



Ruthlessly Relevant - How To Engage the Modern Learner




Hello!

Bianca Baumann

Sr. Learning Strategist | International
Speaker | Positive Disruptor

www.biancabaumann.com

@biancabaumann



“If we treated our
customers the way we
treat our learners, we
would be out of
business!”

Current way of looking at training

We often think about ONE event,
but training is a journey

And we think that content
equals training, but we have to
think of it as a stand-alone asset





Different way of looking at training: The Three P Framework

1

Learner Needs (Predictive)

2

Learner Experience (Proactive)

3

Training Design (Personal)



Different way of looking at training

1 Learner Needs

Data
Marketing Funnel/Learner Journey
Content Strategy
Marketing Mix

2 Learner Experience

Learner Personas

3 Training Design

Learner Campaigns

What we will talk about...

Envision the learner journey

Content strategy - not just for marketers

Beyond target audience analysis

Multi-touch point blended learning solutions



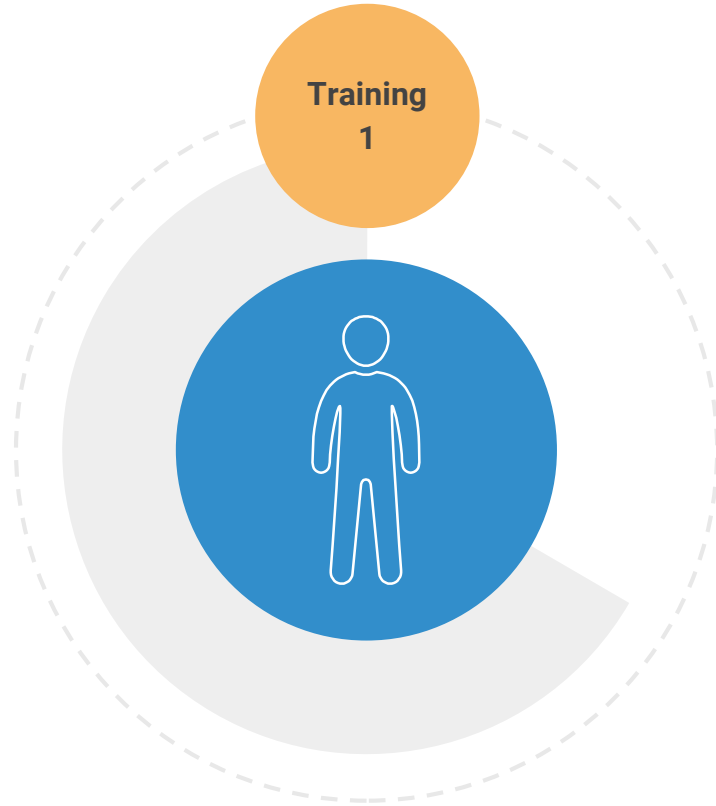
A person with brown hair in a ponytail, wearing a brown jacket, is seen from behind, sitting on a rocky ledge. They are looking out over a vast, green valley with a winding river. The image is framed by a large circle with concentric circles inside, and the text is centered within this circle.

**It's about the
learner journey**



But we are still
order-takers

Event vs. journey



Event vs. journey




A graphic consisting of several concentric circles. The innermost circle is solid blue and contains the number '1'. The subsequent circles are thin white lines. The entire graphic is positioned on the left side of the slide, partially overlapping the large white circle.

1

Marketing Funnel

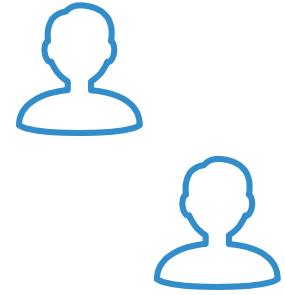
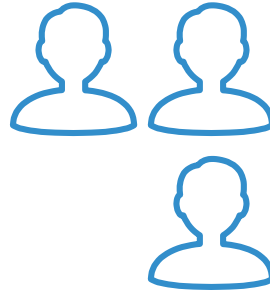
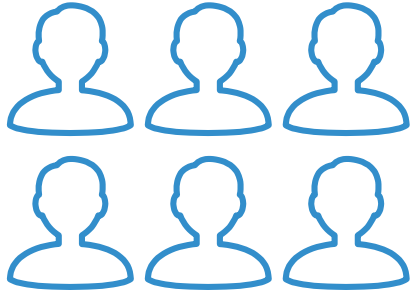
A graphic consisting of several concentric circles, all rendered as thin orange lines. The circles are positioned on the right side of the slide, partially overlapping the large white circle.



