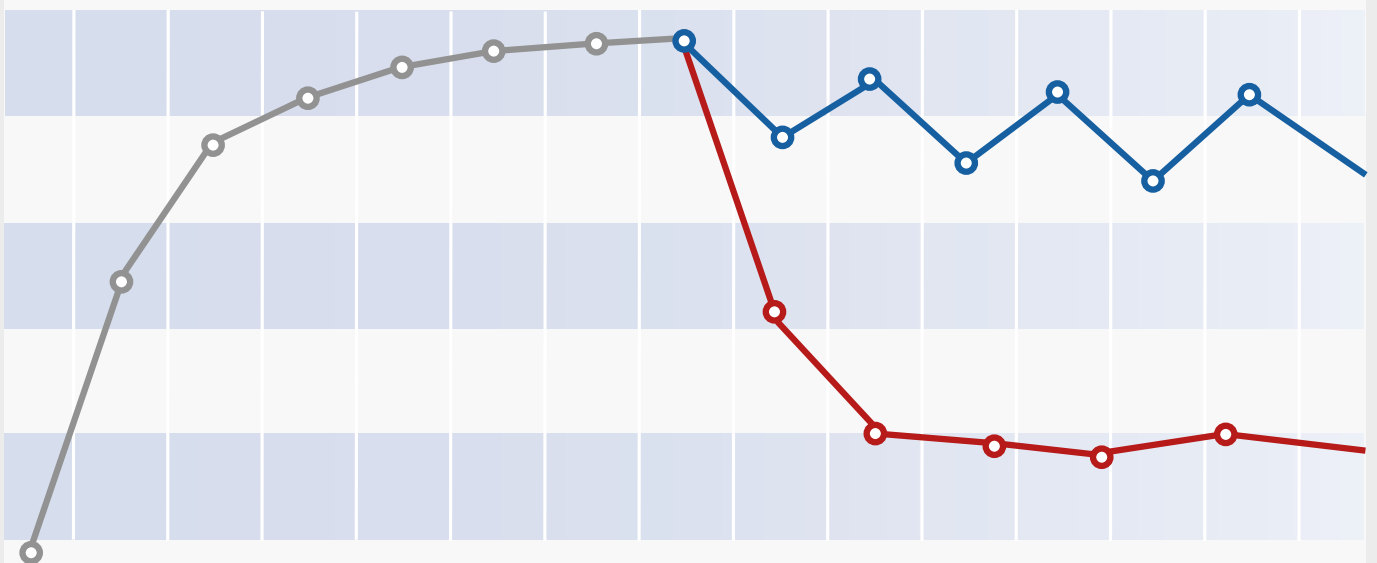# MINDshare™

q-MINDshare Helps Telecom Sales Team Cross the Finish Line

q-MINDshare™ – reinforcing knowledge

Managing organizational change that results in positive performance requires learning that pulls the internal audience on board quickly and ensures that the new behaviour sticks. That in turn requires spending resources to develop the right learning methodology; delivering relevant, highly targeted content; and implementing new processes and strategies that carry an organization forward. Sales teams are already pulled in many different directions and an hour not spent in front of a customer is an hour of potentially lost revenue.

As the Executive Director of Global Learning and Development for a multi-national telecom can attest, it is not an easy task.

A time of transformation

The telecom's enterprise sales force underwent major changes recently, including integration of several new acquisitions, each of which brought their own unique sales methodologies, business language, and corporate culture into the mix. At the same time, the company introduced a new enterprisewide CRM process that even its existing salesforce needed to learn

your existing training and provides real-time feedback on the effectiveness of your training budget.

"This was a time of transformation for the salesforce and we, as a Learning Organization, were tasked with making it happen," says the executive director. *"We had a significant challenge facing us."*

Success rests upon turning new learning into permanent behaviour

The director contracted with a training consultant firm to assist with developing and implementing the program. Recognizing the critical nature of the initiative and the very short time frame in which to accomplish it, the consultant proposed using q-MINDshare to provide pre-work and post reinforcement. Q would deliver the content to select members of the telecom's enterprise sales team – called "heroes" – who would lead the charge. Based

throughout the organization, the heroes acted as localized eyes and ears, help desk, ambassadors, and champions, enabling the company to meet its very short time frame for roll-out.

