



UL COMPLIANCE TO PERFORMANCE  
LEADERSHIP FORUM 2016

Philadelphia, PA | October 31 — November 2

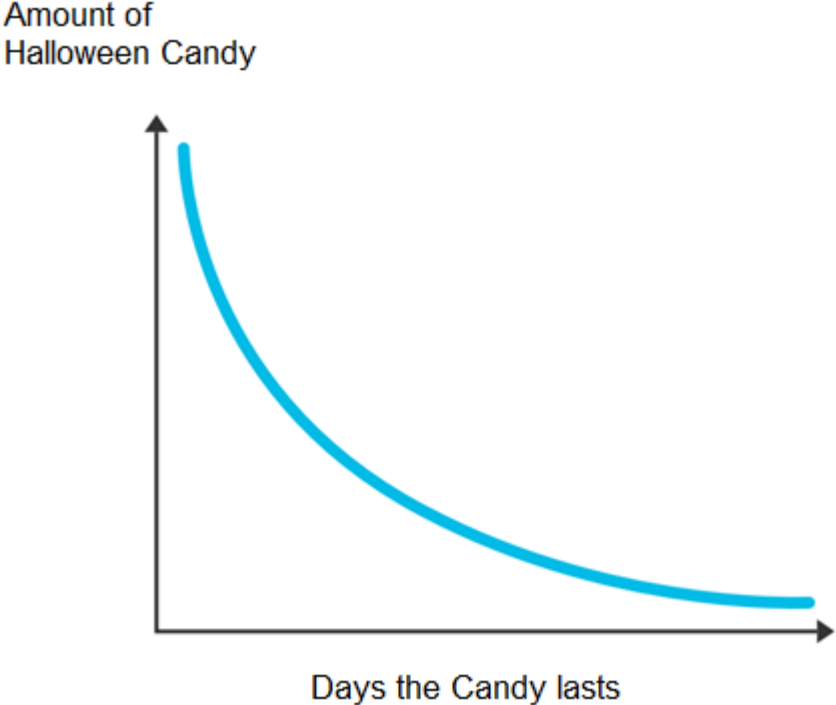


# Creating Content that Sticks

Carrie McKeague, PhD  
*Manager, Learning Solutions*

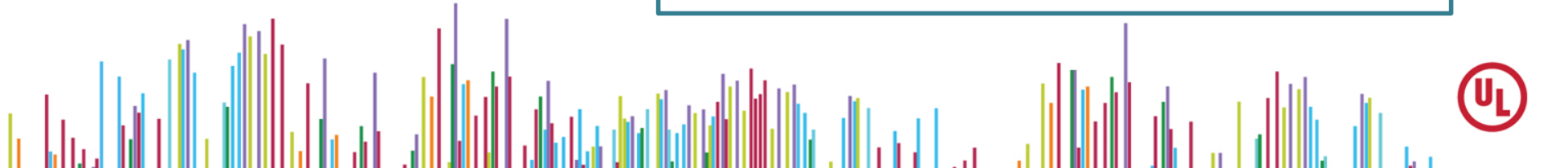
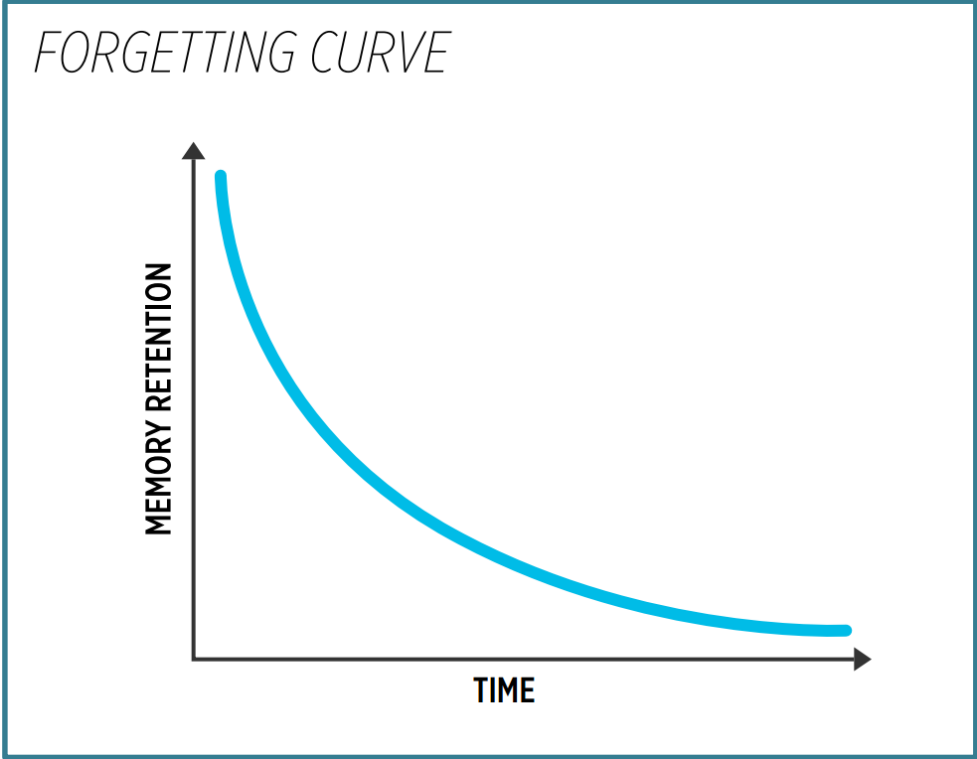
# Creating Content that Sticks