“I can’t keep my learners engaged throughout a lengthy course. I just don’t have the right content when they need it.”

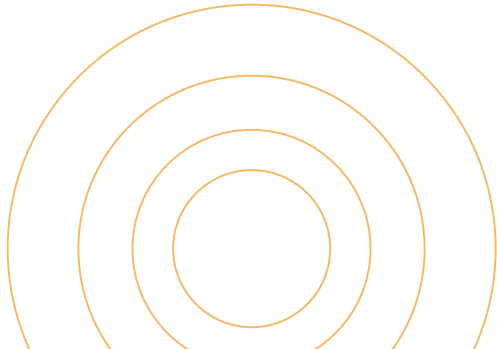


Marketing funnel



Beginning of training

End of training



Look at their overall journey

Onboarding starts the moment someone accepts a role (or maybe even at the point of talent acquisition), not when new hires walk through your door



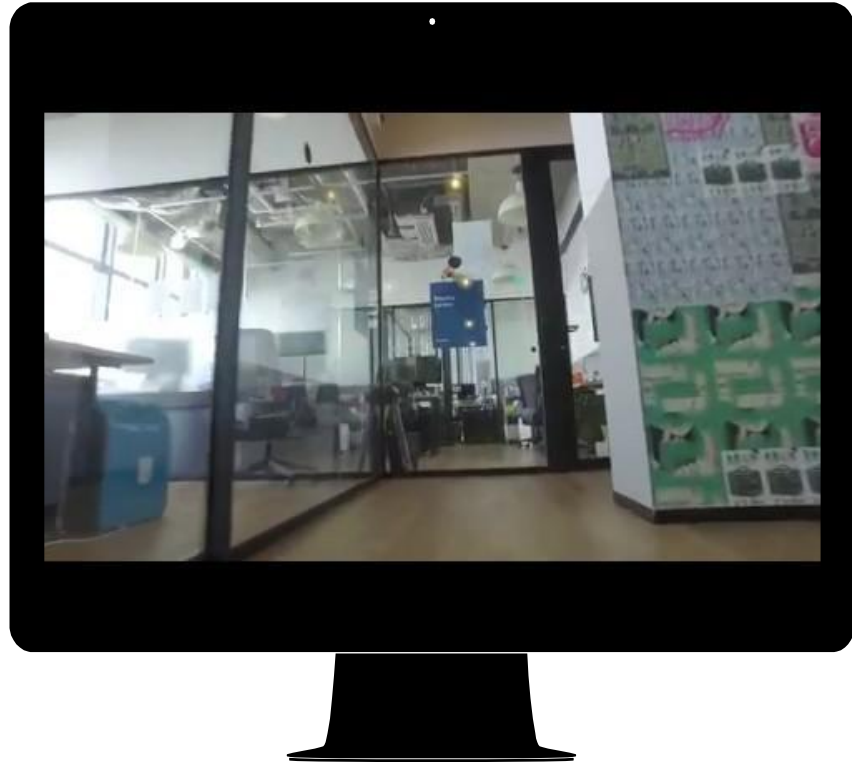
The background of the slide features a dark, textured surface with concentric circles and ripples, resembling water. A large, faint white circle is centered on the slide, framing the text. On the right side, there is a small, dark, irregular shape that looks like a splash or a hole in the water.

