McDonald Sales and Marketing, LLC - M$M, LLC
Learning Optimized, Behavior Changed, Performance Advanced

10 Critical Steps That Ensure Learning Occurs, Information Sticks, And Behaviors Change

**(That Your Critical Information is appropriately applied)**

Brought to You by:

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"...The sad truth is that most training methods and technologies generally produce, at best, "trained novices." That is, they *introduce* facts and concepts to students, present them with relatively simple questions to test this new knowledge, and provide them with a few opportunities to practice using this knowledge in exercises or scenarios. However, becoming truly proficient requires *extensive practice* solving realistically-complex problems in a wide range situations, combined with *coaching and feedback* from managers, more experienced peers, or other types of experts..."[1]

Our Critical Information Challenge; The Forgetting Curve;
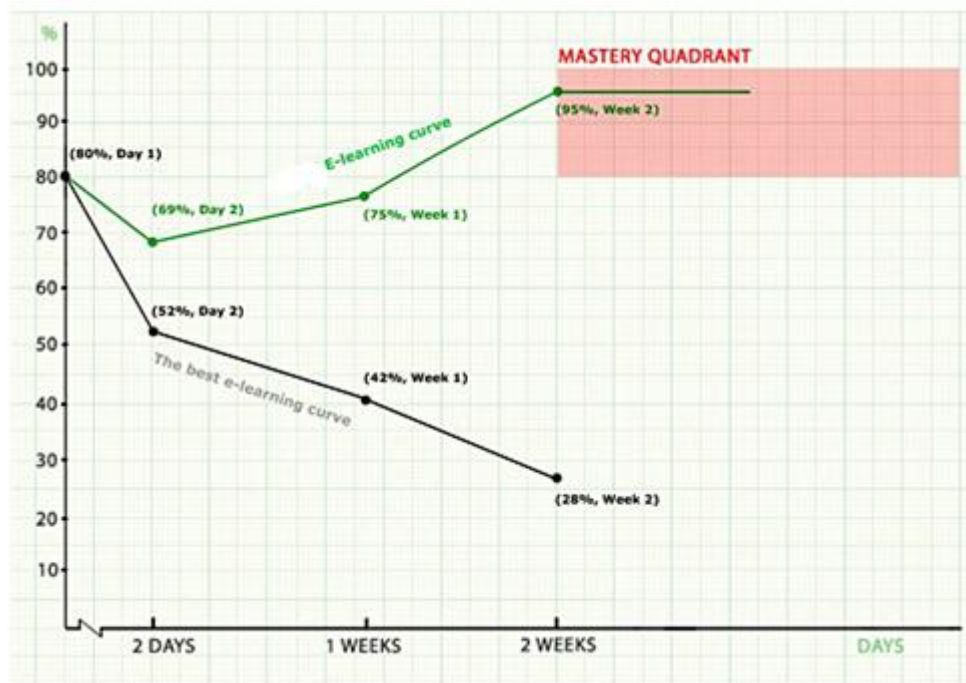
At the end of two weeks, participants in a critical training event, with no ongoing information reinforcement, will recall 28% of the information.

Supplement that critical training event with web based, individual reinforcement, over time, with sleep in between and the recall jumps to 95%!

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The data in this check list will ensure that every person in your training program reaches true mastery* in the shortest amount of time.

Mastery* produces people who have the adaptive reasoning skills required to effectively apply knowledge to new situations.

Step 1:

Management must have a specific, defined, business and individual performance improvement outcomes

Management must collectively agree that there is a critical, urgent business need that requires a successful resolution in the shortest time possible.

- This is the business case for the initiative.
- This is best done through a written business plan.

For example, strategically, management desires to grow business revenues through new product sales.

Management then needs to define, in dollars, what the growth target will be, the time period for the growth objective, which products will be grown and strategically, what needs to happen to ensure that the products are marketable and the staff is competent for the challenge.

Management must then allocate resources to those specific areas that will grow the business and define to the granular level, how individual performance must be advanced to realistically meet the target business objective.

A strategic, management driven, business initiative will:

- Create business relevance and initiative importance.
- Ensure appropriate and ongoing funding.
- Define realistic, obtainable, individual and business objectives.

Step 2:

Management must fully and completely buy into the initiative and visibly support it through participation

This identifies the organizational importance of the initiative and will ensure appropriate initial and ongoing participant engagement.

Participants take their lead from management.

Management, by validating the initiatives individual and business relevance, will ensure participant engagement.

Step 3:

The Training must be individually relevant

Participants need to understand the business plan, how they will individually benefit, what individual sacrifices they will have to make, what is individually expected of them and what management has done/will do to help them individually meet, and/or exceed, their individual initiative goals.

We all are interested in 'what's in it for me?'

All successful initiatives effectively answer the above question.

Step 4:

The Training must be learner focused

The training needs to be individualized (one-to-one).

Each participant only needs to learn what they don't know, at a pace that is just right for them.

A pre-test can easily define what a learner knows and doesn't know.

NOTE: Most learning providers state that their training is learner centric. In reality, there are very few learner centric training initiatives available.

Step 5:

Learning must create true information mastery* in the shortest amount of time. Mastery* produces people who have the adaptive reasoning skills required to effectively apply knowledge to new situations

With critical information, where there is a desired/required strategic outcome, there are two necessary steps to achieve information mastery:

THE TWO STEPS TO MASTERY

STEP 1 → STEP 2 → RESULTS

DEEP UNDERSTANDING

RECALL AND USE ON MULTIPLE DAYS

MASTERY WHICH CREATES ADAPTIVE REASONING SKILLS

Individual learning to mastery, (fluency), must be ensured.

The participants must understand the information at a level where they can recall it correctly, under stress with accuracy.

