

# IT'S ALL ABOUT BLENDED LEARNING

BETTER PERFORMING MODELS FOR SAFETY TRAINING



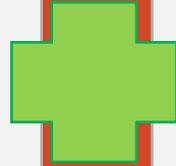
# WHAT IS BLENDED LEARNING

- Blended learning is an instructional methodology that leverages technology to provide a more personalized approach to learning, giving students control over the time, place, path and pace of their learning. The Clayton Christensen Institute, one of the most well-known thought leaders on blended learning, defines it as a formal education program in which the student learns in part through online learning, and partly in a supervised brick-and-mortar location away from home. The modalities along each student's learning path within a course or subject are connected in order to provide an integrated learning experience.

# SIMPLIFY BLENDED LEARNING

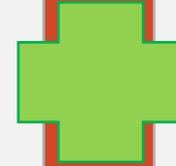
## PART ONLINE

In part online, with some elements of control over time, place, path, or pace of the learning



## PART FACE TO FACE

In part in a brick-and-mortar location away from home.



## ALONG A LEARNING PATH

Resources and activities are thoughtfully curated and organized to design an integrated experience

# WHY BOTHER?

1. Changing Demographics
2. Scale
3. Emerging Technologies
4. Interactive Tipping Point
5. New Learning Models
6. Behavioral Psychology
7. Accountability
8. Independent Paths
9. Transparency

# ADVANTAGES

1. Flexibility
2. Effectiveness
3. Efficiency
4. Cost-effectiveness
5. Personalization
6. Extended reach
7. Covers all learning styles
8. Assessment

# DISADVANTAGES

1. Infrastructure
2. Mentality
3. Pace of advancement
4. Overwork
5. Cognitive load
6. Credibility

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# I WANT TO ADOPT A BLENDED LEARNING APPROACH

- Integration
- Communication
- Aligned leadership
- Iterative adoption or band-aid?
- Partnerships
- Assessments



WHY USE A BLENDED LEARNING APPROACH  
FOR SAFETY TRAINING?

# STATE OF SAFETY SURVEY

84% OF COMPANIES HAVE  
A MONTHLY SAFETY  
MEETING

AVERAGE COST FOR A  
SAFETY MEETING IS:

4X TIME/EMPLOYEE

15% REDUCTION IN  
PRODUCTIVITY

70% OF TRADITIONAL  
LEARNING IS FORGOTTEN  
IN FIRST HOUR

# STATE OF SAFETY SURVEY

97% OF SAFETY  
PROFESSIONALS BELIEVE  
BLENDED APPROACH  
IMPROVES  
COMPREHENSION AND  
RETENTION

ACCIDENT & INCIDENT  
RATES ARE INCREASING

COST/ACCIDENT OR  
INCIDENT IS INCREASING

# STATE OF SAFETY SURVEY

ONLINE TECHNOLOGY  
COSTS REDUCING AT 20%  
PER ANNUM

TECHNOLOGY ADOPTION  
NEAR 95%

INDUSTRY AVERAGE: YIELD  
\$4 FOR EVERY \$1 INVESTED  
IN SAFETY

# STATE OF SAFETY SURVEY

SAFETY TRAINING IS  
REGULATED

SAFETY TRAINING IS  
REQUIRED

SAFETY TRAINING SAVES  
LIVES

SAFETY TRAINING  
INCREASES PRODUCTIVITY

SAFETY TRAINING  
INCREASES OPERATIONAL  
EFFICIENCIES

SAFETY TRAINING  
IMPROVES CULTURES



# SUCCESS STORIES



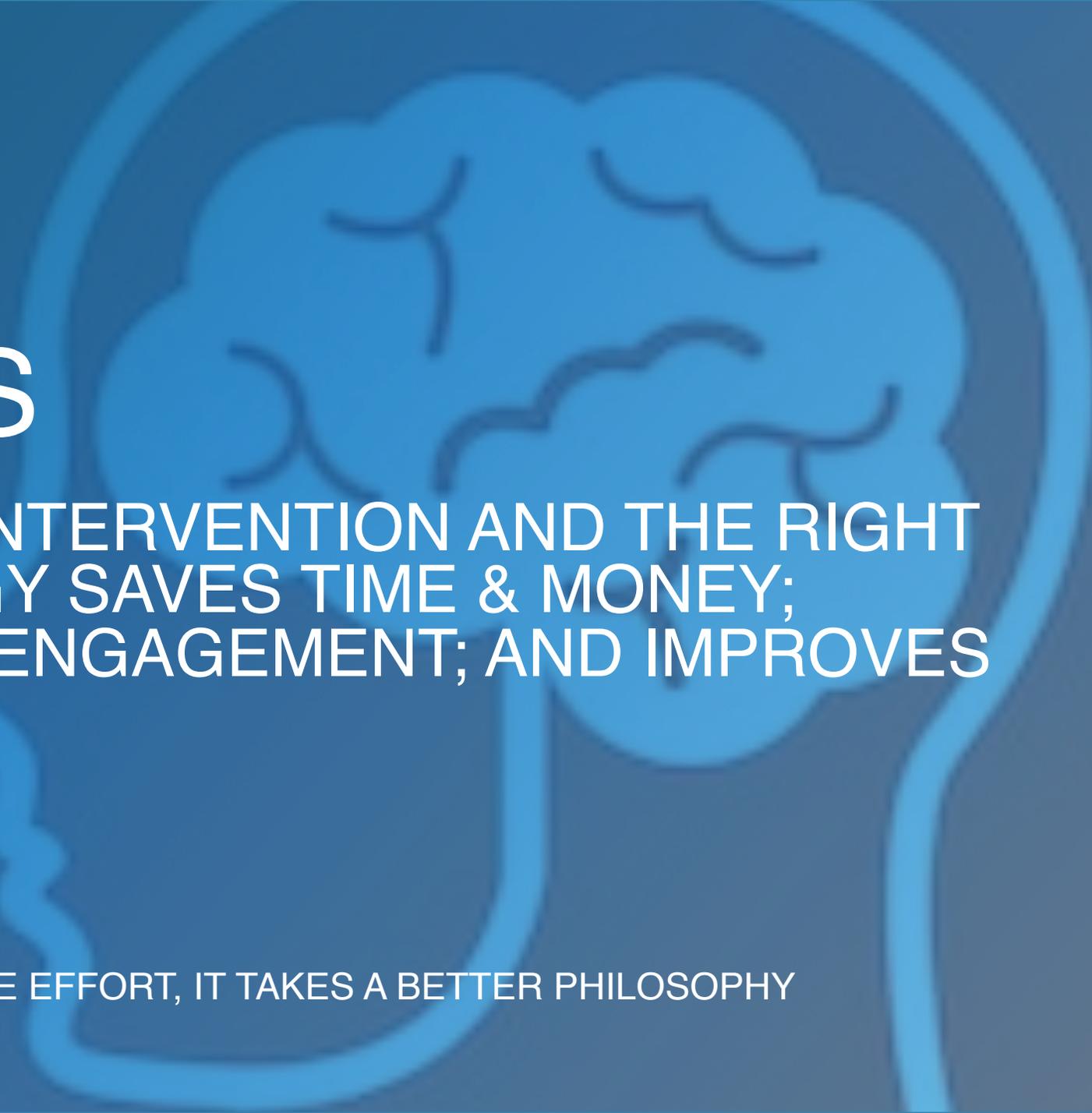


# ABERDEEN GROUP

A Harte Hanks Company



# IT WORKS



THE RIGHT INTERVENTION AND THE RIGHT  
TECHNOLOGY SAVES TIME & MONEY;  
INCREASES ENGAGEMENT; AND IMPROVES  
LEARNING

IT DOESN'T TAKE MORE EFFORT, IT TAKES A BETTER PHILOSOPHY



+15%



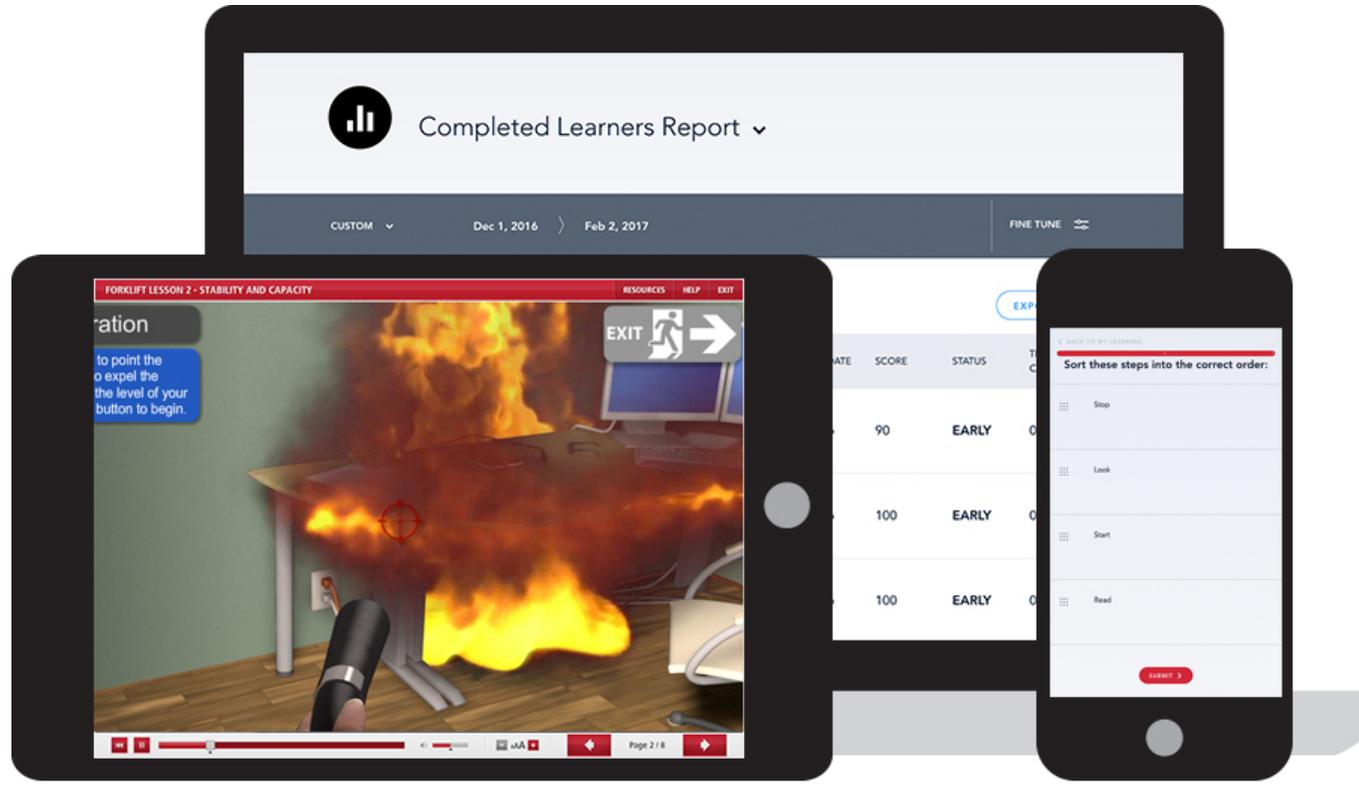
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+12%