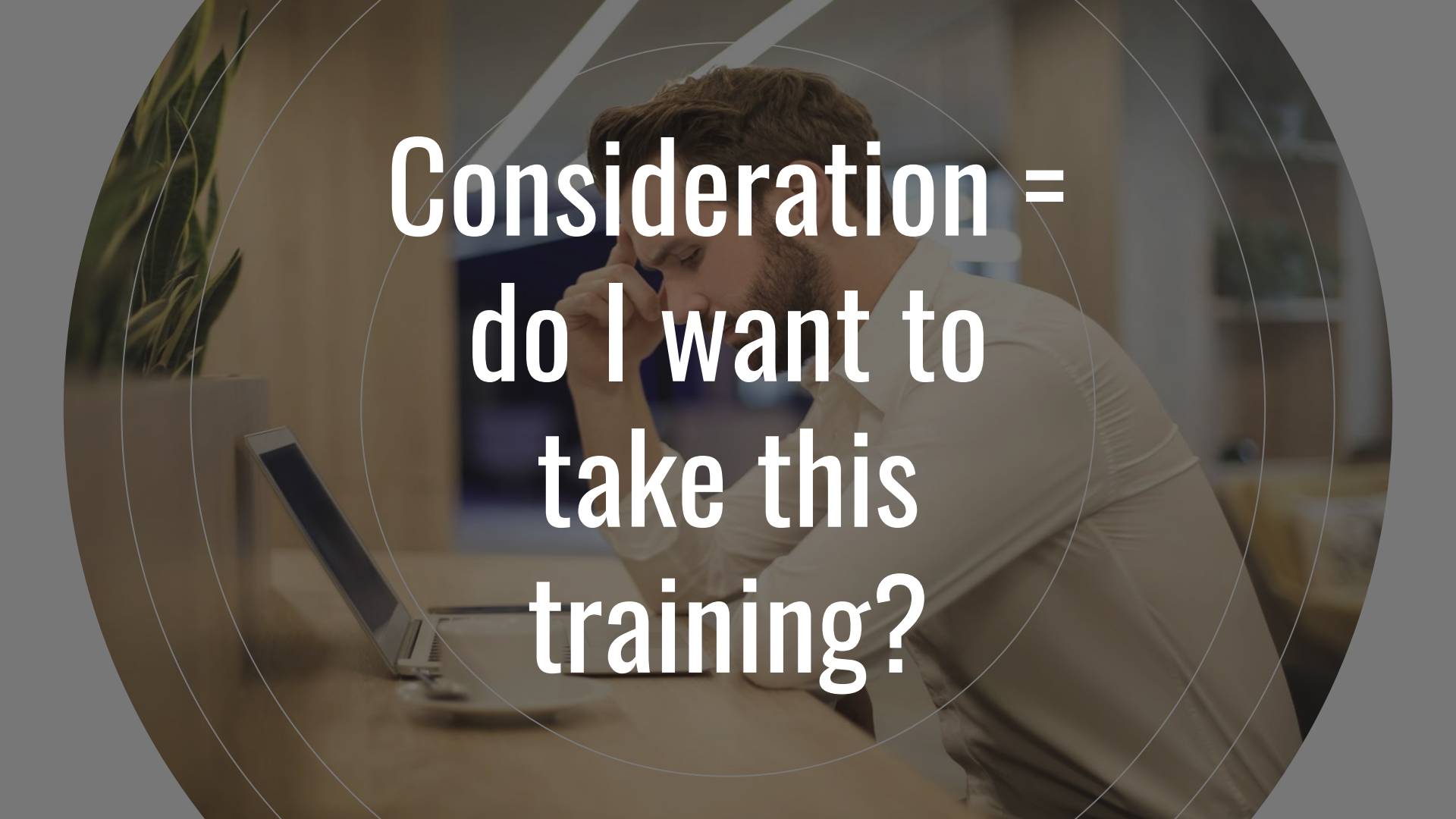
**Awareness =
get buy-in**

Awareness

Send out a short video a couple of days before Day 1 and promote your onboarding program

Send out a welcome package in the mail



A man with dark hair and a beard, wearing a white long-sleeved shirt, is sitting at a desk. He is looking down at a laptop screen with a thoughtful expression, his hand resting on his chin. The background is slightly blurred, showing an office environment with a plant and shelves. The entire image is framed within a circular border with a dark grey background.

**Consideration =
do I want to
take this
training?**

Consideration

Use testimonials of current staff to tell new hires how training helped them be successful in the organization

Talk openly about other resources outside your organization and promote these, make them part of your training offerings



A circular frame containing a photograph of two young girls with blonde hair sitting on stone steps. The girl on the left is wearing glasses and a pink shirt, holding a yellow pencil. The girl on the right is wearing a dark patterned shirt and is pointing at a document on a blue clipboard. The background shows stone steps and a metal railing.

Conversion =
where training
happens*

***make learners true believers**

Conversion

Use data points to create personalized options

Add reflection time

Allow learners to pick and choose content



A man with a beard, wearing a light-colored shirt, is sitting at a desk in an office. He is smiling and looking at a computer monitor. His hands are on a keyboard and mouse. There are other monitors and a desk lamp on the desk. The background shows a window with a view of a building. The entire image is framed within a circular shape with a dark overlay.

