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Accelerating Learning Impact: Driving Success through Workflow Learning

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FREE WEBINAR



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Speed up learning impact: drive success through workflow learning

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**Keywords
Studios**
Imagine More

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Agenda

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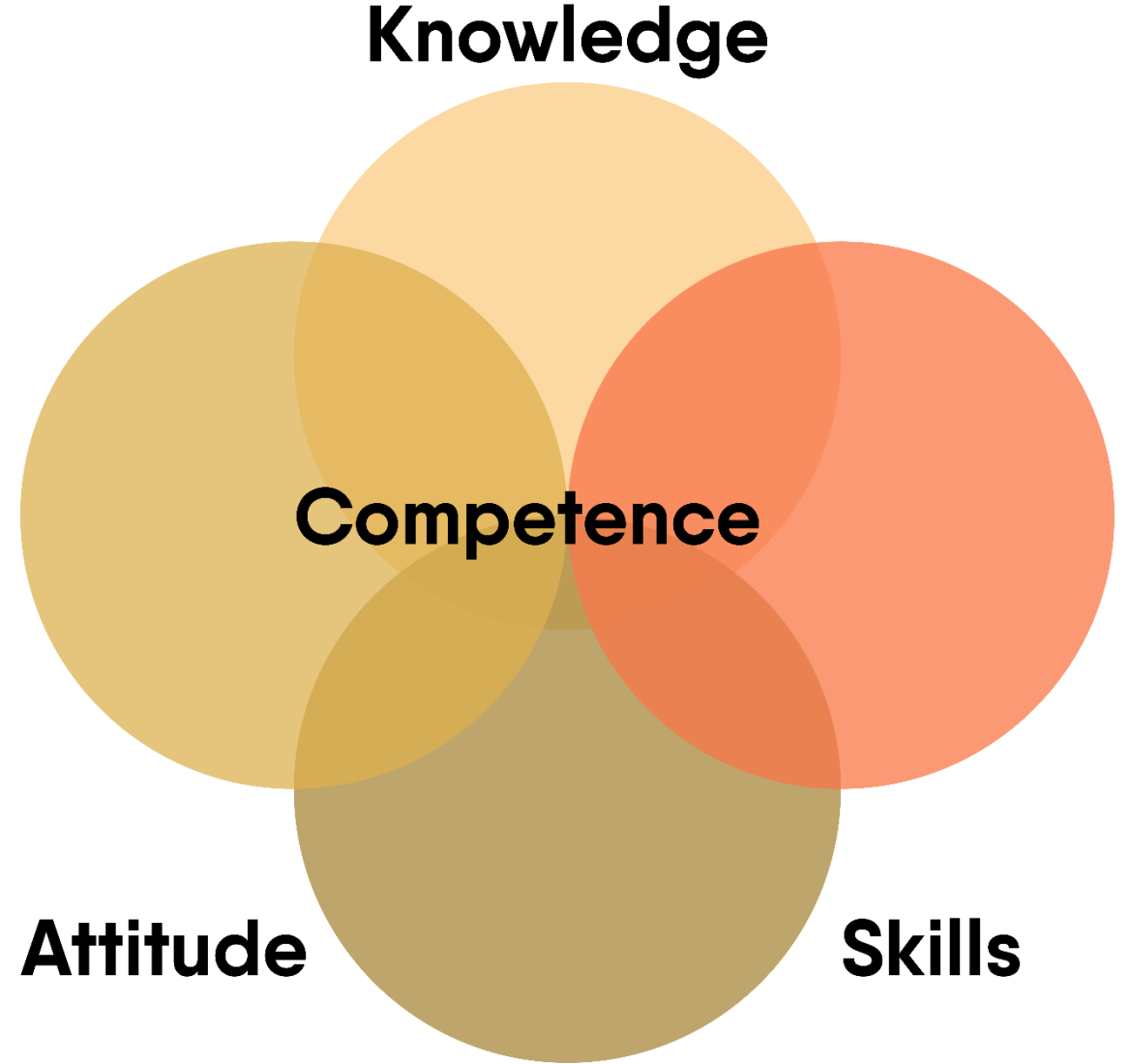
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What is learning in the flow of work (LIFOW)?

