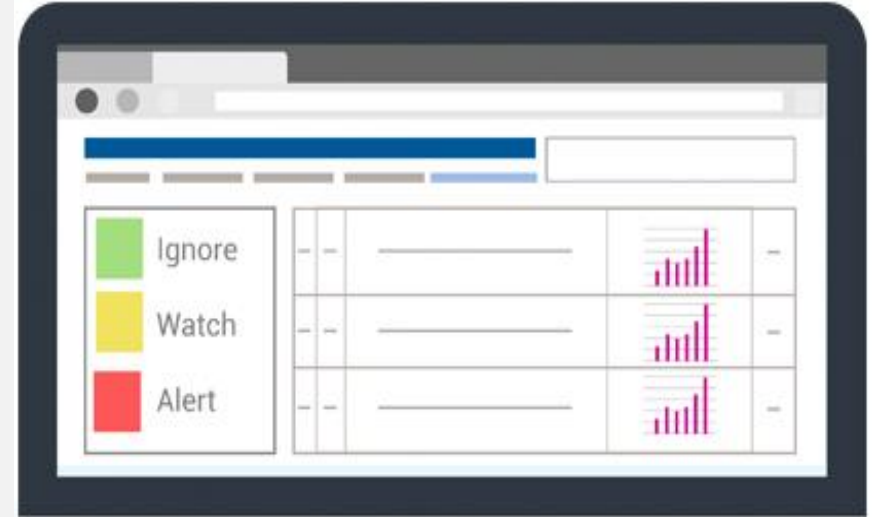
Resolution
Score



Issue
Score



Data Entry
Score



Should you schedule an on-site visit to address the significant number of issues?

Choices (choose correct answer)

- No, just because the site is in the yellow tier does not constitute a full day of work. Root cause analysis needs to be done
- No, you should only schedule an on-site if all the indicators are red
- Yes, an on-site visit should be scheduled so that a root cause analysis can be done
- No, an off-site visit should be scheduled to review the issues

Audience Poll

What is your single biggest challenge with talent management?

Pick one only.



- Attracting talent
- Retaining talent
- Engaging talent

The Solution



Guiding principles to modern learningbased on the latest brain science research

MAKE IT
EASY



Break training content into bite-sized, scenario based challenges

MAKE IT
STICK



Use a proven methodology to improve knowledge, advance skills and change on-the-job behavior

MAKE IT
MOBILE



Reduce training costs and reduce training time

MAKE IT
ENGAGING



Keep people engaged with game mechanics, peer socialization and personalized coaching