What does this graph represent?



# Creating Content that Sticks

70% of what is learned in a training experience is forgotten within 24 hours





Think about the best training . . .  
...that you have taken as an Adult



# Characteristics of the Best Training

- Clear and targeted
- Relevant
- Grabs and Holds Attention
- Right amount of content at a time
- Allows for opportunities to use both the new and old knowledge
- Allows for collaboration



# Read and Sign

Document Retention Policy Code: DRP1  
Version: 3.0.2

**Instructions :**  
Please review the STANDARD OPERATING PROCEDURE, then proceed to the acknowledgement below.  
The acknowledgement, indicated by an authenticated electronic signature, signifies that you have read and understand the content.

**Additional Information**  
**Web Address :** [Click Here to open this item in a new window](#)

**e-Signature Required**

Required fields are marked with a red asterisk (\*)

**User Name :** McKeague, Carrie

**User Id : \***

**Password : \***

**Reason for Signature : \***

**Signature Comment :**

# Basic PPT eLearning

ABC Medical Device Company

Menu Glossary Transcript

## Types of e-learning courses

- **Text based courses** – contents usually are text based with hyperlinks to glossaries and other materials.
- **Animation bases courses** – contents usually are moving illustrations or diagrams coupled with audio.
- **Video based courses** – contents usually are full-motion video clips of a lecture or a dramatized sequence.
- **Web based courses** – contents are combination of all the above.

Select NEXT to continue.

Search...



