WORKONIT   **CONNECTING FACE-TO-FACE**

Supporting and Tracking Your Learning Initiatives

Two of the challenges in organizational learning are 1) how to support people in developing in a cost effective manner, and 2) how to calculate the return on investment (ROI) on learning initiatives. WorkOnIT provides a system for supporting your training initiatives with mobile content that can be accessed 24/7 to help drive better implementation of learning in the workplace.

Support of Learning after Face-to-Face and eLearning is Important

Face-to-face, and even eLearning initiatives, are good at conveying information and inspiring people, but if those learning interventions are not followed up and supported on a regular basis, it becomes apparent that only a small portion of the learning is ever transferred and used on the job.

Psychologist Hermann Ebbinghaus researched memory and the rate at which we forget and found that in just 1 day we forget 70% of what we have been taught and a full 90% in 30 days. If we apply those rates of knowledge retention to organizational learning initiatives, it soon becomes clear that face-to-face and eLearning initiatives alone are an inefficient means of developing people.

The problem for organizations is that follow-up is time consuming and expensive. WorkOnIT creates an efficient and cost effective way to follow-up on training initiatives by providing a platform that mobilizes the learning content from programs, contextualizes it into goals, and delivers it to people when and where they need it.

For the program participants it provides daily support in helping to put to work what was taught in the face-to-face learning. It supports Columbia University's findings that people are much better at remembering where they can find the knowledge they need to do their jobs, they the knowledge itself. By having the learning content at their fingertips, referenced with just a couple of taps, they have the confidence to use the learning content they were presented with on the job.

Track the Success of Your Learning Initiatives

WorkOnIT makes it possible to get quantitative data on your learning initiatives to evaluate with confidence the success of your programs. It is has always been a challenge to for Human Resources to justify the expenditures on training and development programs, no more so that in challenging economic times. The problem comes in that the evaluation of most learning initiatives is highly subjective. With WorkOnIT you can finally put numbers to your training initiatives and track performance.

Here is how it works:

Organizations define goals for people to work on and upload them to the mobile app. Participants select these goals in their mobile devices, and then develop plans for completing those goals with specific, time-bound, actions that demonstrate how they are putting the learning to use. They track their progress over time, mark when they have completed their actions, and record their mastery of the task.

A smarter way to evaluate learning:

From the WorkOnIT backend it is possible then to analyze those goals and get stats on what people are putting to use from the learning initiatives, and how successful they have been in integrating the learning into their daily lives. From those analyses you get quantitative data that tells your organization is on track with their learning initiatives, where adjustments are need, and if additional

learning support is needed to assist people in driving better goal completion. For the first time, you do not have to rely solely on qualitative data in evaluating your learning.

Develop a Better Learning Culture

WorkOnIT can help you track the trends in your learning. Connecting each of your training programs to specific goals also helps to develop a culture where learning is expected to yield specific and measurable results. From training providers to participants, the expectation will be that what is learned will be demonstrated in the work—driving better overall organizational learning at all levels.

Contact us today to arrange a demo and discuss how WorkOnIT can help your organization leverage mobile learning to drive better performance. info@coachbyapp.com