



# Making Learning Stick

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**eBook**

**86%** *Of What We Read Or Listen To  
Is Gone From Our Memory In A Matter Of Days*

Source: *This is How We Learn*, Cerego State  
or Learning Learning 2019

# Refocus: eBook Contributors

## **Ilkka Mäkitalo** *CEO, Howspace*

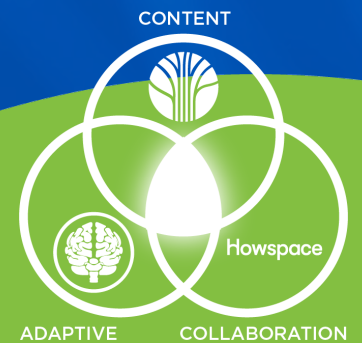
Ilkka is the Chief Executive Officer at Howspace - focused on the digitalization of facilitation, consultation, learning processes, and collaboration leading to organizational change.

## **Richard Keaveny** *CEO, Howspace*

Richard is the Senior Vice President at New Horizons, and is responsible for product vision, product strategy, product design, and the delivery of customer centric digital solutions to improve peoples' lives through education.

## **Brian Simms** *Director of Digital Content and Learning Services, Learning Tree International*

As Director of Digital Content and Learning Services, Brian is leading Learning Tree's effort to modernize blended learning and create an ecosystem of learning that empowers careers and supports organizations.



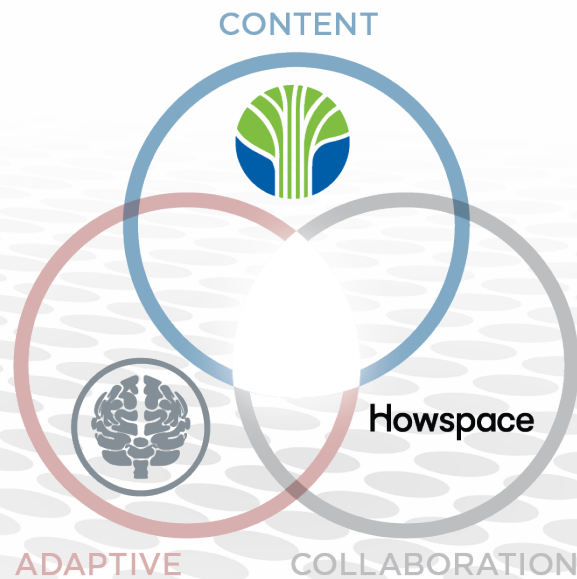
**CHALLENGE:**

One-on-one tutoring is the learning gold standard.

But how is that possible today?

*Discover What We Learned...*

**Presented By:**

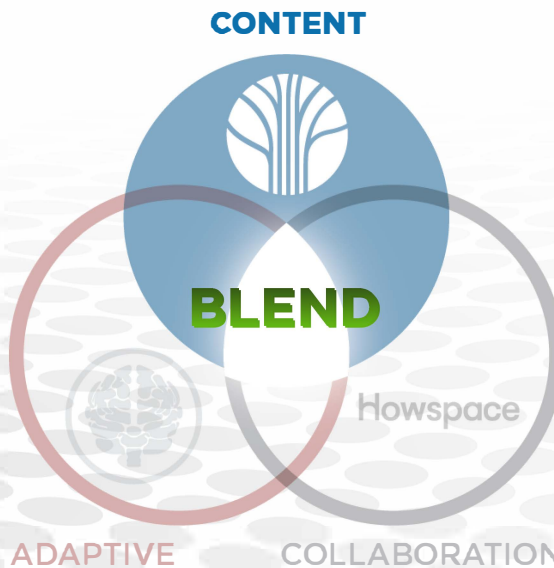


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## CHAPTER 1

# Ask The Right Questions



“

*Only 12% of learners apply the skills from the training to their job.”*

- Harvard Business Review

“

*e-learning alone - or self-paced- completion rates average only 13%, while pairing e-learning with mentored learning including weekly tasks/deadlines improves utilisation to 90%”*

- Dropout Rates Of Massive Open Online Courses: Behavioural Patterns (Warwick Wrap: 6th International Conference On Education)



CONTENT & TRAINING EXPERTS

### SOLVING THIS ISSUE!

86% of what we read or listen to is gone from our memory in a matter of days



ADAPTIVE LEARNING



SOCIAL COLLABORATION PLATFORM

## WHAT IFs?

Questions we asked in this eBook journey:

- What if your workforce had instant access to help – **from a community of learners while they were working?**
- What if your workforce had an **AI-backed eLearning experience that adapted itself to what each learner needs, before they know they need it?**
- What if instructors could **use data from those sources to focus on exactly what learners actually need help with?**
- *...and what if this could all be done virtually!*



# CASE STUDY: ITIL® 4 Foundation

A personalized, blended learning environment guaranteed to save time, provide all the resources needed to pass the ITIL 4 Foundation exam, and get learners started on their ITIL journey

