

The logo for VCf.b, featuring the letters 'v', 'c', 'f', and 'b' in a stylized, lowercase, magenta font. The 'v' and 'c' are connected, and the 'f' has a dot above it. The background of the top half of the page is a white surface with a grid of small, light gray dots.

vcf.b

A close-up photograph of a hot dog in a bun. The hot dog is covered in a thick layer of mustard, which is applied in a wavy, zig-zag pattern. The bun is light-colored and appears to be made of a soft, porous material. The background is a plain, light color.

Traditional workplace learning no longer cuts the mustard

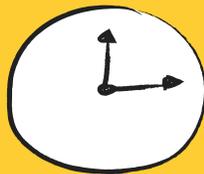
A new design for creating cultures of continuous learning

Long live cultures of continuous learning!

The bar for employee expectations in the way of learning and development continues to rise as individuals become more invested in their personal and professional development. Traditional learning structures like hour-long talking head videos or all day seminars have never been sufficient in creating successful learning outcomes and they become more outdated and inefficient with time.

When you consider that most L&D strategies aim to simply aggregate content of varying quality from across the web and deliver it in one lump sum, it's no wonder 92% of executives believe there's a skills gap in the workforce today¹. Today's adult learners need high-quality, researched, and continuous bite-sized activities that allow them to understand, practice, and retain concepts in the flow of work.

Traditional learning and development has become outdated and ineffective.



Learners don't have the time or desire to sit through hour(s) long seminars with the expectation of regurgitating concepts at the end.



Reading or watching a course without practicing or discussing the concepts learned is ineffective for information retention.



All-day workshops and seminars cause information overload with very little application of skills after the event has ended.