Contextual, in-the-moment support that helps people complete tasks



Why LIFOW makes a difference



Focuses on skills



Reduces extraneous
cognitive load



Minimizes repetition &
refreshers



Supports continuous
improvement



Improves fluency in work

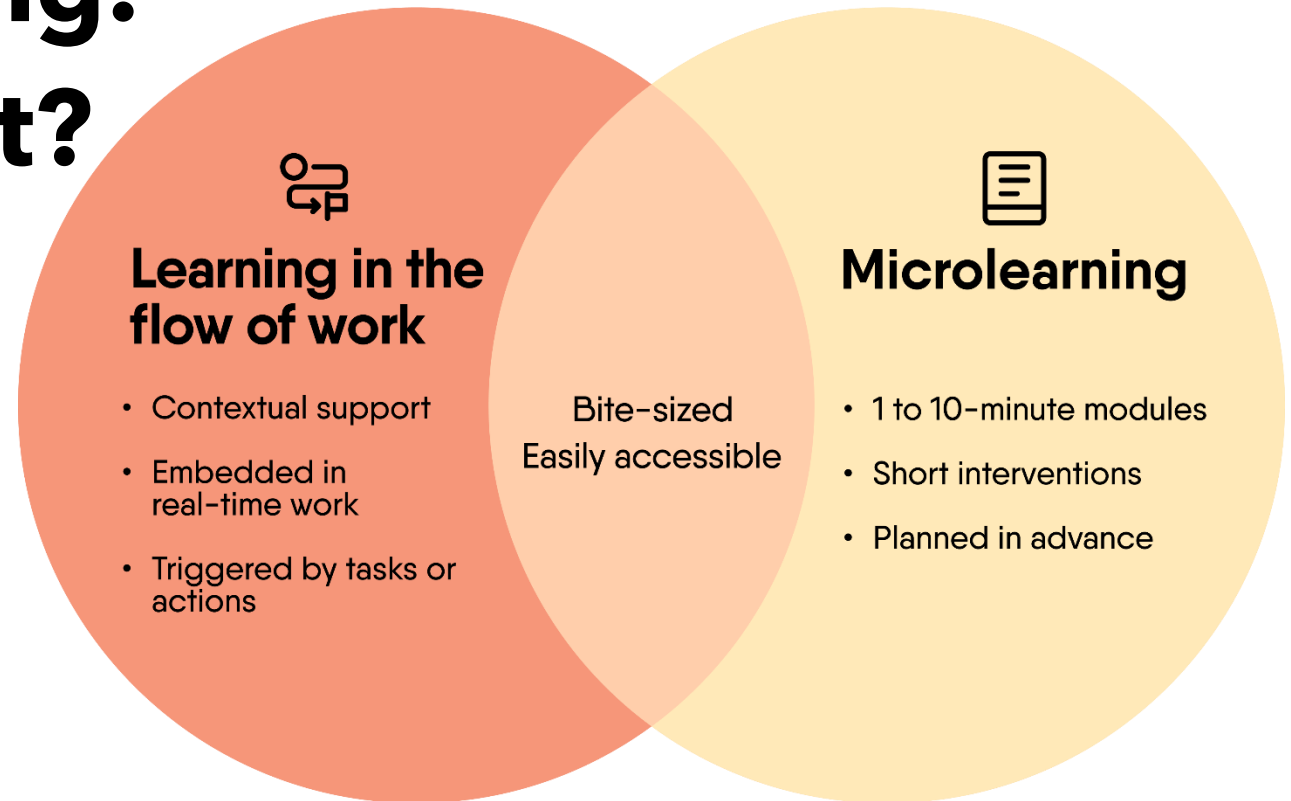
Common mistakes to watch out for

- ❌ Using LIFOW for teaching foundational knowledge
- ❌ Skipping training needs analysis
- ❌ Replacing traditional training with LIFOW
- ❌ Thinking that LIFOW = microlearning