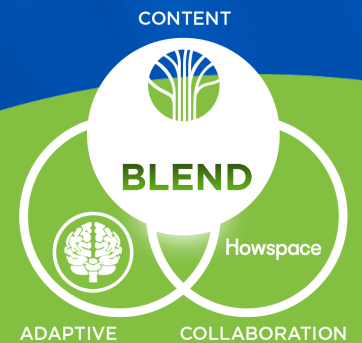
## The Virtual Academy Includes Annual Access to:

- Online collaboration space
- Accredited adaptive online course
- Official digital book, official mobile app, and exam voucher
- Individual/group virtual workshops, as needed
- Options for discounted VILT/ILT events, as needed

*ITIL® is a registered trademark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.*

We started with the end in mind:  
Innovation in a Blended Model

- Over **100 organizations** in need of ITIL Foundation training amid COVID-19 Pandemic
- Average time to mastery: **6.5 hours**
- Annual one-click access for **continued project support and implementation** needs
- Custom, targeted **virtual sessions weekly** for those who need it



**Instructor/SME/Academy Moderator Shares:**

*“This is the best way to learn in a blended personalized way. In the spirit of ITIL, we are constantly improving the course and experience. All the data we gather about performance helps us do that intelligently. It’s what we do in the university system”*

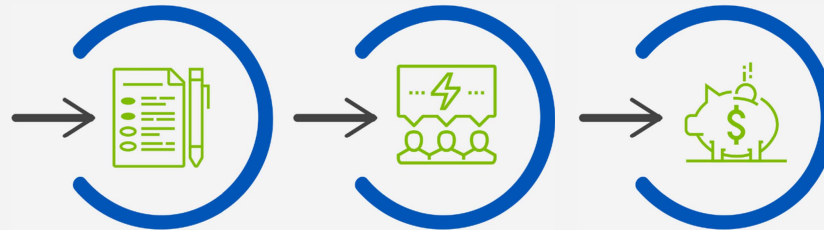
**Ahmad K. Shuja**

University of Oxford Tutor,  
Online 'Leading Strategic  
Projects' Program  
Learning Tree ITIL, COBIT, TOGAF,  
DevOps Instructor  
Consultant/CEO Xceedure LLC



**How It Works**

**Individual**

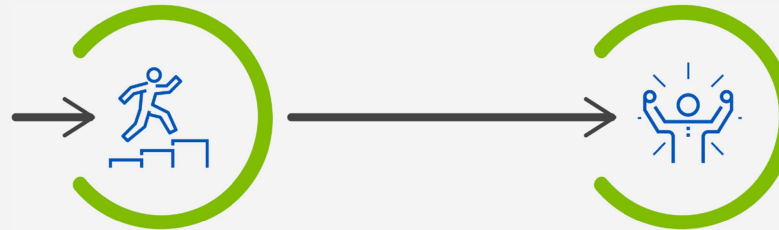


Because of the way you move through the Academy path, **YOU WILL PASS YOUR FOUNDATION EXAM - 100% GUARANTEED**

**THE PEER-TO-PEER SOCIAL LEARNING AND SME ACCESS** is ongoing to continue learning and practicing

**YOU ARE GUARANTEED 30% OFF** the remaining courses in the ITIL path to continue your journey to expert

**Scaled Enterprise Programs**



Our learners can move through this foundation certification **50% FASTER BECAUSE OF THE ADAPTIVE APPROACH**

That means you can **ADVANCE AT SCALE AND GET BEYOND FOUNDATION TO GET MORE BUSINESS BENEFITS** from ITIL, advancing your digital transformation

**Expert Insights -  
Academy Program Moderator**

*“With insight into where learners are struggling - even when they can do so completely at their own pace - AND visibility into the nature of their problems and the application of their solutions, we can make best use of our in-person learning time.”*

**Brian Simms**

Director, Digital Content and Learning Services,  
Learning Tree



CONTENT



ADAPTIVE      COLLABORATION

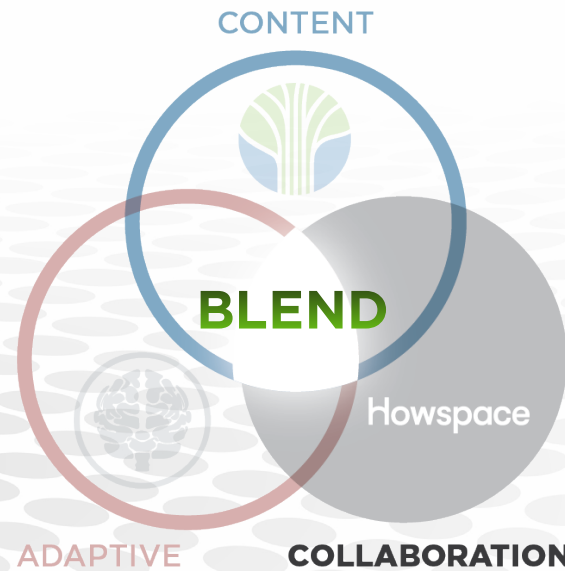
CHAPTER 2

# Social Collaboration and Learning

“

*86% of employees and executives cite lack of collaboration or ineffective communication for workplace failures”*

