



LEARNING

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712

Powerfully Personalized: Making Learning Relevant for External Audiences

Alicia Fontaine, Thought Industries





Powerfully Personalized

Making Learning Relevant
for External Audiences

*Alicia Fontaine,
Sr. Director of Solutions Marketing
Thought Industries*





How Can We Make Today Relevant to...

Your role?

Your industry?

Your business goals?

Companies spend millions of dollars each year to bring products to market but may struggle to get their target audience to realize the value of their offerings. How can businesses train their employees, customers, and partners on their products and services while considering the unique needs of each audience? Learn how technology empowers businesses to deliver personalized learning at scale, increasing knowledge transfer with training that's relevant and meaningful to the learner.

Speaker Bio



Alicia Fontaine
Sr. Director of Solutions Marketing
Thought Industries

Alicia Fontaine has 15 years' experience in the education industry, working with products that address the diverse needs of learners around the globe. From personalized literacy instruction for elementary students to purpose-driven professional education for adults, she is committed to making learning meaningful, both for learners and businesses. She currently leads product marketing at Thought Industries.

About Thought Industries

Exceptional Learning Experiences Drive Business Outcomes

Thought Industries offers learning solutions to help customers, partners, members, and employees realize value from your products and services to drive customer lifetime value and revenue growth. Since 2013, we've revolutionized digital learning, making it modern, intuitive, and scalable. With our powerful platform, you'll be able to deliver exceptional learning experiences that drive business outcomes—all with a technology that grows with you.

- Boost retention
- Fuel revenue growth
- Reduce support costs
- Generate demand



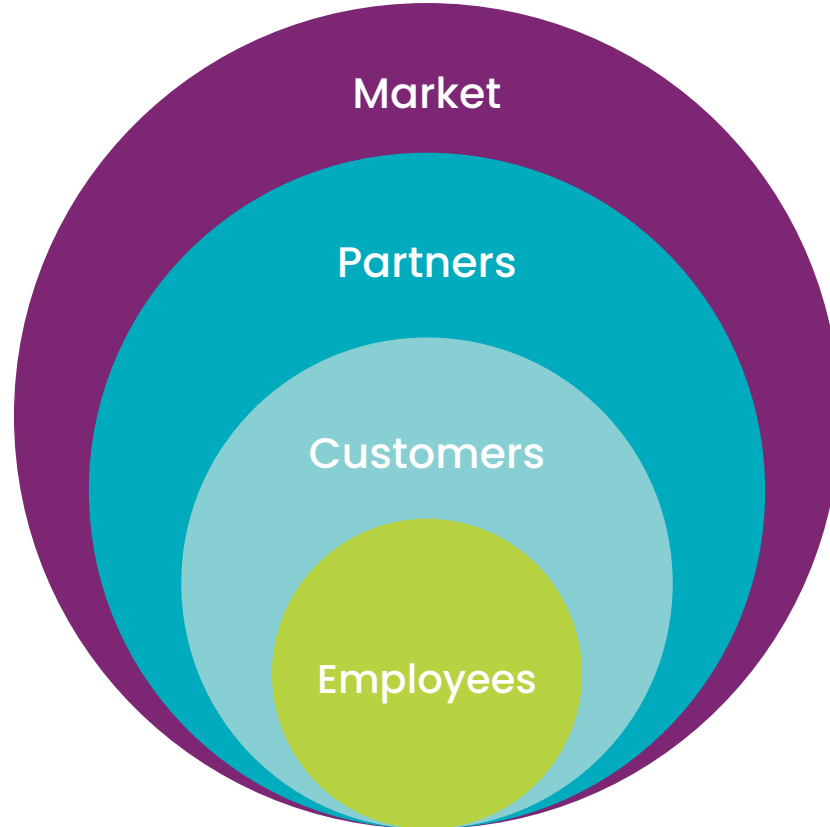
Agenda

- Business Impact of Training
- Elements of Personalized Learning
- Personalized Learning at Scale
- Instructional Best Practices
- Closing

