

Using Design Thinking and Storytelling Mindsets to Create Viral Learning

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PwC

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Session 801:

Using Design Thinking and Storytelling Mindsets to Create Viral Learning

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The challenge

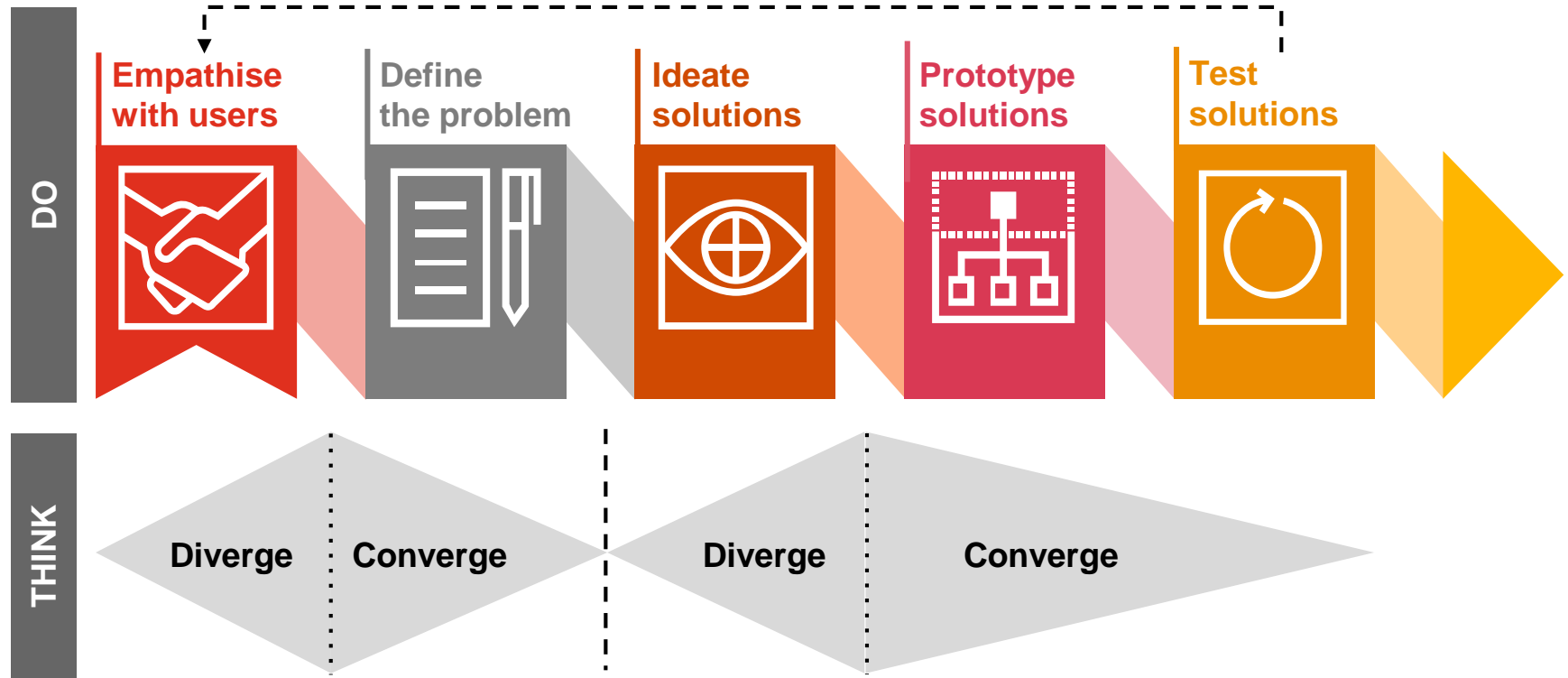


Our learning experience today

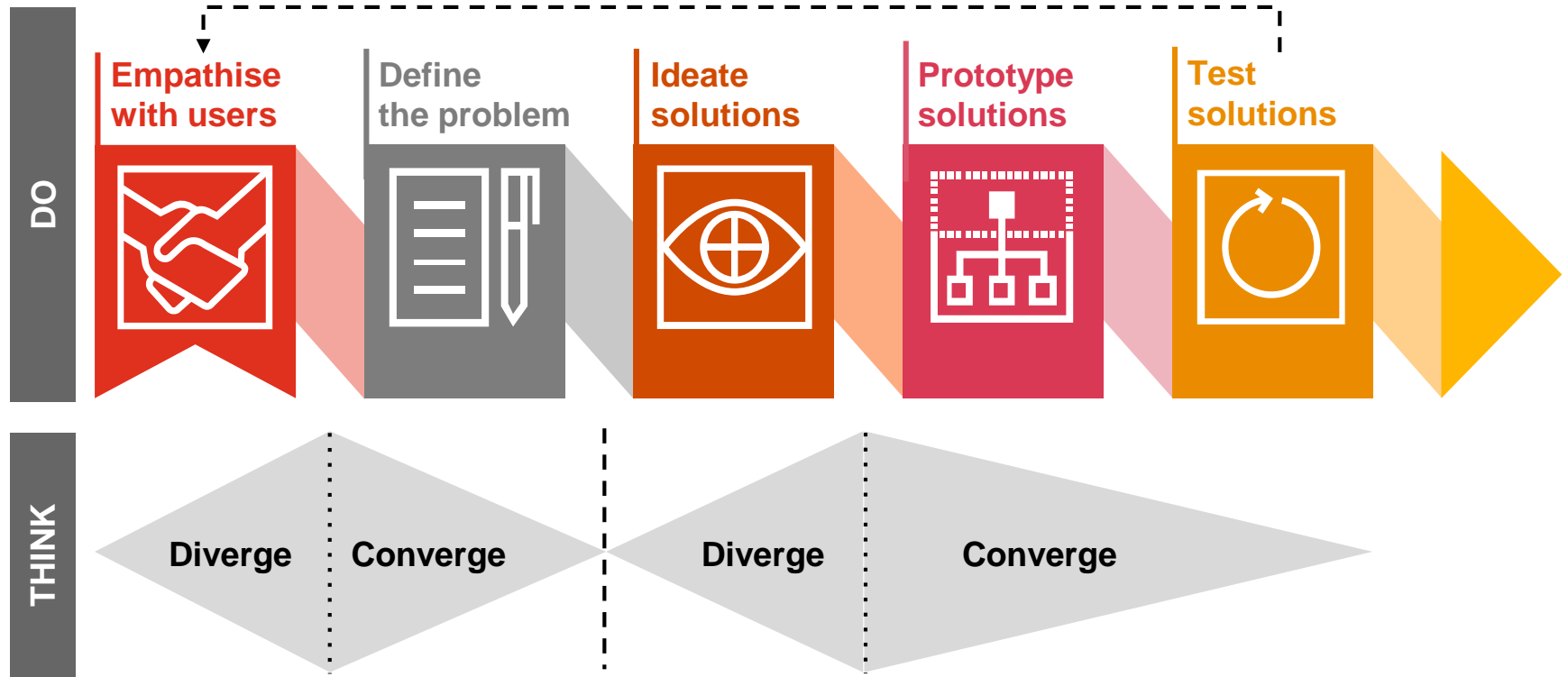
1. What are design thinking and storytelling mindsets
2. How we applied them to our learning solution
3. What we learned
4. How you can apply these insights quickly



Poll: Which phase of design thinking do you find most challenging to apply to learning solutions?



