



# Welcome to the GLC Webinar

# Audio and Sound Check

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A nighttime photograph of a city street with light trails from cars. A large red banner is overlaid on the top half of the image, containing white text. In the background, a tall building is illuminated.

# LEVERAGING DATA AND ANALYTICS TO PRODUCE A TRANSFORMATIVE LEARNING EXPERIENCE



*Experts in Office Productivity & Performance Optimization*

# With you Today

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# Leveraging Data and Analytics to Produce a Transformative Learning Experience



# Learning Objective

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**By the end of the session, you should be able to:**

- **Personalize Learning experiences.**
- **Craft Data driven learning sessions.**
- **Leverage data and analysis tools to improve your trainings.**

# Learning Structure

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- Polls
  - Questions
  - Class discussions
  - Experience sharing

# House-keeping Rules

- Use the chat functionality
- **'Raise your Electronic hand'** to speak at the end of the session
- Engage with the emoticons



DATA! DATA! DATA!

## Question

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- What does “Data” mean to you as a Learning and Training Professional?

# What is “Data”?

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- In the world of learning and training, **data** is any piece of facts, statement, details that helps us understand our learners and the effectiveness of our training programs.
- Data can be anything ranging from their **answers on a pre-training quiz** to their **level of participation** during a session, or their **feedback on a post-training survey**.



# Data and Analytics in Learning

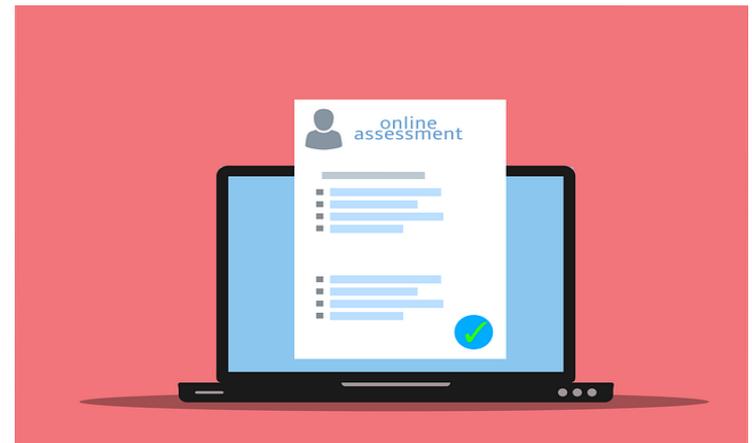
- Analytics is the interpretation, and communication of meaningful patterns, insights, and trends within data sets.
- Analyzing and interpreting learner's data can improve our design, delivery, and overall learning effectiveness.



# What is “Data”?

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- We **use data as clues** to understand our learners' needs, to see if our training is hitting the mark, and ultimately, to improve their learning experience.
- A useful way for us to classify our Data can be broken down into Pre-training data, In-training data and Post training data .



# Pre-Training Data

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- Pre-Training data helps us understand where our learners are starting from. It might include
  - **Needs assessments:** Surveys or interviews
  - **Pre-training quizzes:** Gauging learners' existing knowledge
  - **Learning history data:** Previous courses completed



# In -Training Data

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- This data tells us how learners are interacting with the training in real-time. It might include
  - **Participation rates:** Who's asking questions, staying engaged?
  - **Quiz and assessment results:** learners understanding
  - **Real-time feedback tools:** Polls, chat messages



# Post - Training Data

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- This data helps us measure the long-term impact of the training . It might include
  - **Post-training surveys:** Feedback, learner satisfaction
  - **Knowledge retention tests:** Assessment of learners
  - **Performance improvements on the job:** Are learners applying?.



# USING “DATA” AND “ANALYTICS” TO PERSONALIZE LEARNING

# The Power of Data for Transformative Learning Experiences

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- Learners have diverse needs, preferences, and prior knowledge.
- To truly engage and empower them, we can use Data to **personalize learning** experiences by tailoring content.



# The Power of Data for Transformative Learning Experiences

- Needs Assessments data can reveal learners strengths, weaknesses, and specific learning goals.
- Learner History data can provide insights into areas of previous focus.



# The Power of Data for Transformative Learning Experiences

- Pre-Training Assessments data can pinpoint individual learners starting points and identify any existing knowledge gaps.
- During-Session Data like quiz results, real-time feedback tools like chat or polls, can reveal areas where learners need more support or might be excelling.



# The Power of Analytics for Transformative Learning Experiences

- Analyze the needs assessments and learner history data to understand each learner's specific learning objectives.
- Look at pre-training assessments, quiz results, and early participation data. Are there specific areas where a learner needs more support?



## Data for Transformative Learning Experiences - Examples

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- The data reveals that John a learner struggles with public speaking and wants to improve his presentation skills.
- John's pre-training assessment shows limited knowledge of using presentation software.
- John's LMS data shows he often engages with video-based learning modules.

