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LEARNING AT *WORKSPEED*

How to Get Your People on the Fast Track to Operational Excellence

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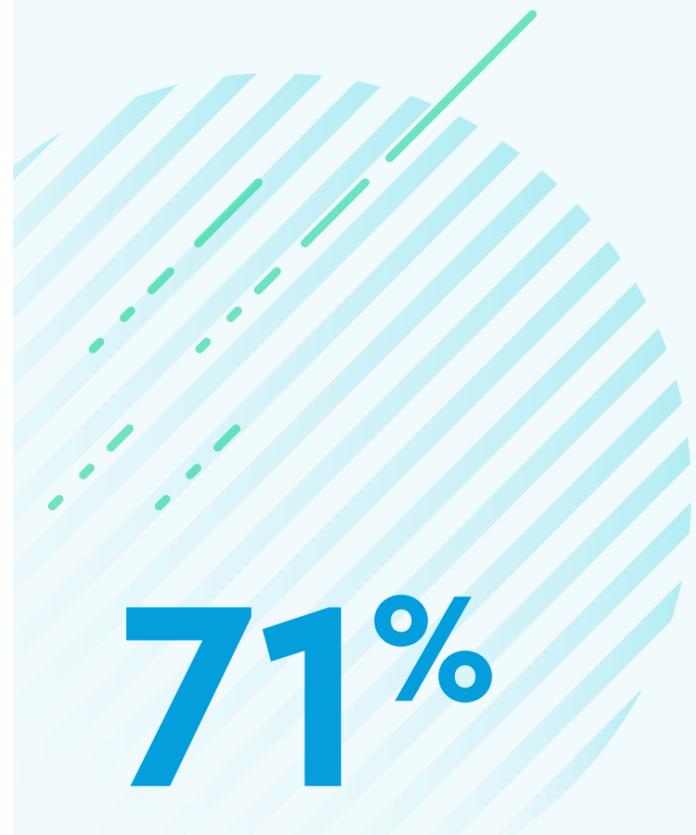
The World Has Changed

The Speed of Business — and Work — Is Faster Than Ever

Today's business environment looks very different from just 30 years ago. Digital transformation and disruption are everywhere. In fact, 71% of companies are either currently experiencing or standing on the brink of significant disruption.[1] And experts from Bain & Company suggest that, due to shifting demographics, automation, and increasing income inequality, this level of change is not going anywhere anytime soon.[2]

For your business, this means increased uncertainty and heightened competitive pressure — especially in maximizing its investment in people and operations to drive more efficiency and innovation. However, this fast pace also means that without the right game plan for learning, your people won't be able to keep up. And even worse, they may not stick around.

"Our analysis shows that the collision of these forces could trigger economic disruption far greater than we have experienced over the past 60 years."
— BAIN & COMPANY, LABOR 2030

71%

of companies are either currently experiencing or standing on the brink of significant disruption.

[1]Breaking Through Disruption. Accenture. 2019. https://www.accenture.com/us-en/insights/consulting/business-disruption-innovation
[2]Bain & Co. Labor 2030: The Collision of Demographics, Automation, and Inequality. https://www.bain.com/insights/labor-2030-the-collision-of-demographics-automation-and-inequality/

Learning Is No Longer Just Important

It's Mission Critical

There are three reasons why operational and learning leaders should be examining their corporate learning strategy today:

1

Expectations of the New Workforce

Millennial and Gen Z workers expect their employers to provide a high level of learning and development, which contributes to their motivation, satisfaction, and engagement. In fact, learning and career development is now a key factor in attracting and retaining top talent.

2

The Talent Shortage

Many sectors are experiencing a shortage of qualified talent and are starting to get serious about investing in developing their current workforce to ensure they're prepared for tomorrow.

3

Economic Disruption and Business Agility

Even in the best of times, business agility requires employees who are up to date on the latest competitors, opportunities, products, processes, and policies. In times of natural disasters and health emergencies, communication, updates, and learning become even more critical.

# Corporate Learning Leaders Are Facing a New Reality

Modern Learners Have Unique Needs and Expectations

To meet these expectations for development, overcome the talent shortage, equip your business to stay agile, and better attract and retain top talent, you need to start with the most important person in the equation: the modern learner.