Think about the best training you've taken recently

Clear and  
targeted

Grabs and  
Holds  
Attention

Right amount  
of content at a  
time

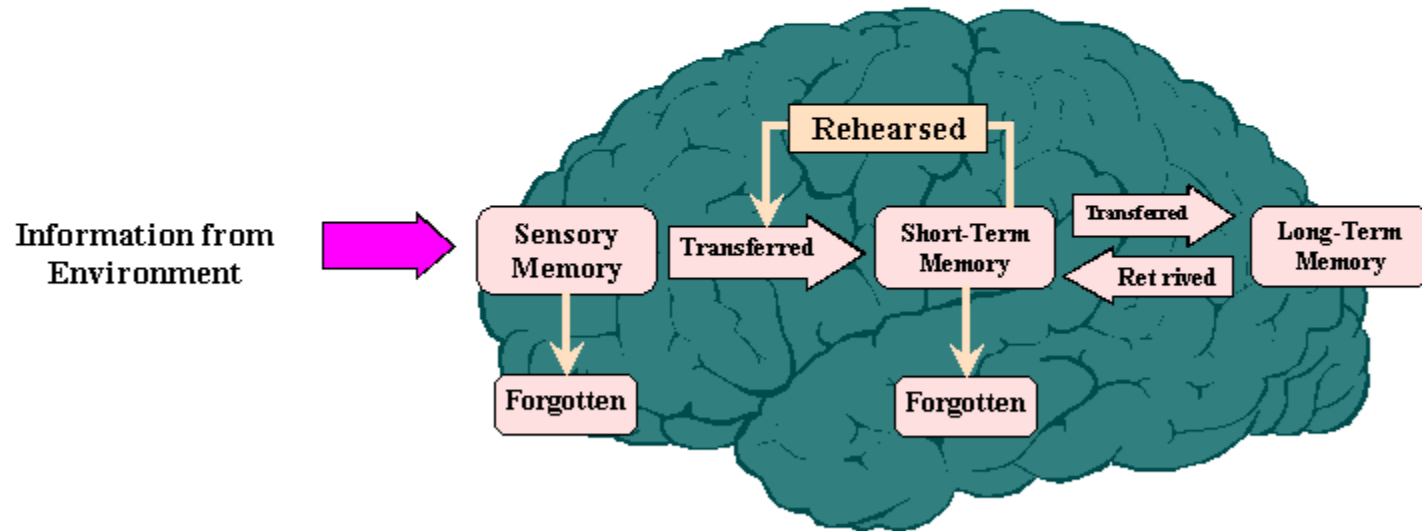




Clear and targeted

Grabs and Holds Attention

Right amount of content at a time



[https://www.youtube.com/watch?v=EzC\\_sHTW43c](https://www.youtube.com/watch?v=EzC_sHTW43c)



Think about the best training you've taken recently

Clear and  
targeted

Grabs and  
Holds  
Attention

Right amount  
of content at a  
time

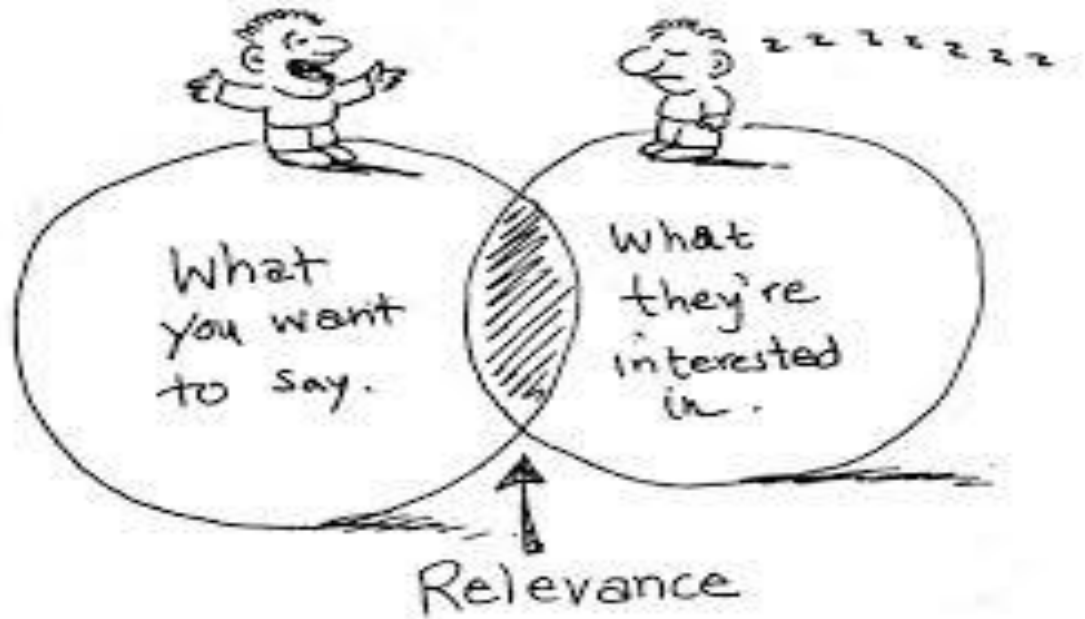


# Choice



# Clear and Targeted Content

Partner a Subject Matter Expert with an Instructional Designer to create the optimal content for the audience



The procedure is actually quite simple. First, you arrange things into different groups. One pile may be sufficient, depending on how much there is to do. If you have to go somewhere else due to lack of facilities, that is the next step; otherwise you are pretty well set.

It is important not to overdo things. That is, it is better to do too few things at once than too many. In the short run this may not seem important but complications can easily arise. A mistake can be expensive as well.