Dynamic content



Behaviour change

Further help learners with performance support resources such as infographics, chatbots, job aids or quick videos



**Loyalty and
Advocacy**

A circular frame containing a photograph of two women in an office. The woman on the left, with dark curly hair and wearing a white shirt, is smiling and looking towards the woman on the right. The woman on the right, with dark hair and wearing a red top, is also smiling and looking towards the camera. A laptop is visible on a desk in the background.

Role models and mentors

Recognize learners

Offer incentives but be careful
how you set this up




A decorative graphic on the left side of the slide. It features a solid blue circle with the number '2' inside. This circle is surrounded by three concentric white circles. The entire graphic is set against a black background.

2

Content Strategy

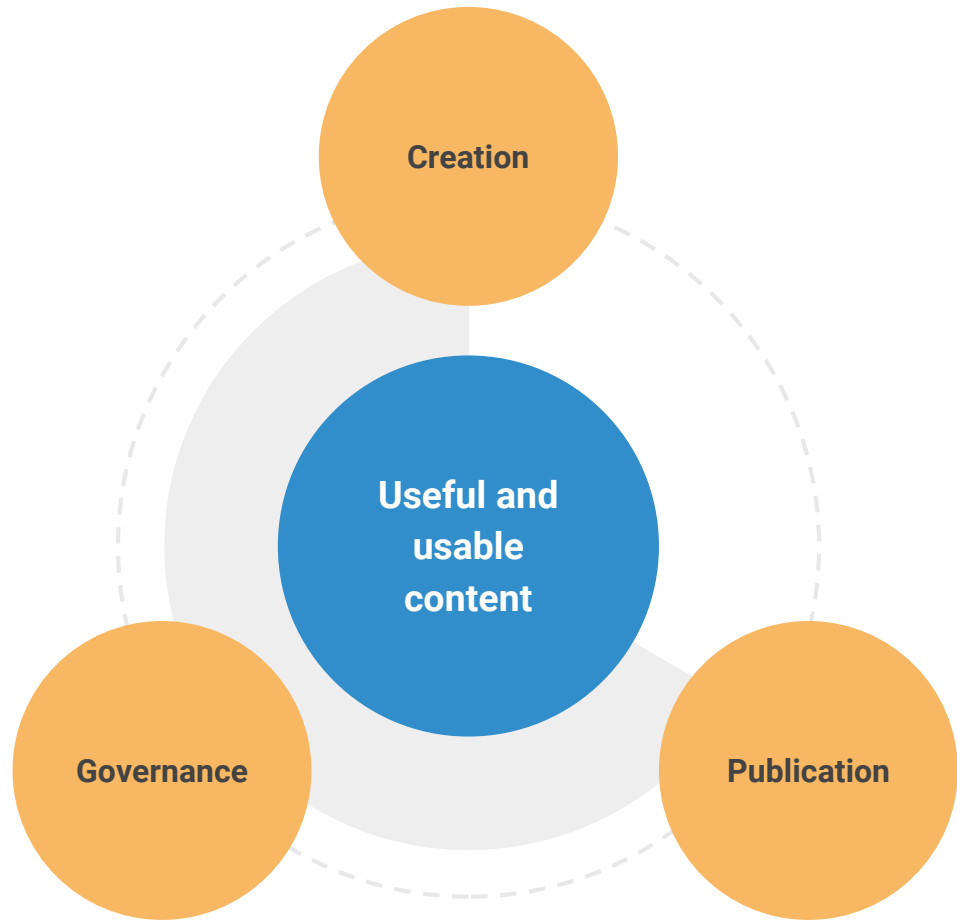
A decorative graphic on the right side of the slide. It features four concentric orange circles. The circles are positioned such that they overlap with the white circular background of the slide.



“I have too much content. I
don’t know how to get
organized.”



Content strategy





Written content

Images

Multimedia



Inventory at a grocery store

Content strategy

Create meaningful, engaging
and sustainable content

Right content at the right time
for the right audience at the
right place



Content strategy

Determine what content already exists, what content should be created and, more importantly, why it should be created



Measurements

Which content is in high demand, which content has barely been touched, and shed light on how content is being accessed





Downloads



Drop-Offs



Shares



Mobile vs. Desktop



Comments




Likes



Trends



Time of Day




Use your content strategy
to match the right content
to the right audience, at the
right time, and the right
place.

