PROMOTING A LEARNING CULTURE USING MIND TOOLS

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Moving from Classroom Learning to Just in Time Learning

Today’s Agenda

- Learning Today: Challenging Perceptions
- The Challenge at St John of God
- Implementing Mind Tools
- Driving Usage Through Marketing
- Successes and Takeaways
- Q&A Session
The Challenge at St John of God Health Care
The Challenge

What
Our caregivers requested that they don’t have equal access to learning opportunities in the workplace, and that they would like to enhance their skillset.

Why
We have responded by providing them with an on-demand online tool that enables them to direct their own learning, and in turn creating a culture of learning within the organization.
Leading From the Top Down

The benefits of the system from a Director level.

- Respond to Request for Education and Training From Our Caregivers
- Improve Organizational Performance
- Running Creative Book Clubs
The Journey to Implementing a Just in Time Learning Platform
Why St John of God Chose Mind Tools

- **22 years’ experience in management, leadership and career development.**
- **Access to more than 2,000+ skill-building resources.**
- **Trusted by some of the biggest organizations in the world.**
- **High-quality, trusted content, created by our in-house team.**
- **Allow them to use microlearning to support in the moment learning.**
From Push Learning to Pull Learning

Moving away from classroom teaching to just in time learning.

Personalized  Relevant  On-demand
Passionate About People

Provide With the Right Tools at the Right Time

Aim to Provide all Caregivers With Opportunities to Become Diploma Qualified

Implement Group-Wide Management Programs
Accelerating People’s Performance

- Increase Levels of Expertise
- New Ways of Thinking About Old Problems
- Define Value Proposition
Learning Value Proposition

Learning in the Flow of Work
Learning is at the heart of people’s future roles, opportunities and successes.

Pushing the Boundaries of How People Access Learning
Give them unique and different ways to develop.
Successes
Employee Engagement

Engagement

30,382

In the last 11 months, a total of 30,382 pages have been viewed on Mind Tools.

Curiosity

Mind Tools is helping St John of God build a great learning culture. 18% of the users visit the site every month.
Build Content Into Wider Programs

Onboarding Program

Mapping to Objectives

Content Supplements Quarterly Manager Training Programs
Lessons Learned

- Stakeholder Involvement From the Outset
- Partnership With Mind Tools Crucial
- Bring Value Proposition to Life to Drive Behavior
Driving Usage Through Marketing
Challenging You to Think Marketing
Marketing Plan

Use Multiple Channels
Where possible test multiple channels, reaching out to as many users as possible, i.e. email and on the intranet.

Make it Relevant
Maximise L&D coverage by showcasing Mind Tools on desktop screensavers and sending out weekly reminder emails.

Make it Simple
Make sure they have everything they need to use the system and, where possible, release content in manageable chunks into the workflow.
Using Influencers

Monthly posts using the internal communications platform, Pulse. Pushing learning messages out from the top down.

Face to Face Meetings With Key Management

Hospital and Services CEO Push Out Messaging

Email From Group CEO Announcing Launch
Keeping up Engagement Levels

**Communication**
Organizational messages are pushed out to all staff across the platform.

**Usage**
Number of St John of God caregivers who have access to the site.
14,000

**Top Resource**
This is the subject that St John of God employees are viewing the most.
Test Your Skills
Internal Communication Examples

“"I Can Expand My Learning and Make My Own Choices.""
Measures of Success

- Internal Engagement Caregiver Survey
- Recognition of L&D Discussed at Board Level as a Key Business Driver
- Volume of Individuals Using Learning Platforms
Key Takeaways

1. Understand Your Learners
   Treat them as individuals and empower them with knowledge.

2. Integrate Into Wider Programs
   Support company values and utilise the content across business programs.

3. Nudge and Think Like a Marketer
   Adopt a test and learn approach to communication channels.

4. People Are Key to Driving Business Performance
   Ensure your people have the best tools, so they can become strong leaders.
Q&A