


# "Content Reimagining"

## *Rebellious Rebuilds:*

ONBOARDING: DELIVER WARM WELCOMES

LEADERSHIP: PEOPLE MATTER

WORKSHOPS: BRING NEW MINDSETS TO YOUR TEAM



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# Using this "Learning Reinforcement" Template

## Overview

When developing workplace learning we have to think about not just how the information will be initially received, but also whether or not it will be retained by the learner.

Some good ways to encourage better retention of material include interactivity, quizzes throughout the learning modules, and the opportunity to immediately put into practice what's been taught.

Effective application of reinforcement after the learning program is a powerful step to motivate and engage users and have them utilize their newly gained knowledge in ways to help them do their jobs smarter, better, and faster.

We know human brains are created to forget things when there is a lack of practice and repeated exposure. Thus, without reinforcement, the odds are that learners will forget information that is not resurfaced or has not been practiced. Fortunately, there are several reinforcement strategies that assist people in "remembering".

Using this template will help you to devise a strong drip learning plan that focuses on learning reinforcement.

## When to use

Use this template to help you plan the steps required for creating a "drip" plan to bring learning reinforcement to your learners. Use this plan after workshops, corporate universities, or to support compliance training.

## How to use

Use the worked example on the following pages to help guide you in building your learning reinforcement plan.

1. **What is the question that needs answering:** What is the underpinning question that needs learning support?
2. **Targeted skill:** What is the skill (or behavior) this piece of reinforcement is going to target?
3. **Focused audience:** What is the learning this content should be reinforcing, and for whom?
4. **Human-based outcomes:** Which learning actions are the focus of this reinforcement? Human-centered objectives ensure that your reinforcement methods support the behaviors that are needed to do the job.
5. **Resources:** Connect resources to the outcomes. Are you sending the right content to support the outcomes? This planning allows you to be more flexible with new information where needed.
6. **Social element:** Do you require the participants to supply comments, project work, or feedback? If yes, how will the participants submit comments or project work? You will need to plan and test this to ensure participants have easy access to collaboration tools.
7. **Tool:** Which "drip" tool will you use? If you have answered "yes" to step six, your tool will need to support comments/uploads or be able to direct participants to the appropriate place.

# Learning Reinforcement Template: Weekly Schedule

**1** What is the question that needs answered for efforts to be successful?

Why do people, new to sales, struggle with pricing negotiations?

**Targeted Skill**

**Focused Audience**

**2** Sales Negotiation

**3** Less than 12 months Experience

**4** Human-Based Learning Outcomes (aligns to step 1)

**4.1** Skill: Communication - Connect customer need to product

Communication skills: Establish customer pain points to help match need "so that" you **generate more quality sales**

**4.2** Skill: Product knowledge - Build confidence in product knowledge

Product knowledge: Quantify product value to help customer make a faster decision, "so that" you **shorten sales pipeline**

**4.3** Skill: Relationship building - Build stronger customer relationships

Customer Relationships: Emotional intelligence. Build trust to "so that" you **generate cross and upselling saling opportunities**

**5** Resources to support learning outcomes

	<b>Outcome #4.1</b> Connect need to product	<b>Outcome #4.2</b> Build product confidence	<b>Outcome #4.3</b> Build better customer relationships
Resource 1	Video on 4 customer pain point types	CheatSheet: Top Products Features and benefits	Article: How emotional intelligence affects sales: <a href="http://brooksgroup.com/">brooksgroup.com/</a>
Resource 2	Script to work with each pain point type	How to connect customer pain point to product value: Infographic	Infographic: 10 Ways to Increase your emotional Intelligence
Resource 3	The Intuitive Customer Podcast: 4/22/2022 Episode: Our Customers Are Always Complaining about Our Prices, What Do We Do?	Video interview with product SME	Breaking the Habit of Being Yourself: Blinkist Audio



# Learning Reinforcement

## Template: Planning Interactions

6 Will a social element be built in?



Yes



Type?

Pick the one that works best for your people and organization!