Business Impact



Training Your Ecosystem



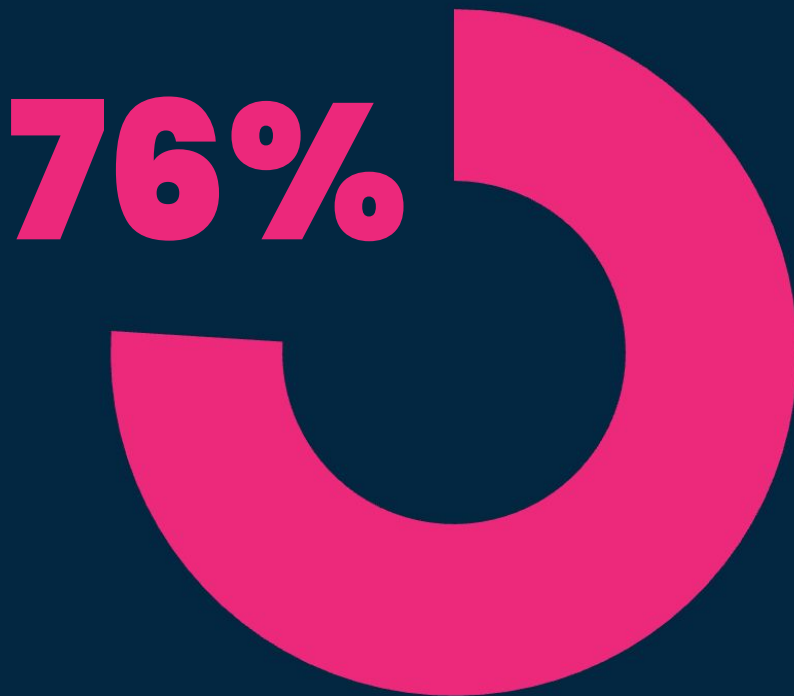
The Value of Internal Training

Organizations with a strong learning culture are:



Source: Deloitte, 2015

The Value of External Training

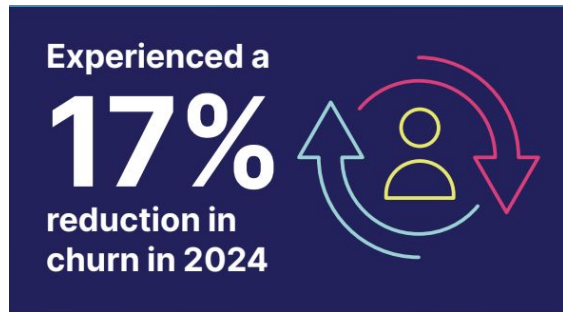


consider
**customer
education**
important to
their overall
**business
revenue**

Source: *The State of Customer Education Report, 2024*

Business Impact of External Training

Companies we surveyed with customer education programs



Source: The State of Customer Education Report, 2024

Two out of three of the organizations with the biggest reduction in customer churn **customized the learning experience** for large groups.

—*“State of Customer Education 2024”*



Of the organizations who attribute product adoption to customer training, **55% aim to tailor learning** to each user persona or audience.

—“*State of Customer Education 2024*”



Elements of Personalized Learning





What is personalized learning, anyway?



What is personalized learning, anyway?

“Instruction in which the **pace** of learning and the instructional **approach** are optimized for the needs of each learner.

“Learning objectives, instructional approaches, and instructional content (and its sequencing) all may vary based on learner **needs**.

“In addition, learning activities are meaningful and relevant to learners, driven by their **interests**, and often self-initiated.”



How else might we personalize learning?

