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SPRING SEMINAR

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NALMCO SPRING SEMINAR
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**Microlearning & Gamification:
New Ways to Drive Learning**



March 6, 2020



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Defining Terms

- Learning – the process of acquiring new, or modifying existing knowledge, behaviors, skills, values, or preferences.
- Retention – the ability to demonstrate acquired knowledge, behaviors, skills, values, or preferences after a given period of time.
- Gamification – the application of game-design elements and game principles in non-game contexts.
- Microlearning – the holistic approach for skill based learning and education which deals with relatively small learning units by using short-term-focused strategies especially designed for skill based understanding, learning, and education.



What are the Benefits?

Gamification

- Better learning experience.
- Better learning environment.
- Instant feedback.
- Prompting behavioral change.
- Can be applied for most learning needs.
- Impact on bottom-line.

Microlearning

- Increased Engagement
- Better Retention
- Better Concept-to-Performance Transfer
- Fast Development and Easy Deployment



What are the Benefits?

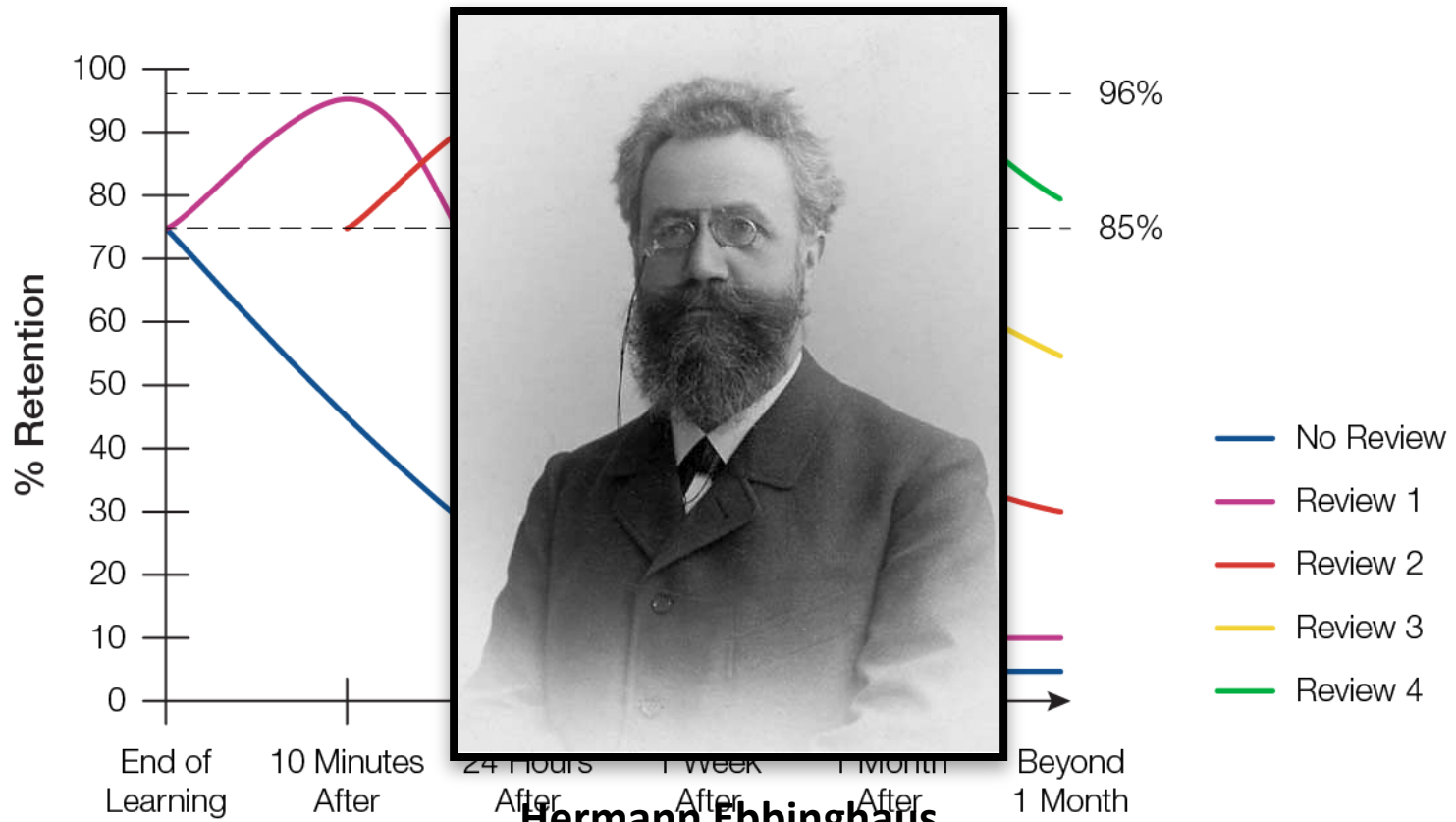
IT'S FUN!!!



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The Forgetting Curve



Hermann Ebbinghaus
 (September 24, 1858 - February 26, 1909)



Case Study

- 2017 Program designed to increase sales of a mail-back lamp recycling product.
- Tie in with a compelling charity.
- Three-month program
- 65 participants – both sales professionals and CSRs
- Utilized an app-based micro-learning platform.



Harnessing the Tools

- Game Mechanics
- Incentivization
- A.S.K. Methodology
- Competition
- Click-thru



Results – Engagement

Before

- Estimated number of employee interactions per quarter with training/communications on these topics: **3**

After

- Average number of interactions per participant on these topics during program: **37**
- Average time spent: **2 minutes per day**



Results – Retention

Before

- Estimated % of training that is retained by learners when not repeated multiple times per week: **21%**

After

- First two weeks average score/accuracy: **58%**
- Final two weeks average score/accuracy: **69%**



Results – Organizational Impacts

By the end of Q4 2017, we measured the following increased in sales of this product over Q4 of 2016:

17%



Results – Organizational Impacts

By the end of October 2017, we measured the following increased sales over October of 2016:

39%



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Your Turn...

- **Install MicroLearner**
 - Visit install page at <https://diy.ringorang.com/install-site/nalmco2020demo>.
 - Or, install MicroLearner from your Android or iOS app store.
- **Create Your Account**
 - Set up your account in the app with your name, email address and a password.
- **Join the Game with this Invite Code:**

gamify