Today's learners have:

- **High expectations** for technology, managers, training, and the employee experience overall

- **Shorter attention spans** and time-starved schedules due to information overload and always-on work hours

- **Lower feelings of loyalty** to a single employer and are more open to on-demand work

- **High value for learning** — want to be able to get information on the job, right when they need it

All this means that modern learners want to Google the info they need, learn, do, and repeat. They simply will not accept old, hard-to-use processes and technology from their employer — or if they do, they're probably disengaged, underperforming, and ready to grab the first opportunity to jump ship.
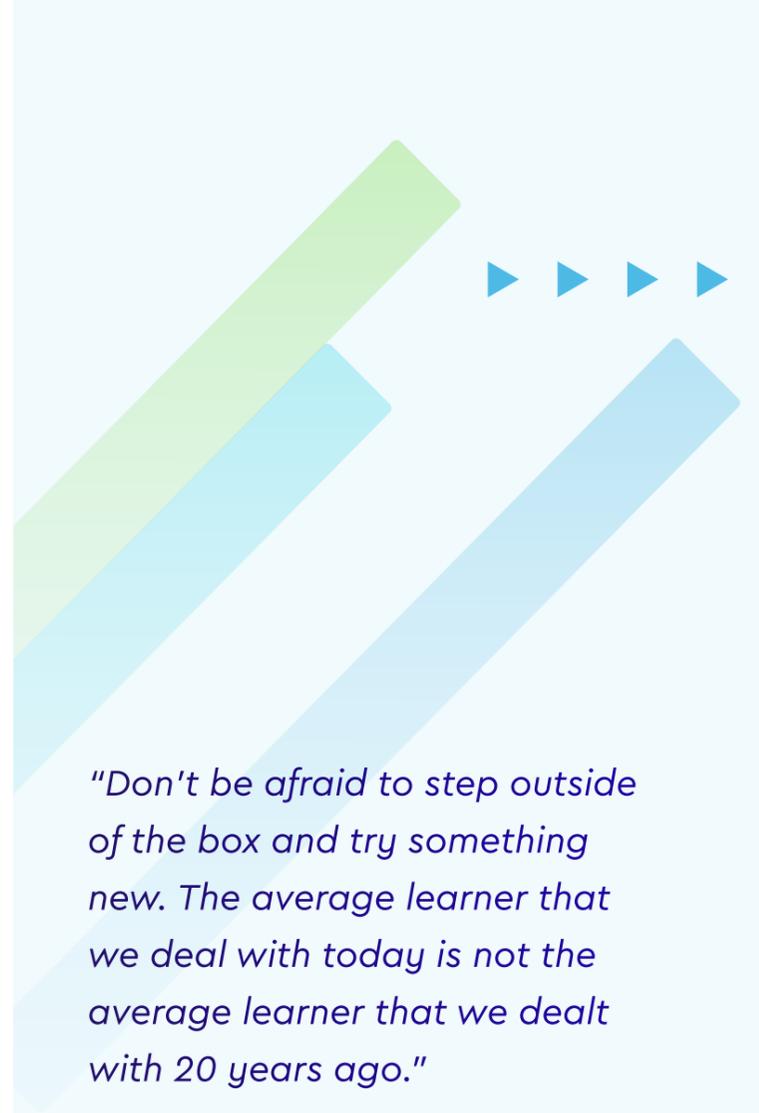
"Don't be afraid to step outside of the box and try something new. The average learner that we deal with today is not the average learner that we dealt with 20 years ago."

— JASON MORGAN
SR. MANAGER OF L&D, HIKVISION

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Traditional Learning Can't Keep Up With the Speed of Modern Work

Yesterday's Methods Aren't Enough for Today's Workers

Despite all of the technological innovation, research in UX, and emphasis on the employee experience, too many organizations are still stuck in the corporate learning of the past. While change can often seem risky, there is much more risk in staying put with traditional learning. Let's look at each of these key challenges to find out why:

⊗
Old Processes

⊗
Lack of Access and Visibility

⊗
Surface-level Metrics

⊗
Trapped Content

⊗
Complicated, Slow, Disconnected Authoring Tools

⊗
Growing Dissatisfaction With Old Learning Technology

Old Processes

Two of the most common ways to deliver learning and training are still in the classroom (96%) and online, instructor-led training (88%). However, 88% of learners say they learn more by finding information on their own.

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of learners say they learn more by finding information on their own.

Trapped Content

Your organization's most mission-critical content and knowledge are trapped in paper documents, binders, clunky LMS courses, emails, and multiple digital storage systems.

