

Modernizing Training for the Modern Employee



eats2024
CASCAIS



TiER1
PERFORMANCE

Hello from TiER1!



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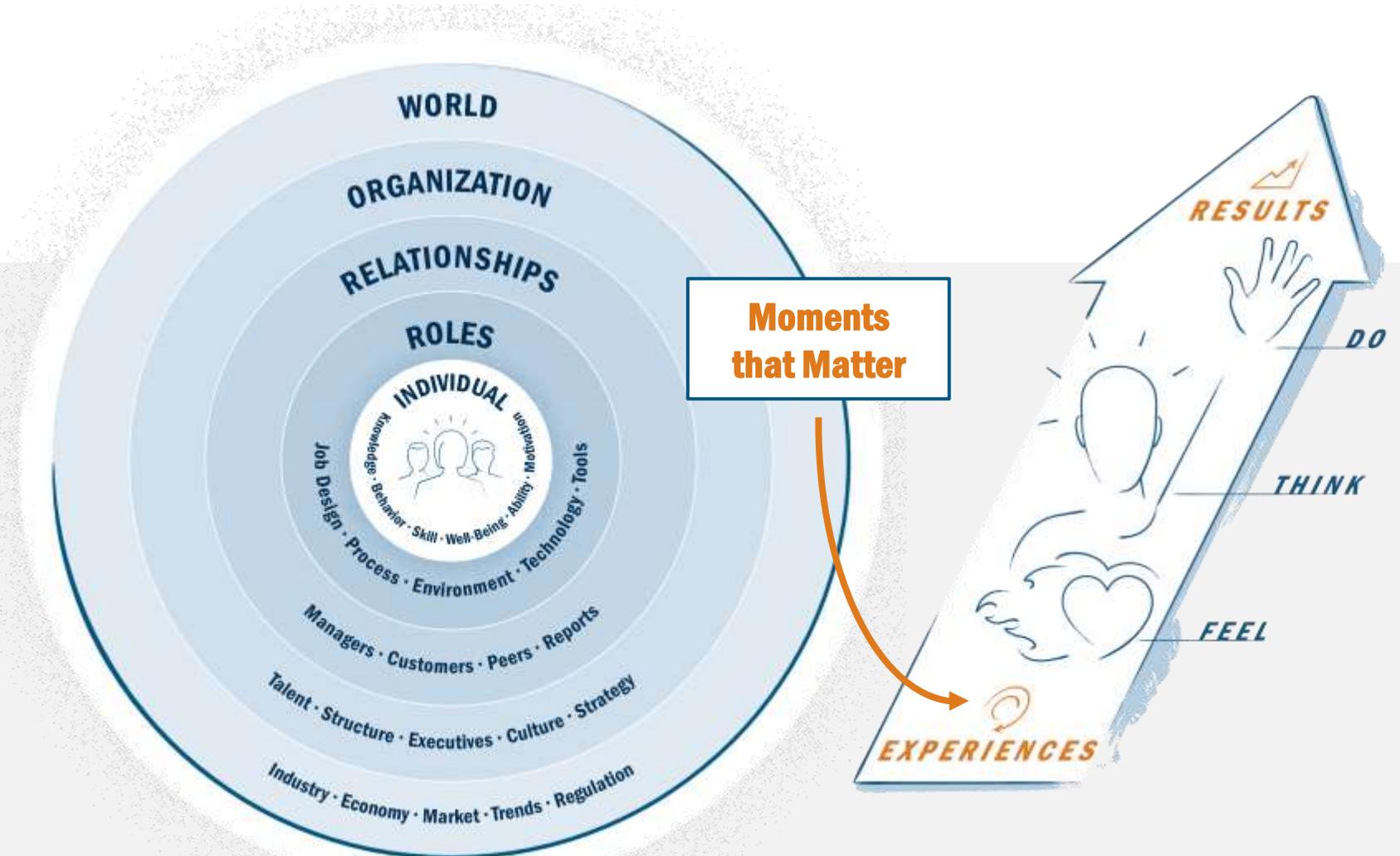
**A team
conducting a
quick safety
briefing, moments
before an unsafe
event.**

Knowing ≠ Doing

Our Aim

To encourage influential leaders in the safety training space to continue to adopt a behavior change mindset as they design learning experiences.

