

ACTION-BASED LEARNING

— *It's the Future of Corporate L&D* —



Bridge the Gap Between Corporate
Training and Real Work Outcomes

myQuest



CORPORATE LEARNING HAS CHANGED

Are You Up to Speed?

As a learning and development professional, you've been hearing about "engagement" and "engaging learners" for some time now — you know why it's important, and you're fully aware of the benefits. You've witnessed first hand the shift in corporate learning towards engagement, with L&D leaders turning more and more to Learning Experience Platforms (LXPs) and personalized learning paths rather than traditional Learning Management Systems (LMSs).

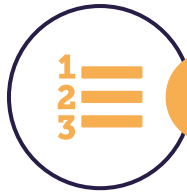
Engagement is indeed crucial to training's success, but it's definitely not enough. It must be backed up by real, actionable learning in order to create lasting impact. Learners who engage with training content might remember it better and enjoy it more, but it doesn't mean they're able to implement the information and use it after the training ends.

The purpose of this eBook is to show you how to go beyond L&D buzzwords to bridge the gap between training and real work outcomes — and get the transformational impact you're after.

LXPs Aren't Delivering

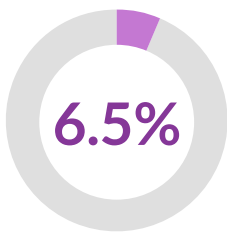
LXPs place a strong emphasis on user engagement, but are still focused around content delivery rather than implementation. One reason so many companies fail to create lasting impact through training is because they focus on the wrong thing — employees shouldn't just be engaged, they need to be active. You need to get employees to a point where they're not only able to consume and engage with content, but actually use it in their day-to-day work lives.

WHY CONTENT-BASED LEARNING FAILS

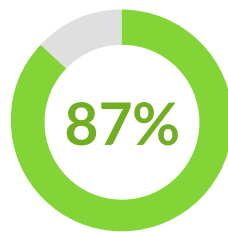


A Look at the Numbers

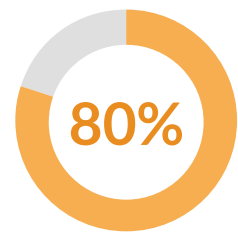
Corporate learning is broken, with next to no knowledge retention, poor completion rates – and you can forget about ROI. This is the reality of training today:



of learners complete their training (excluding mandatory training)



of training is forgotten within one month of training



of new skills are lost within one week of training if not used

These poor stats show that training programs are designed in a way that's inherently flawed. Most companies today use content-based methods, which means content is delivered to learners in a passive way, without any focus on the things that make learning happen: actions, interaction, and feedback.

If learners only practice passive forms of learning such as reading and listening, they won't get far. Brains are terrible at memorizing information encountered only occasionally. Why? Because our brain's perception-action cycle must be activated in order for information to be properly processed. To activate this cycle, we need to take action, get informative feedback, and adjust our thinking until we figure out the best way to complete the action successfully. Active learning and problem solving lies as the foundation learners need to succeed in their work.

GO ACTION-BASED FOR GREATER IMPACT



What's Action-Based Learning?

Action-based learning means learners take what they learn and put it into practice. This is one of the most effective methods of retaining knowledge and skills as it leads to a more in-depth understanding of material, higher retention rates, and better recall.



When designing corporate training programs, try to stay away from passive forms of learning such as reading and lectures. Encouraging employees to teach one another, practice by doing, and participate in discussion groups will help maximize knowledge retention rates and training ROI.



How Action-Based Strategies Work

The more we activate learners' brains in different ways, the more they learn. This means that engaging as many sensory, cognitive, emotional and social processes as possible in learners will increase their learning potential. The best way to do that is by incorporating activities into the learning process. Here are some activities you can use in a learning journey to make it more effective:



Adding problem-based actions



Incorporating short writing assignments



Using a variety of activities such as writing, speaking, and tactile activities



Having students work in pairs or groups

When learners work together, for example, more cognitive and sensory networks are involved, since this type of work includes talking, listening, experiencing emotions, and moving physically. In comparison, passive content-based learning involves less activation in the brain, because learners sit and listen. By engaging multiple processes, learners retain far more information.