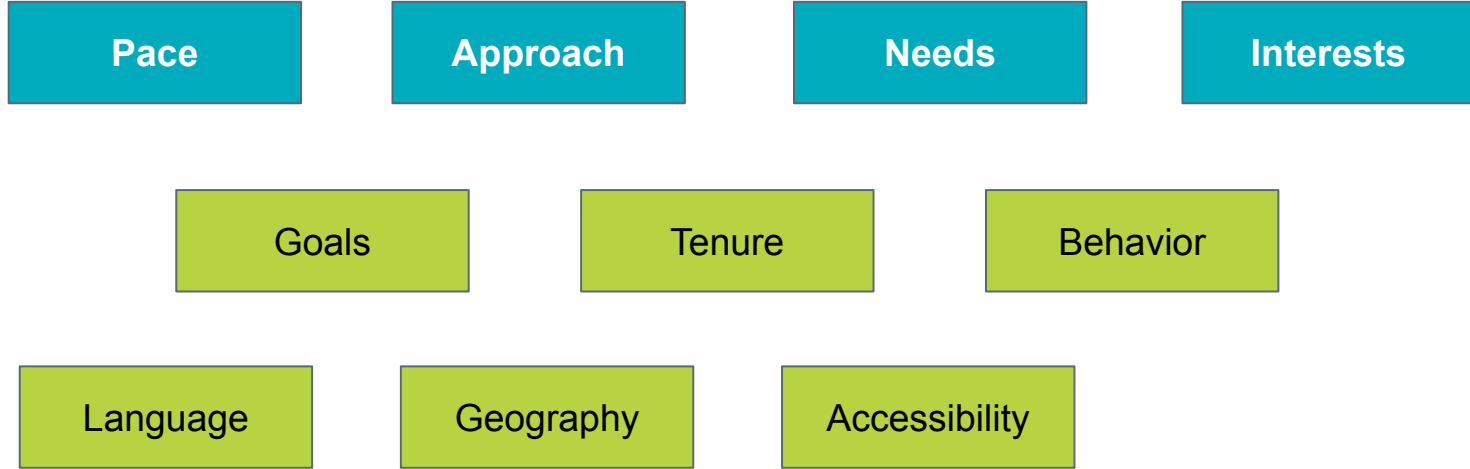
Pace

Approach

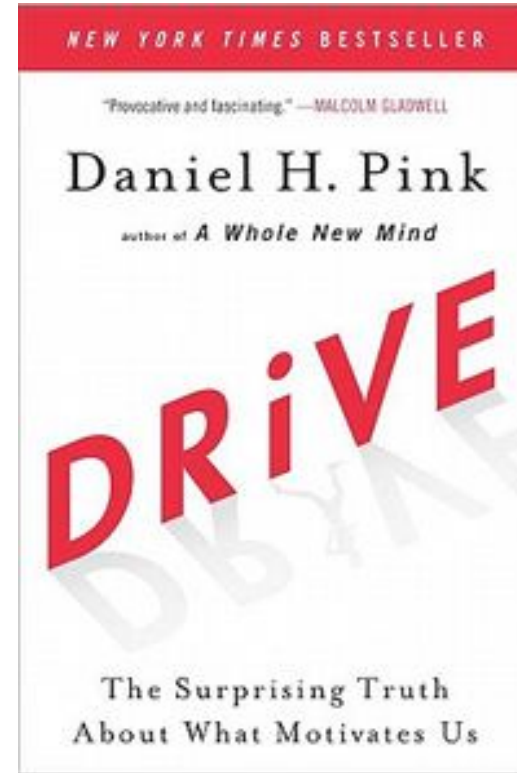
Needs

Interests

How else might we personalize learning?



