

3 key business objectives to align your training programs in 2022

Our Speakers



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Agenda

- **Starting 2022 in alignment with training priorities**
- **How training contributes to risk reduction - directly and indirectly**
- **Support your workforce's need to upskill**
- **Increase your business reach**
- **Ensure the health of your business**
- **Q&A**

Starting the year off in alignment



2022 Outlook

Reduce risk:

Uncertainty is increasing risk: Covid, unemployment, underemployment and inflation

Support Workforce*:

- *Reduction in workforce due to closures, great resignation and economic factors*
 - *2.5 million hesitant to re-enter workforce*
 - *3% record high resignation rate in 2021*
-

Expand Business Reach:

Business growth impacts from 2020 & 2021

Importance of training and business alignment while showing improvement through measurement

*US Census Bureau- Schwab outlook <https://www.schwab.com/resource-center/insights/content/2022-us-market-outlook-under-pressure>

*Brandon Hall Group Study on Compliance Training 2021

*https://www2.deloitte.com/content/dam/Deloitte/co/Documents/risk/DI_global-risk-management-survey.pdf

Reducing Risk



Direct & Indirect Benefits of Risk Reduction



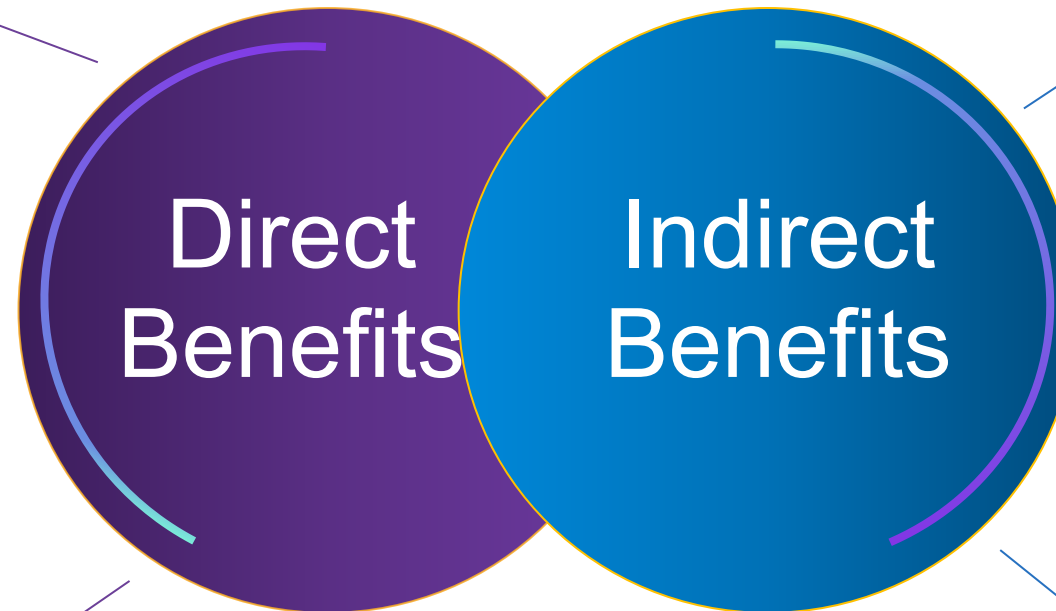
Meet regulatory requirements



Reduction of reported incidences of non-compliance



Reduction of cost of non-compliance legal consequences or workers comp payouts



Improved reputation for your brand or organization



Improved customer service

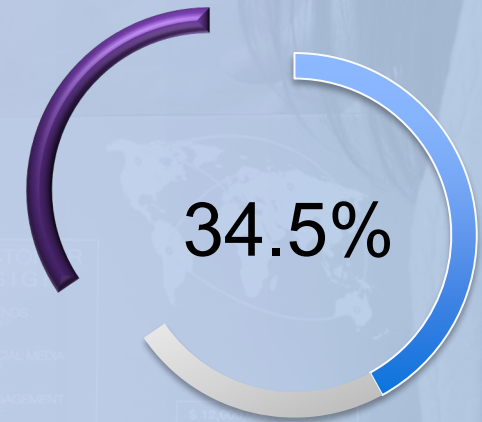
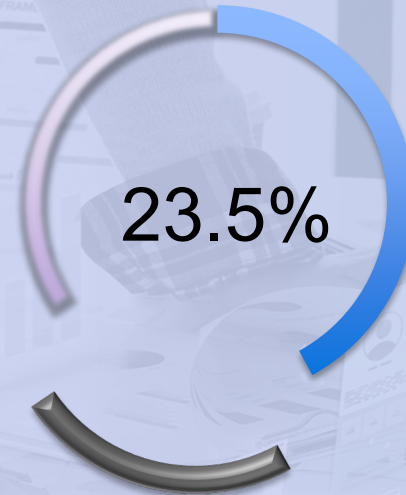
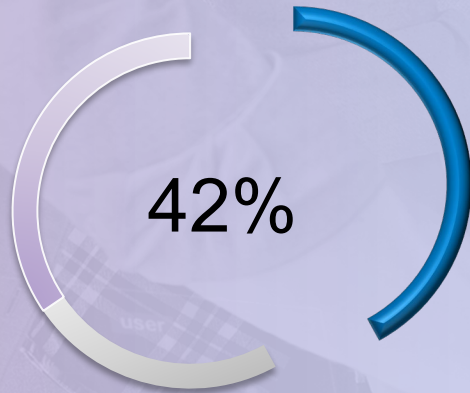