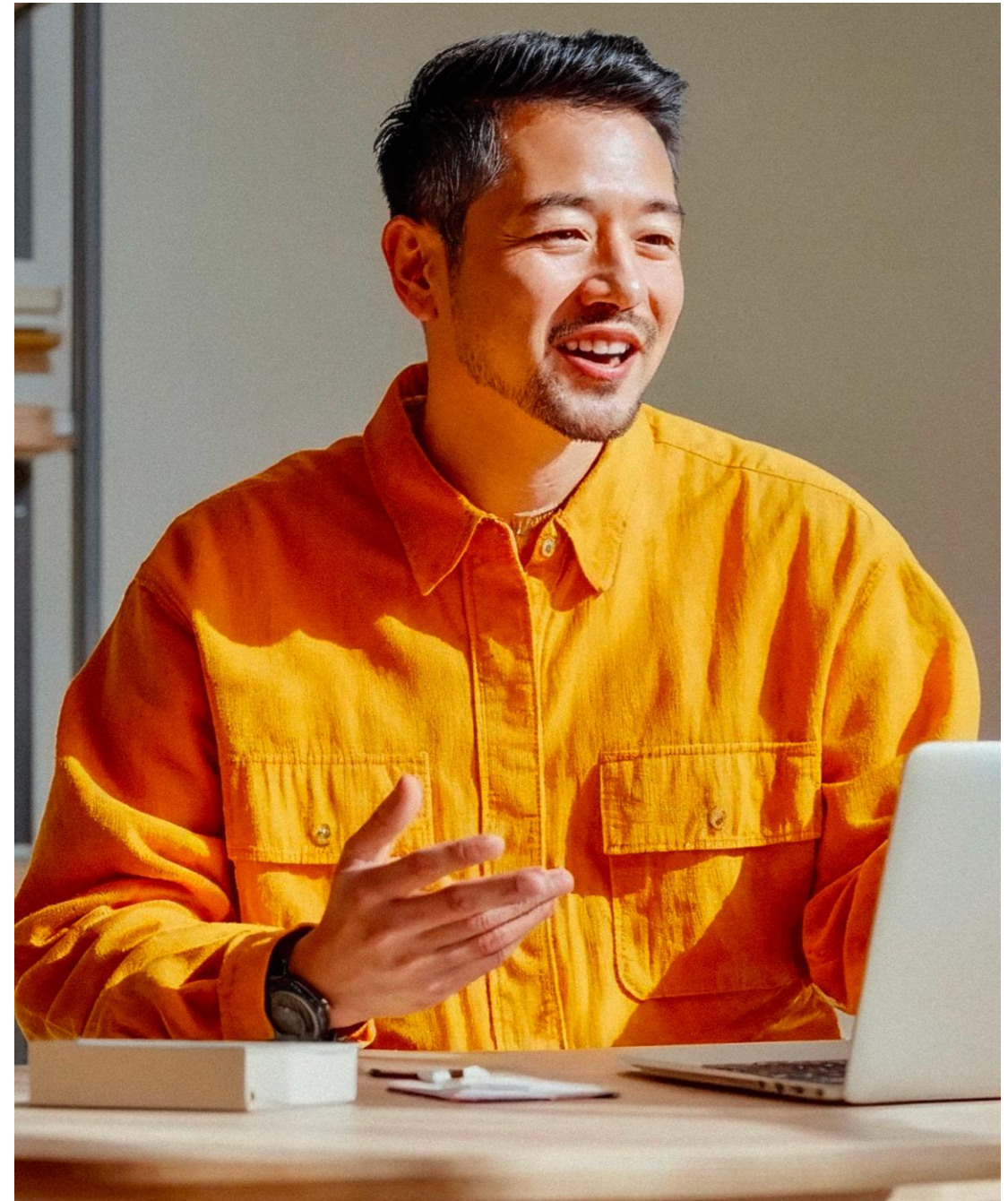
LIFOW vs microlearning: How they are different?

- LIFOW reinforces skills during the task itself.
- Microlearning delivers knowledge in small chunks.
- They can complement each other: use **microlearning for concepts**, **LIFOW for on-the-job fluency**.



Use cases where LIFOW shines

- ✓ **Perfect for repetitive or technical tasks**, where people need reinforcement or occasional guidance.
- ✓ Especially valuable when **SME time is limited**, since people can self-serve answers without bothering others.
- ✓ Common in **onboarding**, where users interact with unfamiliar systems and benefit from contextual nudges.