Motivation 2.0

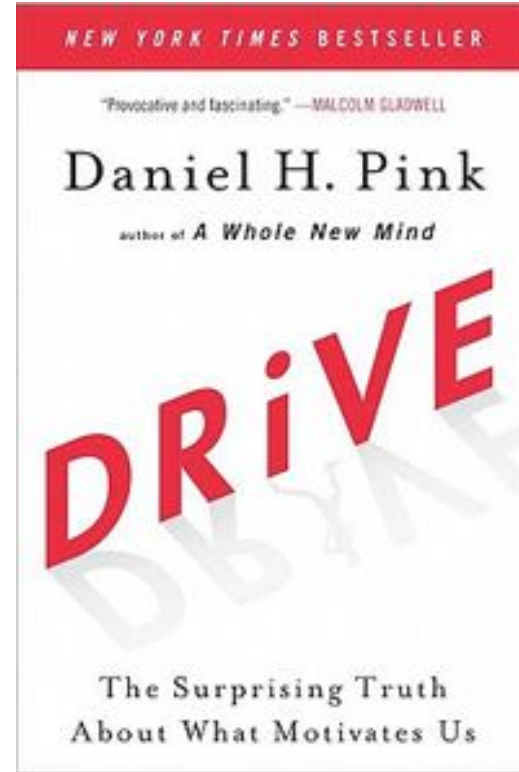


Motivation 2.0

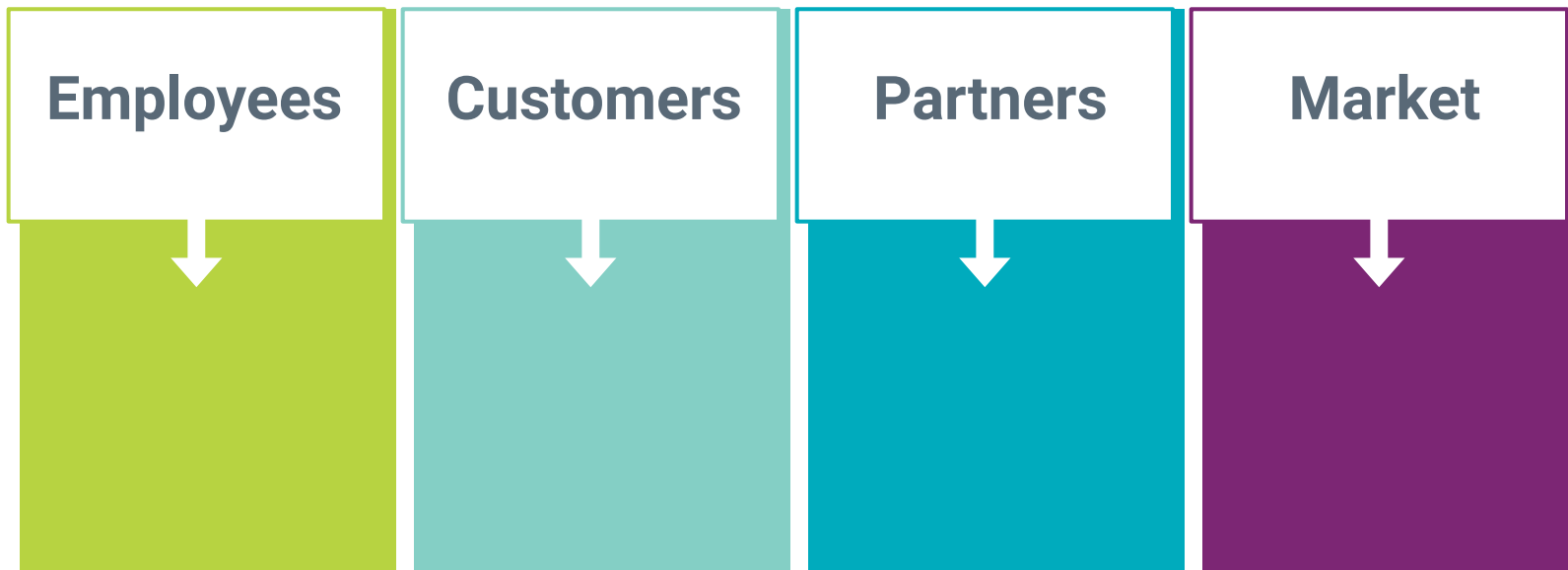
Autonomy

Purpose

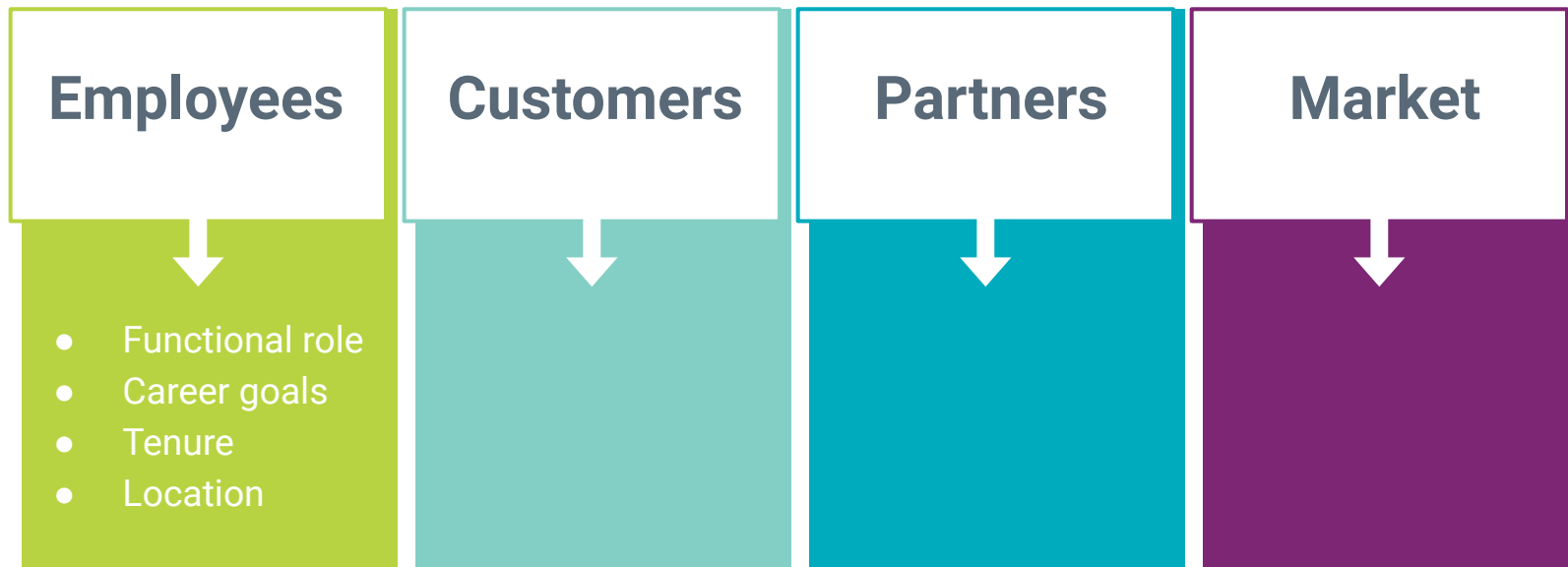
Mastery



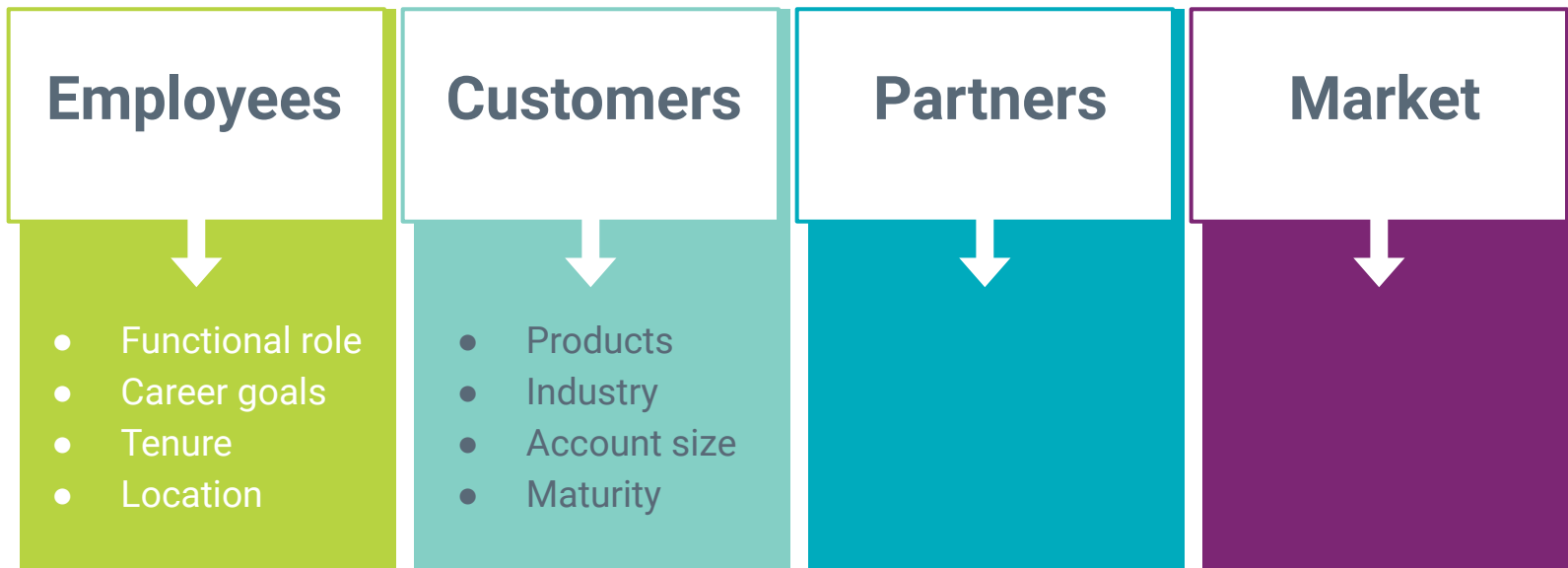
Personalize learning by audience



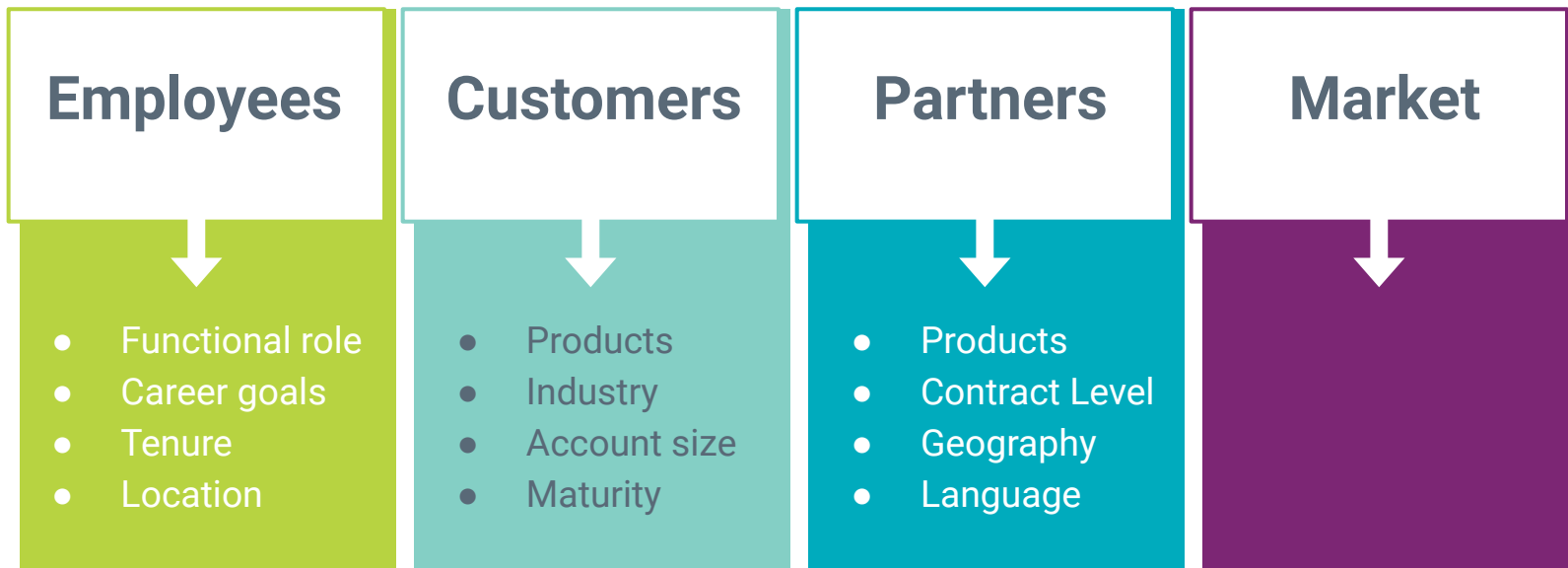
Personalize learning by audience



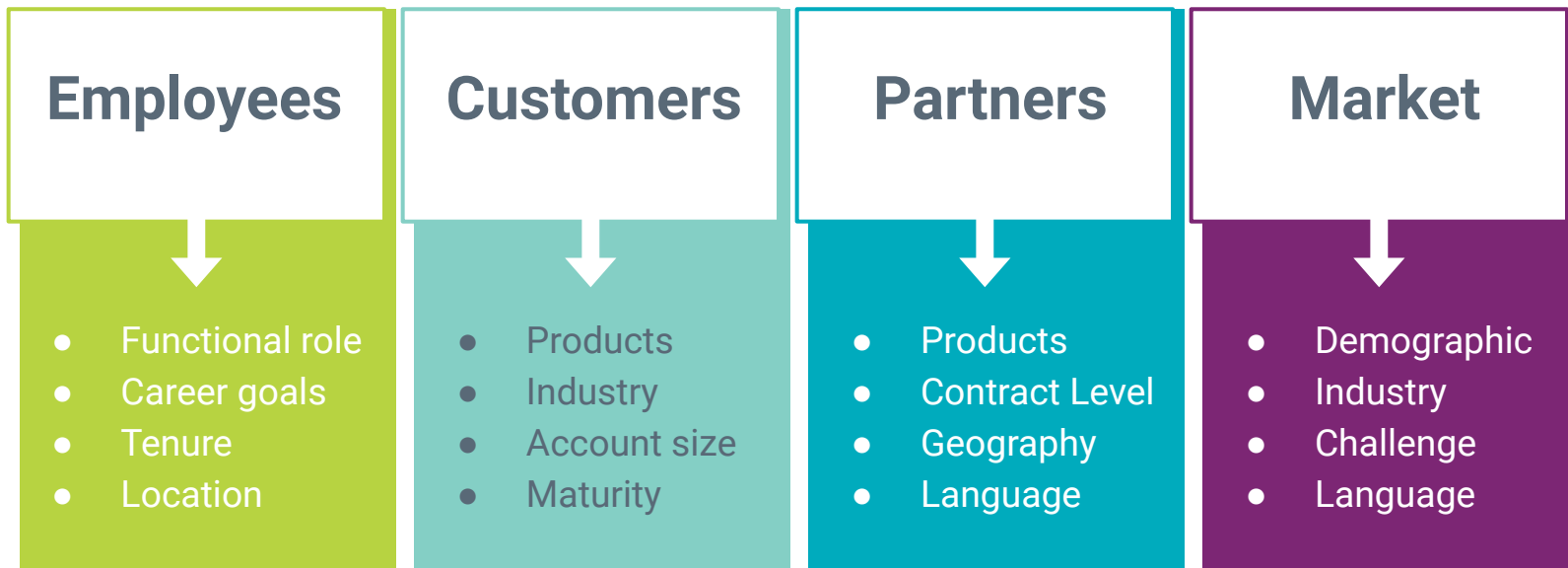
Personalize learning by audience



Personalize learning by audience



Personalize learning by audience



