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The Benefits of
Event Based Learning

How StepItUp is Improving Employee Performance

The workplace is facing two seismic shifts over the next five years. The first being a large demographic change.

It's also undergoing an ideological transition in the democratization of information. Where at one time information about task procedures or product specifications resided with legacy employees, now that detail sits across employees as well as in emails, meeting notes, databases, product guides, management systems, process Power-Points and LMS courses.

The information your employees need to be successful is essentially everywhere, the challenge is in harnessing it. Or more accurately, that used to be the challenge.

Introducing StepItUp, an eLearning Innovation that Works

StepItUp is an employee learning platform that operates on social sharing principles. Designed to increase and maintain engagement, StepItUp boosts learning through its "just right, just in time and just for me" learning experience. In doing so, it not only delivers key process and task information to employees when they need it, it also lowers the costs associated with turnover that can accompany sub-optimal training efforts.

It's time to reset your idea of what learning *is* in a corporate environment.

A recent study in on-the-job training concluded that "less than half of organizations have learning functions that excel at accomplishing the very things they exist to do." At the same time, only 38 percent of these organizations believed their learning function was highly effective at achieving organizational goals.[1]

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By the year 2020, millennials will make up **50%** of the workplace.[3]

The cost of replacing an employee can vary based on their position within the company.

The average cost to replace an employee in a service position is **40%** of their annual salary while the cost to replace an hourly worker can be **75%** of their annual salary.[8]

Traditional Work-Based Education

For years, learning within a corporate environment has been a formal process that would start from day one. The employee sits down and goes through a required series of courses in the LMS. As policies and procedures changed, those courses might be updated and then the employee would repeat that formal learning procedure.

While that process helps during onboarding, and to make sure a consistent message is delivered to all employees, it also has a downside. This type of learning is far from effective on a Tuesday in the middle of the summer when an employee is juggling three customer requests and needs answers to questions. For daily tasks, employees need a more **active** learning process.

Corporate learning has one objective - to improve an employee's performance. It's hardly an altruistic idea though, when an employee performs better you have more satisfied customers, other employees can spend less time "helping" and more time on their customers. This also gives you a happier employee.

Event-Based Learning

The traditional workplace education model can still be an effective tool for setting an employee's knowledge baseline. What's needed then is a supplement to that. A way to grow that knowledge base by providing an employee the knowledge the need, when they need it, and in a way that works best for their learning style.

87% of employees said "it is important to have access to training information anytime and anywhere they need it in order to do their jobs."[7]

StepItUp is a social sharing platform that provides Event-Based and Reference Learning.

Designed to increase and maintain learning engagement, StepItUp provides a "just right, just in time and just for me" learning experience which improves overall learning engagement through a platform modeled after familiar social sharing apps, multichannel organization tools, and content production tasks. And it all takes place within the walls of your own organization.

StepItUp provides Event-Based and Reference Learning opportunities to employees in 1 of 3 ways.

1. To further their knowledge, an employee can enter the StepItUp portal and view all of the available company knowledge on a particular subject.

2. When they need an answer to complete a task, that employee can search their traditional channels (Google, Slack, email, process docs, etc) for the answer to a question. As they do, StepItUp will read those search terms and display, from all of the available company knowledge, a list of potential answers in an on-screen answer stream.

3. StepItUp can take an "answer before asked" approach. In this instance, StepItUp becomes an active part of an employee's workflow. An example can be found with a customer service representative who works through chat windows. As a customer types in a question, StepItUp will be "reading" the request and then actively search for an answer which will be presented to the customer service representative to be included in the conversation with the customer.
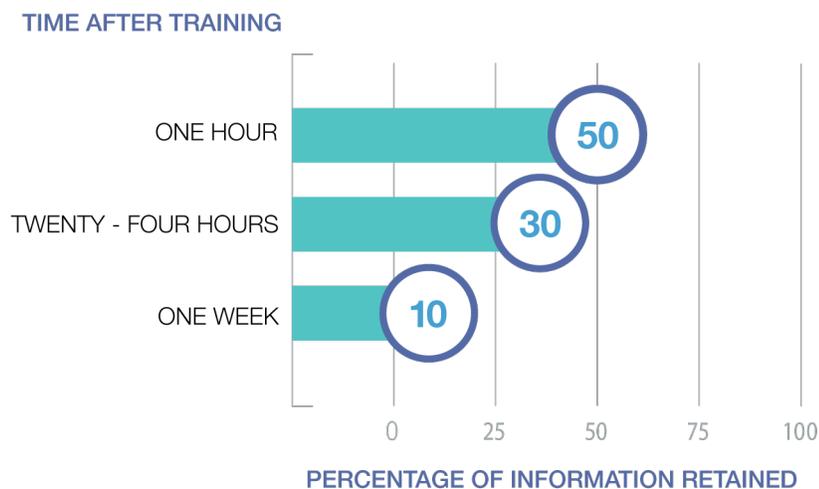
How StepItUp is Changing Work-Based Learning

Creating Active Learning Moments

StepItUp brings employees performance support solutions in their moment of need. Where your LMS provides broad range training on enterprise-wide issues, StepItUp provides an immediacy to learning by providing answers and education when an employee needs it the most.

