

Tutorial | 16 August

Learning Experience Management (LXM)

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Qualtrics

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Learning Experience Management (LXM)

Agenda

Who we are

Why Learning Experience Management

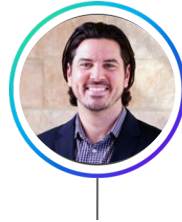
Building LXM into the Future Learning Ecosystem

Meet the Qualtrics Team



SYDNEY HEIMBROCK, Ph.D

Chief Industry Advisor, Government



RYAN TWEDELL

Employee Experience Account
Executive, DoD



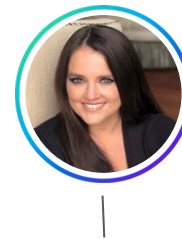
SHA'REFF RASHAD

Employee Experience Account
Executive, Civilian



TOM MCGOLDRICK

XM Scientist



CYDNEY MILLER, SPHR

Senior Solution Engineer

Qualtrics in the Federal Government

100+ across **60+**
FEDERAL CUSTOMERS AGENCIES



U.S. Department of Veterans Affairs



What is Experience Management (XM)?

XM is the capability to create unparalleled experiences through streamlined interpretation of human insight and simplicity in acting on those insights to drive transformation



1 LISTEN

Collect experience data from stakeholders at every meaningful touchpoint

2 UNDERSTAND

Why things are happening, and where, and what do do about it

3 ACT

Close experience gaps and enable continuous improvement

DRIVE CHANGE THROUGH TRUST

Giving people a voice isn't enough. Build trust by acting on human feedback and sentiment to ensure people feel heard.

The Future of Learning IS Experience Management. . .

How expectations and behaviors are changing

How organizations are adapting

What the data is showing

1 Learners expect **ready relevant learning experiences** that prepare them for mission readiness

Organizations are becoming more **agile in their teaching approaches allowing for fast changes to curriculum** based on ongoing feedback loops

Learners **lose 75%** of new **information** they learn if not applied within 6 days of learning

70% of employees report that they **do not have mastery of the skills** they need for their jobs

2 Learners expect their leaders and instructors to **understand their unique learning preferences**

Organizations are working to **incorporate their learners' needs across their entire journey** to promote productivity & satisfaction

Only **25%** of respondents to a recent survey believe that **training measurably improved performance.**

77% Of L&D Professionals think **personalised learning is vital** to employee engagement

3 Learners expect **technology to enhance** their learning and on-the-job experience

Organizations are **optimizing technology to the needs of learners** while working to understand the relationship between technology and on the job performance

77% of public sector respondents indicated that their **core HR technologies are only fair or inadequate** to meet the needs of their full-time employees

Only **1%** of public sector respondents believe their organization has best in class processes and **technology to help attract the best talent**

4 Learners want to build skills that **enable career mobility** and professional development

Organizations are working hard to **understand skill gaps and the future of work** to best equip their employees for growth and development