Personalization at Scale





Motivation 2.0

How to captivate a non-captive audience

Autonomy

- Time
- Task
- Modality

Purpose

- Career goals
- Relevance to functional role and responsibilities

Mastery

- Learning pathways
- Assessment
- Certification
- Credentials
- Badging

Promote Autonomy through Choice

Self-paced Learning



Courses



Microcourses



Videos



Articles



Adaptive
Learning

Instructor-led Training



ILT

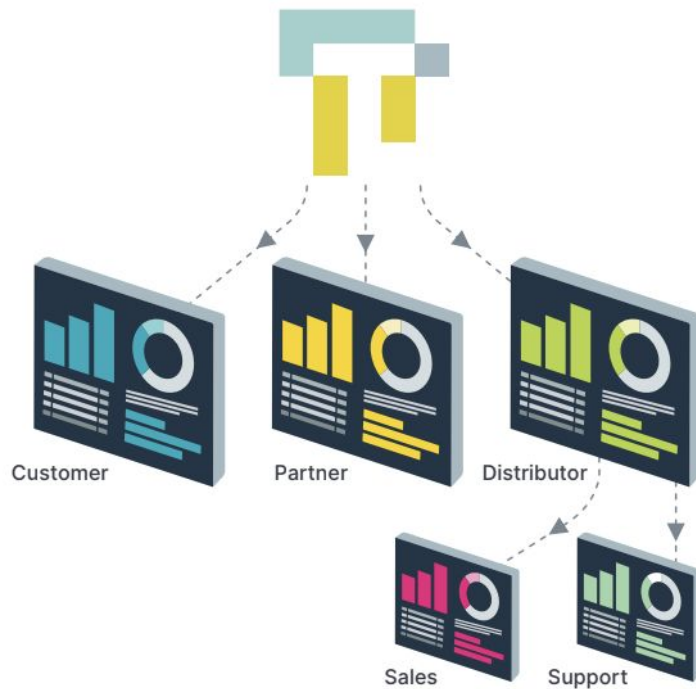


VILT

Dial into Purpose with Relevant Content

Audience	Goal	Relevant Training
Employees	Succeed in their role	How does my work contribute to the value that our products and services bring to customers?
Customers	Solve their problem	What value do I gain from these products and services?
Partners	Make money	What value do <i>my</i> customers gain from these products and services?
Market	Choose a solution	What value does this product or service offer me, and how does it compare to other options?