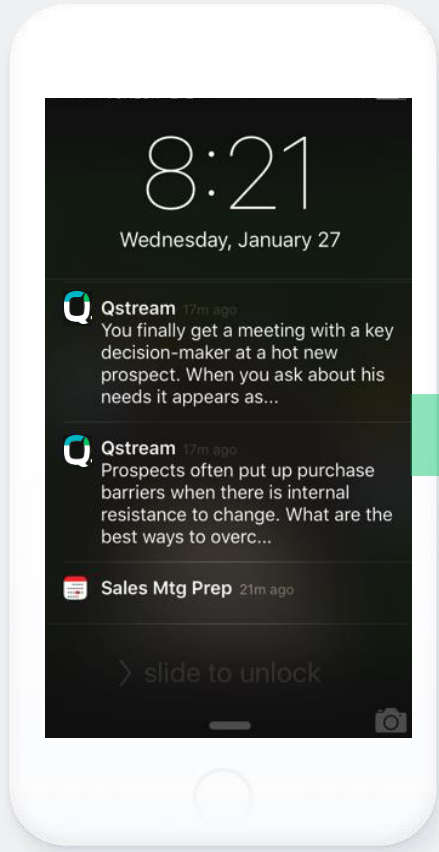
MAKE IT
MEASURABLE



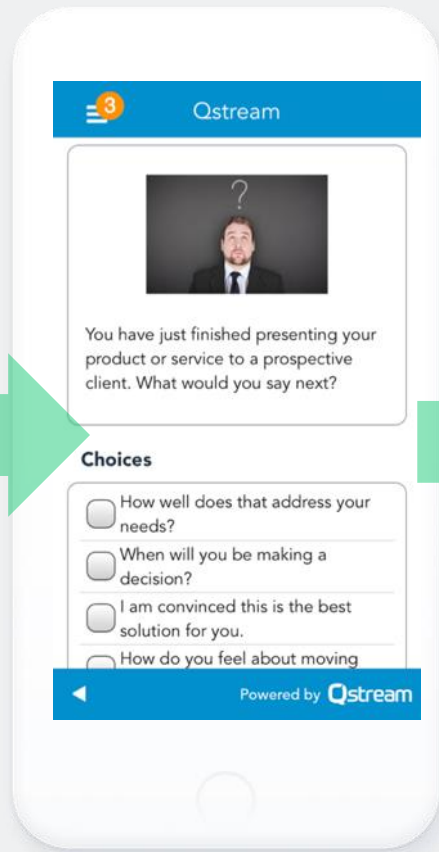
Use proficiency as a measure for ROI and identify gaps to inform further training initiatives