We identify and align performance factors, design experiences, and build assets that **shift mindsets and change behaviors**, driving results and value.



**Generational differences are
simply *human differences*.**

Personality

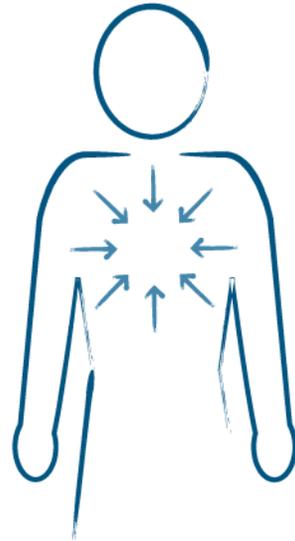
Values

Beliefs

Past Experiences

Sense of Identity

Psychological State



**How we think and feel determines
how we show up (for learning experiences).**



“I’m extroverted, so meeting people brings me energy.”

“Collaboration is really important to me. I can’t wait to build connections.”

“Networking creates opportunities.”

“I always learn so much when I attend these, so I am eager to engage.”

“I’m valuable and enough.”

“I’m open to trying and experiencing new things.”

Personality

Values

Beliefs

Past Experiences

Sense of Identity

Psychological State

“I’m really introverted, so this takes a lot of energy.”

“I value my independence, and don’t need a large network.”

“Meeting people just opens you up to more politics.”

“I always hear the same information over and over, so I am going to multi-task.”

“I’m too old to fit in here.”

“I’m sure I’ll embarrass myself.”



Situation
Aviation Training

New Behavior
Connect with 10 new peers

Modernizing Training for the Modern Employee

Behavioral Nudges

**Agile nudges can
be more effective than
large campaigns.**

NEW YORK TIMES BESTSELLER

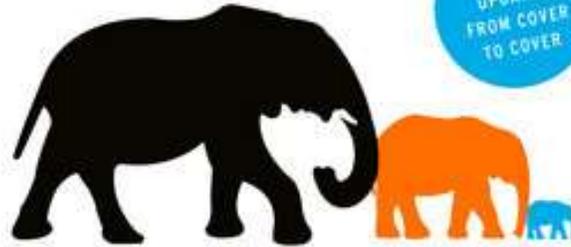
"Few books can be said to have changed the world, but *Nudge* did.
The Final Edition is marvelous: funny, useful, and wise."

—DANIEL KAHNEMAN

NUDGE

THE FINAL EDITION

REVISED AND
UPDATED
FROM COVER
TO COVER.