Challenges

- Weak training needs analysis: this will lead to irrelevant aids.
- Poor timing or irrelevance: content must appear at the moment of need.
- Measuring impact: traditional training evaluation methods don't apply. Instead, look at engagement metrics.

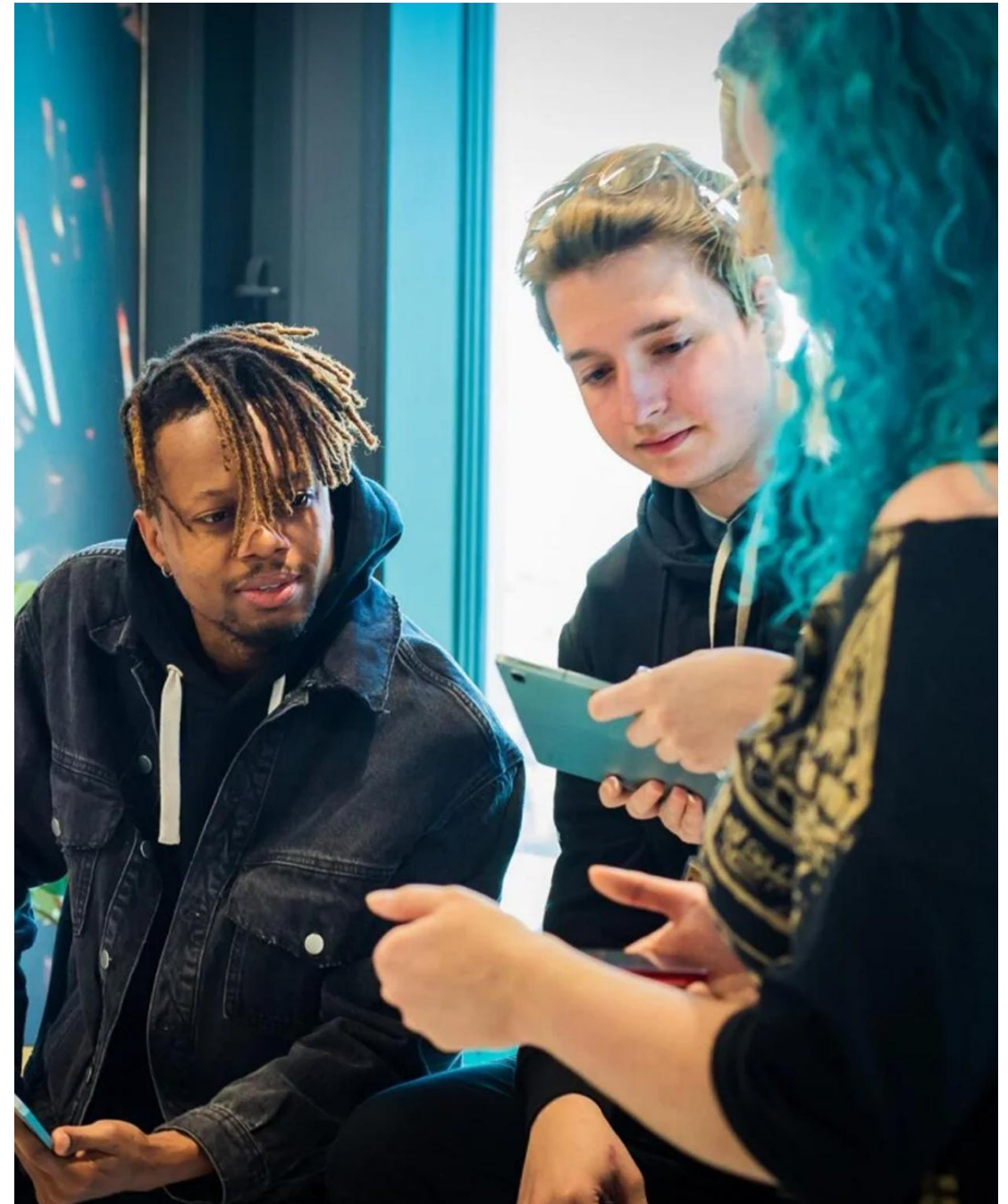


Designing effective LIFOW

- The learning aid should be **short and immediately useful**.
- **Support, don't interrupt.** Learners might use it once and remember or return repeatedly.
- **Repeated exposure = learning.**
- **Tie the content to a specific process.**
- **Design backward from the goal.** Understand the end task and build support that enables it.