Make It Easy

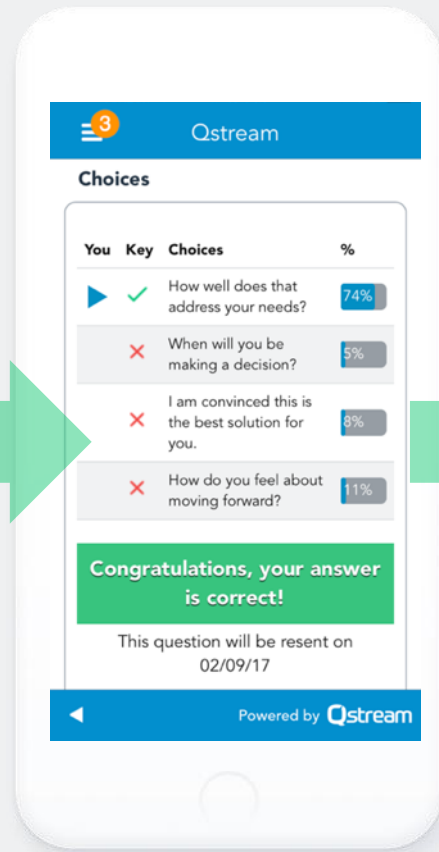
1
Notify



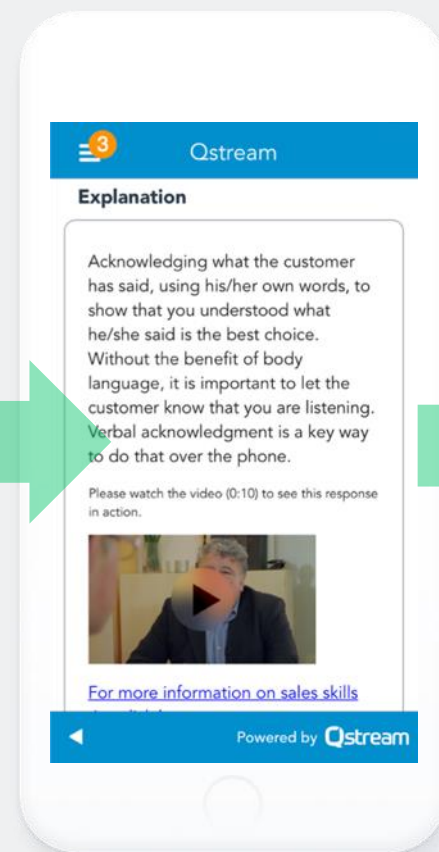
2
Answer scenario



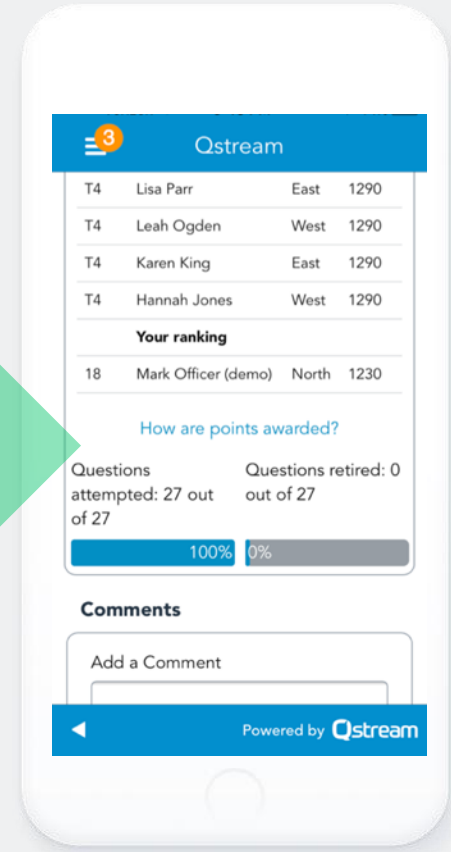
3
View result



4
Explain



5
Rank



- JUST MINUTES A DAY -
Make It Mobile

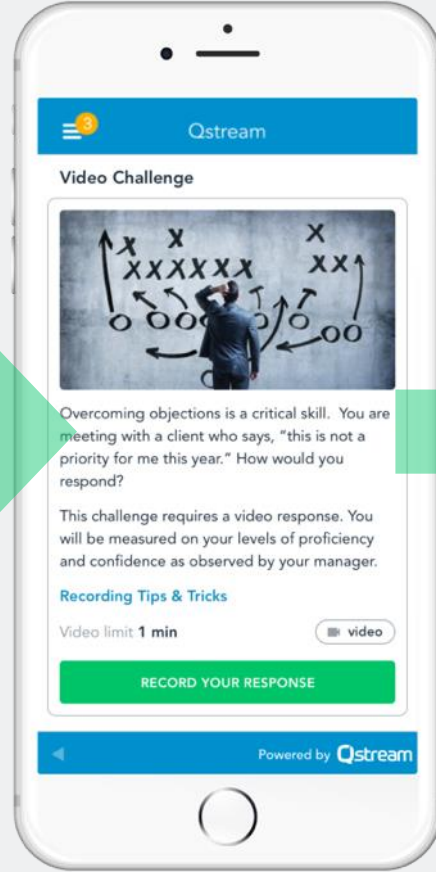
1

Notify



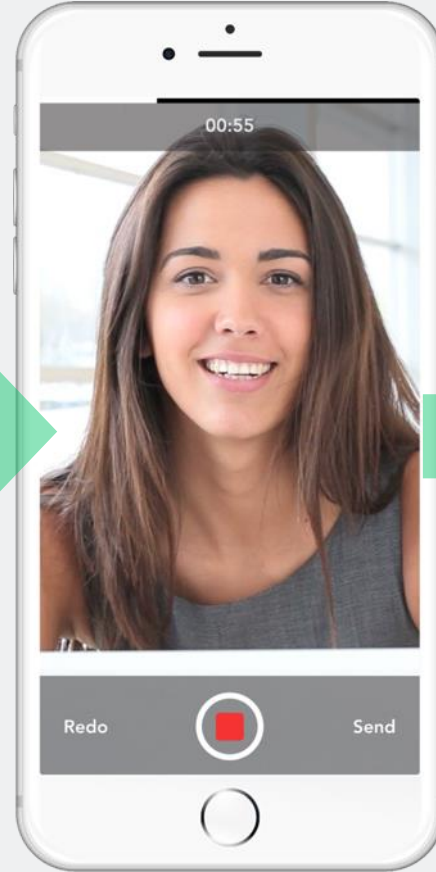
2

Read scenario



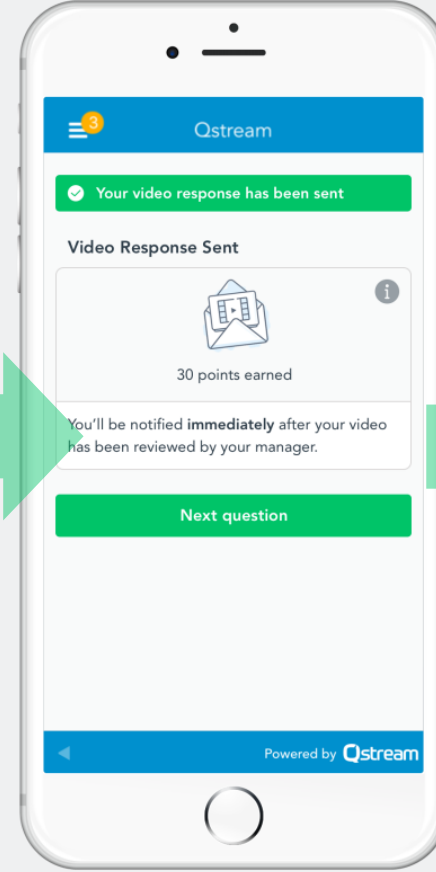
3

Record response



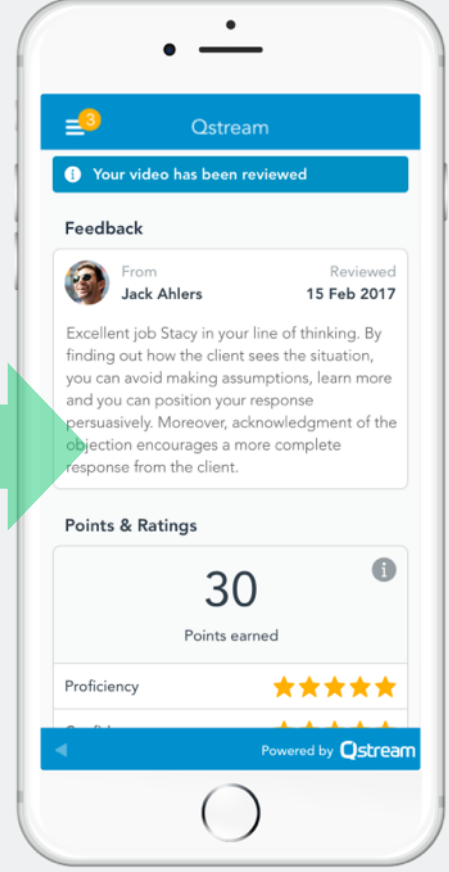
4

Submit



5

Manager review



Socializing your program



Progress

Your Leaderboard Team: North

Your team

Teams

Overall

Top 10

Rank	Name	Team	Points
1	Dale Bell	South	3075
2	Nancy Pratt	East	2490
3	Dale Bell	South	2410
T4	Tim Smith	East	1290
T4	Sebastian Welch	North	1290
T4	Stephanie Vaughan	South	1290
T4	Lisa Parr	East	1290
T4	Leah Ogden	West	1290



Socializing your program provides valuable feedback

Created	Posted by	Qstream	Question name	Comment
Jun 04	Meredith Odgers	The Data Protection & Privacy Principles Challenge (May 2018)	Q6 Customer Data (t)	Hoping my round 2 responses are now helping to boost the Sales & Marketing team's results....second time lucky on a few! I have definitely learnt a thing or two on this Qstream....especially in relation to contacting customers about other products and services they currently don't have, unless there is permission to contact them for this purpose. Has anyone else struggled a little with the foundation principle of this guideline and is there any flex in this?