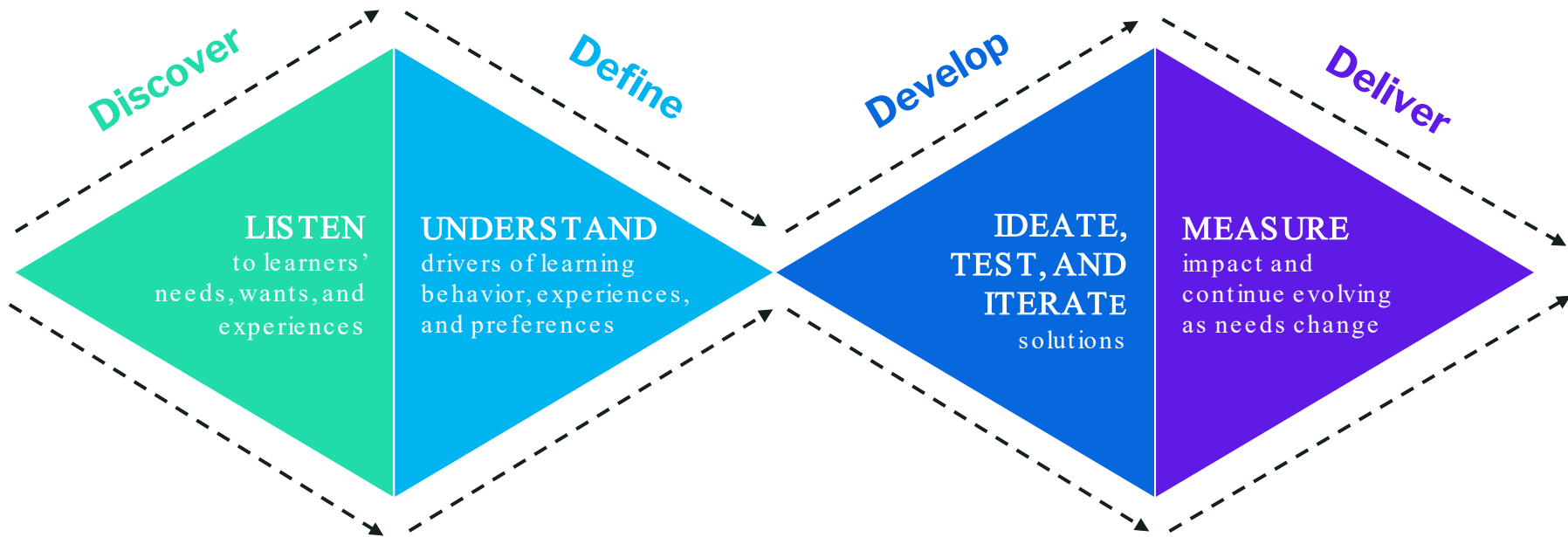
66% of public sector respondents expected an **increase in internal mobility** opportunities in the next three years

Yet, **68%** rate their effectiveness at **enabling talent mobility** as only **fair or inadequate**

And Learning Experience Management is how we get there.

What the data is showing	Learning XM approach	Areas of Impact (not exhaustive)
1 Learners lose new information if not applied quickly and employees feel they do not have mastery of the skills required to do their job	<ul style="list-style-type: none"> + Focus on behavioral changes within the learner experience + Automatically follow-up with learners and other stakeholders post-learning to assess learning transfer and impact + Gather feedback from operational stakeholders and graduates of learning programs to continuously assess and improve learning requirements 	<ul style="list-style-type: none"> ↑ Overall Employee Engagement ↑ Overall Employee Productivity ↑ Tailored Learning Curriculums ↓ Time to Full Productivity
2 Few employees believe that training measurably improved performance and learning professionals believe that personalised learning is vital to engagement	<ul style="list-style-type: none"> + Standardize listening across all learning modalities (online, in person, hybrid, informal, etc.) to establish common measurements + Enhance learner records to account for all types of learning + Measure behavioral changes over time to track improvements and correlate learning experiences to operational outcomes 	<ul style="list-style-type: none"> ↑ Employee Satisfaction / Experience ↑ Organizational Readiness ↑ ROI and Training Effectiveness ↑ Employee Engagement ↓ Redundant / Ineffective Training
3 Public sector has indicated core HR technologies are only fair or inadequate and few believe their organization has the processes and tech to help attract the best talent	<ul style="list-style-type: none"> + Effectively measure all aspects of the learner journey - including the technology experience + Leverage external (often operational) data sources to provide critical context about the learner's experience + Embed listening posts directly in the learner's technology 	<ul style="list-style-type: none"> ↑ ROI of technology ↑ Efficiency of Learning at Scale ↑ Organizational Readiness ↑ Feedback / Response Rates ↓ Redundant / Ineffective Technology
4 Public sector expects an increase in internal mobility but a majority rate their effectiveness at enabling talent mobility as only fair or inadequate	<ul style="list-style-type: none"> + Listen More! Scalable and flexible listening solutions allow employees to give feedback that is actionable for both the individual and in aggregate + Correlate measured competencies to employee aspirations and goals by gathering and maintaining data in a single directory + Focus limited resources by clearly identifying largest experience gaps from both the learner and leadership perspectives 	<ul style="list-style-type: none"> ↑ Talent Brand / Recruitment ↑ Employee Retention ↑ Alignment of Ind. & Org. Objectives ↓ Costs of Turnover

How HCD works...