Especially when 80% of the workforce are deskless workers,[3] this content needs to be accessible anywhere, anytime, on any device to enable on-the-go learning and development. Today, only 6% of learning content is designed for mobile learning.

Lack of Access and Visibility

More than half of all content, especially operational content, that people use for learning and knowledge is not in your LMS. Learning today happens shoulder to shoulder, on the job, through printed SOP manuals, or other documents, recordings, and files.

You need a way to modernize, digitize, and centralize all of this content so you can track results easily and optimize continuously.

Complicated, Slow, Disconnected Authoring Tools

Many learning authoring tools today were designed as stand-alone systems that produce standard e-learning content. These tools are powerful, but complex and heavy, and often require special training and expertise. These factors mean that often these authoring tools are fine for creating learning content with a longer shelf life, but can't keep up with operational training and knowledge that changes rapidly and requires multiple updates.

Today, it's more critical than ever to be able to "democratize" learning content creation by leveraging the knowledge of subject matter experts and enabling them to easily author learning content without special knowledge of authoring tools.

[3]The Deskless Workforce: A Massive Opportunity for Entrepreneurs. Venture Beat. 2018.
https://venturebeat.com/2018/09/08/the-deskless-workforce-a-massive-opportunity-for-entrepreneurs/

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Surface-level Metrics

Traditional learning systems measure results with metrics like course completion, course grades, post-course questionnaires, learner satisfaction surveys, and assessments.

But a lot of learning in the field happens in person with supervisor sign-offs and checklists. This shoulder-to-shoulder learning is hard to capture and measure with surface-level metrics. Plus, all learning metrics are difficult to connect to improvements in capabilities, performance, team effectiveness, or business results.

Growing Dissatisfaction With Old Learning Technology

With these challenges in mind, it's no surprise that employees and learning leaders are dissatisfied with learning technology. The average Net Promoter Score for traditional learning technology is a dismal -57, and only 34% of learning leaders believe traditional learning technologies can adapt to the needs of today's workplace. Modern learning platforms receive much higher NPS scores — some as high as 34 — due to their flexibility and ease of use.

>> **Top words used to describe the LMS:**[4]
Outdated
Clunky
Inflexible
Frustrating

[4]Recent poll conducted by Inkling.

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MISSION-CRITICAL LEARNING:
The Fast Track to Operational Excellence

The Solution for this New World of Learning

Very simply, the underlying problem with traditional learning systems is that they're simply not built for the way work gets done today. Sure, they have a place for traditional hard and soft skill learning, long-term training in leadership, team development, and compliance, but they aren't enough to equip the workforce with the operational knowledge for the jobs they need to do today.

Leaders and learners alike have a need for a new kind of learning that actually equips workers with the mission-critical knowledge they need, right when they need it.

Corporate Learning
Foundational learning programs, such as:

- Leadership

- Team development

- Compliance/regulatory

- Soft skills

- Technical skills

- Sales skills

- Ethics

- HR legal

Operational Learning
Mission-critical capabilities, unique to your company, delivered in the flow of work:

- Standard operating procedures and processes

- Field maintenance information

- Rollouts of new products and initiatives

- Ecosystem training (partners, dealers, and resellers)

- Product information

- Sales enablement (market, competitors, and product info)

Shift Your Organization Toward Expertise

Operational Learning Goes Beyond Skills

Skills are critically important, especially in industries with highly technical jobs like engineering, healthcare, and technology. Skills include knowledge on a topic or system. They're often technical and self-taught, and constantly changing. There are hundreds of skills taxonomies, and are best learned through video, online or in-classroom courses, and testing.

>> Unlike skills, capabilities are not easily automated and are often unique to your company.

But expertise requires going beyond just hard and soft skills — it requires developing capabilities. Capabilities equip workers with the ability to perform a job. They're defined around the actual job activity and outcomes, and are a combination of skills, knowledge, and experiences an employee needs to succeed. Unlike skills, capabilities are not easily automated and are often unique to your company. Also unlike skills, capabilities are best assessed through actual performance and taught through broad learning context, experiences, and mentoring.

>> Operational learning goes beyond skills to real-world capabilities.

Often, key capabilities are taught on the job, shoulder to shoulder, and in person. The challenge is that without an operational learning platform, this type of learning is poorly tracked on a paper checklist or not tracked at all. Operational learning has key capabilities to digitize and track this critical type of learning, and makes it easy for front-line managers to conduct the training and keep track of the progress each of their employees is making.

