

filtered

magpie for L&D analytics

From insight to action

October 2019

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The ROI of magpie is actionable insight.

We can analyse usage to shed light on three key areas:



People

Managing
Learning

Content

People

What we can explore

What are the characteristics of engaged learners?

3

Which roles are most engaged?

4

Which audiences find what useful?

5

Based on learner behaviour, what are the organization's strengths, priorities and gaps?

6

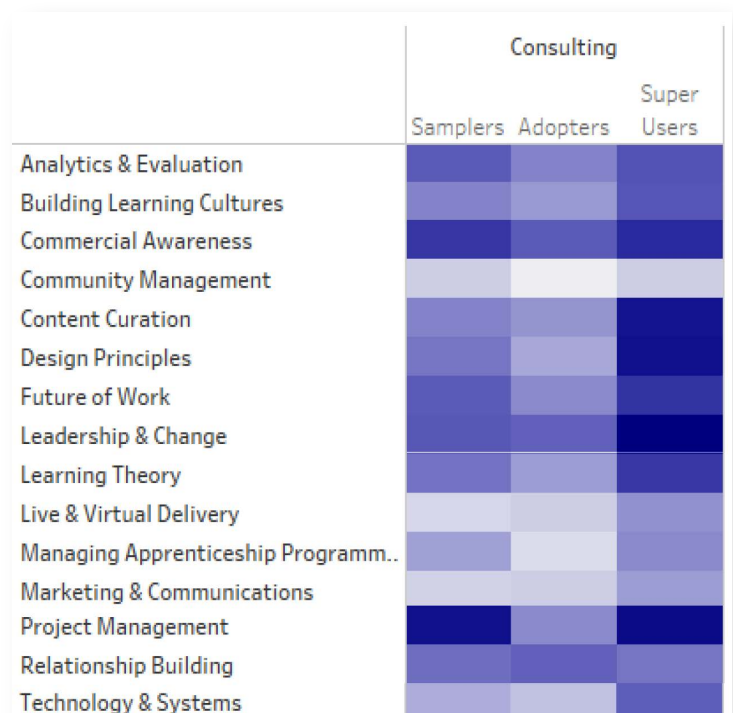
What are the characteristics of engaged learners?

Analysis

We segment learners according to the degree of engagement, in order to support them appropriately and understand the characteristics of engaged (and disengaged) learners.

Insight

This chart shows the skills focus of users in different engagement segments.



We were able to identify two reasons for disengagement:

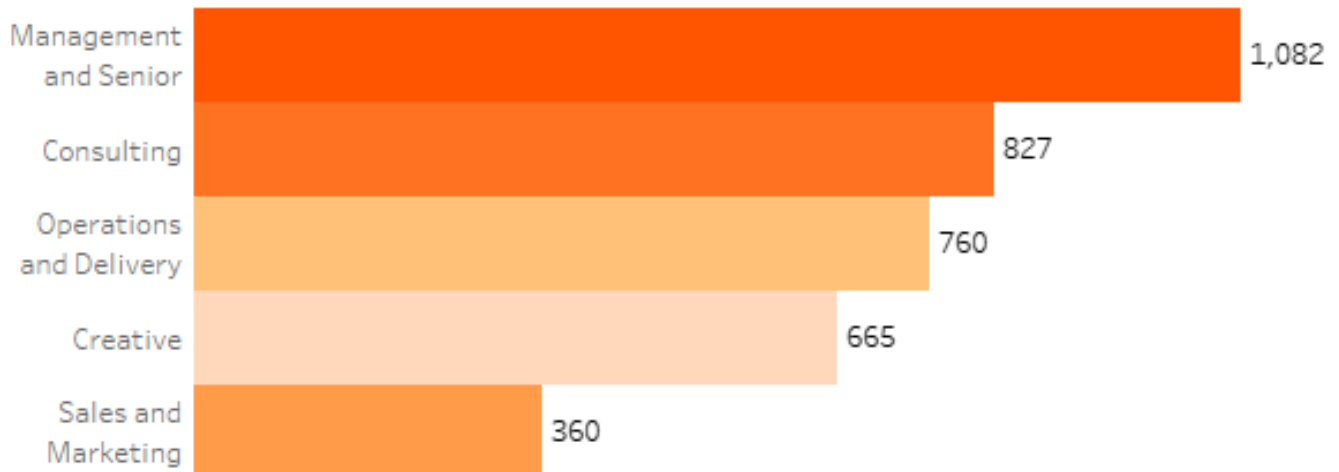
‘Samplers’ had a similar skills profile to super users, and simply disengaged for time/priority reasons, whereas ‘Adopters’ had a specific need in mind at the outset and disengaged once this was met.