Listen and remember

Process and understand

Build a culture of action

LISTEN



OBSERVE

DECISION MODELING



RECOMMENDATIONS

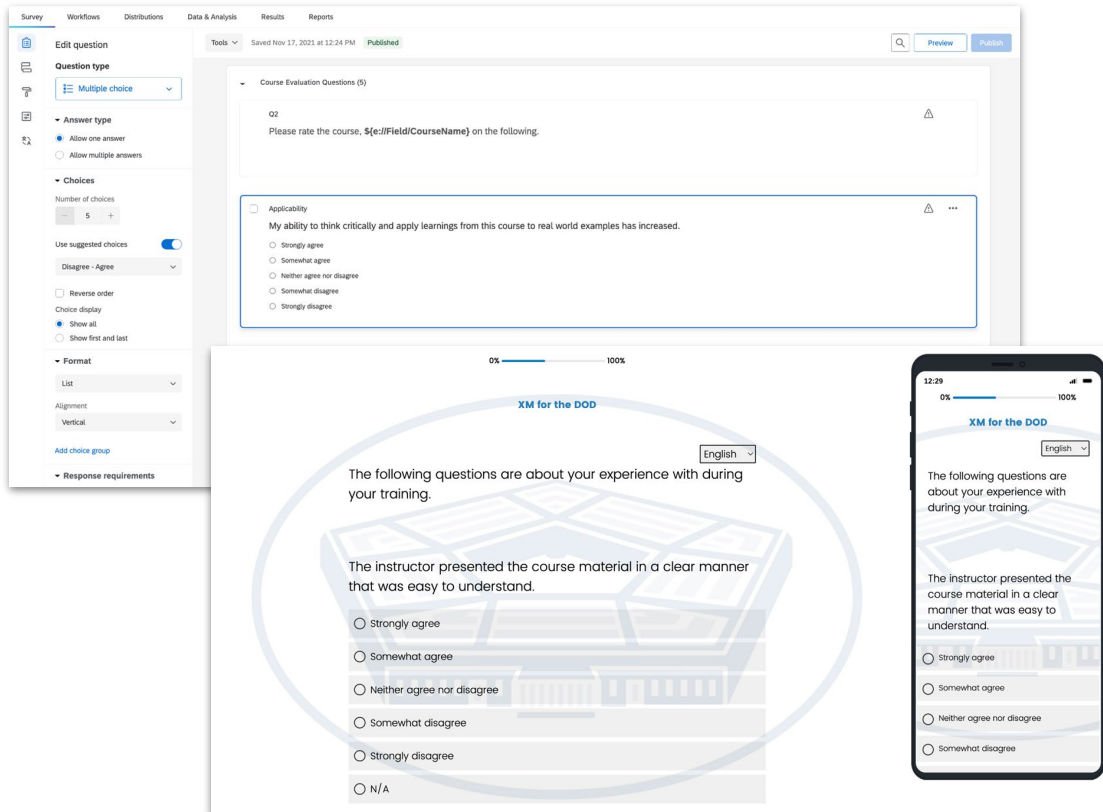
HIGH-TOUCH



ZERO-TOUCH

LISTEN: Meet the Learner where they are in their journey

Give a voice to all stakeholders by making it easy for them to provide feedback in convenient and secure ways. Leverage best practices and expert methods to boost response rates and gather the right information, efficiently.



- + Capture and store all your experience data from all stakeholders (learners, instructors, leaders, etc.) in a single system of record for every interaction across the organization.
- + Reduce administrative burden with scalable, flexible survey builder and distribution methods
- + Gather unstructured data, such as open text comments, to be automatically analyzed for topic and sentiment
- + Leverage existing data from external sources to give critical context to experiences without having to ask stakeholders for additional information

↑ Response Rates
↑ Speed to Information & Insights
↓ Manual workloads
↓ Admin overhead

UNDERSTAND: Learner + Instructor + Manager Analysis

Identify leading indicators of learner performance and take early action to improve results.

Monitor learner, manager, and instructor sentiment across in-person and digital classroom experiences.