At first, the whole procedure will seem complicated. Soon, however, it will become just another facet of life. It is difficult to foresee any end to the necessity for this task. After the procedure is completed one arranges the materials into different groups again and puts them into their appropriate places. Eventually, they will be used once more and the whole cycle will then be repeated again. However, that is part of life.



The procedure is ~~actually quite~~ simple. First, you arrange things the laundry into different groups – typically “whites” and “darks.” White and light-colored items should be washed separately from items that are darkly colored. ~~One pile may be sufficient, depending on how much there is to do. If you have to go somewhere else due to lack of facilities, that is the next step; otherwise you are pretty well set. It is important not to overdo things. That is, it is better to do too few things at once than too many. In the short run this may not seem important but complications can easily arise.~~ A mistake can be expensive as well. Next, you will need to load whichever load of laundry you wish to wash first into your washing machine, or the washing machine at a laundromat.

~~At first, the whole procedure will seem complicated. Soon, however, it will become just another facet of life. It is difficult to foresee any end to the necessity for this task. After the procedure is completed one arranges the materials into different groups again and puts them into their appropriate places.~~ When your laundry is washed and dried, it will need to be folded or hung ~~up~~ and put away. Clean laundry doesn't stay clean long. Eventually, the laundry ~~they~~ will be used once more and the whole cycle will then be repeated again. However, that is part of life.



# Sorting and Washing Laundry

The procedure is simple. First, you arrange the laundry into different groups – typically “whites” and “darks.” White and light-colored items should be washed separately from items that are darkly colored. A mistake can be expensive as well. Next, you will need to load whichever load of laundry you wish to wash first into your washing machine, or the washing machine at a laundromat.



When your laundry is washed and dried, it will need to be folded or hung and put away. Clean laundry doesn't stay clean long. Eventually, the laundry will be used once more and the whole cycle will then be repeated again. However, that is part of life.



# Partner a SME with an ID





# Grabs and Holds Attention

- Introduce something new; break the predictable
  - Statistic
  - Humor
  - Visual imagery
  - Upfront Question
  - Interactive features
  - Testing



# Grabs and Holds Attention

## Visual Imagery

### Fire Triangle

#### Fuel

Fires need fuel in order to burn. Examples of fuel include combustible and flammable liquids, wood, electrical equipment, and metals. If you want to stop a fire you must remove the fuels.

#### Heat

The ignition source for fires is heat. Examples of heat include open flames, sparks, hot surfaces, radiant heat, and lighting. If you want to stop a fire you must remove the heat.

#### Oxygen

Is an accelerant for fires. Examples include oxygen in the air, oxygen in cylinders, oxidizing chemicals, and forced air from ventilation systems. By removing the oxygen you can smother a fire.



# Grabs and Holds Attention

- Visual Imagery – The Fire Triangle

Chapter 2: Hazards | Page 8 of 21

**Fire Triangle**

Fires need a proper combination of fuel, heat, and oxygen to burn. These three components are known as the fire triangle. Click on each button to learn more.

Fuel

Heat

Oxygen

# Visual Imagery



# Grabs and Holds Attention

*Upfront Question - Click on the 3 Elements of the Fire Triangle*

- Oxygen
- Oxide
- Water
- Heat
- Fumes
- Sparks
- Fuel
- Matches



# Grabs and Holds Attention

*Upfront Question - Click on the 3 Elements of the Fire Triangle*

Oxygen

Oxide

Water

Heat

Fumes

Sparks

Fuel

Matches



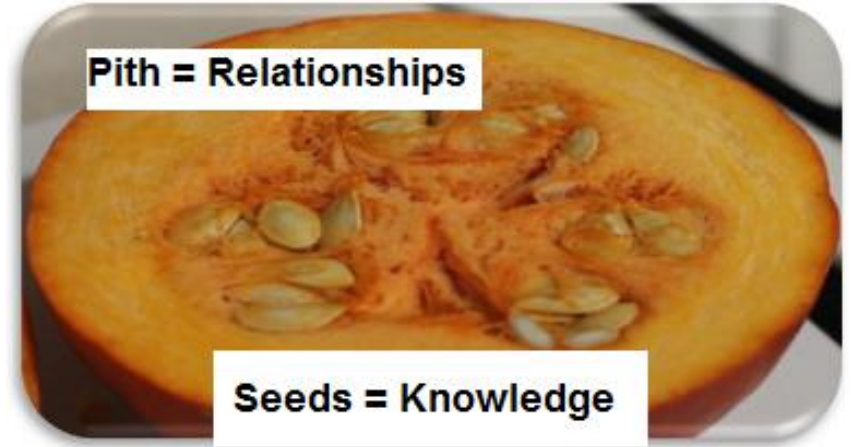
# Begin with an Upfront Question or Activity