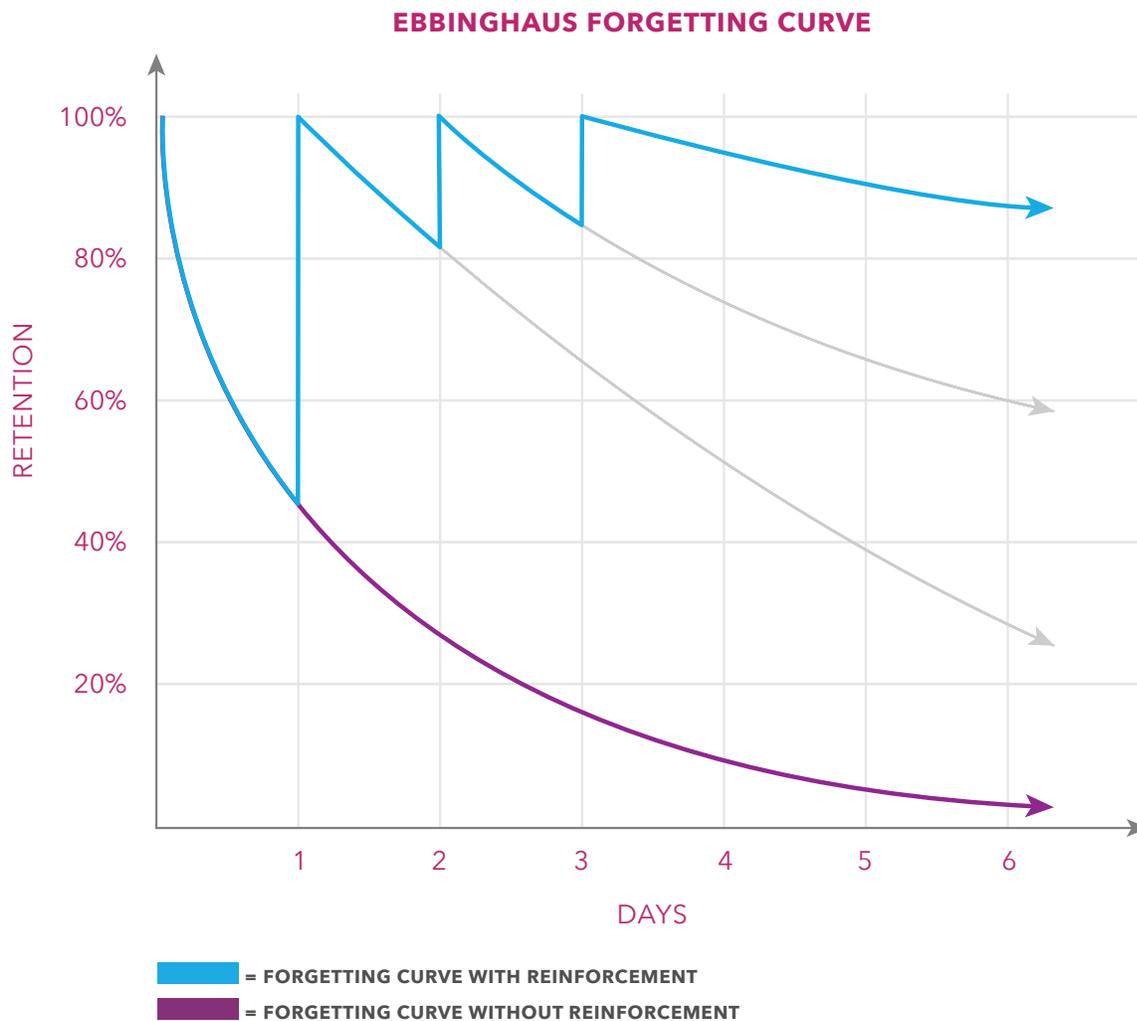


Learning platforms with curated content from across the web don't have clear quality standards and haven't been formulated in the way adults learn.

¹ LinkedIn Learning. 2018 Workplace Learning Report. <https://learning.linkedin.com/content/dam/me/learning/en-us/pdfs/linkedin-learning-workplace-learning-report-2018.pdf>

What's missing is learning that enables continuous learning within the flow of work.

The new world of learning lets employees learn concepts, practice them, and continue building upon them over time. This new way of learning has been proven effective by the Ebbinghaus Forgetting Curve², which says people lose most of their learned knowledge over only days or weeks—unless the information is actively reinforced in some way. This is true whether your team has attended an expensive all-day workshop, or completed an extensive 30-hour online course. Learning that isn't reinforced is forgotten.



The solution? Learning that's social, collaborative, actionable, and real.

What will get you there? The only answer is a program that combines a unique content library and custom framework with a learning and development platform that delivers learning in small bursts regularly. We're excited to tell you a little more about how Verb is doing that.

2 Praveen Shrestha. Ebbinghaus Forgetting Curve. Psychestudy. Nov. 17, 2017. <https://www.psychestudy.com/cognitive/memory/ebbinghaus-forgetting-curve>

What is a culture of continuous learning anyway?

To build a workplace that implements cutting-edge learning programs and strategies, it's important to first answer two key questions:

1

What are the core features of a continuous learning culture?

2

Why do they matter?

HERE ARE SOME SIGNS THAT A COMPANY CULTURE ENFORCES CONTINUOUS LEARNING:

▶ **Learning is accessible to everyone.**

In a continuous learning culture, everyone is seen as a learner and as a leader. This means everyone gets access to training and learning tools—when they need them, wherever they are.

▶ **Learning is encouraged for the sake of learning.**

A continuous learning culture motivates employees to be curious and to learn. Research shows 52% of employees learn for a specific need, which isn't a bad thing. It just means that L&D providers need to have a stronger focus on just-in-time learning and continuous learning cultures that empower employees to seek new knowledge all the time. A continuous learning culture empowers team members to seek new knowledge all the time.

▶ **Your people aren't afraid to take risks, ask questions, or fail**

Learning doesn't work if employees don't feel safe. A continuous learning culture provides opportunities for growth and risk-taking. It doesn't allow for people to feel punished or judged by their mistakes.

▶ **Everyone in your company learns from one another.**

The 2018 *Harvard Business Review State of Leadership Development Report*³ says millennials—the fastest growing share of the workforce—want to learn in three ways: coaching and mentoring, experiential learning, and collaborative learning. Continuous learning cultures focus on building personal connections and sharing knowledge.