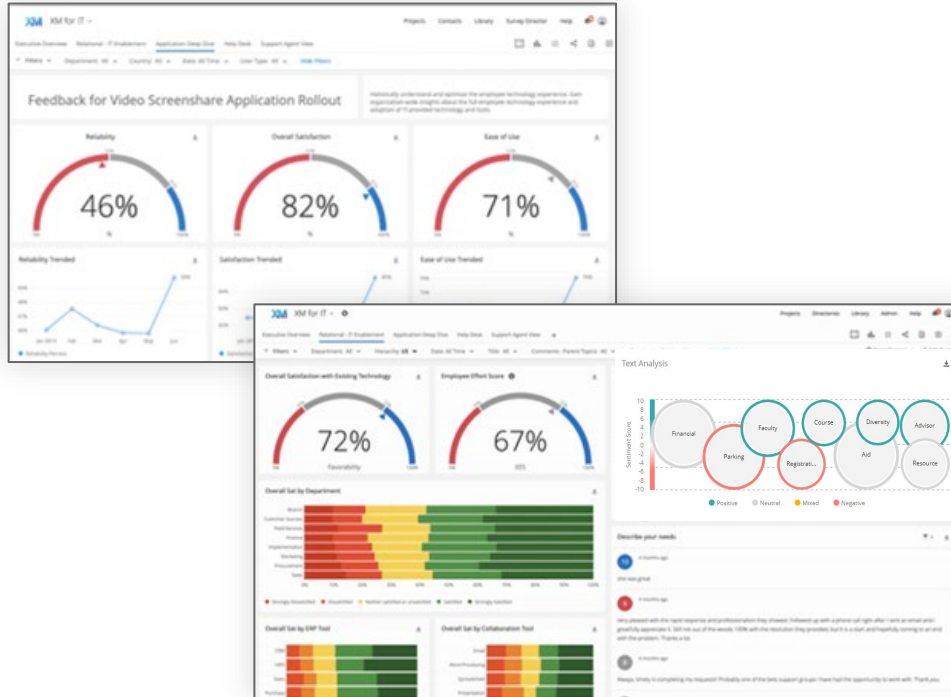


- + Listen to learner,, instructor, and manager experience to get early insights into the learning experience
- + Modify practices that are not working, celebrate systems and instructors that are succeeding
- + Develop granular, actionable insights for assisting individual learners, classrooms, and instructors
- + Securely provide instructors with with early, actionable feedback to support struggling learners and improve outcomes

↑ Learning
↑ Well-being and Engagement
↓ Learning loss

UNDERSTAND: Measure Program Impact Drivers

Give your faculty and staff the tools and training they need to be successful. Use technology and learning insights to inform investment decisions to improve adoption, drive efficiency and achieve return on investment.



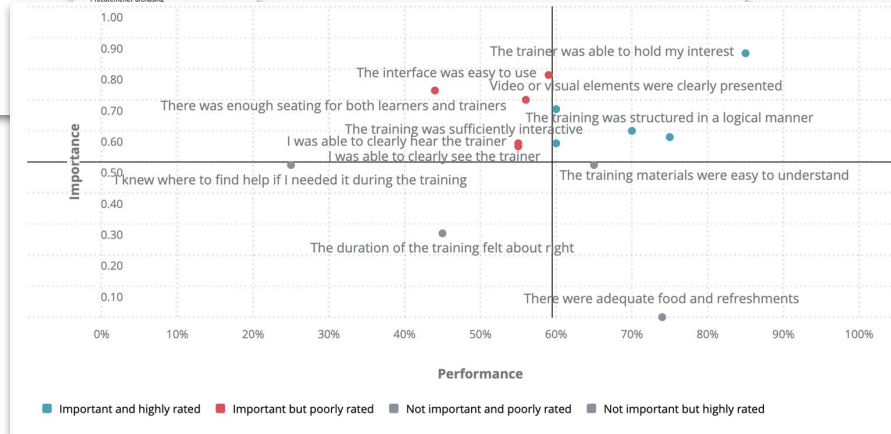
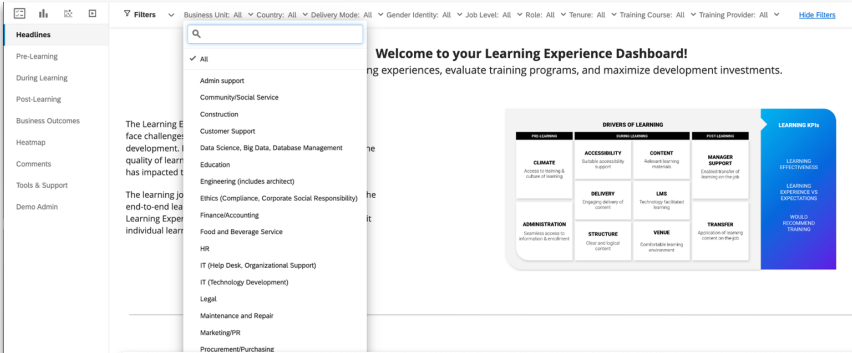
- + Develop a holistic understanding of the everyday employee learning and technology needs to be successful
- + Improve Instructor support processes, quality and perception with faculty and staff
- + Ensure new technology implementations and project rollouts truly meet faculty and staff needs to improve adoption and ROI
- + Use employee insights, including **text analytics** to make the right learning investments, provide input to instructors and drive continuous improvement