- Salesforce





# Learning Ideology

Howspace

SOCIAL COLLABORATION  
PLATFORM

## Learning...

- Is shifting **from content to social connections and relations**
- Happens in **communities and cohorts through dialogue**
- Opportunities need to be **available when needed, and where needed**
- **Needs to be easy and fast to consume**
- Must be **tightly connected to work and peer-to-peer exchange**
- Service providers and facilitators become **learning architects**



# Social Collaboration & Learning Trends

**Howspace**

SOCIAL COLLABORATION  
PLATFORM



**Community-based  
social learning**



**Fast interaction and  
micro interventions**



**Dialogue based  
learning**



**Virtual facilitator  
access**



**Access to learning  
available at all  
times, regardless of  
place and device**



**Contextual learning**



**Quick sense-making  
supported by AI**



# Social Collaboration Learning Focus

Traditional  
eLearning

Facilitation  
on demand

Online sessions &  
workspace

Facilitated  
group discussion

Blended  
learning

F2F

## Self-paced Learning

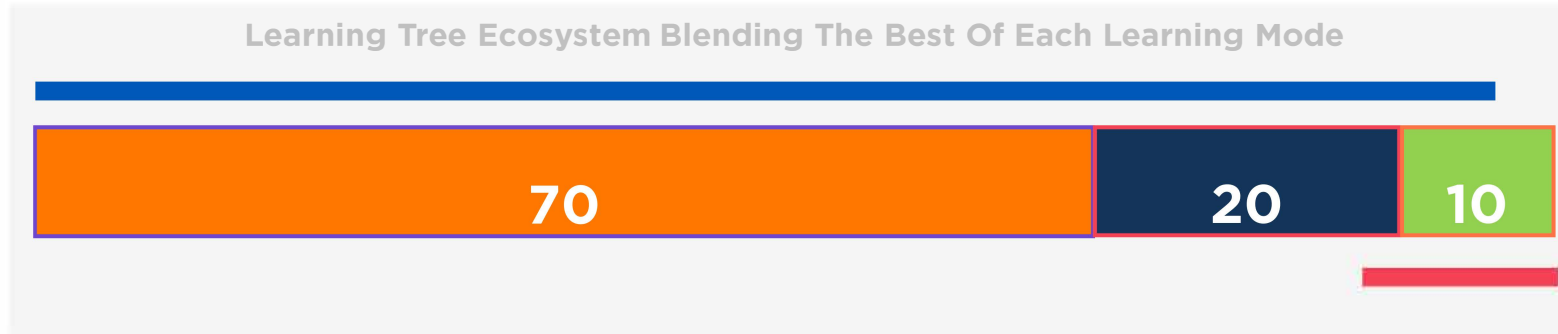
- Howspace supports facilitated learning processes and enhances learner to learner exchange.
- Facilitated dialogue and contextual learning.  
Supported by AI, also available to learners.



# A Solution For 70-20-10 Learning

Howspace

SOCIAL COLLABORATION  
PLATFORM



Howspace learning

Traditional learning

**70** - On-the-job learning through experiences and reflections, dialogue

**20** - Mutual learning - peer learning - collaboration and dialogue

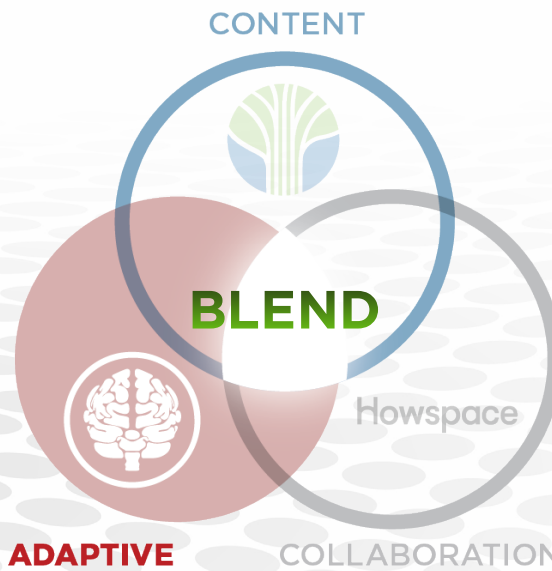
**10** - Formal learning, content focus, courseware

True 70-20-10 blended learning experience resulting in enhanced learning experience, improved dialogue, learner engagement and sustained learning impact.



CHAPTER 3

# Intelligent, Adaptive eLearning



“

*[...] regardless of ability,  
the majority  
(95 percent) judge  
themselves as better than  
they actually are”*

- Psychology Today

# What is Adaptive Learning?

- An online delivery method that **automatically adjusts to the needs of each learner.**
- Recreates at scale the **optimal teaching approach of a one-on-one personal tutor.**
- Uses proven data analytics and intelligent technologies to **adjust in real-time** to deliver an optimal experience.