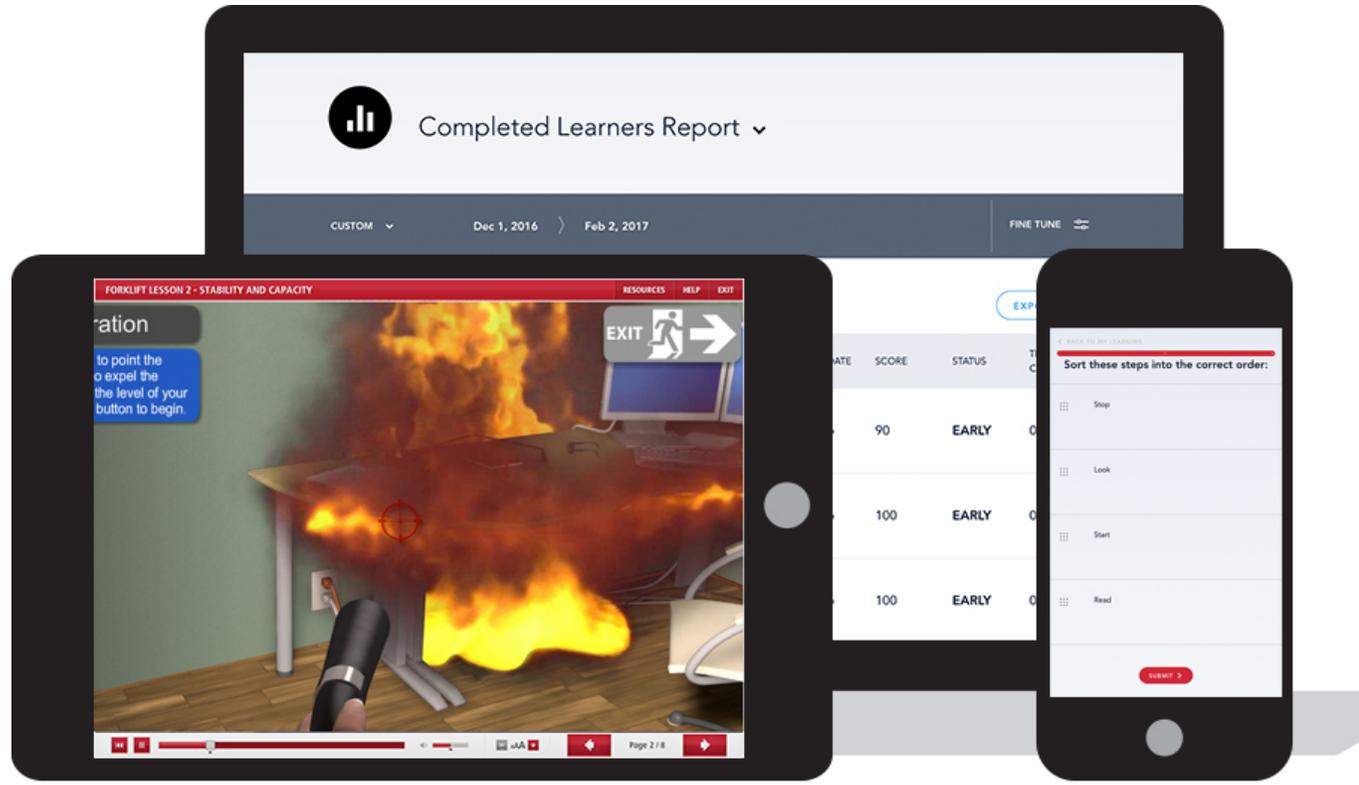


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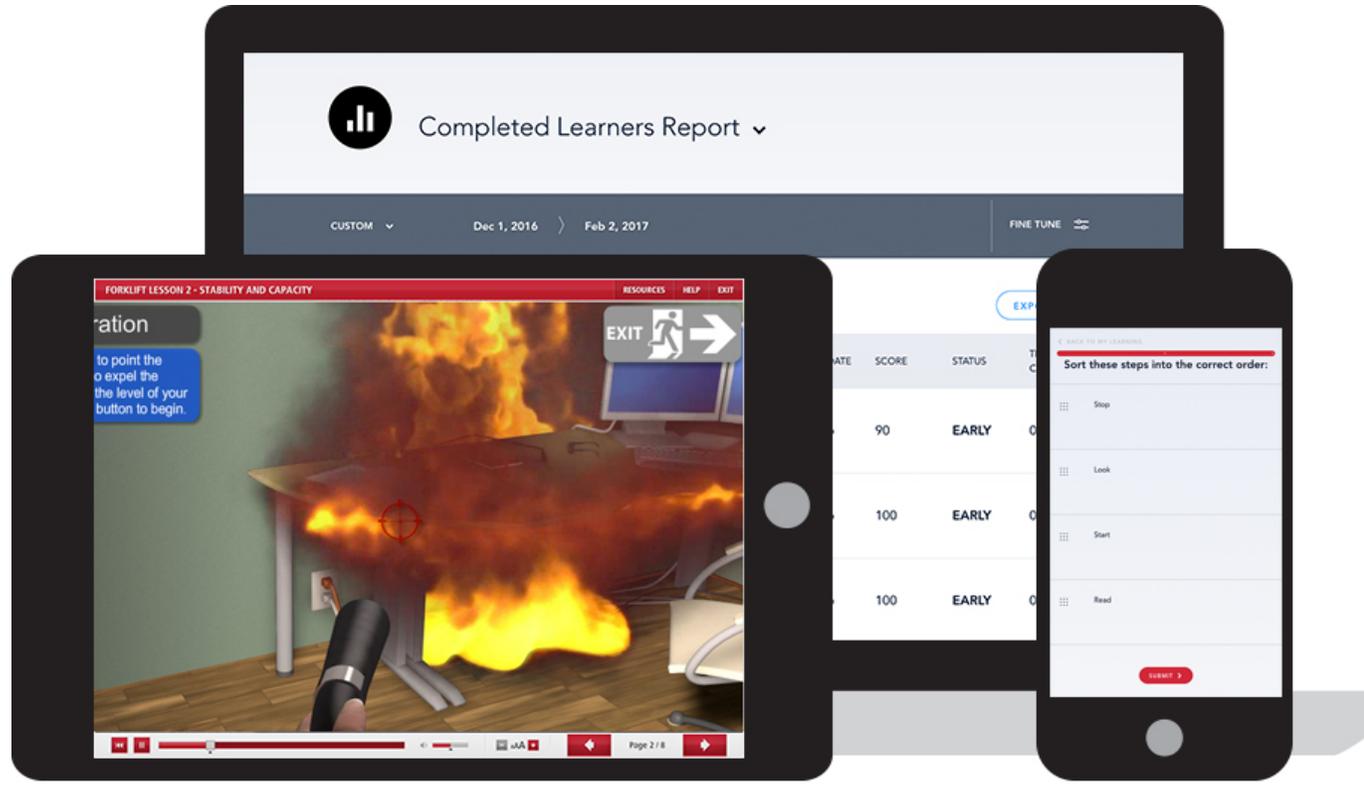
## Just-in-Time Training

- YOUR EVERYDAY LOCAL HARDWARE STORE
- IN MOMENT TRAINING WITH MANAGER AND MOBILE COURSE ASSIGNMENT
- RETENTION QUIZZES (24 HOURS), 1 WEEK, 2 WEEK
- +80% REDUCTION IN NEAR MISSES
- +45% REDUCTION IN ACCIDENTS & INCIDENTS
- 0 FINES FROM INSPECTIONS
- REDUCED EMPLOYEE TURNOVER & ONBOARDING TIME



## Near Miss Driving

- INTERNATIONAL REAL ESTATE COMPANY
- INTEGRATED NEAR MISS REPORTING VIA API
- RETENTION QUIZZES (24 HOUR, 1 WEEK, 2 WEEK, 3 WEEK)
- +5% INCREASE IN NEAR MISSES, +90 REDUCTION IN DIRECT RELATED NEAR MISSES
- +27% REDUCTION IN ACCIDENTS & INCIDENTS
- 0 FINES FROM INSPECTIONS
- REDUCED EMPLOYEE TURNOVER & ONBOARDING TIME
- REDUCED TRAINING COSTS BY +46% IN FIRST YEAR



## Mobile Training

- LOGISTICS COMPANY
- UTILIZING DOWN TIME FOR TRAINING
- RETENTION QUIZZES (24 HOUR, 1 WEEK, 2 WEEK, 3 WEEK)
- +40% REDUCTION IN ACCIDENTS & INCIDENTS
- REDUCED TRAINING COSTS BY +67%
- REDUCED INSURANCE PREMIUMS BY \$1M IN FIRST YEAR