- ↑ Faculty and staff performance
- ↑ Faculty and staff satisfaction
- ↑ Learner resource and material adoption
- ↓ Technology costs

ACT: Automate workflows and closed loop communication

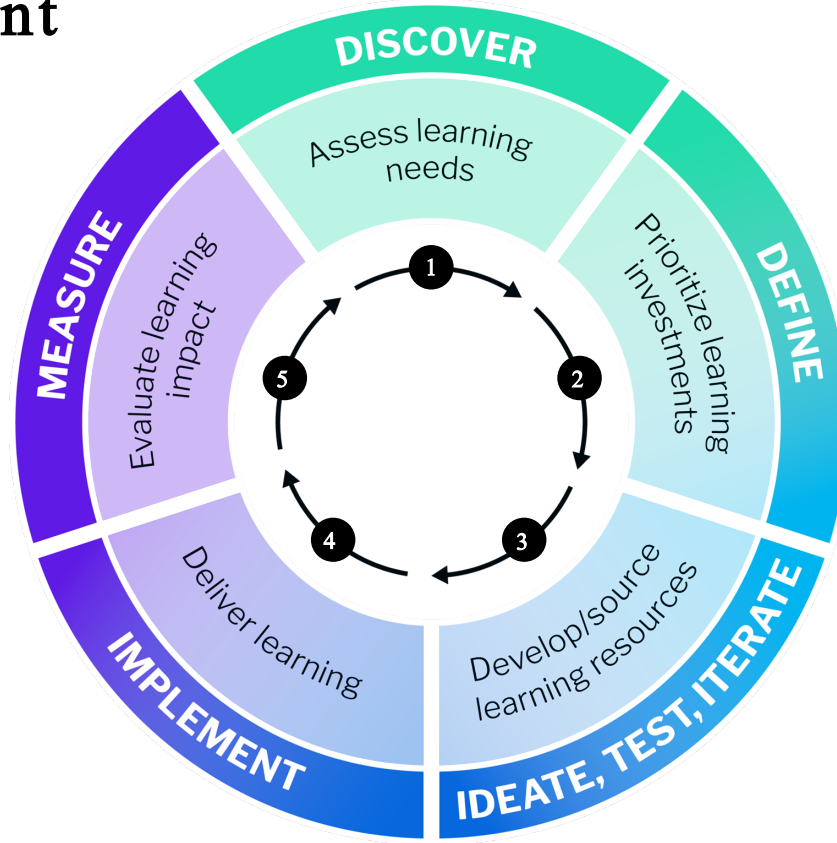
Make every interaction an experience that matters by quickly routing information to the appropriate parties who can close experience gaps and drive a path to continuous improvement.