Reduction of waste



Reducing Risk Through Compliance

Which of the following applies to your organization's approach to compliance training?*



Meet regulatory requirements



Meet regulatory requirements



Certify employees



Meet regulatory requirements



Certify employees



Further development of talent

59.5%

Connecting business performance and outcomes to training

To what degree are the following included in the design/delivery of compliance training:



Mobile friendly training

27.0%



Contextualizations or context based on learner requirements

24.3%



Translation/localization for specific geographies

24.3%



Practice/apply the training in a safe environment (e.g. role play, learning lab).

22.2%



HIGH PERFORMING ORGANIZATIONS HAVE IMPROVED:

Employee engagement

Customer satisfaction

Organizational revenue/performance

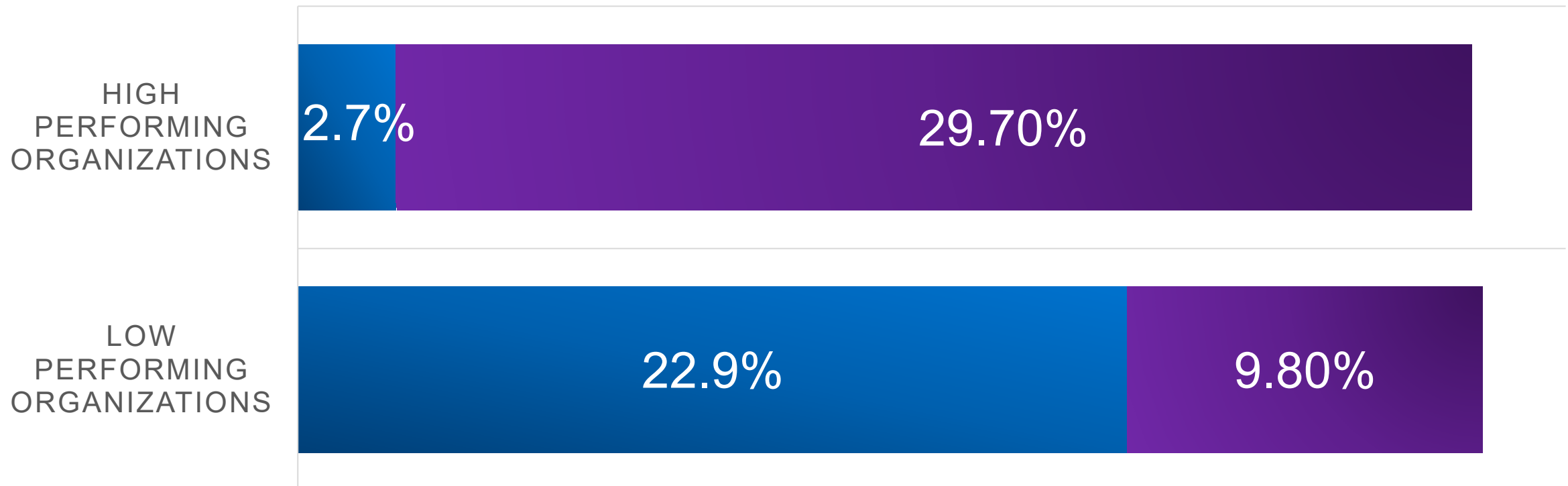
Voluntary turnover

Organizational productivity

Successful Compliance Training

Developed specific competencies in high vs. low performing organizations

■ 1 = Not at all ■ 5 = Completely





Supporting your workforce



How to support your workforce

Curate the **context**, not just the content

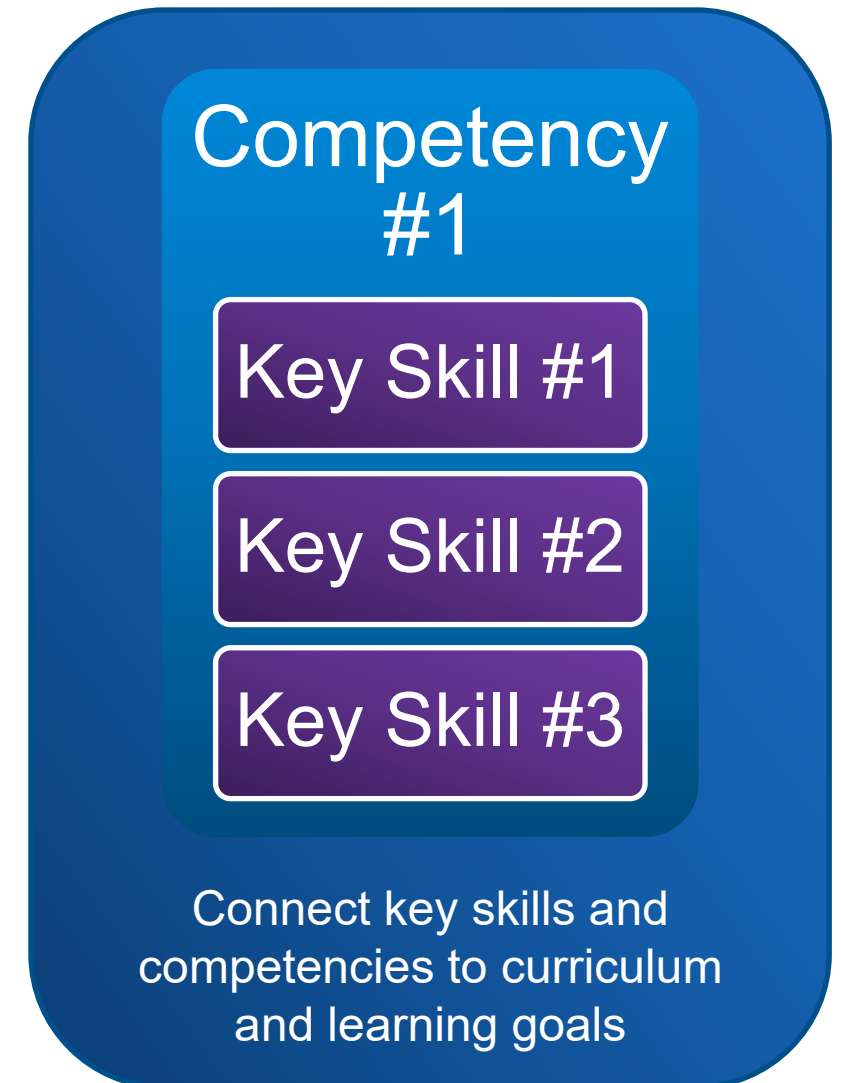
- Support the need to upskill by developing **specific competencies**
 - Gives people a **guiding light** (a why) to tie to company values, and provides a sense of purpose
 - **Supportive, not Directive** – use competencies to guide learners along the journey rather than telling them what to do
 - Avoid falling into the "checking the box" trap



How to support your workforce

Practical tools to add context to learning

- Don't underestimate the power of your team
 - Building a basic competency framework can be as simple as planning a workshop/working session with a core group of stakeholders
 - Identify key skills to focus on based on:
 - Company values
 - Company culture
 - Current events & industry trends
 - Technical skill requirements
- **Measure and iterate:**
 - Pre/post survey
 - Create a program so training doesn't exist in isolation, then gather feedback



