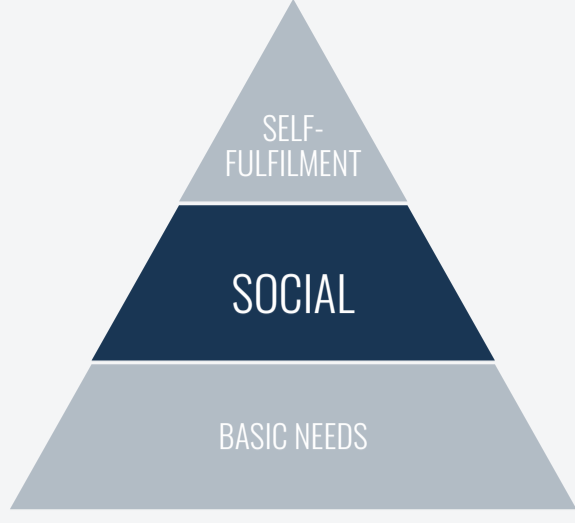
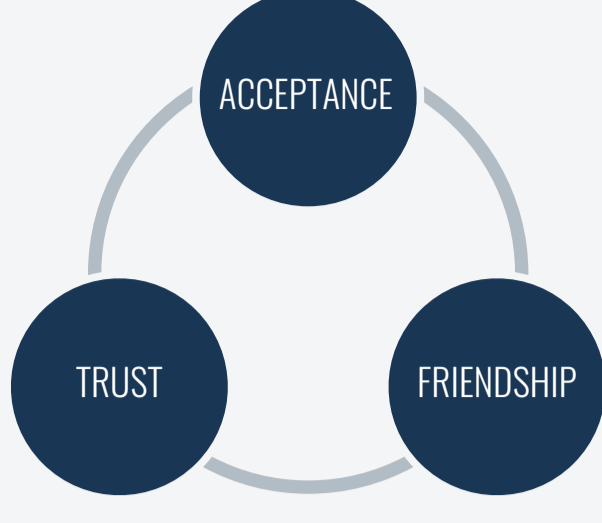


Humans are social creatures. Whilst we might get on each others nerves now and then... We need each other.



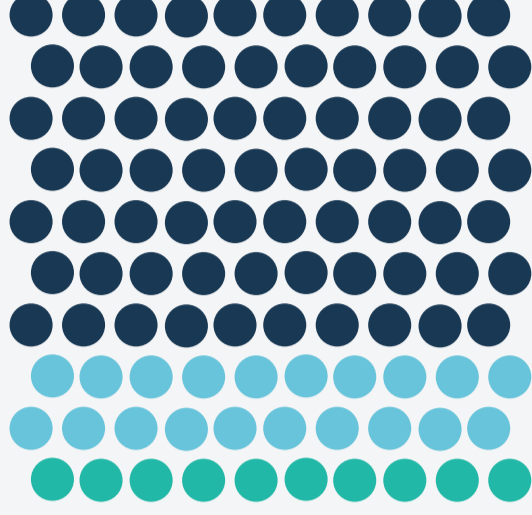
Maslow's Hierarchy of Needs shows that it's essential for social needs to be met if we're to lead a fulfilled life.



What really matters is that we have a **sense of belonging**.

Throughout the **200,000 years** of human history, we have always lived in communities and learned from each other. This reflects in the ways our brains have evolved to learn.

The **70:20:10** model is a helpful, but not exact, way of understanding how people learn in the workplace