Action

By understanding low-engagement segments we can tailor our content and signposting to focus on the skills, formats, and providers they have responded to.

By understanding the characteristics of high engagement, we can identify potential champions early and actions that can nudge learners into valuable habits.

Which roles are most engaged?



Analysis

Visualise and understand how learning adoption, engagement, and impact differ learner to learner.

Insight

The example chart shows learner numbers in L&D magpie, with the intensity of the bar representing the % adopting. In our L&D magpie instance, we see unusually high adoption by senior managers/decision makers.

Action

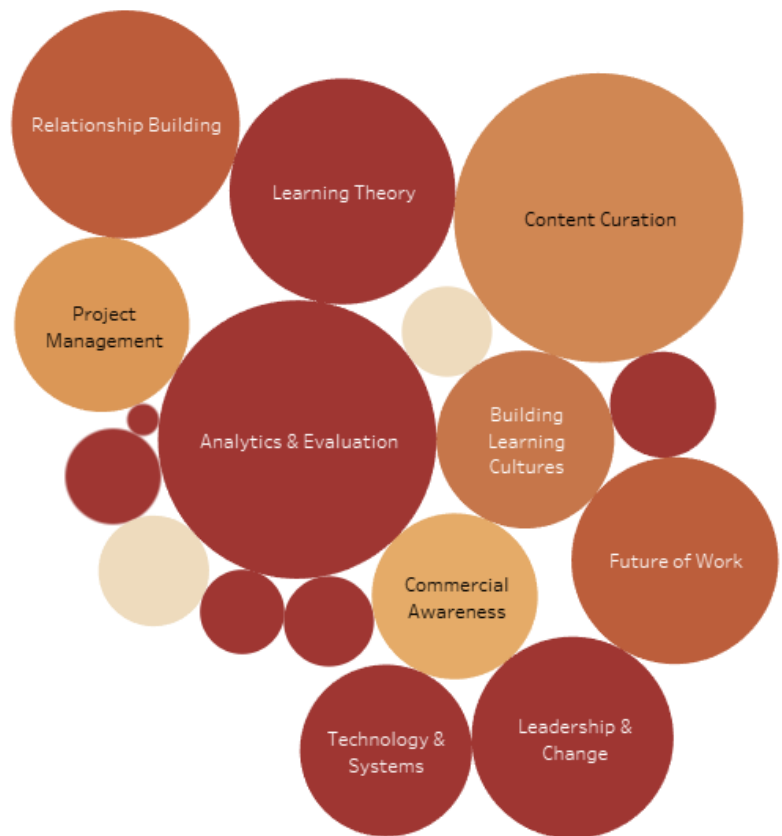
Adapt content & recommendations to give managers sharable resources to cascade to their teams.

Which audiences find what useful?

Analysis

We segment content by provider, format and the skillset it builds.

So for each group of learners (defined for example by team, profession, learning objective), we can paint a nuanced picture of what content is engaging and useful.



Insight

This example shows which content 'Consultants' using L&D magpie have completed (bubble size), and how useful they've found it (bubble colour).