A decorative graphic on the left side of the slide. It features a solid blue circle with the number '3' inside. This circle is surrounded by several concentric white circles of varying radii, all set against a black background.

3

A decorative graphic on the right side of the slide. It consists of several concentric orange circles of varying radii, centered on a black background.

Beyond Target Audience Analysis

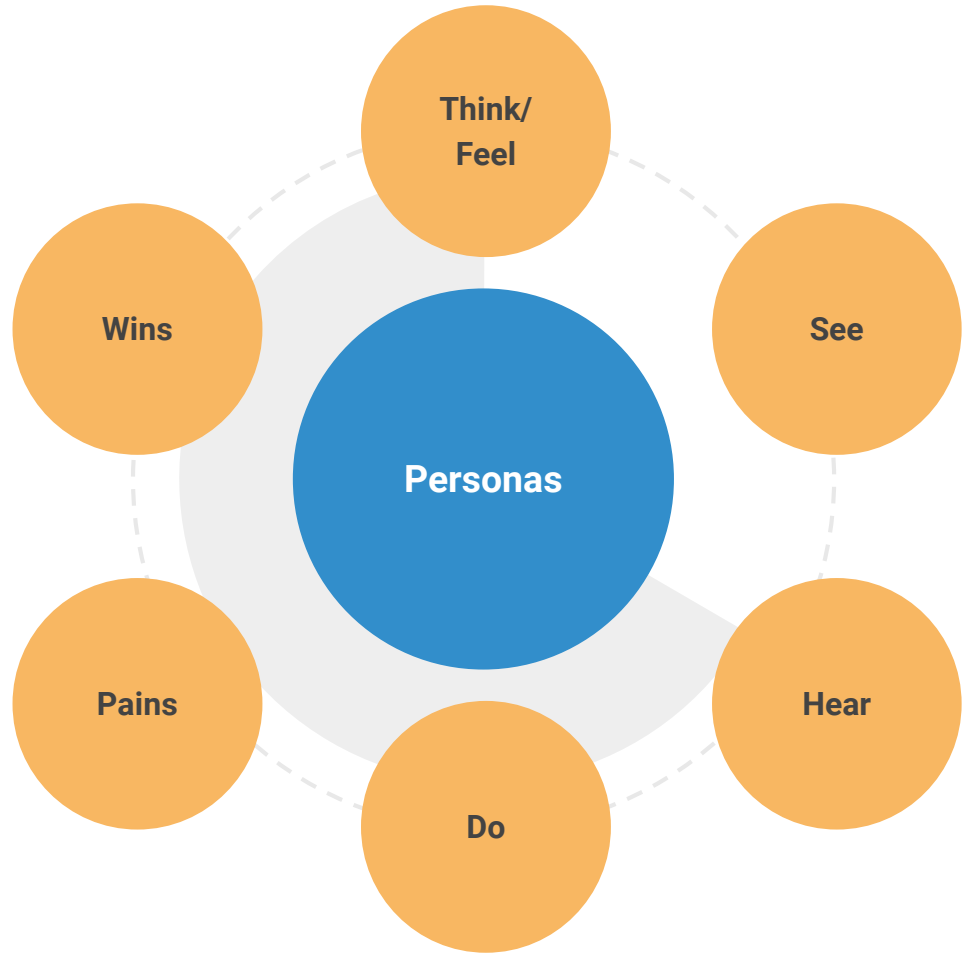


“I need to create training
that is more personalized
and really speaks to my
learners’ needs.”

Learner segments

Learner Segment	What You Know	What You Don't Know
New employee	<ul style="list-style-type: none">• Bring a range of skills and backgrounds• Are comfortable with and use high-tech devices/learning solutions	<ul style="list-style-type: none">• How do they influence and interact with other learner segments?• Why are they interested in mentoring and coaching opportunities?• What is most important for them on Day 1?
??	??	??

Learner personas





Name: Burt Henderson

Age: 43

Location: Boston

Tenure: 6 years

Role: Expert Partner & Associate Director

Education: MBA

Goal: Master the Expert Consulting Track

Tech-savviness: very high

Interests: new technologies

Best time to learn: after-hours

Access training through: mobile device during commute

Other: Burt volunteers his time twice a year to help with charity events organized by your organization



SEE

- What does his work environments look like?
- Who are his peers, coworkers, and friends?
- What would he see while using your solutions?



