



Introduction



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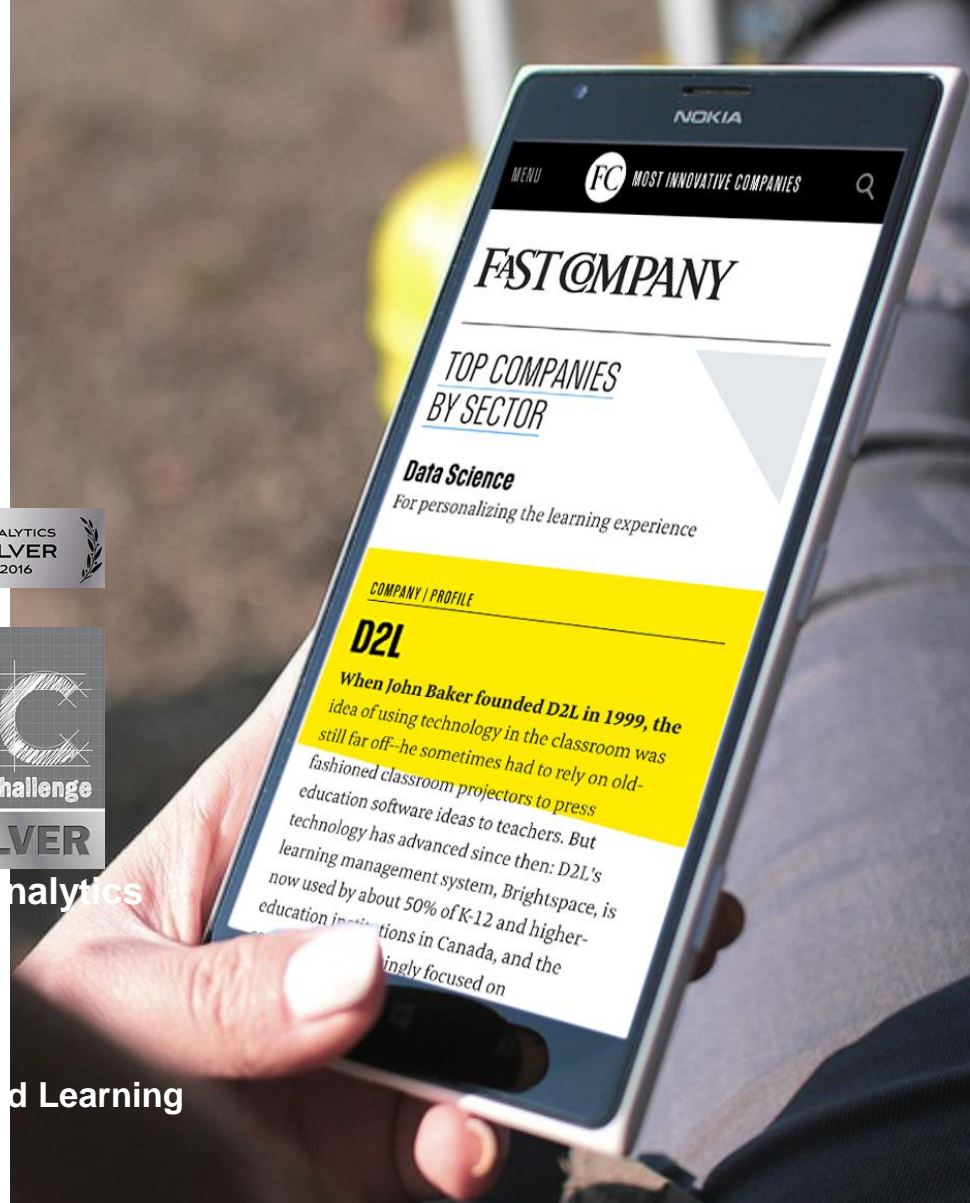
D2L Learning Strategy Consultant





analytics

d Learning



Tell me about you...



- Name
- Role
- Location

Why are we here today?

THIS IS TOO
MUCH

By the end of this webinar, you will take away:

A step-by-step approach to successfully selling, developing, and delivering a modern learning program for financial services.