Create a Portal for Each Audience



Purpose Makes Learning Stick

Merrill's Principles of Instruction

01	Problem-Centered	Learners are engaged in solving real-world problems.
02	Activation	Existing knowledge is activated as a foundation for new knowledge.
03	Demonstration	New knowledge is demonstrated to the learner.
04	Application	New knowledge is applied by the learner.
05	Integration	New knowledge is integrated into the learner's world.



Application

Simulation

Scenario-based Assessment



Ideas for Integration

Peer Collaboration

Individual Reflection

Peer Critique

Forum Discussion

Celebrate Mastery



Recognize mastery with badges, certifications, and credentials.



Credly
by Pearson

Credly Badges

 Finance Platinum Professional In Progress 75% completed Introduction to Finance and Accounting	 Master Content Creator In Progress 50% completed How to Create Content	 Finance Platinum Professional In Progress 25% completed Finance 101	 Risk Management Not Started 0% completed Introduction to Risk Analysis
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Adaptive Learning = More Relevant, Less Redundant

Competency assessments allow learners to focus on relevant content and skills they haven't mastered yet.

1. CLOUD CONTACT SKILLS
Retake Assessment

2. CLOUD CONTACT FOR ADMINS
Course
Cloud Contact Admins are crucial contributors to the customer lifecycle. You will learn how to support your teams in meeting their business goals by helping to configure their user accounts with different levels of access, set up their dashboards, include custom fields and create reports to ensure visibility into the sales pipeline. You will also discover how to customize dashboard views to ensure that sales associates can individualize their approaches.
Start Course

3. BECOME A MASTER: CONTACT CARDS AND LISTS
MicroCourse

Competency Assessment

1. What is the **most effective** way of developing prudence?

A. By listening to others

B. By telling people what to do

C. By micro managing

2. The most important goal of business communication is _____.

A. Audience understanding

B. Organizational good will

C. Generating leads

3. Which of the following is **not** one of the four P's of marketing? (Select all that apply).

☐ Podcast

☒ Price

☐ Promotion

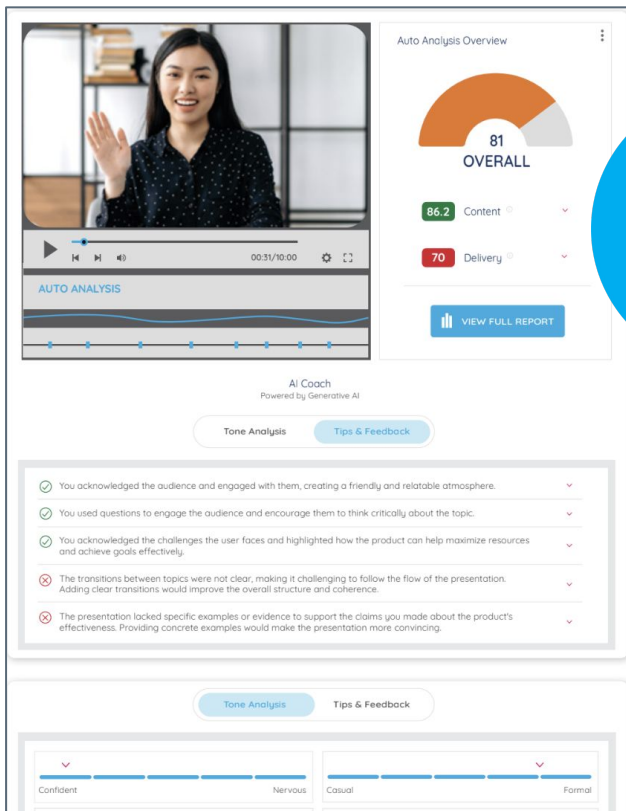
☒ Product

BONUS!