Jun 01	Hannah Stephenson	The Data Protection & Privacy Principles Challenge (May 2018)	Q12 customer data retention	It would be different if the question made clear to us under what grounds for processing the customer and controller had agreed to.
Jun 01	Hannah Stephenson	The Data Protection & Privacy Principles Challenge (May 2018)	Q12 customer data retention	"Data of customers who were only using that service should be deleted." is a dysfunctional answer that conflicts with the principle of "data should only be retained for the duration and purpose agreed with the provider."
May 22	Angela Kalyvianakis	The Data Protection & Privacy Principles Challenge (May 2018)	Q12 customer data retention	I agree with the other comments.

Make It Measurable

Initial Proficiency

	Pacific	South West	West Central	South East	FL/ PR	Great Lakes	Mid Atlantic	NY/NJ	New England	Canada	Average
Initial Level											
Understanding the Customer	33%	0%	45%	25%	38%	33%	57%	50%	75%	80%	44%
Purchasing Trends	60%	50%	62%	75%	33%	60%	68%	60%	50%	80%	62%
Transaction Data	33%	50%	82%	50%	38%	67%	69%	79%	50%	80%	65%
Locational Analysis	67%	100%	45%	50%	50%	61%	86%	71%	100%	80%	69%
Target Market Analysis	50%	75%	64%	42%	63%	97%	64%	67%	100%	100%	73%
Decision Making	67%	75%	36%	91%	100%	76%	68%	93%	100%	80%	76%
Performance Dashboard	33%	50%	36%	92%	100%	82%	74%	87%	75%	80%	76%
Maximizing Profitability	50%	75%	73%	67%	88%	82%	89%	93%	100%	100%	83%
Transaction Reporting	67%	75%	100%	92%	88%	85%	86%	93%	100%	100%	88%
Revenue Opportunities	75%	75%	100%	100%	89%	85%	97%	93%	100%	80%	92%
Average	54%	63%	64%	68%	68%	73%	76%	79%	85%	86%	73%