# Grabs and Holds Attention

- **Interactions**

- Allow learners to work with the new content.
- Learners are actively integrating new ideas into their memory.

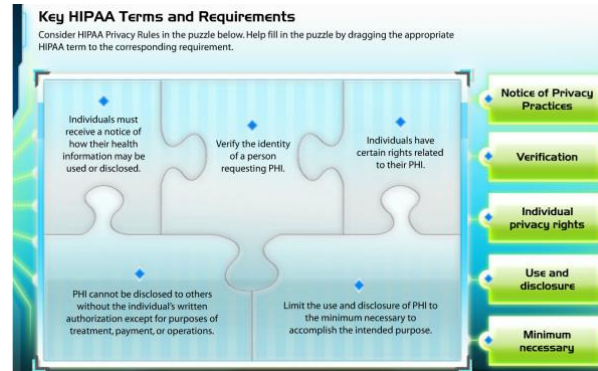
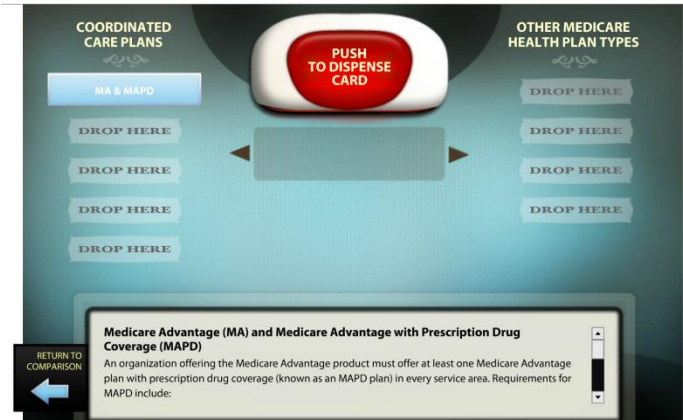


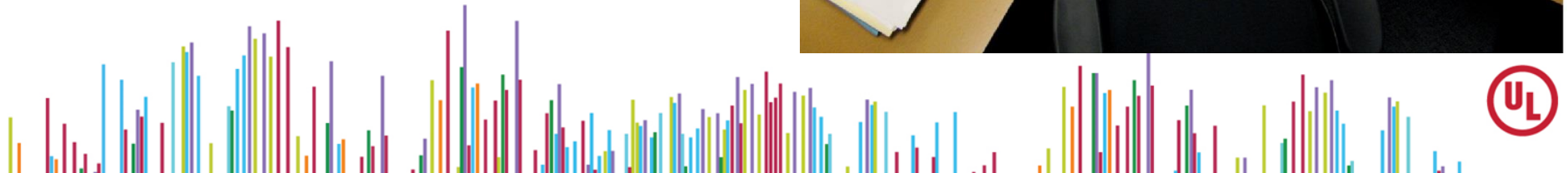
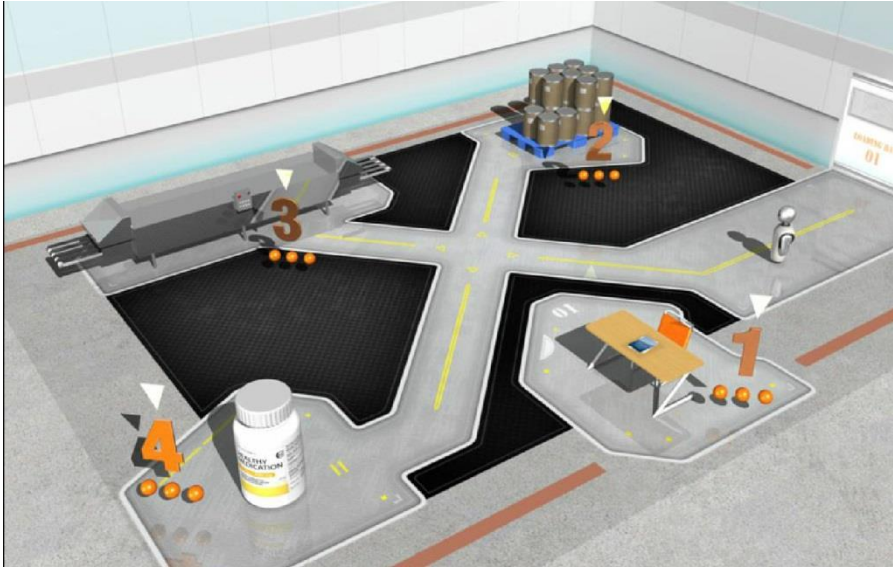