RICHARD H. THALER

WINNER OF THE NOBEL PRIZE IN ECONOMICS

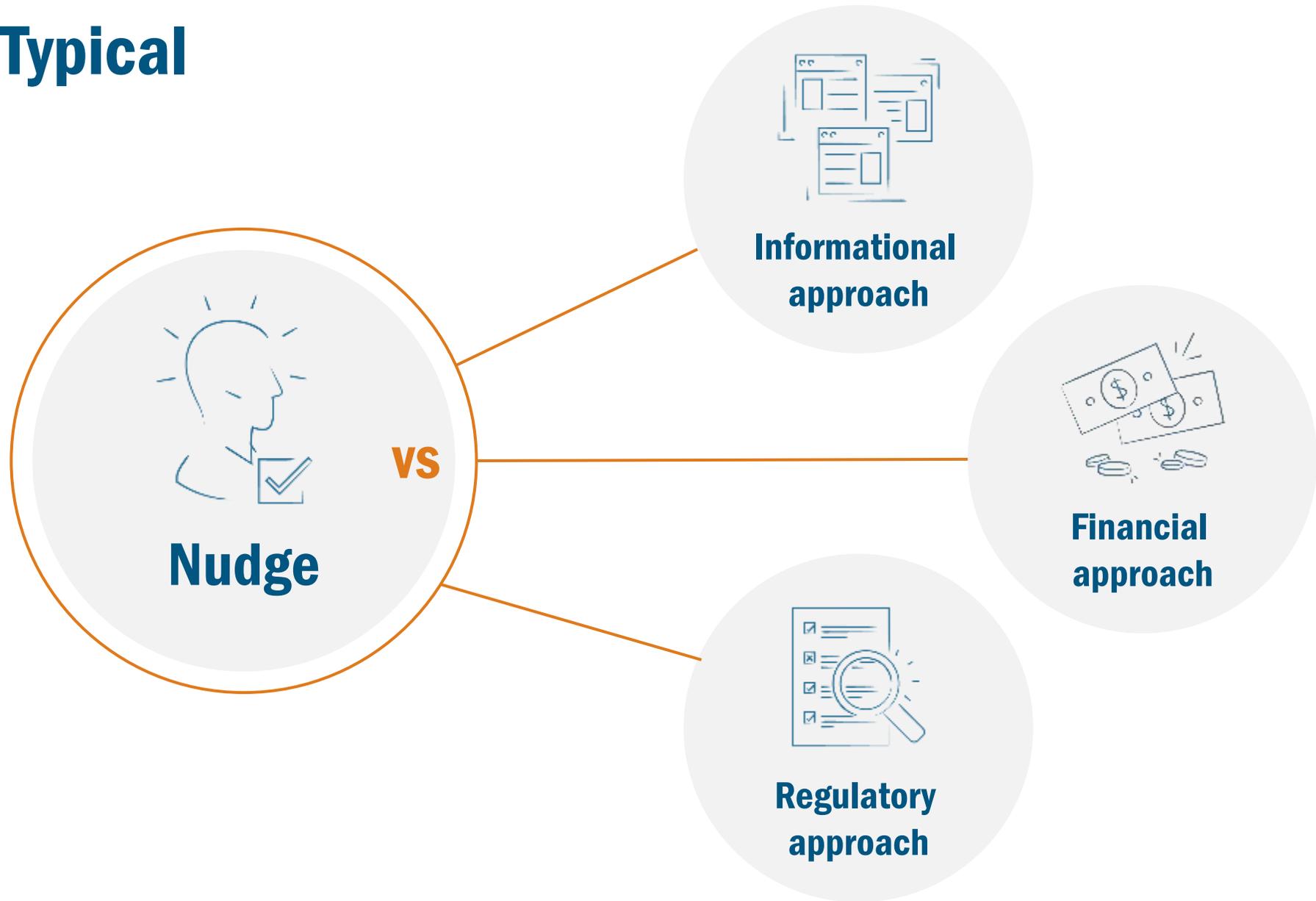
and

CASS R. SUNSTEIN

WINNER OF THE HOLBERG PRIZE



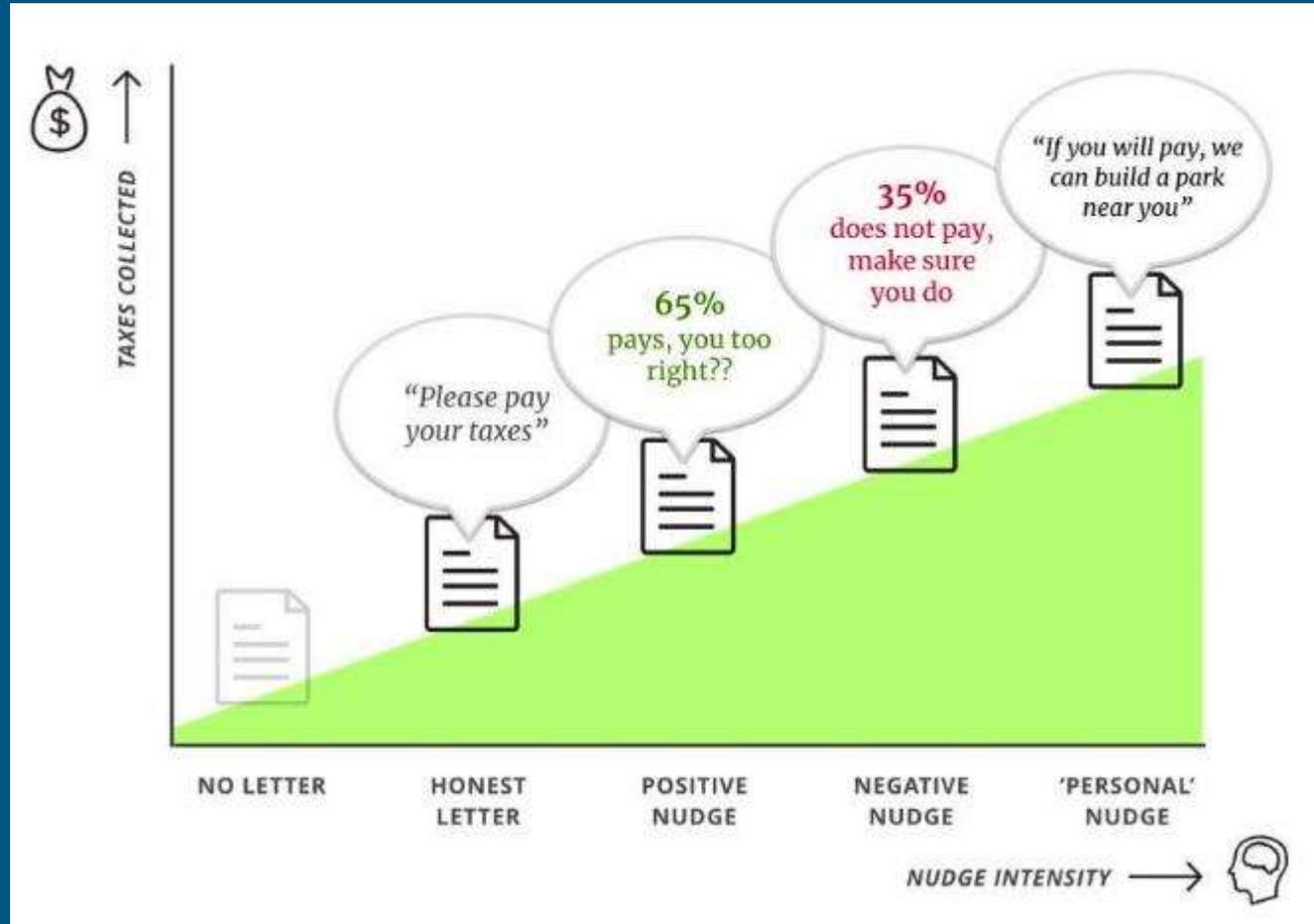
What's Typical



“Small changes in choice architecture...”



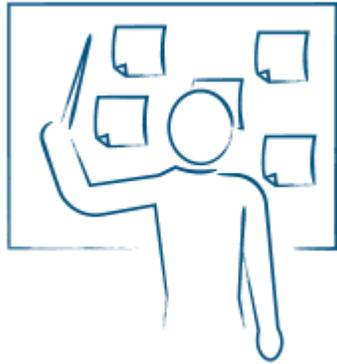
“Small changes in choice architecture...”



Types of Nudges

| Nudge Type | Goal <i>(and Examples)</i> |
|--|---|
| Gamification | Make the desired behavior more fun and/or make progress visible. <i>Messages on stairs to promote walking.</i> |
| Social Pressure | Provide information on the behavior in context with peers. <i>Percentage of neighbors who file their taxes on time.</i> |
| Setting a Default | Make the right behavior default, and less desirable behaviors “opt out”. <i>Automatic enrollment in 401k programs.</i> |
| Top of Mind Bias | Make the ideal behavior more prominent in listing, display, selection, etc. <i>Cafeteria design and food placement.</i> |
| Moral/Values-based Appeals | Linking decision making and behavior to individual values/purpose. <i>Hotel notices on the decrease in water/soap usage by reusing towels.</i> |
| Voluntary Participation and Commitment | Encouraging action by asking for a commitment first (breaking action into steps). <i>Fundraising campaigns seeking commitment prior to donation.</i> |

Evolutions in **Training** + **Learning & Development**



Training/Instructional Design

Providing learning needed for associates to be successful. Advanced as the field of Instructional Design, we moved beyond formal instruction into prompting tools and support.



Learning Experience Design

Informed by concepts such as workflow learning, user experience design, and digital learning, we began to think of ourselves as learning experience designers, with a key aim of creating involved and curious learners.



Performance Experience Design

Pushing into all aspects of behavior change, with a focus on the whole human—starting with changes to the environment and ways of working, then supporting the work, finally picking up where ID and LXD leave off, knowledge and skills.

**Interested in
diving deeper into
the modernizing training
for the modern
employee?
LET'S TALK.**



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Thank you!

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