With operational learning, your organization can go beyond mere skills training and equip your workers with real-world capabilities, directly aligned to the needs of specific lines of business. This shifts your organization toward a focus on expertise — driving operational excellence and measurable business results.

joshbersin

"What is a capability? Put simply, it's a combination of skills, knowledge, and experiences employees need to succeed. And these capabilities are often unique, exclusive, and proprietary to your company."

— JOSH BERSIN

INTRODUCING INKLING:

The Modern Platform for Operational Learning

The Simplicity You Need for Efficiency, Excellence, and Impact

Inkling is the modern operational learning platform designed for today's learners and today's work. We provide easy content authoring, a learner-centric UX, structured learning paths, and meaningful analytics, so you can share your organization's most critical learning and knowledge with simplicity.

Author
Easy, collaborative authoring of modern digital content.

Learn
Structured learning courses and certifications.

Measure
Track the operational impact of learning with advanced analytics.

Publish
Publish engaging new learning content and update instantly, anytime, anywhere, on any device.

Reinforce
Microlearning, quick reference, and learning retention.

Optimize
Optimize learning content and programs based on usage and learning outcomes to continuously improve operational performance.

34

Unliked the -57 NPS of old learning systems, **Inkling has an NPS of 34.**

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Real-time Learning for Real-time Impact

Fast, Simple, Modern, and Powerful

It's time to align your learning programs, content, systems, and delivery to truly keep up with the needs of your business, drive better employee engagement, and drive high performance and business impact.

Inkling's operational learning platform is:

Fast
Get mission-critical operational learning and knowledge to your most critical roles and lines of business. Create and publish new learning content quickly and push updates everywhere immediately — and drive up to a 50% reduction in content authoring and distribution time.

Simple
A simple, beautiful user experience means your learners can find what they need when they need it, learn it, and apply it to their job immediately in the flow of work.

Modern
Sleek, user-friendly technology that plugs into your learning ecosystem, and supports modern learning formats like video, interactive content, and augmented reality. It's designed for the overloaded, distracted modern worker — accessible anytime, anywhere, and on any device.

Powerful
Learning at workspeed brings the learning to the learner instead of the learner to the learning. This shift moves learning away from HR and closer to your business operations. It ties learning effectiveness directly to business results.

Operational Excellence in Action

See How Inkling Transformed Top Companies

But how does operational learning drive real business impact? Let's explore how Inkling equipped the following innovators to activate mission-critical knowledge and drive business results:

Reduced Costs, Boosted Sales, and Improved Customer Satisfaction

CATERPILLAR

Caterpillar enabled modern learning in their global dealer network:

- **24% increase** in usage of online and mobile learning content

- **5x increase** in time spent with content

- **24% reduction** in content-authoring costs

- **50% reduction** in training costs

- Average of **two to three revisits per learner**, per piece of training content

Learn more

verizon media

Verizon Media increased call-center productivity:

- **60% reduction** in time spent creating content

- From 75 hours of content creation for every hour of training delivered to **30 hours of content creatio**n with Inkling