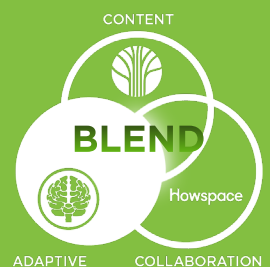


# How It Differs

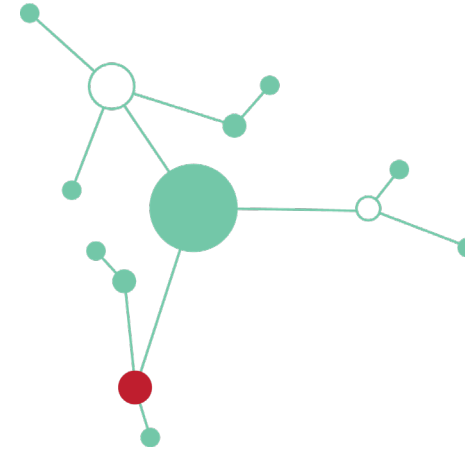
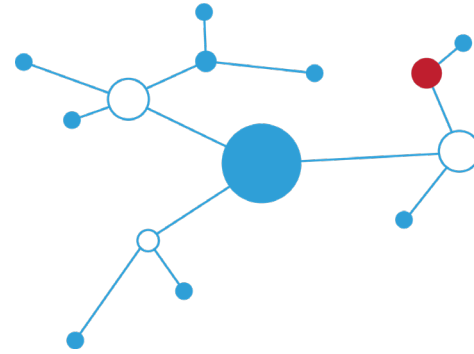
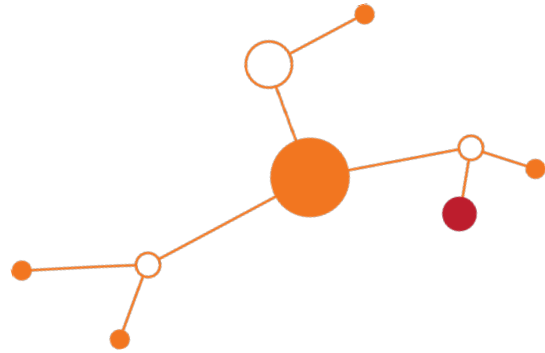
*Examples of how Adaptive Learning differs from traditional e-learning*

Traditional E-Learning	Adaptive Learning
<ul style="list-style-type: none"><li>• The same for everyone</li><li>• Content first - the questions</li><li>• Ignores what the student already knows</li><li>• Starts from the beginning every time</li></ul>	<ul style="list-style-type: none"><li>• Adapts to the individual</li><li>• Only shows content when it is necessary</li><li>• Takes into consideration what the student already knows</li><li>• Follows up on what the student is having trouble with</li></ul>

**One size fits none!**



# Unique Paths To Proficiency



**Final**  
**Learner 1**  
 100% proficient  
 8m 25s

---

**Initial**  
 88% correct  
 9% consciously incompetent  
 3% unconsciously incompetent

**Final**  
**Learner 2**  
 100% proficient  
 19m 39s

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**Initial**  
 52% correct  
 7% consciously incompetent  
 41% unconsciously incompetent

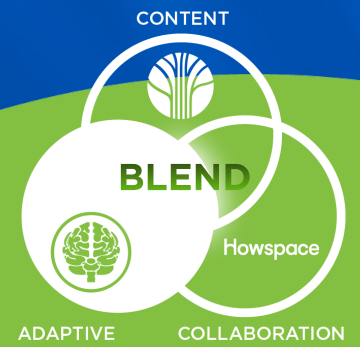
**Final**  
**Learner 3**  
 100% proficient  
 33m 40s

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**Initial**  
 47% correct  
 29% consciously incompetent  
 24% unconsciously incompetent

Not all adaptive learning is created equal.

Tutor-like, intelligent adaptive learning does not use inference models, but instead uses a **biological model** simulating the way people actually learn.