HEAR

- What does he hear in his environment when using your solutions?
- What does his network (friends, peers, manager) say about using your solutions?



DO

- What are common tasks?
- What would he do while using your solutions?
- What might his attitude be toward learning?



THINK/FEEL

- What is he thinking and feeling when using your learning solutions?
- What are his priorities, concerns, aspirations, and goals?



Name: Apima Barsar
Age: 26
Location: London
Tenure: 1 year
Role: Administrative Assistant
Education: B.S.
Goal: Manage a team

Tech-savviness: high
Interests: running and reading
Best time to learn: early in the morning
Access training through: any digital format
Other: English is her second language



SEE



HEAR



DO



THINK/FEEL

I'm overwhelmed by the large volume of work. I just don't have time to learn new skills at work. I need a more flexible schedule. My child is my priority right now.

She hears from others that feel equally overwhelmed and miss flexibility on how they can access training, especially when they need it.

Daily focuses on tasks and keeping operations running smoothly. Apima is a valued member of team. She is taking classes online because it provides flexibility for her family-focused life.

Overwhelmed by trying to keep up with multiple request and competing timelines. Frustrated by the training she has gotten because she doesn't understand how it relates to her role or future roles.

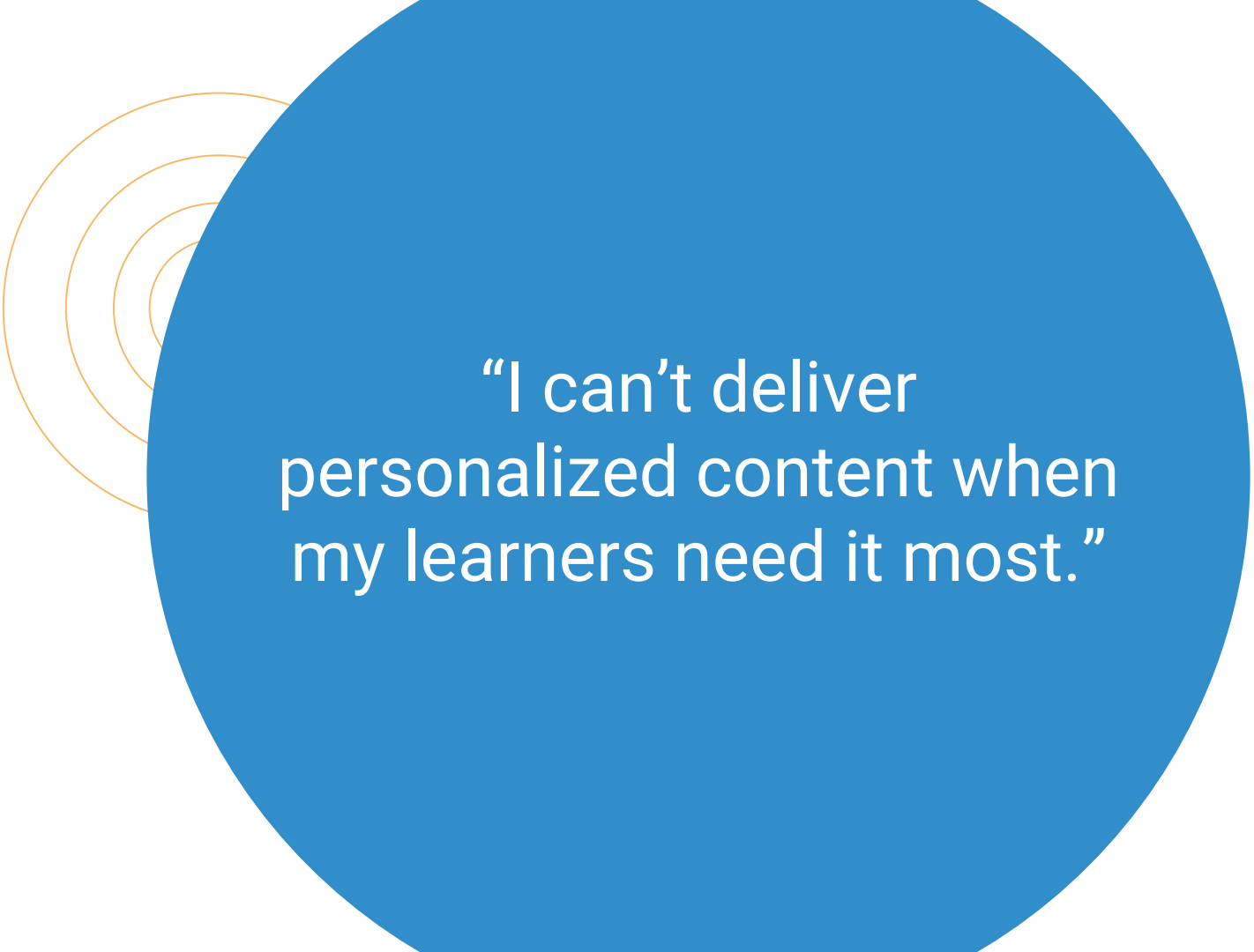
Emotional Intelligence Training