How much do employees retain from formal training?[6]

TIME AFTER TRAINING

Time After Training	Percentage
ONE HOUR	50
TWENTY - FOUR HOURS	30
ONE WEEK	10

0   25   50   75   100

PERCENTAGE OF INFORMATION RETAINED

Just In Time Learning

StepItUp is built for "in the moment" learning. Providing information in this manner makes your employees more confident to handle questions on their own and handle those questions more efficiently by allowing them to access information when they need it and in a manner that's most conducive to their learning style. This information access lessens the number of duplicative resources that are needed for a single client request. It allows that employee to service that customer faster and in turn service more customers.

Consistency of Messaging

From company policies to processes, the right company information needs shared to the right people at the right time. With StepItUp, you can be sure that employees are acting off of approved messaging and information. People will no longer complete a task because 'that's the way we've always done it," they'll be completing that task as it's supposed to be done.

StepItUp will show information in a range that you desire - by date, by relevance ranking, by employee rating, or by predetermined order. You can also order answers that are shown so that current and relevant information is what employees have immediate access to first. For example, if a shipment of products comes in late and you're starting to get calls, you can get the most up to date information into StepItUp and every employee will have the same access to details to share with their customers when they call in.

Compatibility with Team Learning

StepItUp's structure allows quick definition, grouping and management for identified learning tracks, which is ideal for teams working in Agile environments. This structure groups information by categories, called channels, which team members join or are added to. Then, when learning content is produced and added by fellow teammates, the whole team receives it at once. This way, everyone stays in the know, up to date, and ready to apply their new knowledge on the next project. Plus, if employees wish to provide more background to the content they create with videos, articles or other materials found elsewhere, StepItUp's platform allows quick linking and tagging to major social media outlets.

Learning Personalization

StepItUp's platform builds a tailored learning experience to fit every individual, enabling participants to plan, set goals and track progress through gamified functions.

Within an individualized plan, knowledge is divided into small chunks of self-paced learning that can be easily assimilated to apply to a specific individual's' job, or support their specific performance, in a given moment of work.

Students = Teachers

Peer-Based Learning

Studies have shown that Peer-Based Learning makes learning more effective and personal.[4] Traditional work-based learning programs follow a top down approach. StepItUp turns that, opening up the role of the "teacher." In this model, peers create bite size learnings for each other (with appropriate permissions). The power within that is that learning opportunities are created by those who are performing the tasks and daily doing the work.

Grassroots Sourcing and Sharing

StepItUp is more than just a delivery tool, it can also act as a content production and sharing platform. Any employee within an organization can be given permission to create a video, PDF or other material to share with other employees, right in the platform.

In addition to quick-and-easy content production, StepItUp's platform encourages social sharing, integrating with email, intranet and mobile. This way, employees can access learning wherever they may be.

Building a Stronger Bottom Line

Reduce the Cost of Training

When an employee has continuous access to learning, it changes what the makeup of their upfront training needs to be. They no longer need to be trained during onboarding on every corporate system and every facet of those systems. Employees would only need to be trained on the key essentials. Just in time learning provides an opportunity to get an employee in position, and to work, faster than with just a traditional work-based education plan.

Employee Accountability

StepItUp can help your employees avoid costly mistakes that could cost your organization in both dollars and reputation by providing information an employee needs at the right time to support performance and prevent costly decisions made with faulty data.

Now, it's one thing to say that you will have improvements in employee productivity, it's another to show them. StepItUp can connect to your internal systems so that you can monitor how employees productivity shifts and what the growth of reported customer satisfaction is like when StepItUp is used. As employees undertake informal learning or assigned learning plans, and the system tracks their progress, HR can analyze these metrics for talent management.

Development an Employee's Career

StepItUp empowers employees with the freedom to learn, develop, and demonstrate their interests, passions, and initiatives. By doing so, it assists in their career and personal development which is an important benefit to employees. In fact, career development is perceived as a critical job benefit among millennials.

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It is estimated that over two years, a company will invest up to 20% of an employee's salary in training.[5]
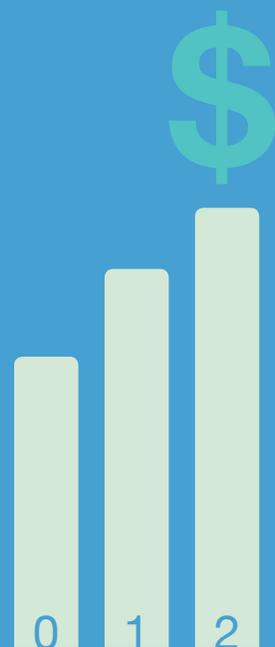
StepItUp places critical knowledge directly in the employee's path:

- In the moment of completing a task
- While creating a work product
  or
- When sending a communication

Having information readily accessible can help prevent mistakes, create efficiencies, boost confidence, empower employees, and enable better and more effective customer interactions.

StepItUp was built with three learning principles

"Just In Time" Learning

Just in Time learning brings a focus to the importance of accessing information at convenient times. For example, when information shows up at the right time to support performance and prevent errors, that's "just in time.

"Just-Right" Learning

Just Right learning is a movement to provide only the relevant information to a learner. The common complaint among employees is that eLearning is an inconvenient chore that gets in the way of doing real work, or any potential to learn from relevant content. This is intended to eliminate that concern.

"Just for Me" Learning

Just For Me personalizes learning opportunities. This type of learning provides employees information that pertains directly to their specific job or supports their performance in a given moment of work.

In an ever changing workplace, StepItUp is helping businesses, across industries, increase and maintain employee engagement and growth. Are you prepared to embrace the change?
Let's talk. hello@getstepitup.com

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