Agenda

- What is Modern Learning?
- Developing a Blueprint for Success
 - Aligning Learning to Business Objectives
 - Plan, Achieve, Measure
- Applying Brain Science in Learning
 - Storage, Stickiness, Retrieval
- Measuring ROI of Learning
 - Types of Learning ROI
 - Calculating ROI



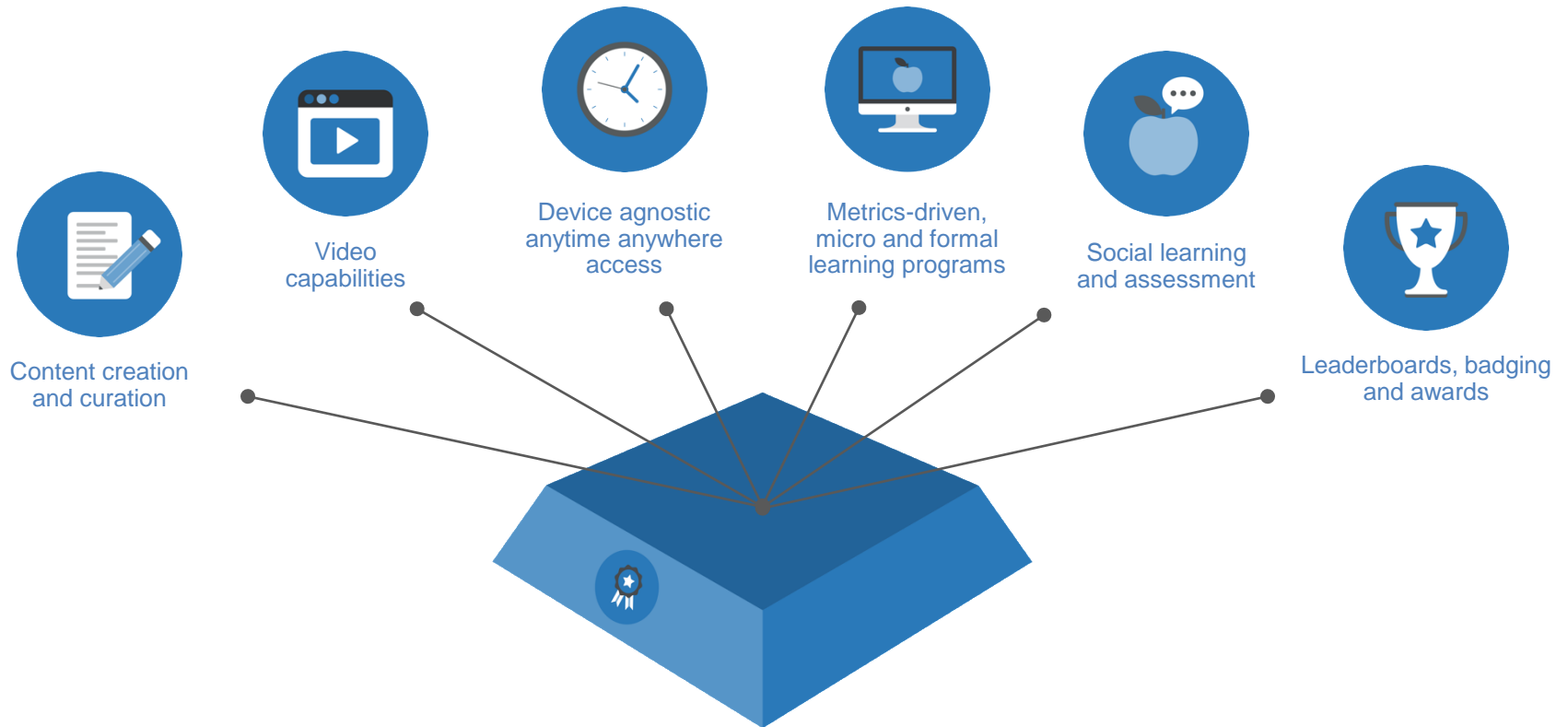
Poll #1

For which initiative(s) are you planning to develop a modern learning program?