# Grabs and Holds Attention

- Interactions

- Drag-and-Drop
- Puzzles
- Click on what is wrong or right in the image
- Scenarios





# Interactions



# Grabs and Holds Attention

- Testing
  - Research repeatedly shows at all levels (elementary, high school, college, and workplace) testing is an effective learning approach to support retention of information over re-reading the content.



# Testing



# Right Amount of Content at a time

- Micro Learning



# Right Amount of Content at a time

- *Micro Learning Structure*

1. Title

2. Body of Content

- One objective per asset
- Try video
- Quality matters
- 4-minutes

3. Evaluation

- A few multiple choice questions
- Have learners video themselves speaking about the topic or performing the action.



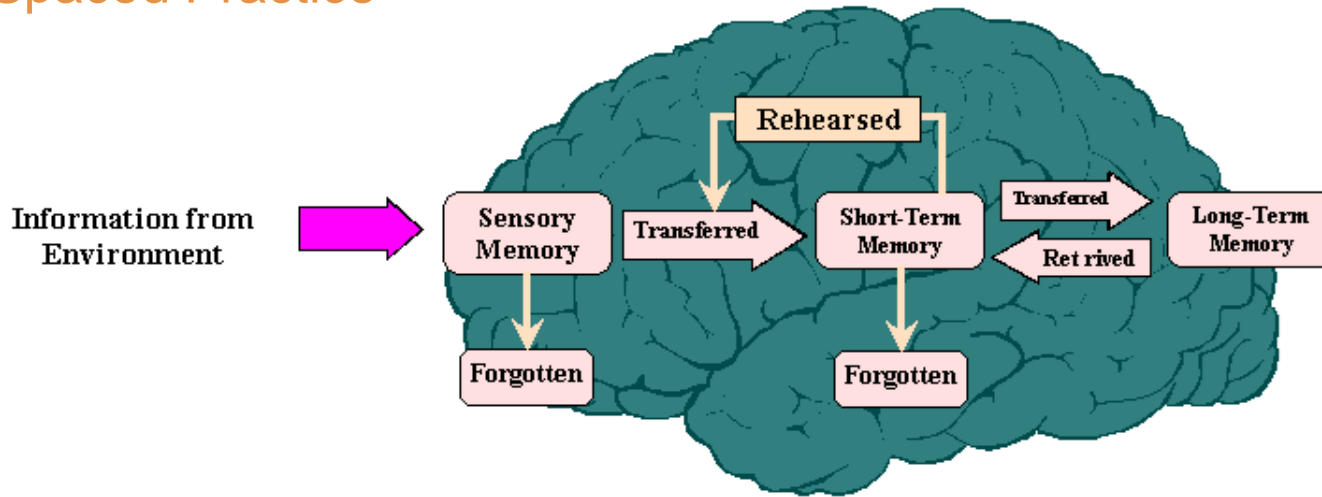