- + Intelligent, customizable workflows automatically alert the right people, and trigger actions in every part of the organization
- + Key Driver analysis is automatically sorts topics based on importance and performance so you know where to focus immediate resources
- + Powerful, customizable filters and role-based dashboards ensure decision-makers at every level have real-time information they need
- + Collaborative action planning tools are built right into the platform - assign tasks, gather inputs, plan resolutions and track progress



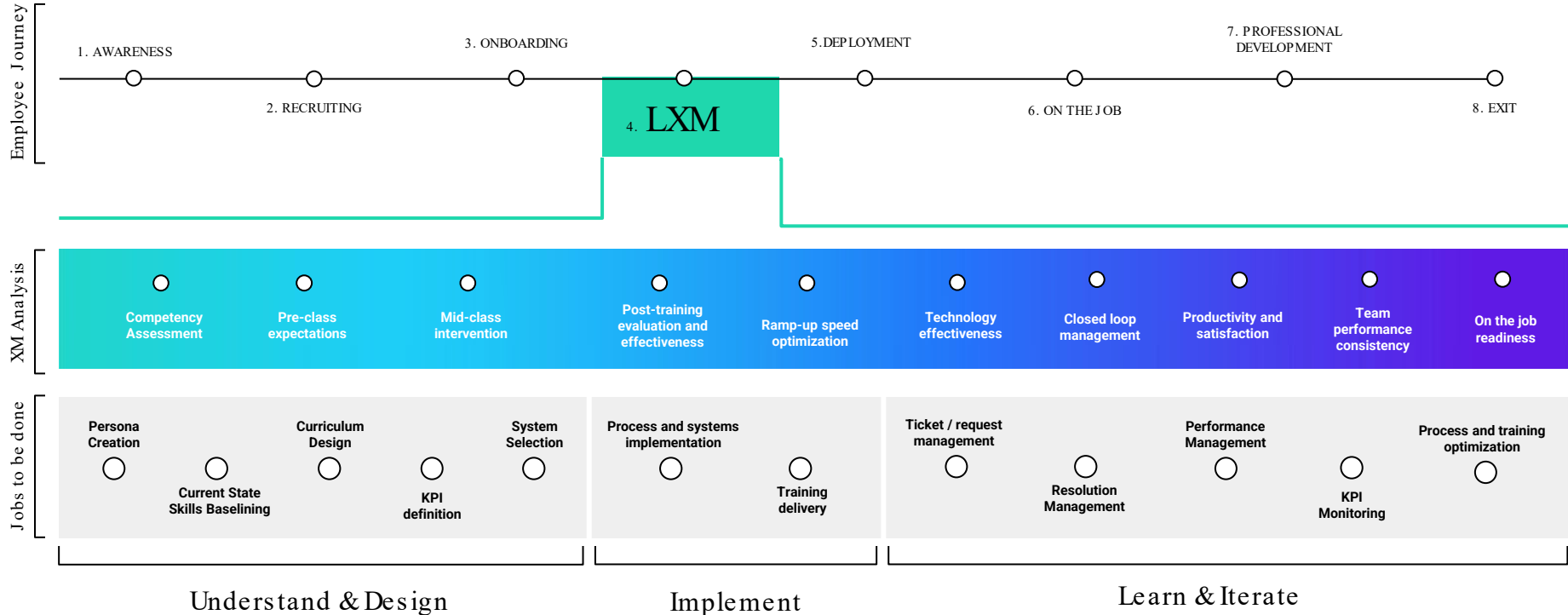
- ↑ Speed to Action & Improvement
- ↑ Overall Satisfaction & Trust
- ↓ Bad Experiences
- ↓ Turnover or Incomplete Curriculum