- Built sales and customer service capabilities by increasing mission-critical product and service knowledge — translating to a **117% increase** in sales rates and a **32% increase** in save and reactivation rates
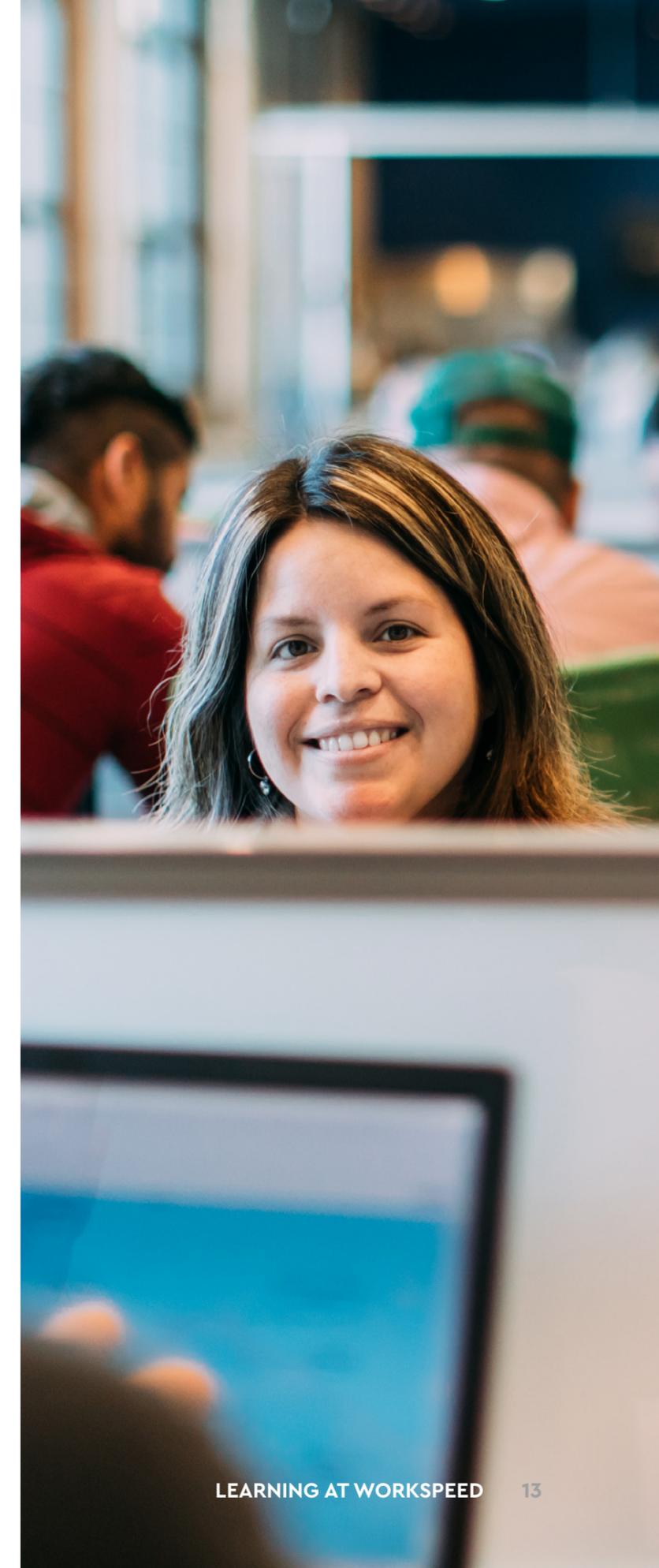
Learn more

TACO BELL

Taco Bell drove customer satisfaction on new menu items:

- Improved core onboarding and compliance training

- Equipped workers with **mission-critical knowledge** around new limited-time offer menus every four to six weeks

- **5% increase** in customer satisfaction and a reduction in lost labor costs

Learn more

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Decreased Time Spent on Training Completion and Content Creation

Love's

Love's drove operational efficiency across 500 locations:

- **60% reduction** in training completion time for cashiers — driving an estimated $90,000 in saved labor costs[5]

- Increased effectiveness of product rollouts, **saving $17,000 in printing costs[6]** per product rollout

- **Streamlined field training** in countless other ways

[Learn more](#)

Allstate

Allstate tamed content mayhem:

- **93% adoption** of Inkling platform

- **75% reduction** in duplicate content

[Learn more](#)

Abbott

Abbott streamlined sales enablement and increased sales productivity:

- **13% increase** in sales attributed to better sales training and enablement

- **70% increase** in initial sales from new product launch vs. previous launches

[Learn more](#)

[5]Inkling's estimate is based on total number of cashiers, locations, a $15/hour wage, and $17,000 in printing costs.
[6]Inkling's estimate is based on typical 88-page paper binders at $35/copy and 500 stores.

It's Time to Drive Learning at Workspeed

Achieve Operational Excellence With Inkling

It's time to get your organization's most critical learning and knowledge to your people. It's time to enable learning at workspeed — simple, fast, modern, and powerful. Inkling is the modern learning platform for operational learning built to equip your sales teams, new hires, front-line workers, and partners with the capabilities they need to drive your business forward.

Designed for today's learners and today's work, Inkling equips you to quickly create beautiful content, build structured learning paths, and deliver personalized experiences while generating meaningful insights and business impact. We empower increased customer satisfaction, revenue, and productivity and improved customer service, quality, and consistency.

>> At Inkling, we're passionate about equipping your people with learning at workspeed. If you're ready to shift your organization into high gear, let's talk!

Contact Inkling Today

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