Learning Experience Management (LXM)

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Qualtrics
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 TWEDDELL
Employee Experience Account Executive, DoD

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Employee Experience Account Executive, Civilian

TOM McGOLDRICK
XM Scientist

CYDNEY MILLER, SP HR
Senior Solution Engineer
Qualtrics in the Federal Government

100+ FEDERAL CUSTOMERS across 60+ AGENCIES
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...

<table>
<thead>
<tr>
<th>How expectations and behaviors are changing</th>
<th>How organizations are adapting</th>
<th>What the data is showing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Learners expect <strong>ready relevant learning experiences</strong> that prepare them for mission readiness</td>
<td>Organizations are becoming more <strong>agile in their teaching approaches allowing for fast changes to curriculum</strong> based on ongoing feedback loops</td>
<td>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.</td>
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<tr>
<td><strong>2</strong> Learners expect their leaders and instructors to <strong>understand their unique learning preferences</strong></td>
<td>Organizations are working to <strong>incorporate their learners’ needs across their entire journey</strong> to promote productivity &amp; satisfaction</td>
<td>Only 25% of respondents to a recent survey believe that training measurably improved performance. 77% of L&amp;D Professionals think personalized learning is vital to employee engagement.</td>
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<tr>
<td><strong>3</strong> Learners expect <strong>technology to enhance</strong> their learning and on-the-job experience</td>
<td>Organizations are <strong>optimizing technology to the needs of learners</strong> while working to understand the relationship between technology and on the job performance</td>
<td>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.</td>
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<tr>
<td><strong>4</strong> Learners want to build skills that <strong>enable career mobility</strong> and professional development</td>
<td>Organizations are working hard to <strong>understand skill gaps and the future of work</strong> to best equip their employees for growth and development</td>
<td>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.</td>
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</table>
And Learning Experience Management is how we get there.

<table>
<thead>
<tr>
<th>What the data is showing</th>
<th>Learning XM approach</th>
<th>Areas of Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td>+ Focus on behavioral changes within the learner experience</td>
<td>↑ Overall Employee Engagement</td>
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<td></td>
<td>+ Automatically follow-up with learners and other stakeholders post-learning</td>
<td>↑ Overall Employee Productivity</td>
</tr>
<tr>
<td></td>
<td>to assess learning transfer and impact</td>
<td>↑ Tailored Learning Curriculums</td>
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<td></td>
<td>+ Gather feedback from operational stakeholders and graduates of learning programs</td>
<td>↓ Time to Full Productivity</td>
</tr>
<tr>
<td></td>
<td>to continuously assess and improve learning requirements</td>
<td></td>
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<tr>
<td>2 Few employees believe that training measurably improved performance</td>
<td>+ Standardize listening across all learning modalities (online, in person, hybrid, informal, etc.) to establish common measurements</td>
<td>↑ Employee Satisfaction / Experience</td>
</tr>
<tr>
<td>and learning professionals believe that personalised learning is vital to engagement</td>
<td>+ Enhance learner records to account for all types of learning</td>
<td>↑ Organizational Readiness</td>
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<td></td>
<td>+ Measure behavioral changes over time to track improvements and correlate learning experiences to operational outcomes</td>
<td>↑ ROI and Training Effectiveness</td>
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<tr>
<td></td>
<td>+ Gather feedback from operational stakeholders and graduates of learning programs</td>
<td>↑ Employee Engagement</td>
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<tr>
<td></td>
<td>to continuously assess and improve learning requirements</td>
<td>↓ Redundant / Ineffective Training</td>
</tr>
<tr>
<td>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</td>
<td>+ Effectively measure all aspects of the learner journey - including the technology experience</td>
<td>↑ ROI of technology</td>
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<td></td>
<td>+ Leverage external (often operational) data sources to provide critical context about the learner’s experience</td>
<td>↑ Efficiency of Learning at Scale</td>
</tr>
<tr>
<td></td>
<td>+ Embed listening posts directly in the learner’s technology</td>
<td>↑ Organizational Readiness</td>
</tr>
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<td></td>
<td>+ Gather feedback from operational stakeholders and graduates of learning programs</td>
<td>↑ Feedback / Response Rates</td>
</tr>
<tr>
<td></td>
<td>to continuously assess and improve learning requirements</td>
<td>↓ Redundant / Ineffective Technology</td>
</tr>
<tr>
<td>4 Public sector expects an increase in internal mobility but a majority rate their effectiveness at enabling talent mobility as only fair or inadequate</td>
<td>+ Listen More! Scalable and flexible listening solutions allow employees to give feedback that is actionable for both the individual and in aggregate</td>
<td>↑ Talent Brand / Recruitment</td>
</tr>
<tr>
<td></td>
<td>+ Correlate measured competencies to employee aspirations and goals by gathering and maintaining data in a single directory</td>
<td>↑ Employee Retention</td>
</tr>
<tr>
<td></td>
<td>+ Focus limited resources by clearly identifying largest experience gaps from both the learner and leadership perspectives</td>
<td>↑ Alignment of Ind. &amp; Org. Objectives</td>
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<td></td>
<td>+ Measure behavioral changes over time to track improvements and correlate learning experiences to operational outcomes</td>
<td>↓ Costs of Turnover</td>
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</table>
How HCD works...

Discover
- **LISTEN**
  - to learners’ needs, wants, and experiences

Define
- **UNDERSTAND**
  - drivers of learning behavior, experiences, and preferences

Develop
- **IDEATE, TEST, AND ITERATE**
  - solutions

Deliver
- **MEASURE**
  - impact and continue evolving as needs change

Listen and remember
- **LISTEN**
  - XMD
  - OBSERVE

Process and understand
- **DECISION MODELING**
  - iQ™
  - RECOMMENDATIONS

Build a culture of action
- **HIGH-TOUCH**
  - xflow
  - 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 early, actionable feedback to support struggling learners and improve outcomes
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 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
...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.

### Discover
- Understand learning needs at individual and organizational levels to prioritize investment and source content

### Select
- Monitor experience to provide real-time support, aggregate preferences to adjust learning modality

### Engage
- Evaluate learning outcomes and provide enhanced learning experiences

### Measure
- Identify gaps & emerging requirements

### Apply
- Measure return on investment for the learner and the organization

### Assess

<table>
<thead>
<tr>
<th>Learner experience</th>
<th>Organization values</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m not sure what I need to learn next</td>
<td>Online registration was simple</td>
</tr>
<tr>
<td>I didn’t realize there was a prerequisite for this class</td>
<td>The online courses require just as many hours as in-person</td>
</tr>
<tr>
<td>Content was confusing</td>
<td>I would have liked more gamification</td>
</tr>
<tr>
<td>I’m feeling more confident about work requirements</td>
<td>I’m seeing more focused, specific feedback on my progress</td>
</tr>
<tr>
<td>Our unit had fewer award protests this year</td>
<td>My team lead is impressed with my progress</td>
</tr>
</tbody>
</table>

### Learner data flow
- Needs assessment ➔ LMS ➔ Learning technology ➔ LRS ➔ XM06 ➔ LRS ➔ HRIS
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

1. Enterprise Course Catalog
2. Enterprise Learner Record Repository
3. Competency and Skill System
4. Schema Server for Linked Data
5. Learning Technology Warehouse
6. Total Learning Architecture Services
7. Learning Management System
8. PERLS microlearning app
9. cmi5 Player (Added capability to LMS)
10. Learning Record Store
11. Personal eBooks for Learning
Thank you!