... for learning
and development



XM for Government - Learning Experience Management

Moving from Operational & Compliance focused to a learner-centered approach



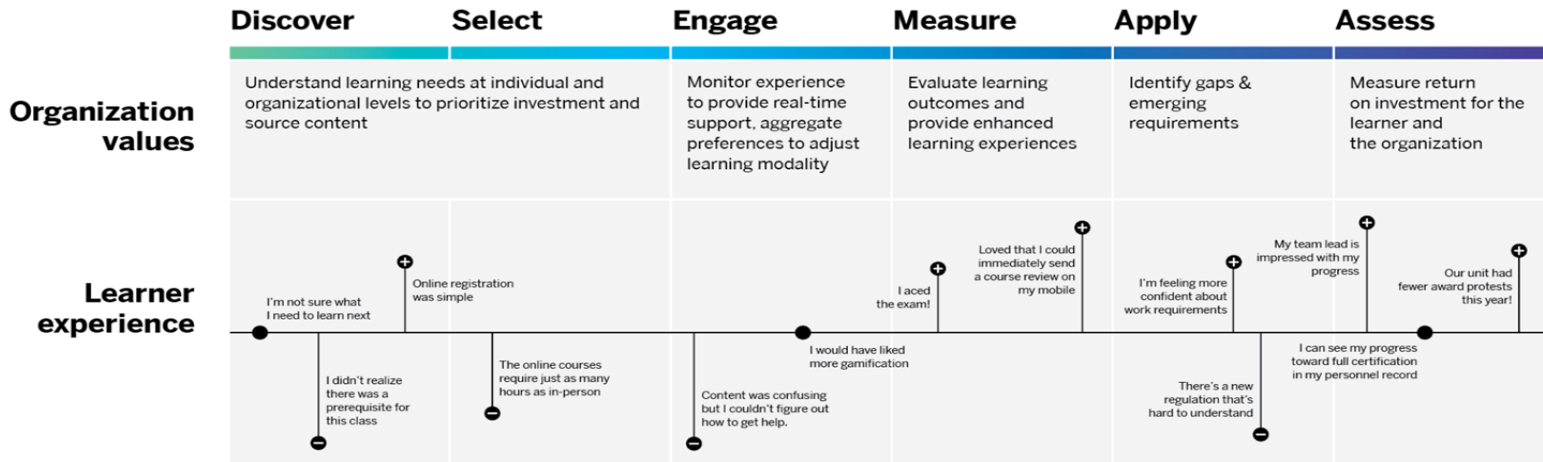
A human-centered approach to learning and development



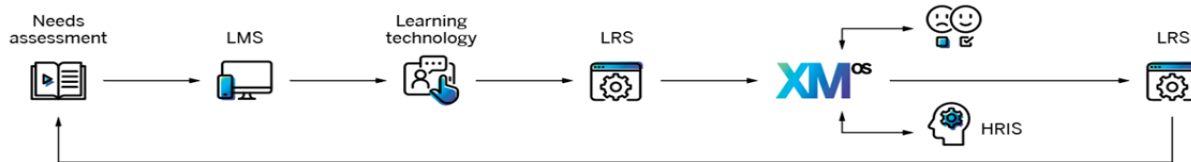
Meet Roberto

Warfighter. Dad. Acquisition professional.

I want to upskill toward the next level of certification so I can progress in my career. I have two young children and am short on time. I want to learn, on my own time schedule, exactly what I need to know to pass the certification.

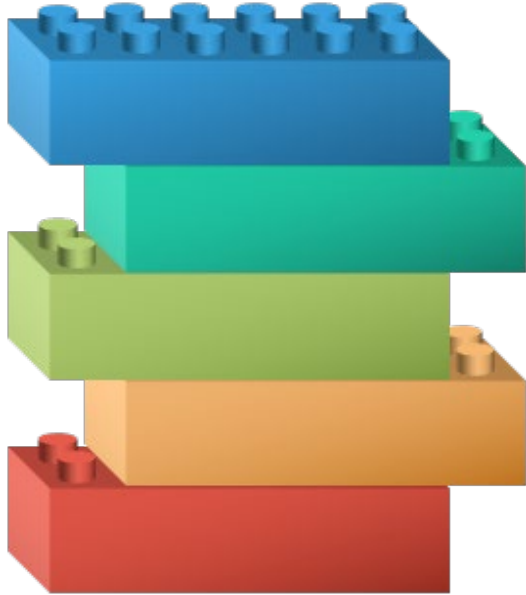


Learner data flow



Demonstration

BUILDING THE HOLISTIC APPROACH across the DOD



COURSE/TRAINING EVALUATIONS - PILOT TRAINING

Capture student feedback on ad hoc courses or across the entire student journey – track student sentiment and effectiveness of training

DISTRIBUTED LEARNING – Digital University

Gather and aggregate feedback across all types of learning environments – digital intercepts to meet students where they learn and standardization of metrics across all mediums