Current Proficiency

Current Level											
Understanding the Customer	67%	75%	82%	75%	88%	73%	86%	86%	100%	80%	81%
Purchasing Trends	80%	100%	85%	92%	78%	89%	95%	87%	100%	100%	90%
Transaction Data	67%	50%	100%	92%	75%	88%	94%	100%	100%	80%	90%
Locational Analysis	100%	100%	91%	92%	75%	76%	97%	93%	100%	100%	89%
Target Market Analysis	50%	100%	91%	100%	75%	100%	86%	80%	100%	100%	90%
Decision Making	100%	75%	82%	100%	100%	94%	94%	93%	100%	80%	93%
Performance Dashboard	100%	75%	73%	100%	100%	88%	89%	93%	100%	80%	89%
Maximizing Profitability	50%	100%	91%	92%	88%	94%	97%	93%	100%	100%	93%
Transaction Reporting	100%	100%	100%	92%	100%	94%	100%	100%	100%	100%	98%
Revenue Opportunities	100%	75%	100%	100%	100%	97%	100%	100%	100%	100%	99%
Average	80%	85%	89%	93%	88%	89%	94%	92%	100%	92%	91%

Change Behaviors to Impact Outcomes



Proven by science...Improved patient outcomes

An online spaced education game for clinicians improves their patients' time to blood pressure control

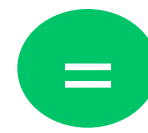


Group 1: Review online posting on blood pressure management

111 doctors randomized into 2 groups treating 14,336 patients



Equal knowledge of blood pressure management for the 2 groups



Group 2: Qstream on patient scenarios for blood pressure management



Significant improvement for **patients'** time to blood pressure control

Soft Skills Scenario

Question	Total responders	Total responses	Total retired	Initial correct	Initial incorrect	Current correct	Current incorrect	Comments
Competitive Differentiators	75 (97%)	168	25	34 (45.33%)	41 (54.67%)	61 (81.33%)	14 (18.67%)	1