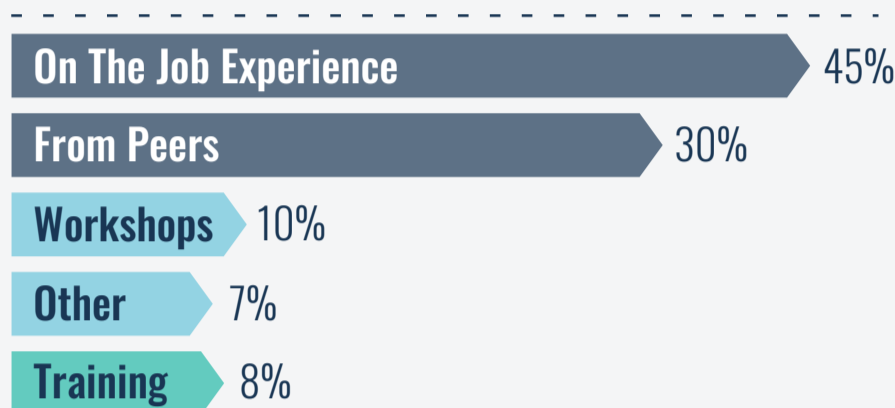


70 Informal Learning is learning which can't be captured - it happens impromptu.

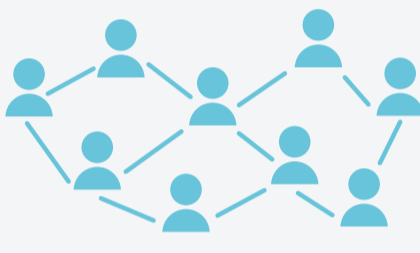
20 Social Learning is anything you learn through observing others.

10 Formal Learning is training that is organised and delivered by a dedicated team.

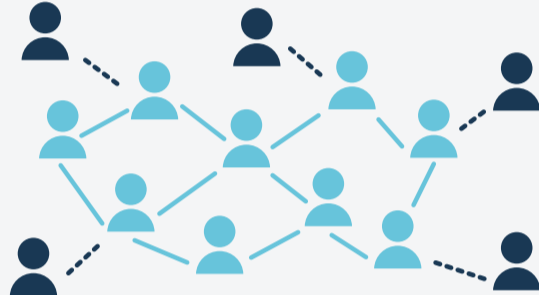
Informal learning opportunities dominate our everyday worklife.



People prefer social learning formats, it's part of human nature.



And **90%** of employees prefer collaboration.



Companies with a social learning culture are **5x** more likely to attract top talent.

A culture of knowledge sharing can transform your organisation. Businesses that deploy social learning are:

4x

more likely to respond to change quickly.

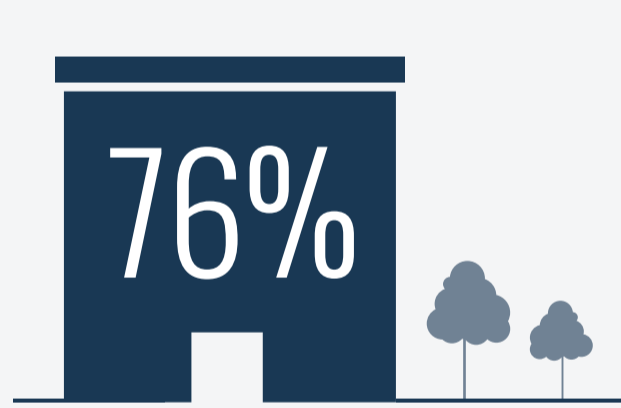
3x

more likely to report improvements in motivation.

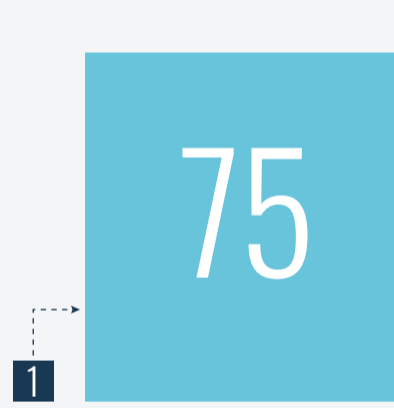
2x

more likely to report improvements in customer satisfaction.

If you want your L&D department to impact your organisation, there is no better investment for your budget.



76% of organisations with a high-performance learning culture use social learning communities.



Social learning initiatives have a **75:1** return on investment. Can you think of a better way to spend your budget?

Social Learning Case Study: The impact of our social learning platform on a Fortune 500 business

The monthly average of **each learner's** social activity:

14

Knowledge-sharing posts



151

Comments



1,636

Likes



All this helped drive a **30% increase in sales** compared with the previous financial year.

References:

- www.learningsolutionsmag.com | www.simplypsychology.org | www.dailyhap.com | www.learnndash.com
- www.lane4performance.com | www.towardsmaturity.org | www.interaction-design.org | www.universetoday.com
- www.simplypsychology.org | www.elearningguild.com | www.linkedin.com/pulse/15-stats-prove-roi-social-learning-angelo-embuldeniya

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