Why Action-Based Trumps Content-Based

In today's competitive work environment, organizations that train employees in the most effective and efficient ways possible will always gain the upper hand. Action-based learning develops employees' capacity to adapt to new situations, bridges the gap between theory and practice, and delivers a stellar ROI for the company.

Here are some of the key differences between content-based and action-based learning:

	Content-based learning	Action-based learning
Completion rates 	Learners complete 15% of the training program on average	Learners complete 60% of the training program on average
Behavioral change 	No behavioral change is created. Learners forget 75% of the information after six days	Results in permanent behavioral change and impacts organizations for the long-term
Engagement 	4% of learners engage with content and interact with their mentors and peers	87% of learners engage with content and interact with their mentors and peers
Knowledge retention 	Learners that don't implement the content retain 5% of the information	Learners that actually take action retain 90% of the information

Content-based training platforms and systems might give employees the illusion of having knowledge, but at the end of the day they're only going to remember 5% of what they learned. So, what would the ideal platform to train employees and make sure they really retain knowledge look like?

A NEW APPROACH TO TRAINING

Go Action-Based or Go Home

Asking employees to put what they learn into practice isn't enough. For learning to be active and transformative, employees need to:



Enjoy the learning process



Form new habits and adopt new behaviors



Receive feedback from their managers and peers



Feel motivated to move forward

The ideal training platform would use actions as part of the learning process and provide various opportunities to get feedback, coaching, and peer mentorship for improvement. It would trigger learners to make progress and achieve their learning goals.



When you study alone, you typically remember 28% of what you learned after two days. When you repeat the material, you remember 46%. But when you use it, answer questions about it, and interact with others, you remember 69%.



- Josh Bersin, Industry Analyst and Founder of Bersin by Deloitte

But in an engagement-focused era where it's all about content, does a solution like this exist?

myQuest Recreates Online Training

After six years of research based on thousands of training programs, myQuest has created an online learning solution that does exactly that. Our platform incorporates actions, feedback, and triggers as a requirement for real action-based learning to take place.



Action

Turn training content into an experiential learning journey.



Actionable missions

Replace lessons with missions, allowing employees to remain active throughout the process.



Habit formation tools

Help employees form new habits to create long-lasting behavioral change that leads to transformation in the company.



Gamification

Turn the learning experience into a fun and engaging journey. Employees complete missions, level up, and get rewards.



Micro-learning

Deliver content in bite-sized chunks to make it easier for employees to understand and digest information.

Feedback

Help employees improve their performance and increase motivation and engagement.



Community learning

Allow employees to support, give feedback, and encourage one another.



1:1 coaching

Provide a personal learning experience, allowing employees the opportunity to grow and improve.



Buddy system

Enable peer to peer support and encourage collaboration in the organization.

Trigger

Sustain learning and keep employees excited about what they learn.



Push notifications

Send automated push notifications based on progress to keep employees motivated.



Reminders

Send reminders and alerts to employees who are not completing their habits or fall behind.



Only Real, Engaged Learning Can Deliver Transformational Impact

myQuest is the world's first action-based learning platform. Unlike content-based platforms, myQuest helps you create meaningful learning experiences, bolstered by feedback, coaching, and peer mentorship. Backed by science and powered by analytics, our solution means people learn more effectively in less time.



“ myQuest helps us keep employees action-focused and sustain the learning ”

- Matthew Loucks, International Sales at TACK & TMI



“ We're thrilled with what we've been able to accomplish with myQuest and how it has helped us improve the learner experience ”

- Pat Smith, CEO at Designed Learning

If you're interested in how action-based learning can transform your organization, book a demo with us today!

[Click here to schedule your demo](#)

myQuest