# Outcomes

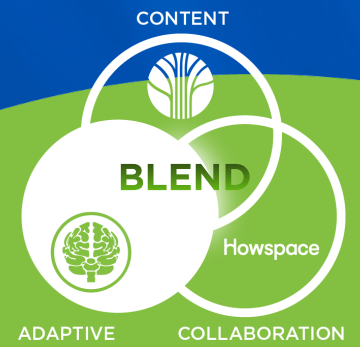
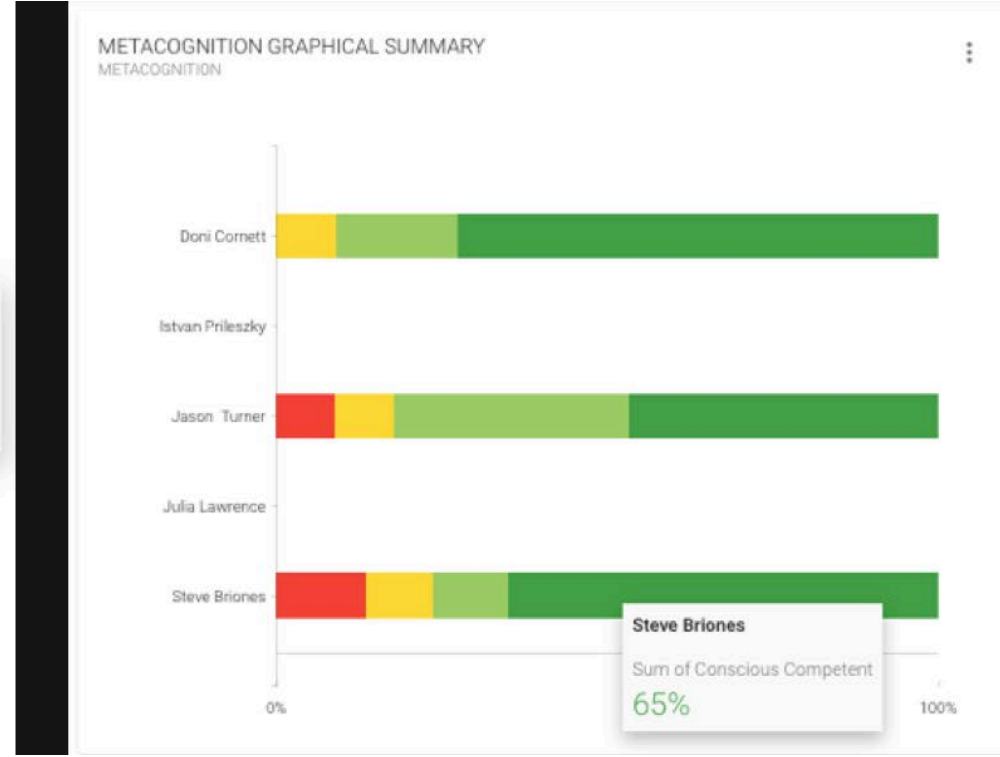
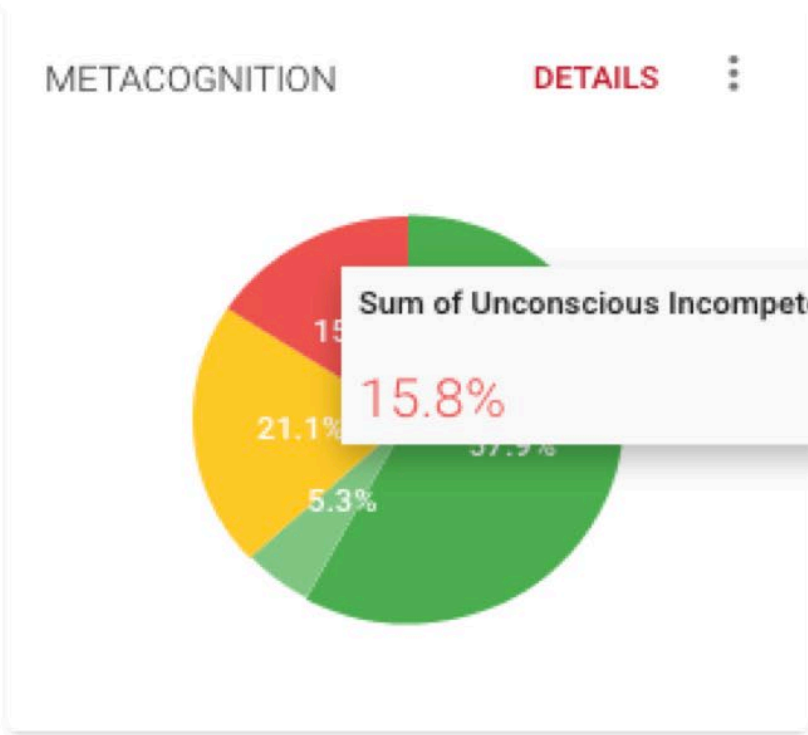
- Compared to traditional online or classroom training:
  - **Cuts training time in half**
  - Creates higher **proficiency**
- Uncovers and fixes **unconscious incompetence**
- Eliminates **boredom and frustration**
- **Improves business outcomes**



# Actionable Data

The result is a graphical summary of each learner's metacognitive data.

With this intelligence, reinforcement can be applied where it is needed most, and more targeted instructor training decisions can be made.



Coaches, managers, and instructors get insight into what the need to refresh and focus on the most.

### ? LEARNING OBJECTIVES DIFFICULTY

🔍 ⬇

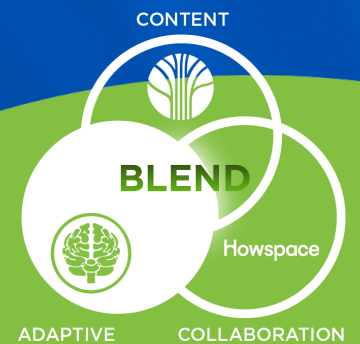
Learning Objective	Average Score
Understand the financial consequences of breaches of the General Data Protection Regulation	41%
Define what personal data is	100%
Remember who is included in the term 'natural person'	56%
Explain why the General Data Protection Regulation exists	67%
Remember where the regulation for the protection of personal data applies	55%
Separate sensitive and general personal data	67%
Explain when the data protection rules apply	36%
Describe the role of the controller	38%
Recall which duties apply to the controller in case of a breach of security	50%
Describe what processing is	91%
Explain what applies to physical registration of personal data	75%