Design-thinking mindset



Storytelling mindset

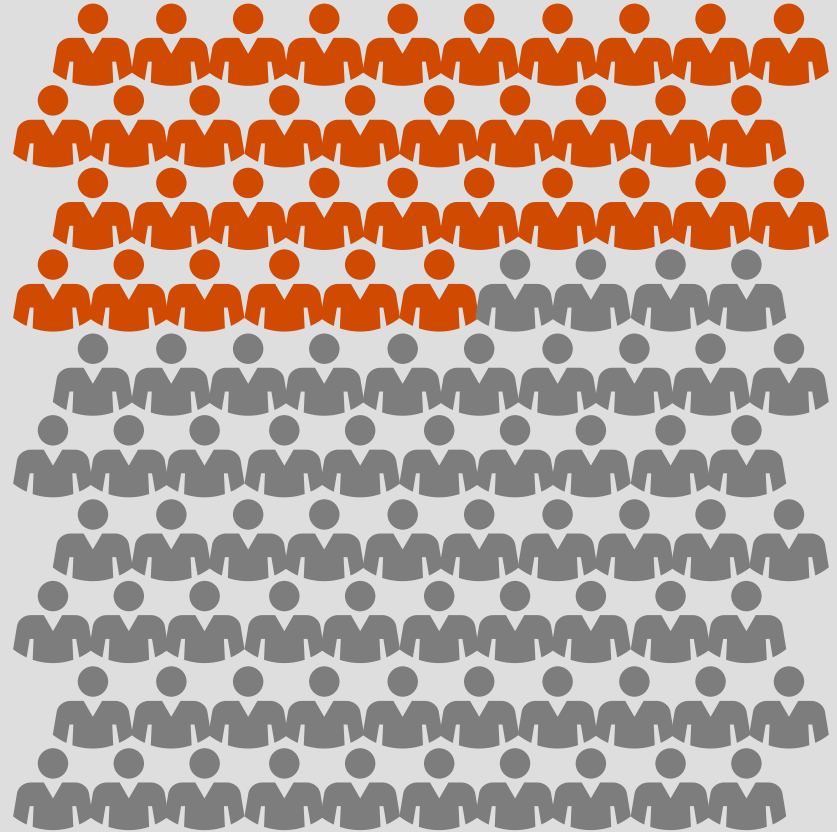


Our brains:

- ⚙ Interpret information as stories
- ⚙ Remember stories over facts
- ⚙ Connect with other people through stories

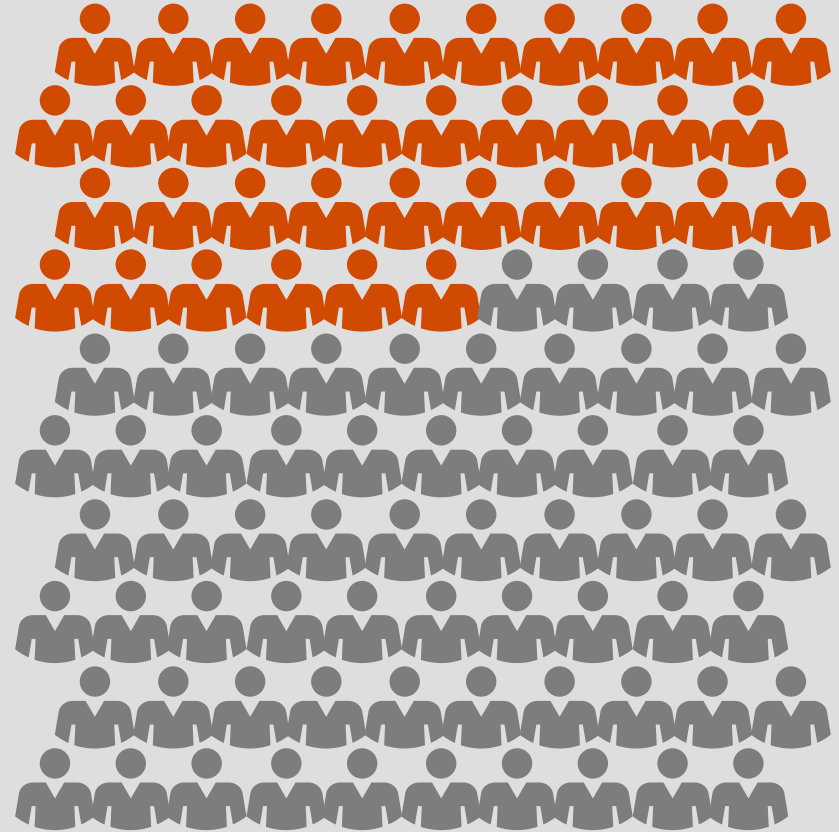
Chat:

Which business metrics have you aligned your learning solutions with?