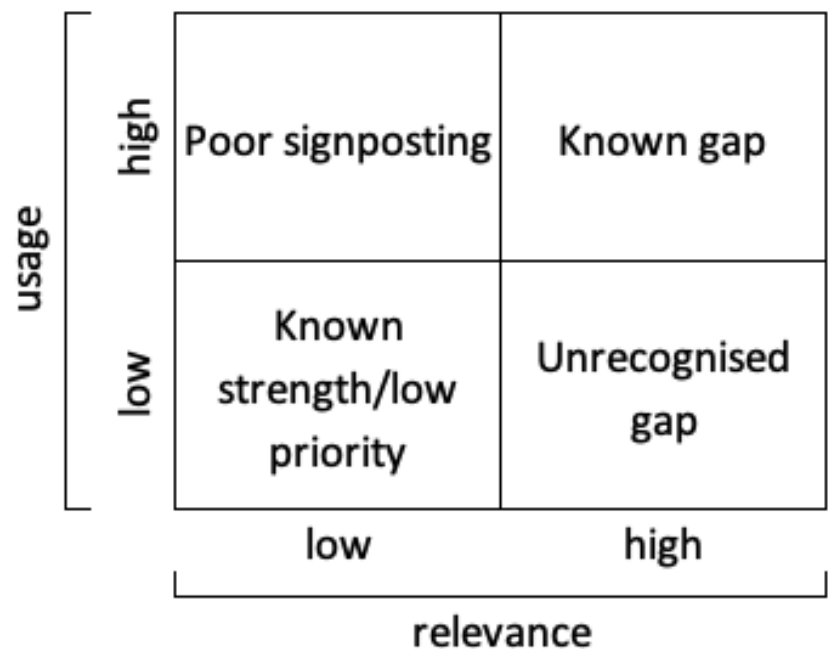
Action

We can tailor learning interventions to support groups of learners. For example, providing a webinar directed at consultants and covering the learning needs that pre-occupy them.

What are organizational strengths, priorities, and gaps?

Analysis

By tracking usage, completion, and relevance we can understand what learners initially believe is important as well as what ultimately proves useful.



Insight

In L&D magpie, L&D consultants demonstrate a known gap in Analytics and Evaluation, but a relatively unrecognised gap in Technology & Systems.

Action

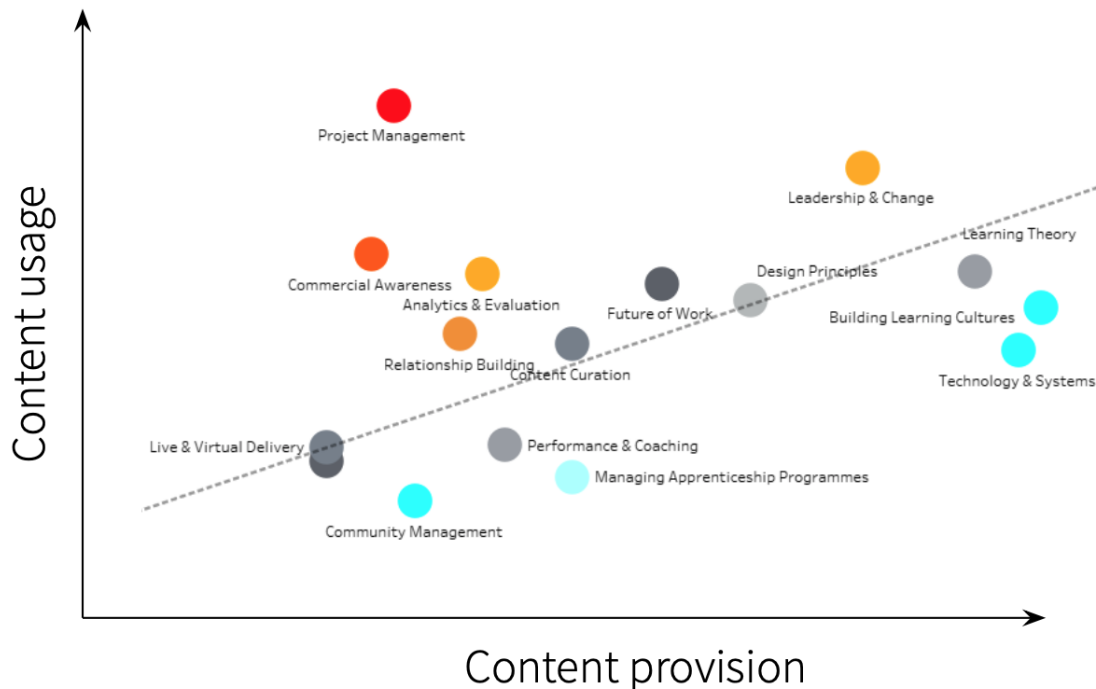
These revealed insights from learners can identify potential blind-spots for an organisation. In L&D magpie we can experiment with directing more learners to Technology content that might meet an unrecognised need.