### ? THE HARDEST LEARNING OBJECTIVES

🔍 ⬇

<input type="checkbox"/>	#	Learning Objective	Average Score
<input type="checkbox"/>	1	Explain when the data protection rules apply	36%
<input type="checkbox"/>	2	Describe the role of the controller	38%
<input type="checkbox"/>	3	Understand the financial consequences of breaches of the General Data Protection Re...	41%
<input type="checkbox"/>	4	Identify what should be demonstrated by companies, organizations, EU institutions an...	50%
<input type="checkbox"/>	5	Recall which duties apply to the controller in case of a breach of security	50%

1-5 of 13 |< < > >|





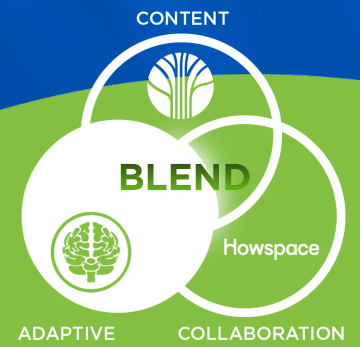
Learner = Jason Turner

Module = GDPR DEMO - EN

Analytics > Activity Log

Date	Learner	Question	Score	Confidence	Result	Confidence	Time
2019-03-08	Jason Turner	The reason for the existence of the Ge... (19)	-	-			7m 46s
14:42:35	Jason Turner	Understand the financial consequence... Slide 44961	100	15%	CORRECT	Not sure	26s
14:43:29	Jason Turner	Remember where the regulation for th... Slide 44964	100	15%	CORRECT	Not sure	29s
14:44:51	Jason Turner	Explain why the General Data Protecti... Slide 44940	100	15%	CORRECT	Not sure	1m 4s
14:45:56	Jason Turner	Understand the financial consequence... Fill Blank 44942	100	15%	CORRECT	Think so	15s
14:46:41	Jason Turner	Remember where the regulation for th... Categorize 44965	60	23%	PARTIALLY CORRECT	Think so	53s
14:49:29	Jason Turner	Explain why the General Data Protecti... Fill Blank 44943	0	43%	WRONG	Not sure	19s
14:50:47	Jason Turner	Remember where the regulation for th... Slide 44964	100	49%	CORRECT	Got it now	27s
14:52:09	Jason Turner	Explain why the General Data Protecti... Slide 44940	100	51%	CORRECT	Not sure	9s
14:54:02	Jason Turner	Explain why the General Data Protecti... MCQ 44944	100	64%	CORRECT	Think so	10s
14:54:13	Jason Turner	Remember where the regulation for th... MCQ 44963	0	72%	WRONG	Think so	41s
14:55:43	Jason Turner	Describe the role of the controller Slide 44946	100	72%	CORRECT	Not sure	20s
14:56:26	Jason Turner	Remember where the regulation for th... Categorize 44965	80	74%	PARTIALLY CORRECT	Think so	33s
14:57:49	Jason Turner	Describe the role of the controller MCQ 44945	50	91%	PARTIALLY CORRECT	Not sure	32s
14:58:23	Jason Turner	Describe the role of the controller Slide 44946	100	95%	CORRECT	Got it now	25s
14:58:49	Jason Turner	Describe the role of the controller Fill Blank 44949	50	95%	PARTIALLY CORRECT	Not sure	32s
14:59:22	Jason Turner	Describe the role of the controller Slide 44946	100	95%	CORRECT	Got it now	3s
14:59:26	Jason Turner	Describe the role of the controller MCQ 44945	100	95%	CORRECT	I know it	11s
14:59:45	Jason Turner	Remember where the regulation for th... Slide 44964	100	98%	CORRECT	Got it now	5s
14:59:51	Jason Turner	Remember where the regulation for th... MCQ 44963	100	98%	CORRECT	I know it	10s

Learner data isn't lost in black-box AI. The journey of each learner is traceable – you can SEE the learners improving and they path they took to mastery.