# Analysis for Transformative Learning Experiences - Examples

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- John can be assigned modules on effective presentation techniques and using presentation software, along with video tutorials for visual reinforcement.
- John can participate in role-playing exercises to practice presenting and receive personalized feedback on his delivery skills.

# Benefits of Personalizing Learning Journeys

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- Increased Engagements
- Improved Knowledge Retention
- Enhanced Skills Development
- Greater Learner Satisfaction



## Class Exercise

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- Jonathan's Consulting Limited needs to onboard a diverse group of new sales reps within the next month. These sales reps come from various backgrounds with different experience and learning styles.
- You are tasked with designing an onboarding program for these new Sales Reps.



# Exercise 1 - creating an Individualized Learning Path

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## Learner 1: Sarah Jones

- **Needs Assessment:** Limited experience in B2B sales, desires to improve product knowledge and cold calling skills.
- **Learning Style:** Prefers hands-on activities and role-playing exercises.
- **Pre-Training Quiz Results:** Scored well on general sales concepts but needs improvement on technical product knowledge.

# Exercise 1 - creating an Individualized Learning Path

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## Learner 2: Michael Chen

- **Needs Assessment:** Extensive B2B sales experience, wants to refresh his knowledge on the latest company products and selling techniques.
- **Learning Style:** Enjoys video lectures and self-paced learning modules.
- **Pre-Training Quiz Results:** Scored high on overall sales knowledge, aced product knowledge section.

# Exercise 1 - creating an Individualized Learning Path

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## Learner 3: Aisha Patel

- **Needs Assessment:** Recent college graduate with a strong academic background in marketing, desires to develop practical sales skills.
- **Learning Style:** Thrives on collaborative learning and group discussions.
- **Pre-Training Quiz Results:** Solid understanding of sales fundamentals, some gaps in product-specific knowledge.

# CRAFTING A DATA DRIVEN LEARNING SESSION

# Creating a Data Driven Training

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- Gone are the days of generic training that throws information at learners without considering their specific needs.
- To ensure training truly resonates and leads to skill development, we need to **craft data-driven training.**



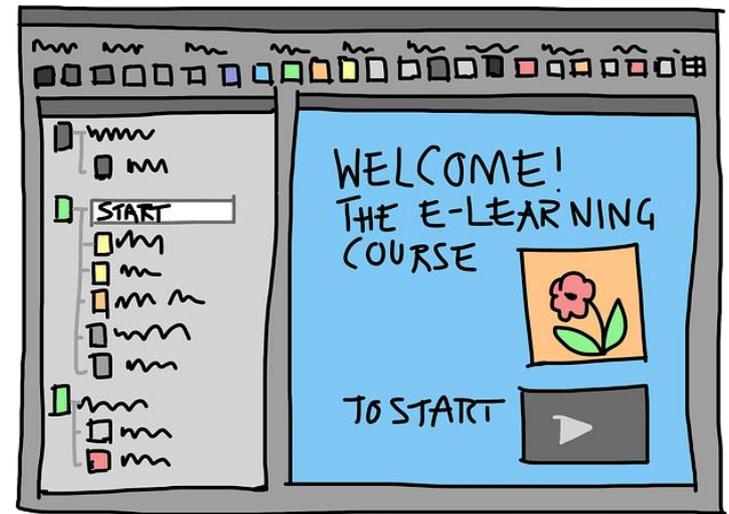
# Creating a Data Driven Training - Tools and Instruments

- For a Needs Assessment. The following tools are helpful.
  - Surveys
  - Interviews
  - Focus Groups



# Creating a Data Driven Training - Tools and Instruments

- For Learner History Data. The following tools are helpful.
  - Learning Management System (LMS) Data
  - Learning Records Platform (LRP) Data



# Creating a Data Driven Training - Tools and Instruments

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- For In-Training Data. The following tools are helpful.
  - Learning Management System (LMS) Tools
  - Participation cards
  - White boards
  - Collaborative online tools
  - Live polling
  - QR Scan Codes
  - Online Chat and Questioning



# Creating a Data Driven Training - Tools and Instruments

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- For Post Session Data. The following tools are helpful.
  - Post Session Surveys
  - Knowledge Checker Questions
  - Quizzes and Exams
  - Performance Reviews
  - On the Job evaluations



## Knowledge Checker 2

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- Your organization implemented a new online training program focused on leadership skills. Post-training assessments reveals a significant performance gap between male and female participants, with females scoring consistently lower.
- How can you leverage data analysis techniques to investigate this potential gender bias within the training program itself, *beyond* simply looking at participant demographics?

# Common Data Analytics Tools for Trainers - Spreadsheets

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- Trainers can use formulas, functions, and pivot tables to summarize data, calculate statistics, and create simple visualizations like charts and graphs.
- Spreadsheets (e.g., Microsoft Excel, Google Sheets) can also be used for basic data manipulation and organization for your training.