- A. Onboarding
- B. Leadership Development
- C. Employee Engagement
- D. Re-skilling / Up-skilling
- E. Corporate University
- F. Other



Modern Learning



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Business Value Achievement



Data or Expectation Measures

Use Plan Achieve Measure as part of your yearly planning cycle with either data or expectation measures for continuous improvement.

Plan

- Organizational objectives and priorities
- Key stakeholders
- Target audience
- Obstacles
- Success criteria



Achieve

- Timelines
- Action plan
- Milestones and deliverables

Measure

Create measurement points based on
your success criteria and share results



Making the Case for Learning



Workbook

The Modern Learning Business Case

Workbook for Financial Services¹

¹ <https://www.d2l.com/resources/assets/the-modern-learning-business-case-workbook-for-financial-services/>



Brain
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Poll #2

What types of learner engagement methods do you currently use in your learning programs?

- A. Interactive content
- B. Video
- C. Scenarios
- D. Peer collaboration
- E. Other



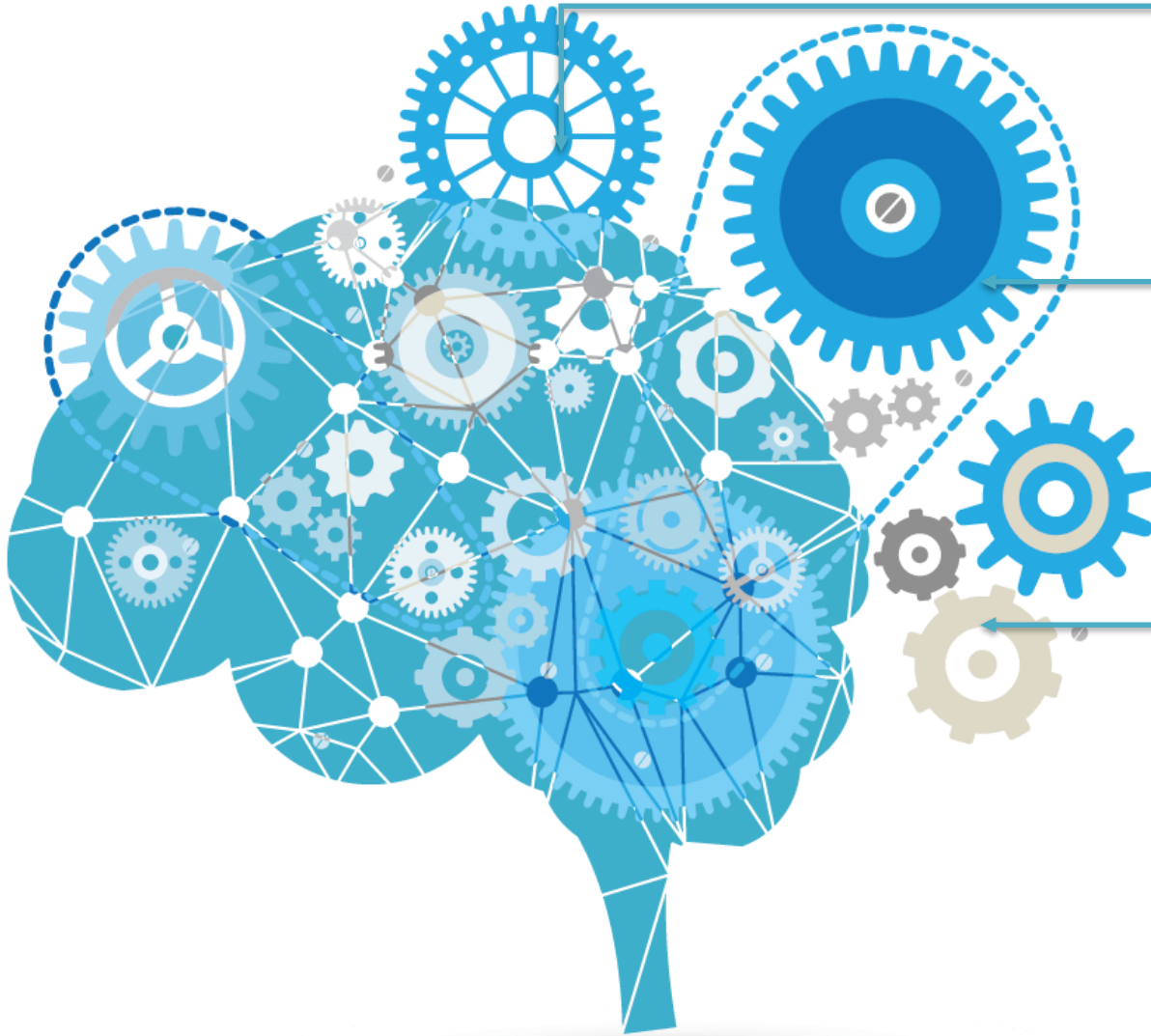
A black ceramic pot, resembling a leprechaun's cauldron, is overflowing with gold coins. The pot is placed on a lush green lawn. Several stacks of gold coins are scattered on the grass in front of the pot, suggesting a treasure hunt or a large sum of money.