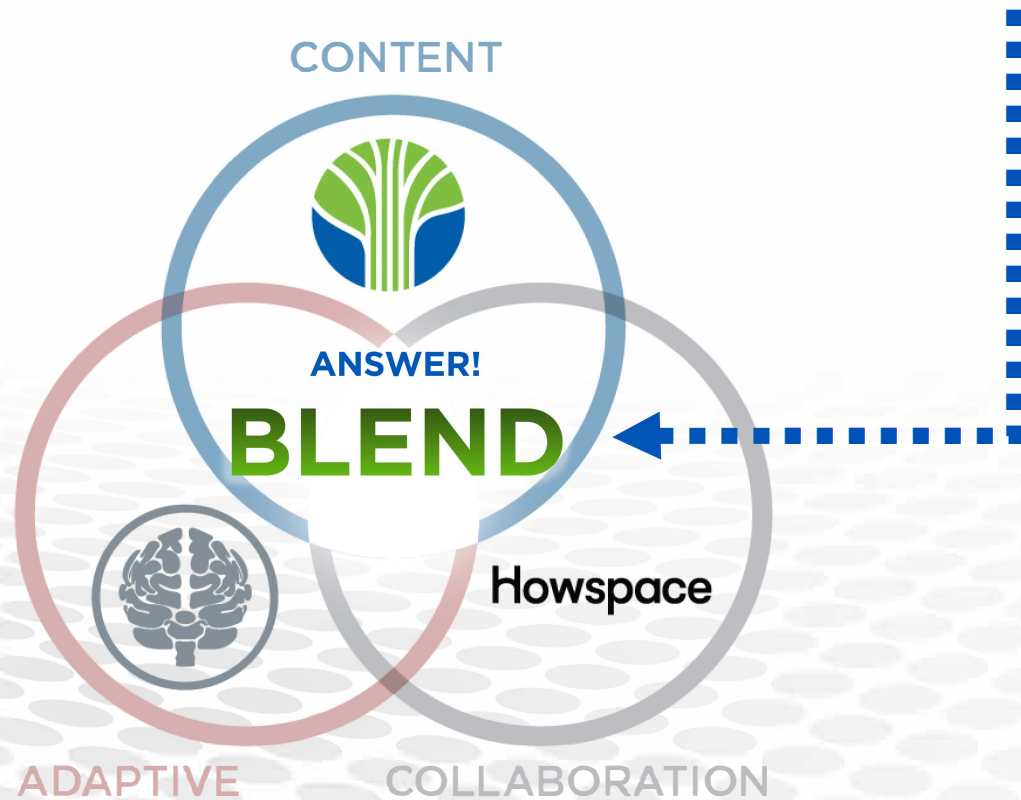


## CHAPTER 4

# Challenge Conclusion

The question we asked at the beginning of this eBook:  
One-on-one tutoring is the learning gold standard.

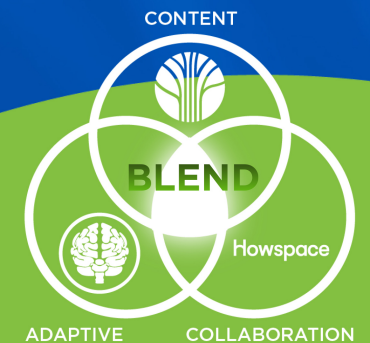
But how is that possible today?



“

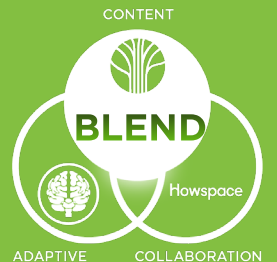
*The key to effective virtual learning is creating the **right blend of components**. [...] When designed correctly, it can be as **effective, if not more effective, than traditional classroom instruction**. In addition, virtual learning provides **resiliency and flexibility** for unforeseen future events.”*

- ChiefLearningOfficer.com

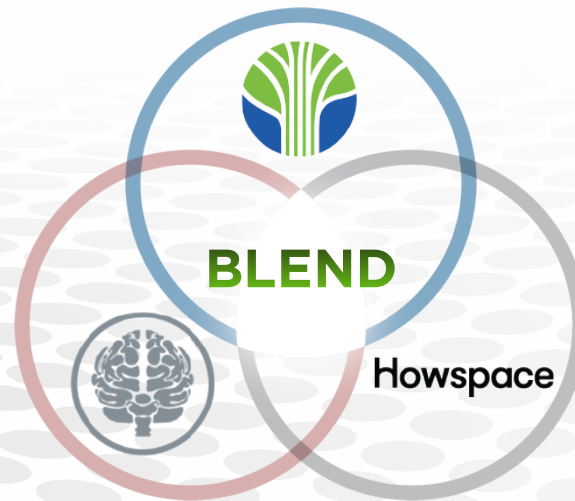


# Next Steps

- Test Drive an Adaptive Module  
- *for Free*:  
**[LearningTree.ca/Adaptive](https://LearningTree.ca/Adaptive)**
- Level up your purchasing power and invest your training budget wisely:  
**[LearningTree.ca/Budgets](https://LearningTree.ca/Budgets)**
- Try our ITIL Adaptive Virtual Academy:  
**[LearningTree.ca/ITILAcademy](https://LearningTree.ca/ITILAcademy)**
- Browse our broad library of IT and Management Training Solutions:  
**[LearningTree.ca/Training](https://LearningTree.ca/Training)**



# Appendix



# Why Area9?



**+20 years of research** in human factors, learning science and computer science



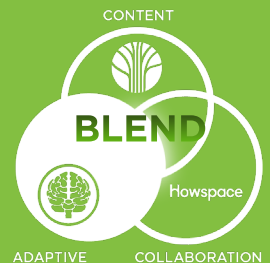
Powered learning of over **30m students** in over **2,000 products** - exit in 2014 & Area9 Lyceum re-launched in 2018 with **\$32M investment**



Collected **billions of learning data-points**

and most importantly...

**The expertise in what really impacts learning**





# How does Howspace work?

The three key elements for sustained learning impact

## Howspace

SOCIAL COLLABORATION  
PLATFORM

1.

Easy and secure, **one-click access** to the online collaboration space anywhere on any device.

**WORKSPACE** = Dedicated digital environment for a given context, learning process and audience

2.

State-of-the-art **facilitation features** for effective social learning. Focus on the relevant context, social media like interaction, team and individual exchange, real-time learning.

**PAGE** = Stages of the learning process within a Workspace

3.

