

The background image shows a large, multi-colored buoy (red, black, yellow, and red) situated on a concrete pier. The buoy has text on it: "90 Miles to CUBA", "SOUTHERNMOST POINT", and "CONTINENTAL U.S.A.". In the background, there is a body of water, a blue sky with clouds, and a metal fence. The text "From Ground Zero" is overlaid in a large, white, outlined font.

From Ground Zero

Building a Learning Organization in the Age of the L&D Marketer



MASTERTM
E L E C T R O N I C S

Thomas Harrell
Talent Development
Specialist



Agenda

- Opening
- How to forge business partnerships
- How to iterate marketing plans
- Importance of consistent messaging
- Effectively leverage various communication
- Outcome

An aerial photograph of ocean waves, showing white foam and deep blue-green water. The word "Highlight" is centered in white text.

Highlight





What's Your Role at Your Company?

- Make sure you're connected to Wi-Fi
- Using your Smart Phone
- Go to www.Slido.com
- Enter event code #E380
- Answer poll question
- **Network:**
Renaissance_Conference
- **Pass: Adobe18**

Join at
slido.com
#E380





knowledge

training

ability

education

growth

competence

skills

goals

advanced
training

experience

potential

learning





Master & Me



Cp

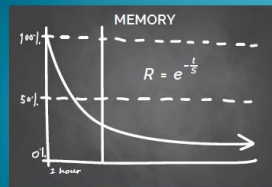
Cp





CONQUERING THE CURVE

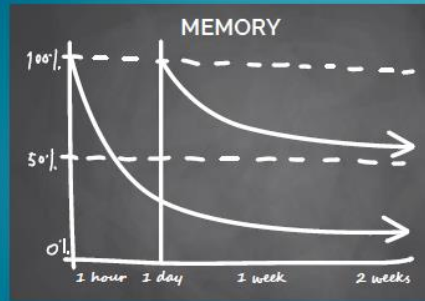
Exponentially increase retention with effective blended & micro-reinforcement learning techniques.



In 1885, Hermann Ebbinghaus extrapolated the hypothesis of the exponential nature of forgetting where R is memory retention, S is relative strength of memory, and t is time.¹

THE FORGETTING CURVE

Learners forget information IMMEDIATELY (and most rapidly) after the learning experience, with a tendency to FORGET 50% of new information they've learned within days.¹



~~50% knowledge loss~~



CONQUERING THE CURVE

Knowledge retention increases exponentially with targeted reinforcement over time.

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eLearning

Live Learning

Micro-Reinforcement



BLENDED LEARNING

The Master Electronics Training Academy (META) employs self-paced online, live in-person & micro-reinforcement learning to supercharge individual and collective talent development.

Phraseology

Active Listening

Measure Learning



MICRO-REINFORCEMENT TRAINING STRATEGIES

Micro-Reinforcement techniques identify one key learning objective to focus on and uses various methods to deliver the reinforcement training.²

¹ Ebbinghaus, H. (1885). The Forgetting Curve. Retrieved August 24, 2016, from Wikipedia: <http://tinyurl.com/h8q7jm8>

² Rousseau, C. (2016, January 12). Overcoming the Forgetting Curve After Training. Engagement That Works: Tips From Learning Solutions Thought Leaders, p. 37. Retrieved August 24, 2016

³ Thalheimer, W. (2010, April). How Much Do People Forget? Retrieved August 24, 2016, from Work-Learning.com: <http://is.gd/HowMuchForgetting>

⁴ Training Industry. (n.d.). Forgetting Curve Wiki. Retrieved August 24, 2016, from Training Industry: <http://tinyurl.com/jrlsen7>

Learning Organization Maturity Model



User Adoption

- Get ready to share your thoughts!
- Be sure you have Wi-Fi connection on your phone
- Browse to **www.kahoot.it**
- **Network: Renaissance_Conference**
- **Pass: Adobe18**

Kahoot!







Marketing & Partnerships

Outcome



Master/Adobe Q1 QBR