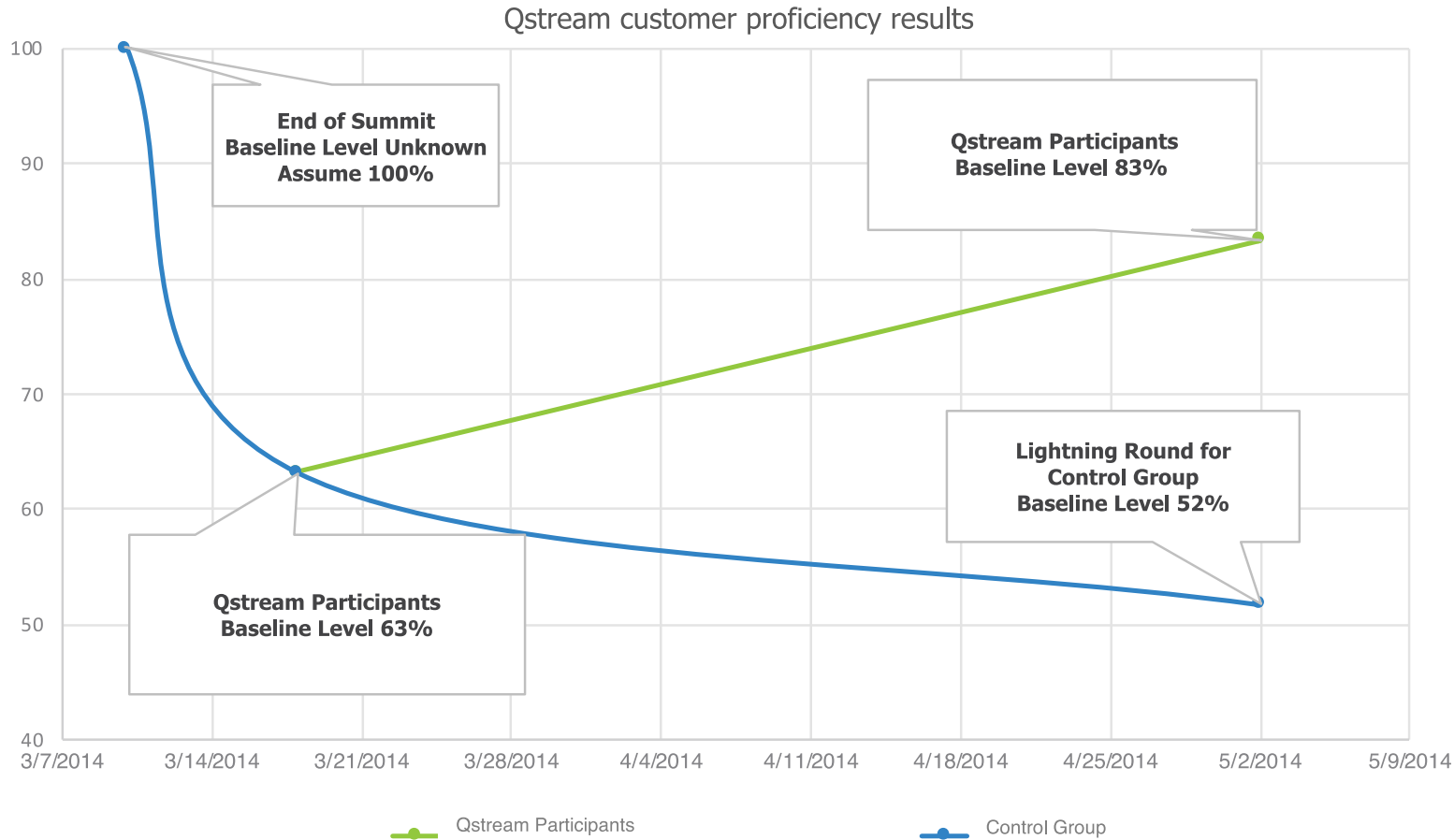
You are speaking with a customer who has not been able to take your call for several weeks. The customer says, "It is nice to talk to you. Sorry it has been so hard to find the time. Between work and coaching my son's soccer team, I've just been going non-stop." How would you respond?

Initial presentation responses

To indicate how your question is performing the table below shows the distribution of responses on first presentation of the question

Key	Choices	Responses
✓	"I appreciate the opportunity to speak today. I know how busy you are. It's great you can carve out time for your son's soccer team. How's the team doing?"	45%
✗	"I'm glad to speak with you. I know how busy you are. To maximize your time, where do you think we should begin?"	16%
✗	"I'm glad we could speak today. Because I know how busy you are, we can get started immediately."	14%
✗	"I'm glad we could talk today. Can you tell me what about your business is keeping you up at night?"	22%
		87 responses

Measurable improvement in job proficiency

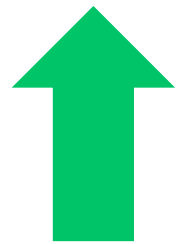


- Drives job performance
- Gives feedback
- Guides coaching
- Streamlines training
- Measures training