# Micro Learning





# Right Amount of Content at a time

- Spaced Practice



# Spaced Practice

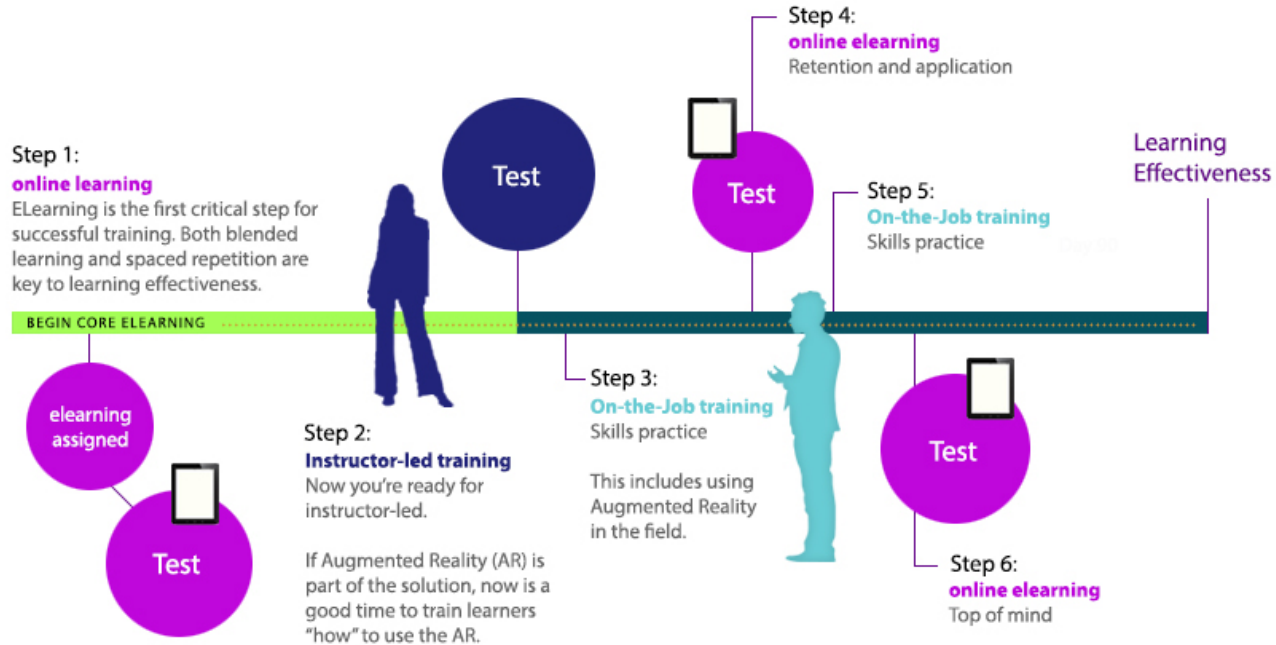


# Elements that Make Content Stick

1. Choice
2. Partner a SME with an ID
3. Visual Imagery
4. Begin with a question
5. Testing
6. Interactions
7. Micro Learning
8. Spaced Practice

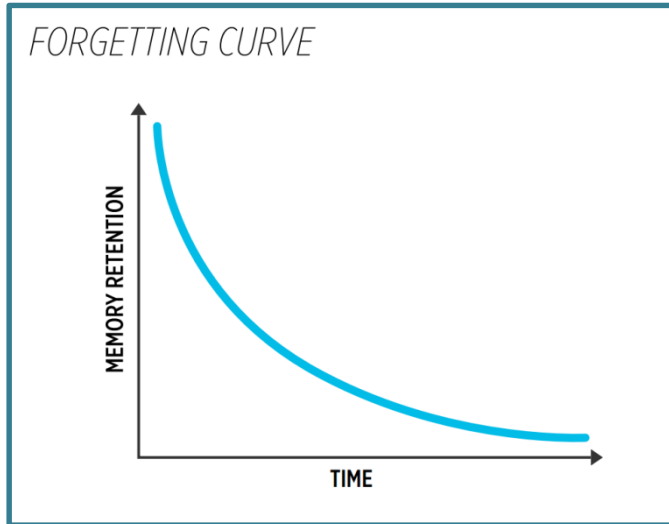


# Blended Learning



# Creating Content that Sticks

Focus on influencing the Forgetting Curve



Booster Event



## Comments / Test



# Test

1. **True or False:** Attention is greatest during the first 3 – 5 minutes of an online course then it is lost?
2. People forget about \_\_\_\_\_ % of information that they learn in a training experience within 24 hours.
3. Which element(s) that make content stick will you use in your e-Learning content development?