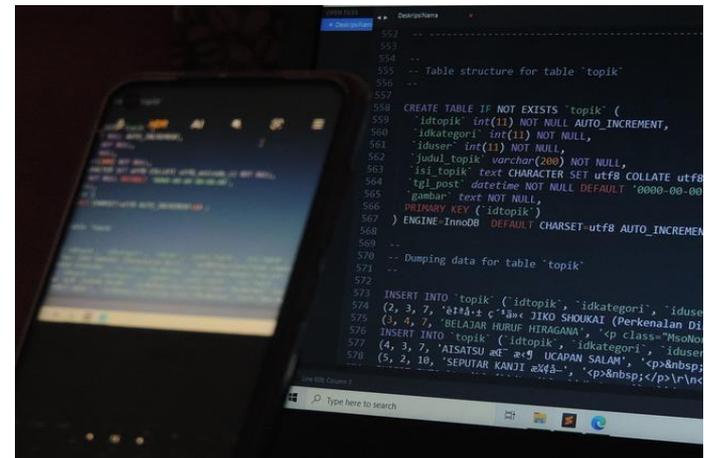
# Common Data Analytics Tools for Trainers – Data Visualization

- Data Visualization Tools like Tableau, Microsoft Power BI, Google Data Studio let Trainers create interactive dashboards and reports from large data sets.
- They offer drag-and-drop interfaces for easy data exploration and storytelling with compelling visuals.



# Common Data Analytics Tools for Trainers

- **SQL (Structured Query Language):** This fundamental language is the gateway to relational databases.
- Trainers can write basic queries to retrieve specific data from databases, gaining valuable experience in data manipulation.



# Advanced Data Analytics Tools for Trainers

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- For advanced analytics skills, they will suit a trainer with programming skills, tools like R or Python as they offer powerful capabilities for statistical analysis and data modeling.
- These tools allow for in-depth exploration of learner data relationships and identification of complex trends.



# Choosing the Right Tools for Trainers

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- Spreadsheets might suffice for smaller datasets, while complex data might require advanced tools.
- Consider your team's technical skills. Some tools like Power BI and Tableau come with subscription fees, while others like Google Data Studio are free.



# OPTIMIZING POST TRAINING “DATA” FOR CONTINUOUS IMPROVEMENT

# Continuously Improving your Trainings with Data and Analytics

- We've explored how data empowers us to tailor training content (pre-session) and capture real-time engagement (during-session).
- But the learning journey doesn't end after the training session. **Post-training data** is the gold mine that fuels continuous improvement.



# Continuously Improving your Trainings with Data and Analytics

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- Targeted Feedback Forms i.e Open-ended questions.
- Do a Skill based Assessment not Just Knowledge.
- Conduct an On the Job Assessment later on.



# Continuously Improving your Trainings with Data and Analytics

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- Track learners' post-training experiences
- Utilize a Social learning platform
- Leverage a Learning Analytics Platform



# Continuously Improving your Trainings with Data and Analytics

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- Constantly Identify Knowledge Gaps
- Evaluate the Effectiveness of the Training
- Personalize Learning Journeys



# CONCLUSION

# Summary

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- Data is not just a collection of numbers; it's a treasure of insights waiting to be unearthed.
- By maximizing the value of post-training data, trainers can create truly impactful learning experiences.
- Remember, data empowers you to move beyond a "one-size-fits-all" approach and craft learning journeys that truly equip your learners.



# Recap

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- We explored how to leverage data throughout the training process (Pre, during and post training)
- By analyzing this data, we can tailor training content, ensure real-time participation, and identify areas for improvement.
- Lets now go and implement them!



## Wrap-up Question

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- What are your key takeaway from today's session?
- What would you start to do going forward with data as it relates to your trainings?



# Additional Reading Materials

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- <https://elearningindustry.com/data-analytics-improves-your-corporate-training-experience-how>
- <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2019/02/22/how-to-use-big-data-to-improve-corporate-training/>
- <https://www.linkedin.com/pulse/how-use-data-analysis-research-identify-training-needs-nitin-rajput/>
- [https://hr-guide.com/Training/Determining Training Needs.htm](https://hr-guide.com/Training/Determining_Training_Needs.htm)
- The Learning Revolution: How Data Is Transforming Education (Book)

# Questions and Answers

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**Thank you for participating in the webinar!**

For more inquiries or questions,  
kindly reach me at [obinna@officelordconsulting.com](mailto:obinna@officelordconsulting.com)  
or call or send a text to me at +2348033475721

A nighttime photograph of a cityscape with a bridge in the foreground. The bridge has a metal railing and a road with white lane markings. Long, horizontal light trails in red and white are visible on the road, indicating traffic. In the background, several skyscrapers are lit up, including a prominent one with a yellow and green top. The sky is dark blue.

**THANK YOU**