No



Jump to:  
Step 7: Pick Your Drip Tool

Comment boxes?	SMS Direct response?
WhatsApp Group?	Post to shared community?
Collaboration Tool?	<i>Slack Teams</i>
<i>Miro Jamboard</i>	
<i>Mural Mentimeter</i>	

7 Which drip-feed delivery tool will you use?

Slack Teams

Dynamic QR codes / Augment Reality Codes

WhatsApp

Blogs or Articles


Email

Conversation Chatbot

Direct SMS Text

# Learning Reinforcement

## Template: Sample 6 Week Schedule

Schedule Date Topic	Outcome	Resource	Learner Question
Week 1: May 30 Customer Pain Points	4.1 Describe different Customer Pain Points	4.1.1 Customer Pain Points Video (list source)	Why should we care about the different types of pain points?
Week 2: June 6 Confident in Product	4.2 Articulate top 10 products features/ benefits	4.2.1 Features Cheatsheet (where to access)	What makes our product different from competitors?
Week 3: June 13 Building Relationships	4.3 Realize the impact of emotional intelligence on sales	4.3.1 Article: the impact of emotional intelligence on sales (list source)	How can emotional intellige make sales easier for you & customer?
Week 4: June 20 Customer Pain Points	4.1 Connect pain points with feeling statements	4.1.2 Script: Connecting pain points to feeling statements (where to access)	What will happen if you are able to connect pain points with appropriate responses?
Week 5: June 27 Confidence in Product	4.2 Connect pain points with product	4.2.2 Connect pain points with product decision tree (where to access)	How will having the ability to quickly connect pain points to products enhance the sales process?
Week 6: July 4 Building Relationships  Holiday week, may want to move this week	4.3 Changing mindset to strengthen relationships	4.3.3 Blinkist key idea audio: Breaking the habit of being yourself	How will having a better understanding of yourself help the way you negotiate?



# Learning Reinforcement Template: Weekly Schedule

1 What is the question that needs answered for efforts to be successful?

Focused Skill

Focused Audience

2

3

4 Human-Based Learning Outcomes (aligns to Step #1)

4.1 Skill:

4.2 Skill:

4.3 Skill:



5 Resources to support learning outcomes

	Outcome #1	Outcome #2	Outcome #3
Resource			
Resource			
Resource			



# Learning Reinforcement

## Template: Sample Weekly Schedule

Schedule Date Topic	Outcome	Resource	Learner Question
Week			
Week			
Week			
Week			
Week			
Week			
Week			
Week			
Week			



# Try it out!

Scan the QR code below to access a short text message driven lesson.



In today's day and age, keeping your data safe is top priority. Learn how to better protect yourself and your data from being a phishing target.



Tough conversations are an important part of doing business. But they're...tough...here you'll practice a few conversations to build your confidence.



An overview of three different types of sexual harassment and how to create a safe work environment.

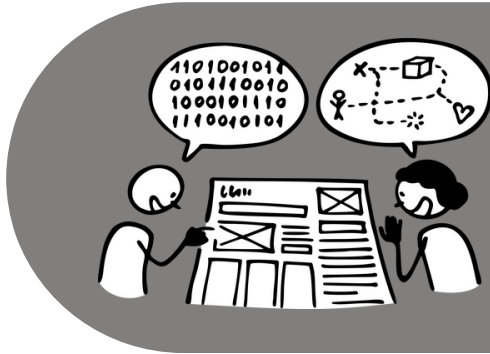
Contact Learning Rebels for more comprehensive demos that can work on Slack, Teams, as a web widget and many more.

<https://learningrebels.com/chatbots/employee-training-essentials/>

# Plan your thoughts



# Learning Rebels Community Get Ready to Rock!



## 1. Build Your Knowledge

Participate in monthly learning themes. Stay on top of trends in the industry and access up-to-date resources in one place. Yes, you could gather this information for free across the interwebs, but resources within this community are vetted and evidence-informed.

## 2. You're Not Alone

**This community gets you.** Odds are others are experiencing the same joys, pitfalls, and organizational frustrations you are. Join like-minded professionals to share tips and hacks and, most importantly, support one another.



## 3. Find New Opportunities

**#ALLTHETHINGS!** Within this community, you can expand your network and develop essential relationships. You can explore collaboration and partnership opportunities, find lifelong friends or even find that new gig.

## 4. Encouraging Action

Are you stuck and need ideas to inspire new action? This community will unite with you to help take action and bring about the change you and your business need.



## 5. Perks!

Depending on your community level, you may experience early access to resources not seen in the public domain, early-bird opportunities, and discounts on products, courses, and events.