Expanding your business



Expanding your business reach

Learning content and programs can **drive your business** forward in new ways:



New
Revenue
Streams

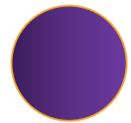


Improved
Customer
Engagement



Closer
Partner
Relationships

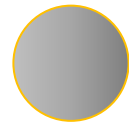
Ensuring the health of your business



New Revenue Streams

Your proprietary training may have monetizable value outside of your physical and virtual walls that can help your organization:

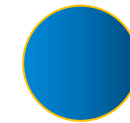
- Direct sale of content to end users
- Bundled content sales
- Learning content subscriptions
- Sales to other organizations to support their employees



Improved Customer Engagement

Enabling your customers and constituents with training can:

- Reduce the long-term cost of supporting customers by enabling more independent use
- Increase usage of your products and services, leading to longer relationships with your customers
- Promote engagement with your brand through repeat interactions



Closer Partner Relationships

External businesses that sell your product have your brand and your success in their hands. With training you can:

- Track and incentivize behavior to sell and support your products
- Provide training to enable customers to represent your brand
- Drive sales through messaging and approach updates

Next Webinar Event

The Business Benefits of Getting Compliance Training Right

Join David Wentworth, Principal Analyst with Brandon Hall Group, and Priti Mathur, Director of Professional Services with Meridian Knowledge Solutions, as they look at ways companies can make compliance training more strategic to help mitigate risk and drive business results.

Discussion topics include:

- Current compliance training landscape
- Taking a more strategic approach
- The direct and indirect benefits of strategic compliance training
- Real-world examples

Details:

- **Date:** February 24, 2022
- **Time:** 1:00 pm - 2:00 pm EST

Register Now: <https://register.gotowebinar.com/register/7706279507166130188?source=meridian>



Questions?