Anything less will blend learning and appropriate application, hindering appropriate application.

Inappropriate application will lead to participant frustration, along with diminished individual performance improvement. Behavior change will not occur.

Simply put, if your critical information is not learned to individual mastery, your individual and business objectives will not be met.

Step 6:

To create individual, critical information mastery*, information must be individually reinforced over time, with sleep in between

Participants need to understand the information to fluency to appropriately apply it.

Individual study sessions must be part of your training and they must include individual pacing, spacing and reinforcement for participant long term retention:

STUDY SESSIONS (Patented Process: Stimulates Memory reactivation & locks information into long term memory)

- Open ended or fill-in-the-blank questions
    - Each question includes a hint and an explanation
    - Outside Tutor help is available through a simple click
- Self-grading
    - No negative reinforcement of wrong answers
- Rating of learning questions by degree of difficulty
    - Resulting in customized spacing of learners questions, in this and future study sessions (pacing goal is longest distance between questions and study sessions)
- Level 1 and level 2 Questions
    - (a)   Level 1 Questions: Reinforce the facts
    - (b)   Level 2 Questions: Simulation, Scenario and Application based, that use the knowledge

Step 7:

Benchmarks and accountability must be in place to determine individual learning progress and individual learning performance

Management must have the appropriate accountability tools available to ensure that each participant is engaging the materials appropriately and progressing in their learning performance.

Learning Performance Improvement Technology (LPIT) includes these interactive learning performance measurement tools.

Step 8:

Participants must be individually coached in their appropriate application of the new information to ensure successful application and to ensure individual performance improvement

Tools must be in place to guarantee that this individual reinforcement is scalable. There must be an affordable coach to participant's ratio.

Learning Performance Improvement Technology (LPIT) will allow managers to effective and efficiently individually coach teams of participants to ensure appropriate application, behavior change and individual performance improvement

Step 9:

Management must measure the success of the initiative against their initial, specific, defined, business and individual performance improvement outcomes

Management must assess how effectively the initiative advanced individual performance improvement and business performance improvement. There must be metrics involved to measure individual and organizational success.

Ideally, a Return on Investment calculation should be included.

Step 10:

Participants must be surveyed for initiative feedback

Participants must be allowed to constructively comment on the initiative, to offer their likes, dislikes, and present what they took away from the training.

They also should be able to document exactly how their individual business performance was positively impacted, consistent with the business objective.

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What is your optimum solution?

Learning Performance Improvement Technology, (LPIT), web based software, intelligent systems, with individual learning to mastery* and individual, scalable reinforcement, all embraced and coached by the manager. This will increase the effectiveness of the manager, the individual retention rate and allow behavioral change.

To empower your learners with individual information mastery*, in the shortest time possible, your learning technology/methodology must include all of these components that are scalable because they are driven by technology and managed by learning professionals:

If you have critical, difficult, content that must be learned and retained for appropriate future utilization, we will show you the most efficient and effective, Research Driven, Brain-Based-Learning, way to Learn and retain that critical, difficult information.

A. **ONE-TO-ONE PERSONAL DIGITAL TUTOR** vs. one to many eLearning models

- Customizes each individuals eLearning experience to what each learner knows and doesn't know
- Generates a custom course plan for each individual learner
- Reinforces that information that the learner doesn't know until mastery (fluency) is achieved

B. **ADAPTIVE TESTING AGENT** (pre-test)

- Defines what each learner knows and doesn't know (via multiple choice questions)

(i) Each Course has a course plan (ii) Courses are broken up into lessons (iii) Each lesson has 4 core elements:

C. **(1) RECORD WHAT YOU KNOW** (RWYK)

- Get's learners brain into learning mode

D. (2) PRIMARY LEARNING ACTIVITIES (Primary Instruction; movie, simulation, reading assignment, rich with graphics)

- Creates individual understanding

E. (3) STUDY SESSIONS (Patented Process: Stimulates Memory reactivation & locks information into long term memory)

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- Self-grading
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- Rating of learning questions by degree of difficulty
  - Resulting in customized spacing of learners questions, in this and future study sessions (pacing goal is longest distance between questions and study sessions)
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F. (4) RECORD WHAT YOU HAVE LEARNED (RWYL)

- Briefly summarizes learning, in learners own words
- Compares, start, record what you know, to end, record what you have learned, for learners learning progress comparison

G. IN-MY-OWN VOICE

- Recording medium utilized to master presentations
- Ability to interact with Manager for feedback
- Strong Sales Performance Improvement application

H. POST TEST

- Assess the learning results (via multiple choice questions)

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*Mastery is required where appropriate information application is critical to achieve a desired outcome; For example, Medical, Continuing Medical Education – Performance Improvement (CME-PI), Safety, Sales Performance, Aviation, Military, Individual Certifications, and Individual Continuing Education.

My deliverables to you are: (I) Bettered Learning; a. Retention to fluency (95% vs. 28%), b. Behavior change through accountable reinforcement, c. Improved application, d. Advanced individual performance and e. Advanced organization performance

McDonald Sales and Marketing, LLC, Specialties:

Appropriate Application; Behavior Change; eLearning; Employee Selection and Employee Development; Human Capital Management; Individual Performance Improvement; Learning Performance Improvement; Learning Retention and Reinforcement Improvement; Organization Performance Improvement; Workforce Development and Productivity; Verbal Skills Simulation and Reinforcement; Sales Performance, Web-Based (SaaS/Cloud) Solutions; Empowering individuals to remember things

To Discuss how these Solutions will add value for you, your organization and/or your clients, Affinity/Resale Opportunities, and/or Collaborative Efforts, Please Contact:

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1. To access the complete article click here:

http://www.stottlerhenke.com/papers/ITS_using_AI_to_improve_training_performance_and_ROI.pdf