During this pre-work stage, Q delivered questions, short case studies, and other criteria in short interventions leading up to the learning event. This gave participants a distinct advantage by introducing or reinforcing foundational concepts, enabled the Global Learning team to gather feedback, and established benchmarks that let the instructor know which topics to focus more on and where to focus less.

Keeping it relevant, keeping it short

Participants received the pre-work content on a set schedule three times a week on their PC, smart phone, or tablet. Each session took them no more than three to five minutes to complete and the results enabled instructors to create tightly focused training for the live session, eventually shaving an entire day off the live training schedule.

Once the live training was complete, the telecom's Global Learning team created reinforcement tips, knowledge questions, and situational questions that Q then delivered to the participants in short bites using graphics, video, and other media – again on a set schedule. Q sent immediate feedback to the participant identifying what they got right or

wrong and provided guidance to the Global Learning team as to which individuals were struggling in order to provide targeted coaching opportunities.

Retention rate rockets from 20% to 80%

Q uses CutThru™ technology to grab and keep a learner's attention when there is new content to review, providing a platform for greater retention and adoption of the new learning. Q's success is its ability to cut through the clutter of emails and other content that deluges salespeople on a daily basis. By setting the expectation that Q will only send the most critical content, that it will only take a few minutes of the user's time, and that it will help them more easily retain new learning, participation rates were nearly 100%.

"With Q, we were able to identify that around 92% of the participants understood the material," says the executive director. "That meant that there was no point in revisiting the topic in a mass phone call or Webinar. We simply worked with the 8% of those who didn't get it to understand why and figure out what we needed to do to help them get there."
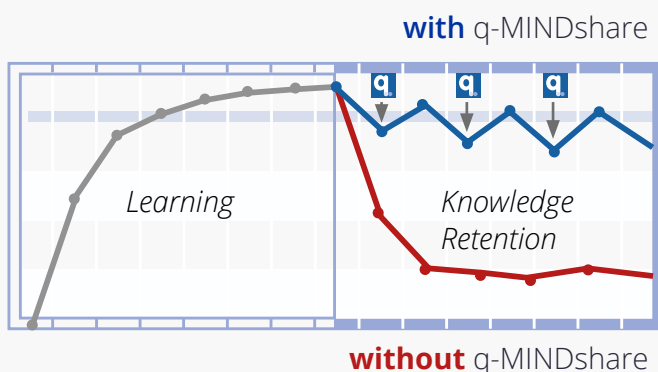
SUMMARY

The success of any major organizational change rests upon learning that enables knowledge, retention, and behaviour change. However, studies have proven that 70-80% of training efforts are wasted because participants tend to revert back to old behaviours within the first few weeks. q-MINDshare not only helps drive greater ROI from training initiatives, it cements learning, improves participation, and helps modify behaviours that lead to permanent adoption. The multinational telecom used q-MINDshare in the pre-work stage before formal learning began, the reinforcement stage after the training was complete, and the refresher stage to cement the new behaviours.

"Our purpose in using q-MINDshare was to eliminate learning decay," says the telecom's executive director. "We began our training in November and the CRM roll-out was scheduled in January. That meant two months and two holidays intervened between the learning session and the roll-out. Q helped us make sure that nothing was lost during that time and that our team would be ready to go in January."

with q-MINDshare

Learning   *Knowledge Retention*

without q-MINDshare

q-MINDshare SUCCESS FACTORS

Sets expectations upfront: how long campaign will last, what to expect, what user's role will be.

- Delivers highly relevant, very short interactions no more than 3 times a week

- Keeps it interesting by varying media and keeping content fresh.

- Builds content differently with only the most critical information and no clutter

- Identifies which participants do not "get it" to help reinforce material.

- Provides targeted coaching opportunities.

MINDshare™

q-MINDshare™ – Benefits

- **Simple to introduce**
- **Setup in a matter of minutes**
- **Simple creation of interaction topics**
- **Real-Time feedback on learning effectiveness**
- **Increased motivation by immediate feedback**
- **Provides trageted coaching opportunities**

For additional information:

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