Train your Leprechaun

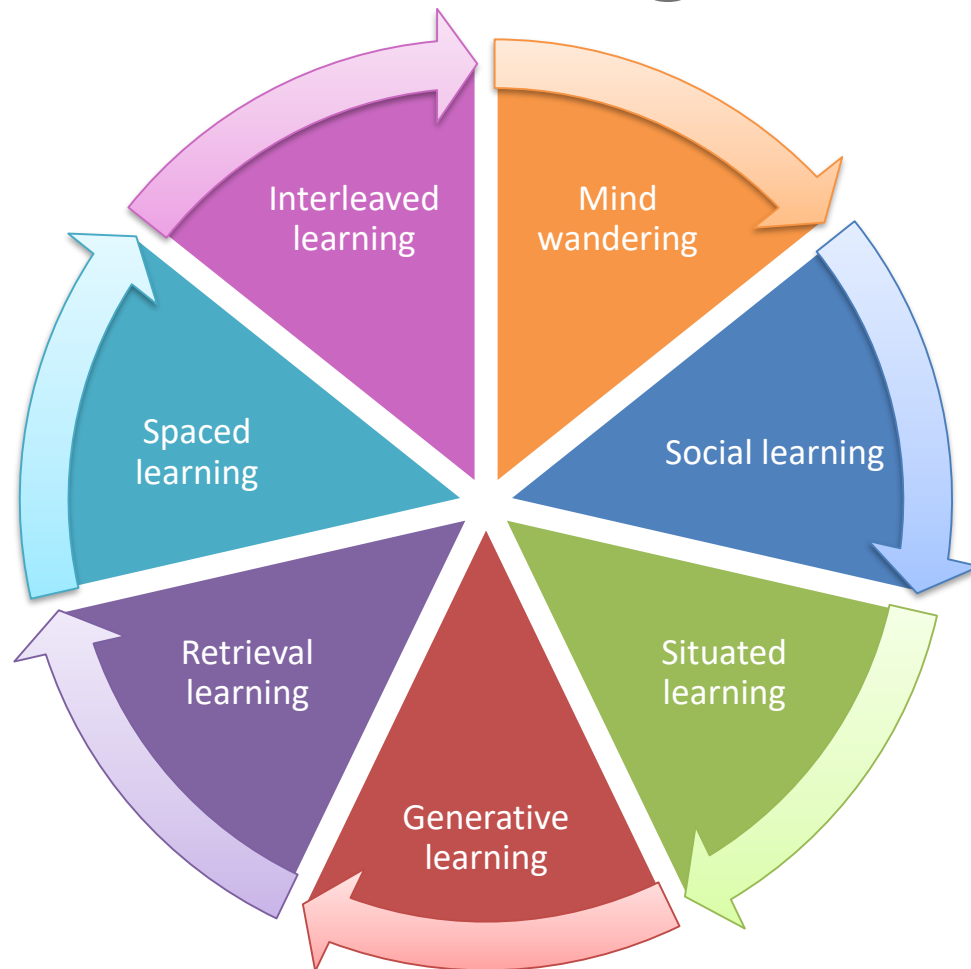
Storage

Stickiness

Retrieval



Applying Brain Science in Learning



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Poll #3

How do you measure the effectiveness of your learning programs?