STUDENT RESEARCH – Air University

Give students robust abilities to collect and analyze data on the same platform – where Qualtrics began and continues to be the tool of choice for advanced degree programs

INTEGRATIONS - DAU

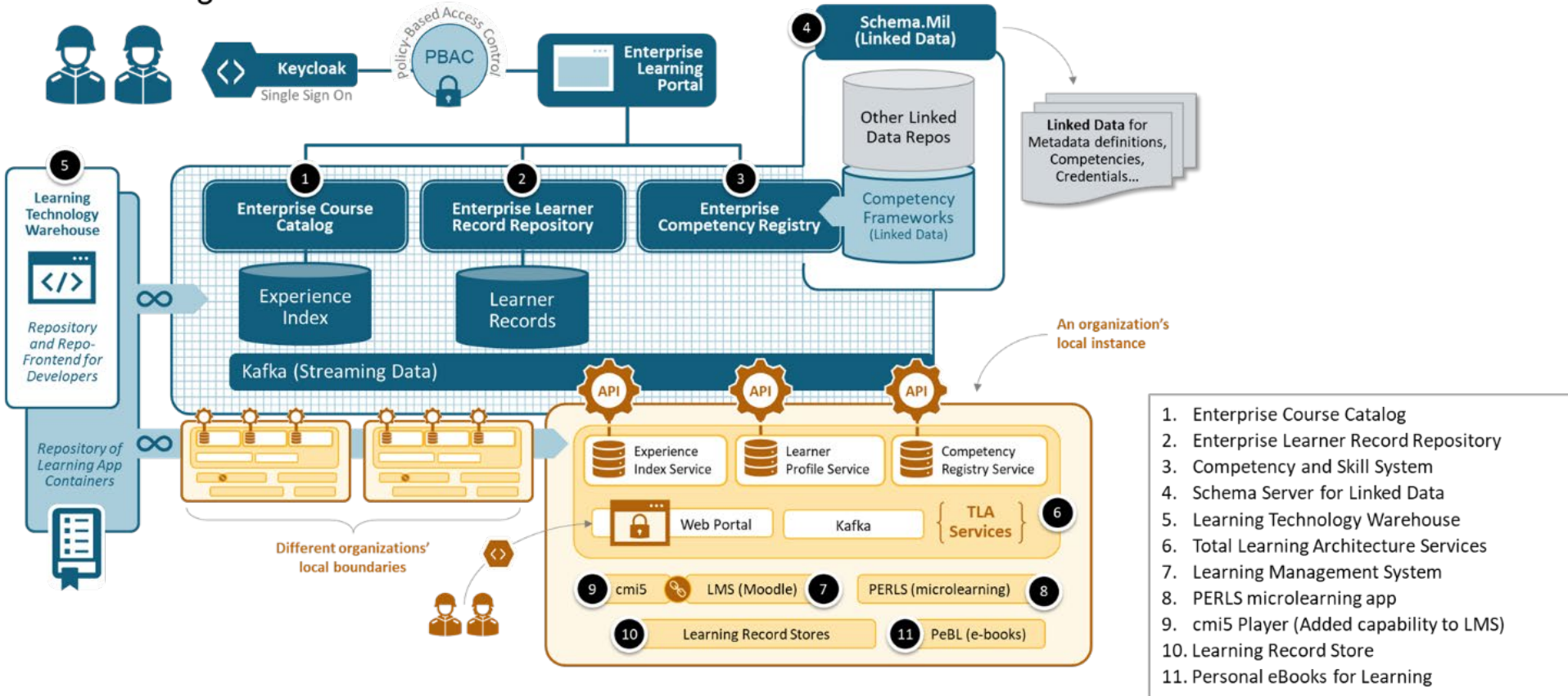
Multiple integrations with platforms across the learning ecosystem to seamlessly pass accurate data and reduce administrative workload – LMS, SIS, Website, API, SFTP, etc.

PERSONAL DEVELOPMENT - AFSOC

Leverage 360 multi-rater feedback tools to provide personally tailored feedback at scale – customize the desired competencies and aggregate data for leadership view

Integrating LXM into the digital learning ecosystem

DoD Learning Enclave



Discussion

Feedback? Questions?
Want to learn more?



Thank you!