A decorative graphic on the left side of the slide. It features a solid blue circle with the number '4' inside. This circle is surrounded by three concentric white circles. The entire graphic is set against a black background.

4

Multi-Touch Point Blended Solutions

A decorative graphic on the right side of the slide. It features four concentric orange circles of increasing size, centered on the right edge. The circles are set against a black background.




“I can’t deliver
personalized content when
my learners need it most.”

A man in a black shirt and black track pants with white stripes is captured mid-jump over a green wooden bench. He is positioned in the center of the frame, with his body arched over the bench. The background features a vast, hazy landscape of rolling hills and mountains under a clear blue sky. The entire scene is framed within a large circular graphic composed of concentric white circles on a light blue background.

Time or action-triggered with
call to action



Target audience
(ToFu, MiFu, BoFu)

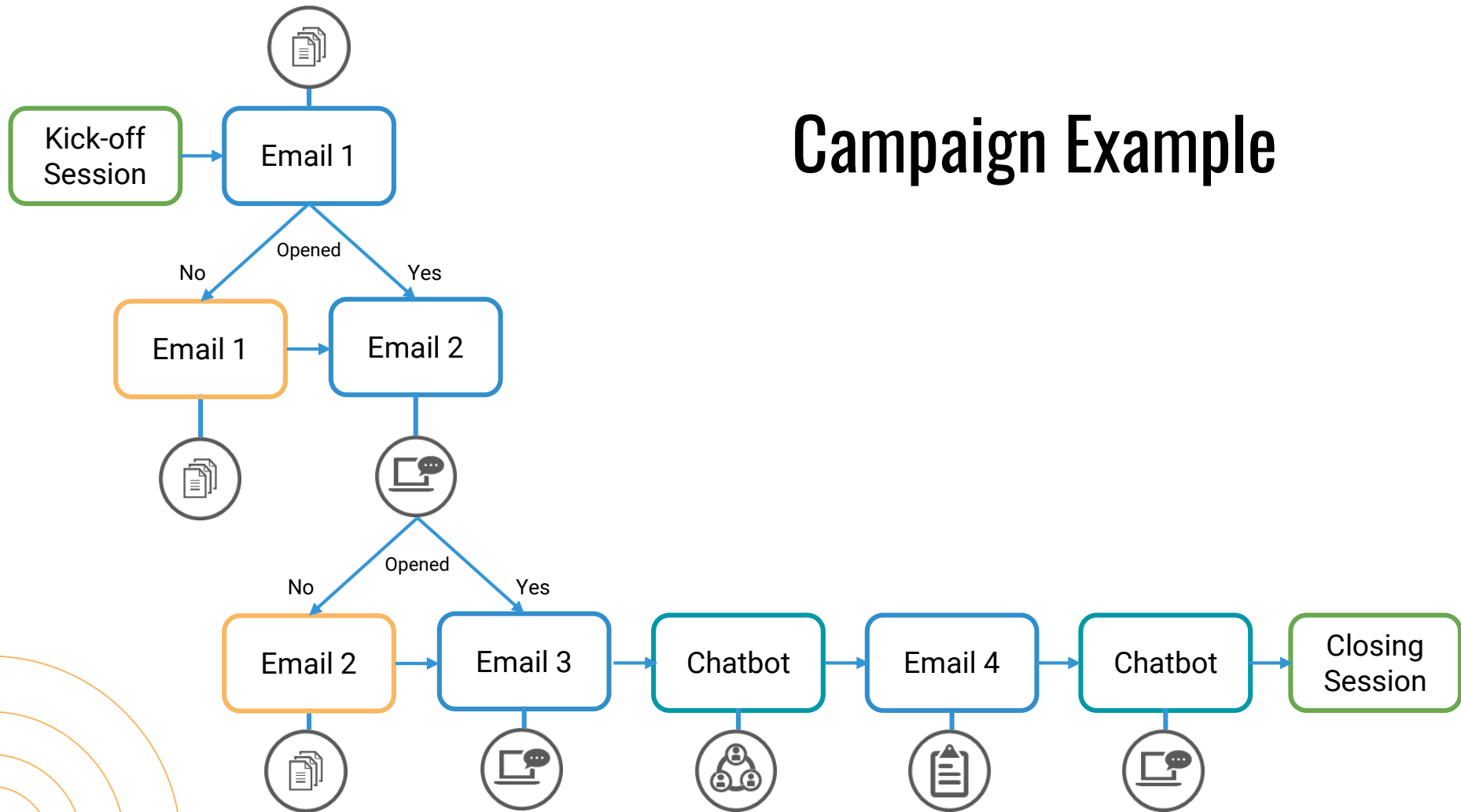
An aerial photograph of a winding asphalt road that snakes through a dense, lush green forest. The road has multiple curves and is flanked by thick vegetation. Several cars are visible traveling along the road. Overlaid on the center of the image is a semi-transparent dark grey rectangular box containing white text. The entire image is framed within a circular border, with several thin white concentric circles also visible.