▶ **Learning is driven by purpose to intrinsically motivate your team.**

Sometimes we feel confined by job titles. A culture of continuous learning aims to push people to learn beyond their position, role, or duties. It's all about developing as a whole person in diverse ways.

The five core elements of a continuous learning culture create a work environment that increases productivity through empowerment, alignment, and inspiration. Employees don't show up to do the bare minimum—no one wants to be bad at their job. They're excited to be part of the company, about having opportunities to enrich themselves, and about going above and beyond to support the company.

3. Tanya Staples. *Introducing the 2017 Workplace Learning Report: Top Trends and Challenges Among L&D Leaders*. LinkedIn Learning Blog. Feb. 20, 2017. <https://learning.linkedin.com/blog/learning-thought-leadership/introducing-the2017-workplace-learning-report--top-trends---cha>



Getting down to brass tacks: what companies need to create a culture of continuous learning

Verb's learning and development platform integrates unique content with experiential and collaborative activities that have been proven to drive personal and professional development while promoting and business outcomes. That's the Verb difference.

EXPERIENTIAL LEARNING

Kolb and Frye, two leaders in adult educational theory, say adults learn⁴ best through active participation and reflection—also called *experiential learning*. With Verb, employees get to learn skills in the flow of work with individual micro-learning, then reinforce what they've learned with hands-on experience and observation alongside group and mentor discussions.

INDIVIDUAL MICRO-LEARNING

It's no secret that information overload doesn't support retention. Micro-learning, the idea of learning smaller chunks of information more regularly, has proven far more effective. With Verb, learners spend an average of five to 10 minutes per day exploring the topic of their choice. Our self-paced content is proven to engage and improve adult learners by using multimedia delivery and experiential activities.

COLLABORATIVE LEARNING

Collaborative learning allows employees to work with a colleague or in small groups on personal and professional development. Discussing concepts with others allows employees to dive deeper into concepts, practice skills in real world situations, and grow together. Collaborative learning is a proven technique for fostering reflection, self-awareness, and meaningful social connections.

4. Harvard Business Publishing. *The 2018 State of Leadership Development Report*. https://2uzkee3eob510v4rszskfx11-wpengine.netdna-ssl.com/wp-content/uploads/2018/11/20853_CL_StateOfLeadership_Report_2018_Nov2018.pdf

Employees can also take advantage of Verb's mentorship program which provides weekly prompts to guide, enable, and track every mentor-mentee relationship.

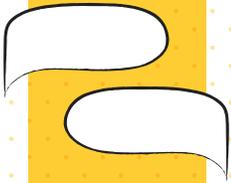
LEARNING FLEXIBILITY

The Institute for Creative Leadership identified learning flexibility as the most important skill a leader can have in 2018. Verb's learning style assessment identifies the ways individuals prefer to learn, then personalizes and recommends content based on the learner's style. In the real world, information is presented in all ways, not just the ways that a learner prefers. That's why the Verb platform serves up content that encourages individuals to learn from a variety of different sources and styles over time.

GOAL SETTING AND FEEDBACK

Online feedback tools empower employees to prioritize their development by letting them request anonymous feedback from colleagues on demand. With Verb, employees create and activate their own performance feedback loops making it simple to initiate peer, manager, and self-assessments. After assessments, content can be recommended to help the mentee improve opportunity areas, and continue honing in on their existing strengths.

Verb learning sessions also begin and wrap up with a review—an assessment of their mastery of the concepts accompanied by a downloadable reference document summarizing the content.



Build a culture of continuous learning with Verb

Verb is the only learning and development platform with a focus on continuous learning culture and whole person development.

We hold a strong belief that continuous learning is the future of learning and development.

Verb uses proven adult learning techniques and pairs them with the most desirable skills in whole person development to create effective learning experiences for your organization.

Cultivate the potential of
your people, powered by Verb.

goverb.com

verb