Source: Qstream customer results



Market Share and Profitability



30%

Quota Attainment



3%

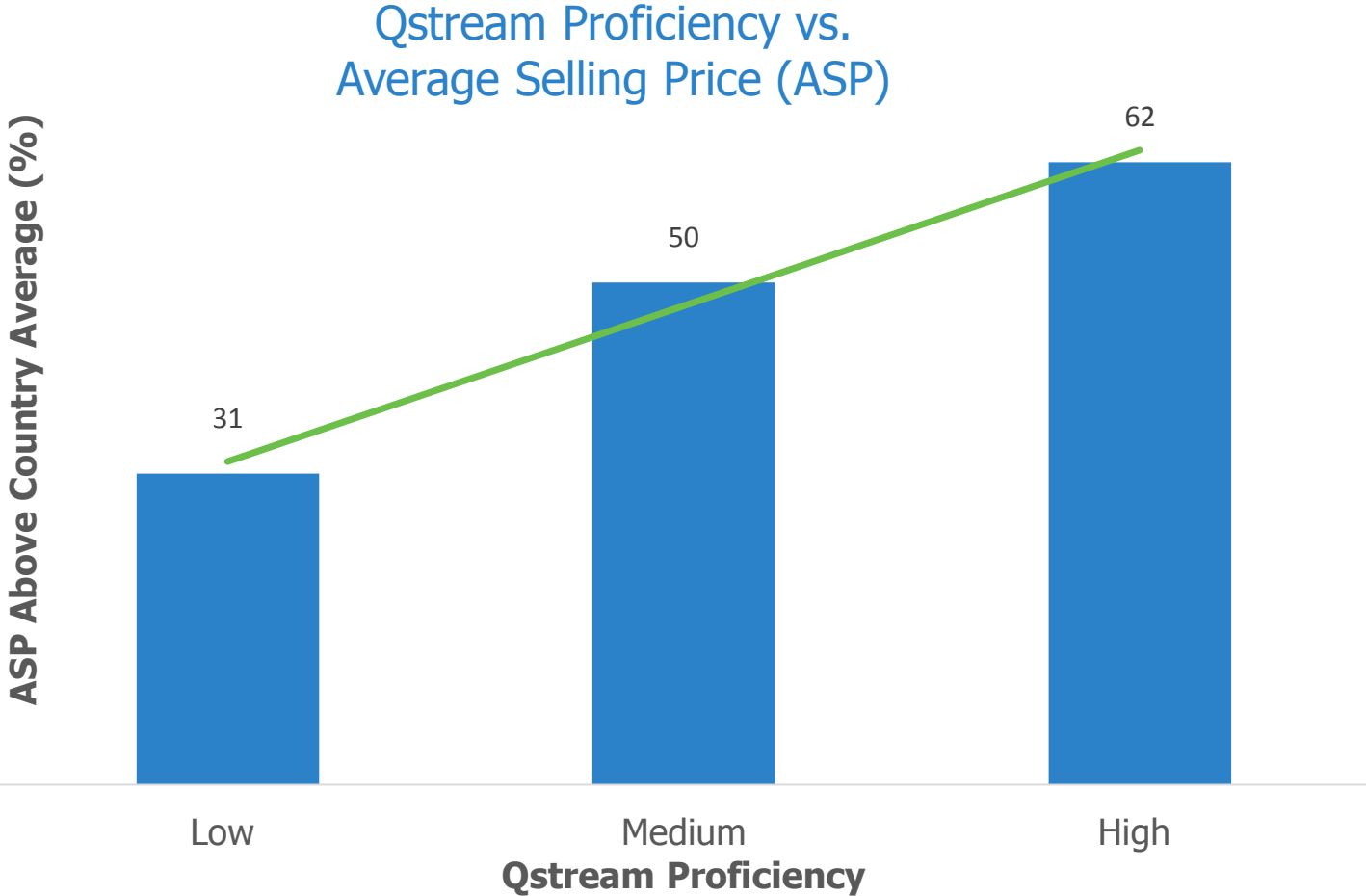
Gross Profit



12%

Reduced Turnover

Increased Deal Value



Boston
Scientific

Sales reps with high Qstream proficiency scores have twice the Average Selling Price (ASP) than those with low Qstream proficiency scores.



Time to take action



5 Techniques To Improve Job Proficiency

1

Structure microlearning as a program

2

Adopt an instructional design methodology

3

Present as scenario-based Q&A challenges, repeatedly until mastered

4

It's a challenge, not a test – socialize it! Get managers involved. Create engagement.

5

Perform a proficiency gap assessment for insights that guide future programs and precision coaching

CHANGE BEHAVIOR TO ACHIEVE ORGANIZATIONAL GOALS





SALES & MARKETING

- Sales onboarding
- Sales kickoff
- Sales skills
- Sales process
- Pricing
- Positioning/brand
- Product knowledge
- Channel enablement
- Competition



LEARNING & DEVELOPMENT

- Training reinforcement
- Leadership development
- Talent management
- Onboarding
- Diversity
- Change management
- Training reinforcement
- Manager enablement
- Coaching guidance



OPERATIONS

- Process change
- Software roll-out
- Compliance procedures
- Regulatory change
- Field operations
- Six Sigma



LIFE SCIENCES & HEALTHCARE

- Patient safety
- Joint commission
- Diagnosis
- Treatment
- Prescription
- CME
- Residency & nursing
- Medical affairs
- Site monitor training

Questions?



Thank you

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