Engage through multiple
touch points



**Decide on content flow and
access points**

Campaign Example





To sum it up - The Three P Framework

1 **Learner Needs (predictive)**

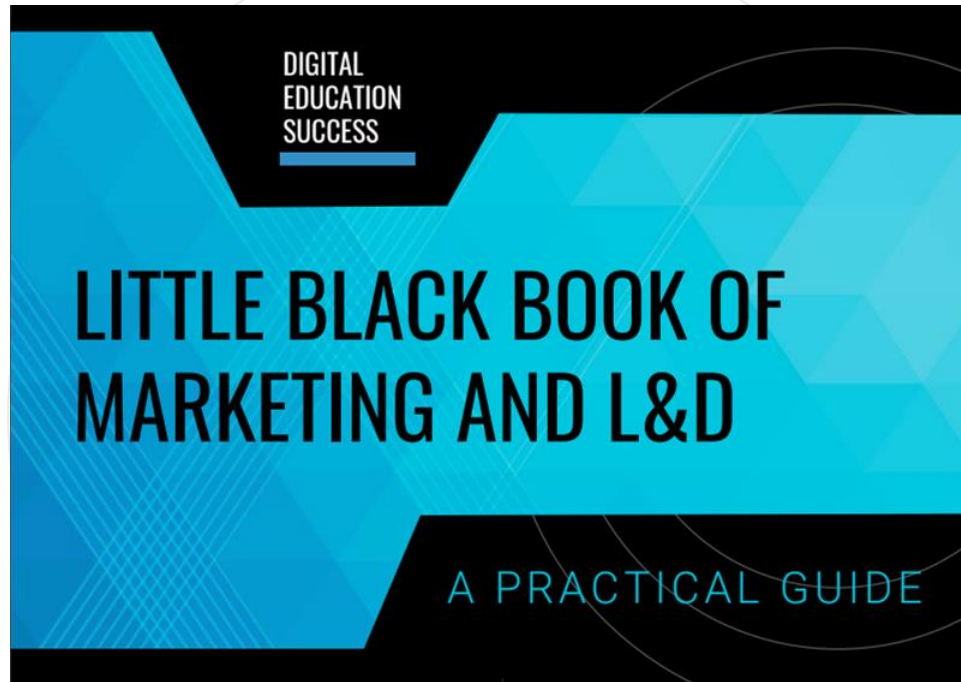
Use a content strategy, a funnel and data to predict what learners need

2 **Learner Experience (proactive)**

Leverage learner personas and data to proactively share content

3 **Training Design (personal)**

Deliver personalized content with the help of learner campaigns and data



www.biancabaumann.com/ebook

The background is black. A large white circle is centered on the slide. To the left of the white circle, there is a solid blue circle with three concentric white circles around it. To the right of the white circle, there are five concentric orange circles.

Questions?

@biancabaumann

www.biancabaumann.com