**Artificial intelligence for sense making**, based on facilitated dialogue: Interactive word-cloud, analytical summaries and relevant theme clusters.

**CONTENT CONTAINER** = Structural elements for building pages/templates within a Workspace

**WIDGET** = Working method e.g. chat, image, video, exam, file share, assignment, checkpoint, transition pulse, content embed etc.



# Learning Tree's Global Capabilities – Serving Learners *No Matter Where They Are*

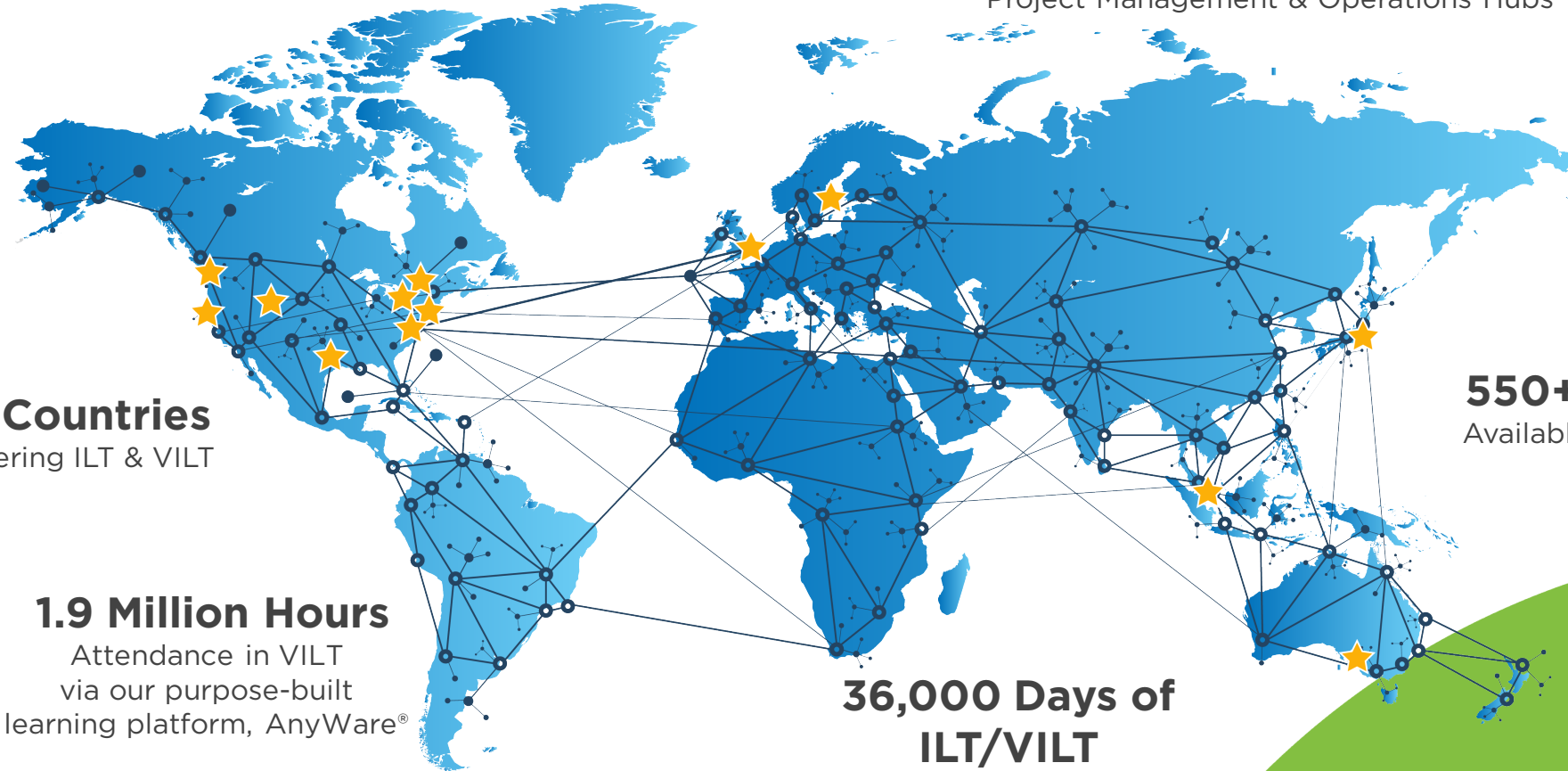
3-Minute  
Video 

## Local In-Country Consultants & Instructors

for Cultural & Legislative Alignment; Cost Efficiency

## Learning Tree Education Centers

Project Management & Operations Hubs



**115 Countries**

Delivering ILT & VILT

**1.9 Million Hours**

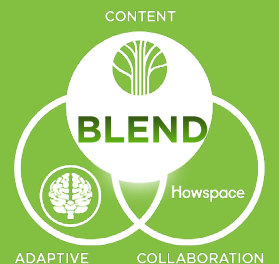
Attendance in VILT  
via our purpose-built  
learning platform, AnyWare®

**36,000 Days of  
ILT/VILT**

Delivered in Local Languages

**550+ Courses**

Available Worldwide



**THANK YOU**

for embracing a *#CultureOfLearning*

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INTERNATIONAL