

# What Does Social Learning Look Like?

## This is How Learning Happens in Real Life

10%

### FORMAL LEARNING

Structured courses.  
Readings.  
Outside the flow of work.

20%

### SOCIAL LEARNING

Development through peers.  
Collaboration.  
In the flow of work.

70%

### EXPERIENTIAL LEARNING

On the job learning.  
Experience-based.  
In the flow of work.

## Workers Spend on Average

21

hours/year on formal courses

484

hours/year on informal learning

23X

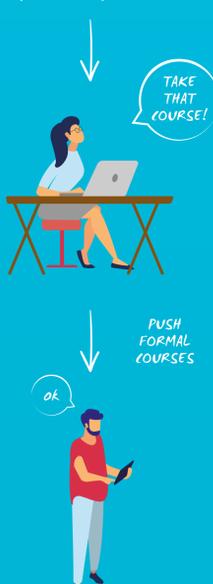
more time on informal learning than formal learning

INFORMAL LEARNING: <https://702010institute.com/informal-learning-important-formal-learning-moving-forward-702010>

## Traditional LMS vs Modern Learning Platform

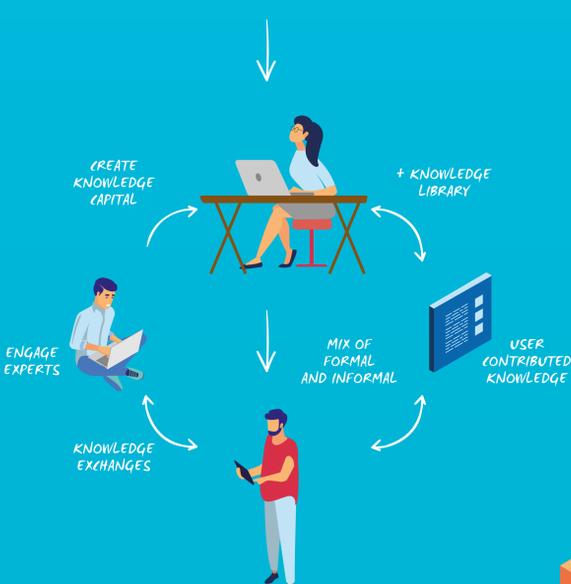
### LMS

Formal Learning:  
pushed top down



### LEARNING PLATFORM

Formal + Informal,  
Learner-centric



## A Hypothetical Tale Of Social Learning In Action



### Kevin, the antenna technician

Comes across a common antenna defect.

Shoots a 5-second video on his smartphone showing his easy way to fix it.

Uploads the video to his company's learning platform.

Now the entire field tech team and their managers have access to it when they need it.

### Tyler, the new hire

Runs into the same problem, 2 days later.

Opens the learning platform on his phone & searches for "antenna defect".

Finds the video & fixes the problem on the spot.

The asset is marked as Best Answer and receives a thumbs up.



### Tina, the global trainer

Tasked with creating new courses for antenna repair.

Picks the best content based on performance and rating.

Builds 5 new courses in 10 hours over 3 calendar days.

Uses a peer review process to approve content - this only takes a few hours of SME time.



## Realize the ROI of Social Learning

10%

200 employee-generated courses in 12 months + 10% increase in employee satisfaction on corporate learning.

MAJOR TELECOMMUNICATIONS PROVIDER

\$450,000

Cost saving by eliminating the need for employee travel for training.

SAAS COMPANY

+20%

Reduced subject matter expert input by almost 200 hours and increased ROI by over 20%.

CYBER SECURITY SOLUTIONS PROVIDER

Based on Docebo customer feedback

## Uncover the Value of Social Learning in the Workplace

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Docebo is changing the way people learn with artificial intelligence and a powerful learner-centric platform to train, engage, and retain enterprise employees, customers, and partners – worldwide.

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