Learning resources

What we can explore

- What formats have most impact?
- Which providers are delivering strong ROI?
- Which skills are most popular?
- Are resources aligned with revealed learner priorities?

What formats have the most impact?



Analysis

We look at the relationship between content provision and usage, to see where learners are over and under-served. We can do this for skills and format, but also slice by the time of day or week, or focus on the provision for specific learner segments.

Insight

For L&D magpie, we see high usage compared to resources provided for Leadership & Change, Commercial Awareness and Project Management.

Action

This analysis informs our procurement and curation strategy, allowing us to double-down on well-used content types and re-focus away from less relevant or unattractive assets.

Driving engagement

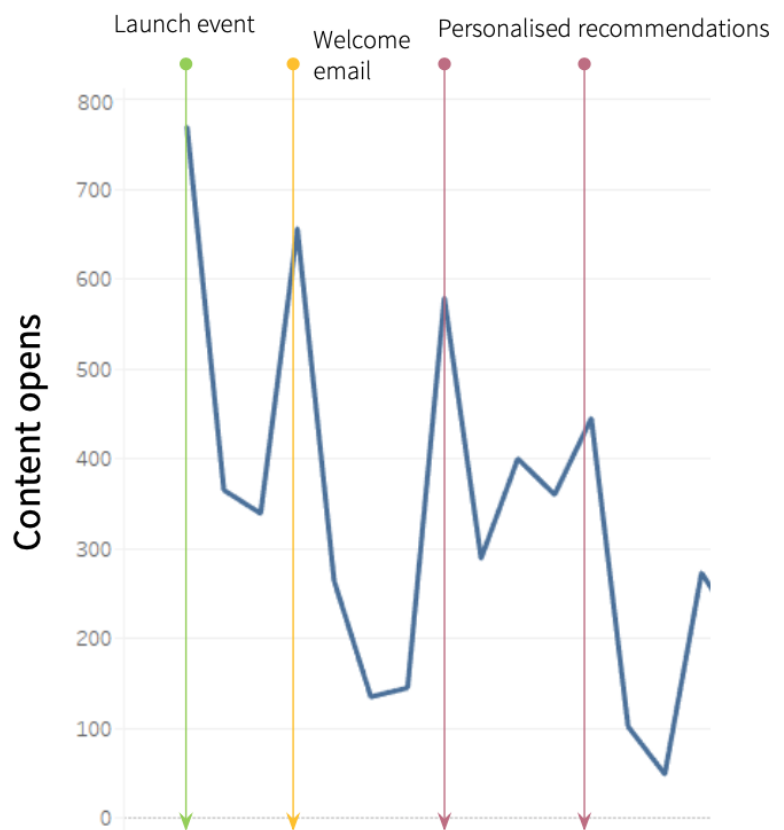
What we can explore

- What is the best way to nurture engagement and make learning habitual?
- When is the best time to nudge learners?
- How do we make the most of people's learning occasions?

When is the best time to nudge learners?

Analysis

By connecting analytics to the real world, through promotional activity, the weekly and daily work cycle and calendar events, we can build a picture of what works when.



Insight

Here we can see a strong correlation between promotional emails and usage. The gentler incline following the first email with personalised recommendations indicates that it has encouraged organic usage.

Action

To encourage further organic engagement, analyse the resources that were interacted with most following the first personalised email to determine any commonalities. Alongside this, we will develop emails with curated assets to help with defined tasks that happen seasonally, such as budget planning and performance appraisals.



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