



Learning Nudges: A Self-Led Microlearning program

This program delivers ongoing Inclusion Learning on-demand to employees in a manner that truly fits with their busy lives. Built on the principles of behavioral economics, this unique program serves up 'building blocks' of learning in short, 3 to 5-minute experiences that include relatable scenes of animated characters in everyday situations, and expert insight.

Our series of Learning Nudges cover every aspect of diversity and inclusion. Here are just some of the themes:

Gender Intelligence

- brain differences
- communication styles
- conflict
- decision-making

Racial and cultural

- language barriers
- assumptions based on appearance
- jokes and the use of cultural vernacular
- paying lip-service to diversity

Religion/Spirituality

- scheduling around holy days
- shaking hands, hugging

Disability

- Social stigma
- depression & mental illness

Program length: Approx. 5 minutes weekly over 6 months
Number of learning modules: 26 (2 videos delivered weekly)
Number of participants: Unlimited
Recommended 'class' sizes: Individual learning



Learning Nudges – General Themes

Gender

- brain differences (brain at rest, thinking, rumination)
- promotion (men scored on potential, women on management ability)
- negotiation differences
- differences in communication styles
- multitasking
- soft pedaling feedback
- social & corporate events (gender bias and exclusion)
- interviewing styles
- decision making differences
- language (restating of ideas)

LGBTQ

- blind spot reactions to transgender person
- stereotypical assumptions about being gay
- gay jokes/gestures
- non-binary language he/she/they
- offensive LGBTQ comments

Race/Cultural

- language barriers
- differences in word interpretation
- deference and silence
- greeting differences
- vegetarianism
- stereotyping
- assumptions based on race/appearance
- water torture questioning
- assumptions based on ethnicity
- jokes using cultural vernacular
- paying lip service to diversity

Religion

- scheduling challenges/restrictions
- hugging, shaking hands

Health & Differently-abled

- social stigma/autism
- depression
- mental illness

Microaggressions

- intentional and unintentional verbal
- behavioral towards marginalized groups

Back to Work

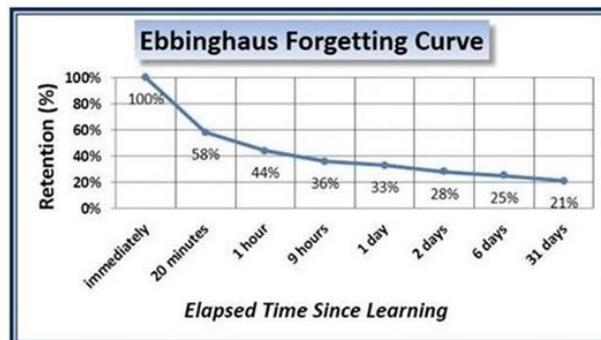
- returning to the workplace
- new hires first time in workplace

What is a Learning Nudge?

Learning Nudges build on the 'microlearning' approach to training. They are brief, bite-sized learning modules delivered to mobile devices, and suited perfectly for the modern day workforce. This microlearning delivered by email, text or via a company LMS, offers positive reinforcement to influence behavior and decision making. Think of it as a series of 'gentle pushes' over a span of time. It's gentle guidance as compared to coercion.



In contrast to traditional training models, Learning and Development professionals have discovered that ongoing Learning Nudges lead to greater knowledge retention. They overcome the Ebbinghaus Forgetting Curve that afflicts traditional workshop training and e-learning, demonstrating that nearly 60% of knowledge is lost, just an hour after it's learned.



To make Learning Nudges truly effective, they must be created following specific principles:

Make them visually interesting

Animated scenarios are engaging and grab the learner's attention, making the learning concepts more easily remembered. Research shows an empathetic, persuasive approach is much more effective than a pragmatic, logical one.

Deliver them in a timely manner

Learning Nudges delivered on a weekly basis over the course of 6 months help to reinforce the learning, making it stick.