- A. Learner Promoter Score / Learner satisfaction
- B. Learner confidence
- C. On-the-job results
- D. Financial return
- E. Other



Types of Learning ROI

- Satisfaction and Engagement
- Confidence
- Behaviour
- Results
- Financial Returns

Data
Measures

Expectation
Measures

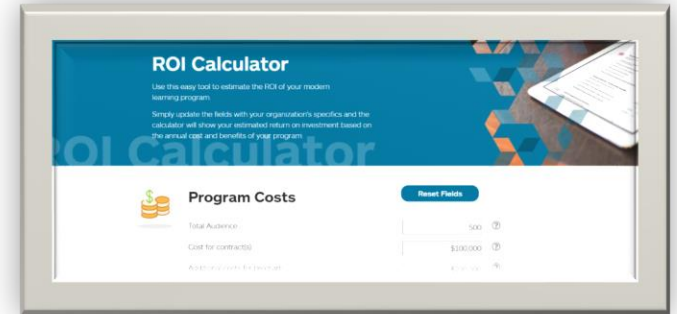
$$\text{ROI (\%)} = \frac{\text{Program benefit} - \text{Program cost}}{\text{Program cost}} \times 100$$

Calculating the ROI of Learning



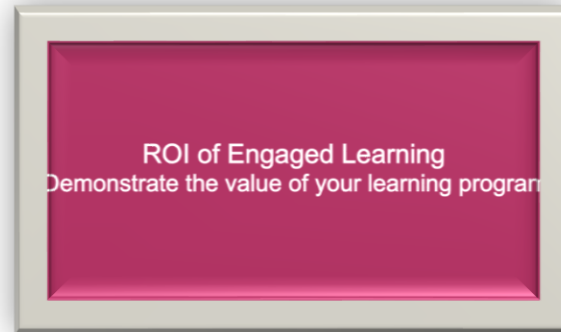
Whitepaper

The ROI of Learning¹



Tool

ROI Calculator³



Webinar

Demonstrate the value of your learning program²

¹ <https://www.d2l.com/resources/assets/the-roi-of-learning/>

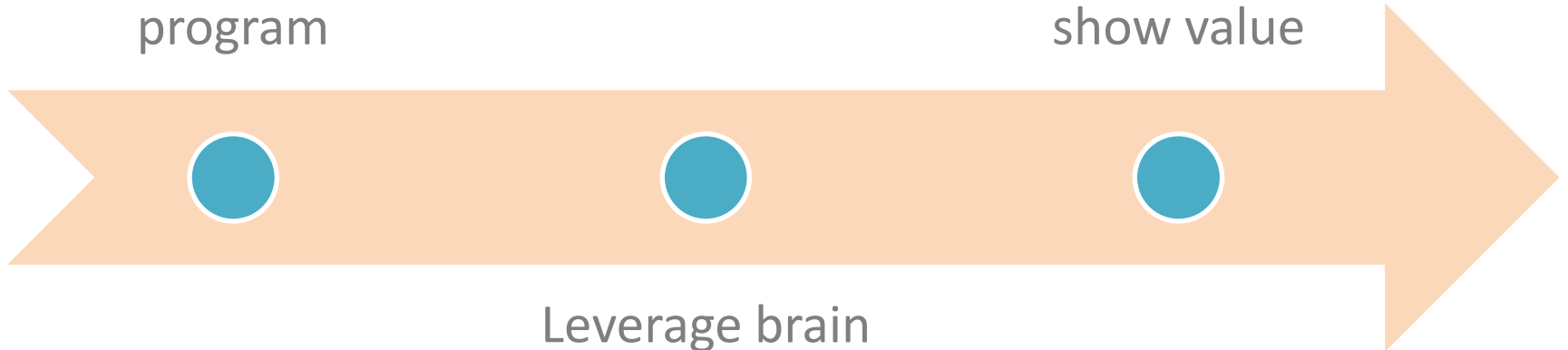
² <https://www.d2l.com/resources/webinars/demonstrate-the-value-of-your-learning-program-roi-of-engaged-learning/>

³ <https://www.d2l.com/resources/assets/roi-calculator/>

Key Takeaways

Align learning to
organizational
goals to sell your
program

Measure ROI to
show value



Leverage brain
science in
instructional
design