Requisite Section on AI

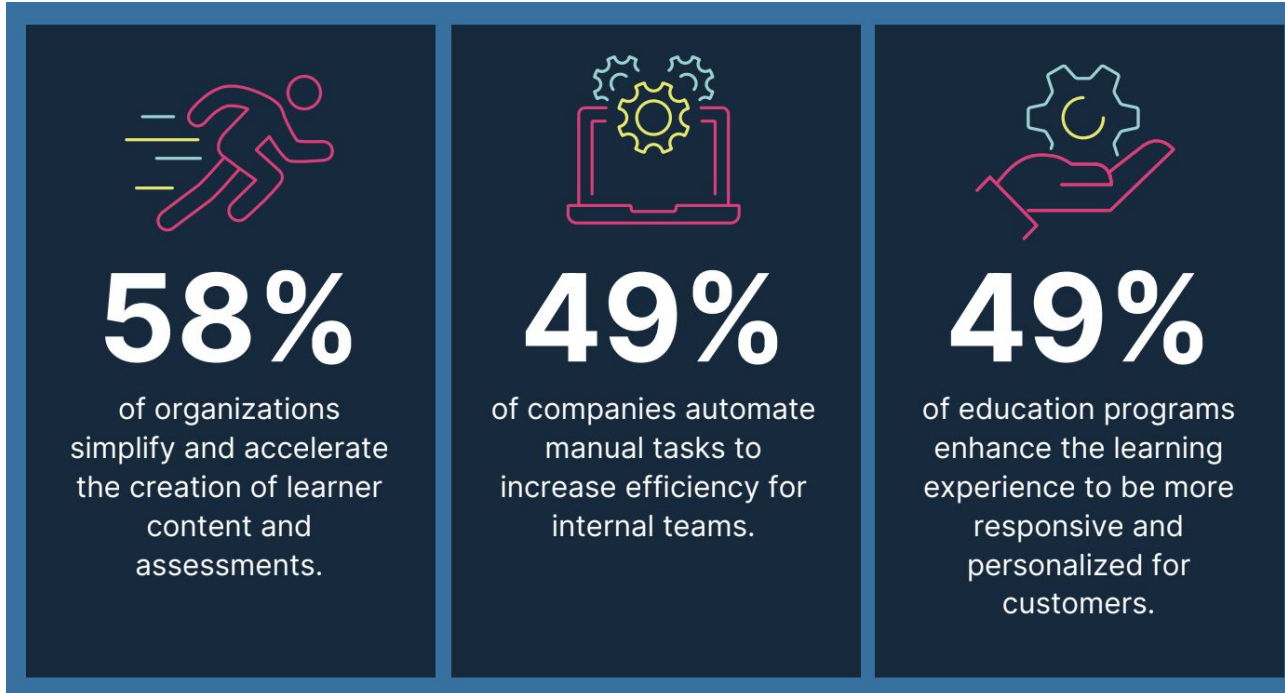


Ongoing Coaching and Feedback



- Immediate, personalized feedback with the Content-Smart AI Coach.
- Accelerated grading through automated intelligent scoring.
- 24/7 access to practice and refine skills anytime, anywhere.

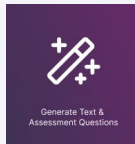
Automate Content Creation with AI



Source: *State of Customer Education Report, 2024*

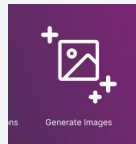
AI Content Authoring Tools

Create content more efficiently



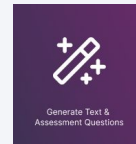
Generate Text

- Reword existing text
- Summarize content
- Produce multiple examples to illustrate a learning concept
- Adjust tone



Generate Images

- Hero images
- Catalog images
- Images within a course



Generate Assessment

- Automatically generate quiz questions based on course lessons.

Best Practices





Best Practices

1

Connect your training program to your business strategy and topline revenue goals.

2

Identify the audiences critical to your business strategy and determine how to tailor training for each.

3

Choose the right tools and technology to deliver personalized learning at scale to your target audiences.

4

Motivate external learners by respecting their autonomy, purpose, and pursuit of mastery.

5

Demonstrate the impact of learning on your business.

Learn More



State of Customer Education 2024

Visit thoughtindustries.com to download

RESEARCH REPORT

State of Customer Education 2024



The Undeniable Benefits of Customer Education

Education plays a crucial role in boosting business performance—not just in one area but throughout the customer lifecycle. Our data shows that businesses are leveraging customer training to achieve big gains in areas like retention, revenue, and cost efficiency.

What percent change in performance gains did you see across the following benefits in the last year?

Increased Customer Lifetime Value

35% ▲

Increased Revenue from Education

24% ▲

Increased Customer Satisfaction (CSAT)

25% ▲

Increased Brand Awareness

17% ▲

Improved Customer Onboarding

25% ▲

Lower Cost to Acquire Customers

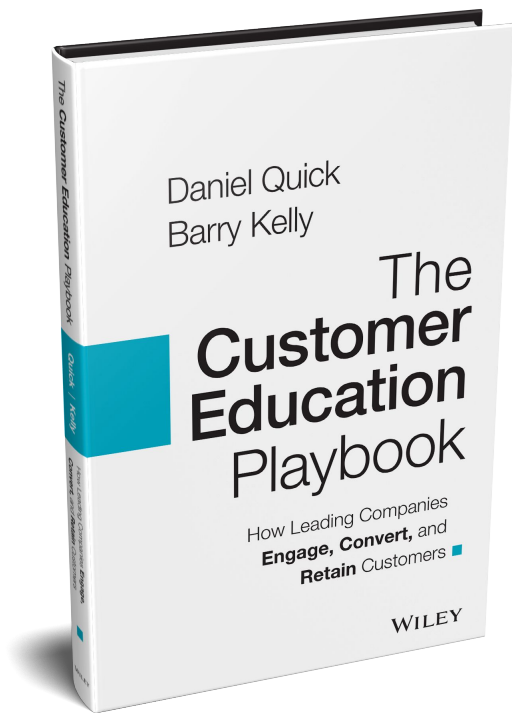
26% ▼

More Brand Champions

22% ▲



Customer Education Playbook



“After all, how can customers gain value from something they don’t know how to effectively use? For your customers to achieve their desired outcomes, you must teach them what they need to know.”



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Thank you!