1

Align your learning
solution with a
business challenge



2

Innovate outside a
vendor's traditional
classroom-training
business model

3

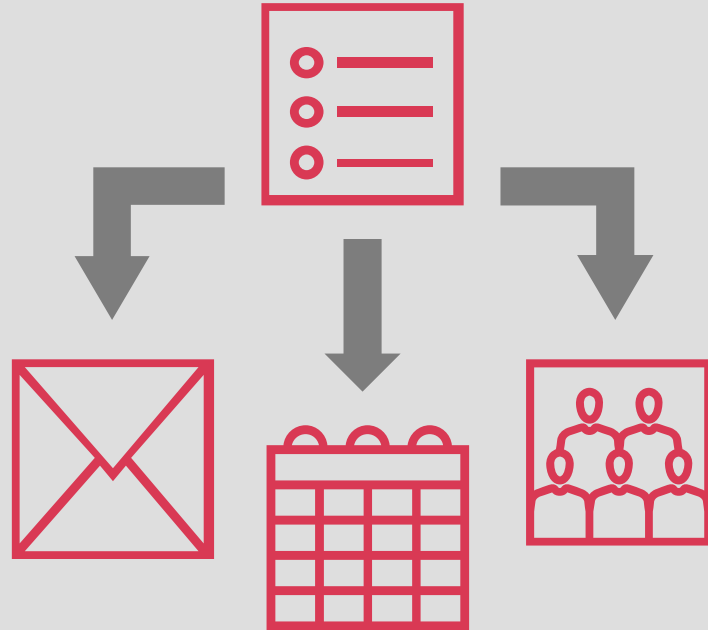
Use collaboration tools and platforms to rapidly prototype and iterate your learning materials



4

Ideate and deploy
a portfolio of
flexible, on-the-job-
application tools

Appreciation nudge



Chat:

What are your favorite examples of co-branded consumer products?




5

Collaborate
cross-functionally
and co-brand your
learning solution




Reframe a
business challenge
to create a personal,
emotional solution
that gains grassroots
momentum among
your staff and
leadership.





Give learners
memorable,
compelling stories
that they will tell
colleagues -- spurring
viral word-of-mouth
marketing of what
they have learned.

A stylized illustration of a diverse group of people standing behind a large grey sign. The group includes a man with dark hair, a woman with dark hair, a man with dark hair wearing a red and yellow checkered shirt, a woman with long blonde hair wearing a black blazer and red pants, a man wearing a yellow cap and orange shirt, a man with a beard wearing a pink sweater and grey pants, and a woman with glasses wearing an orange hoodie and yellow skirt. The sign is a large, solid grey rectangle that partially obscures the people behind it.

When learning
resonates with
the depths of
being human,
workplace cultures
drive business impact.

Tips to apply our insights

1. What impact story will you be able to tell?
2. How might your learning solution change if you put your learners needs and wants at the heart of the issue?
3. What future-oriented outcome story can you tell a decision maker when you pitch experimenting with designing your learning solution differently?
4. How can you design the learning experience to encourage rapid prototyping, iteration, and user personalization?
5. How can you design an on-the-job application resource to flexibly deploy in at least two other ways?
6. To whom can you deliver value by co-branding your learning solution?
7. Where can you prompt someone to tell a story that will epitomize the learning?



Poll: Which tips will you apply?

1. What impact story will you be able to tell?
2. How might your learning solution change if you put your learners needs and wants at the heart of the issue?
3. What future-oriented outcome story can you tell a decision maker when you pitch experimenting with designing your learning solution differently?
4. How can you design the learning experience to encourage rapid prototyping, iteration, and user personalization?
5. How can you design an on-the-job application resource to flexibly deploy in at least two other ways?
6. To whom can you deliver value by co-branding your learning solution?
7. Where can you prompt someone to tell a story that will epitomize the learning?



We'd love to hear how you're applying these mindsets!



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Thank you

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