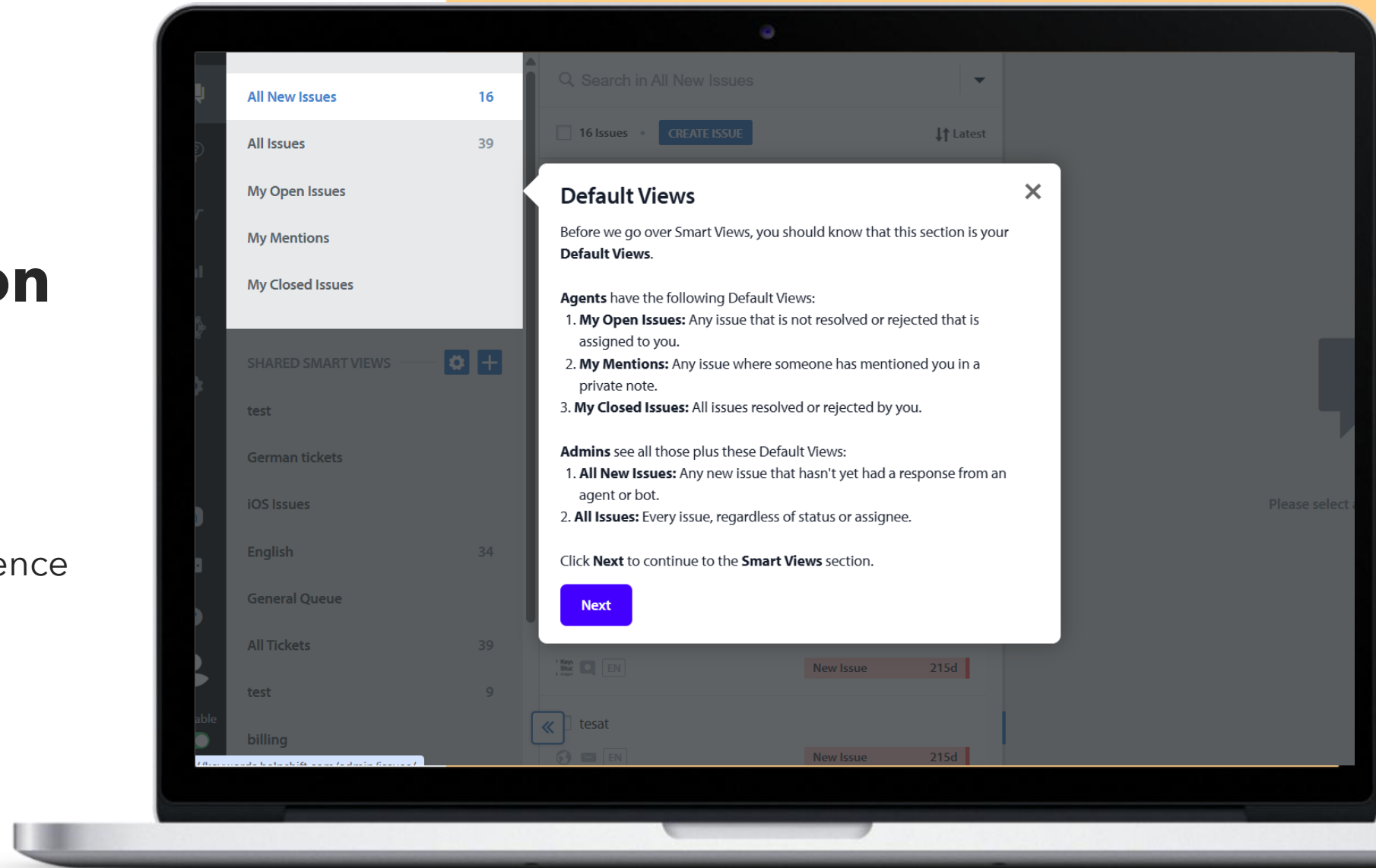
How we do it at Keyword Studios



Digital adoption platform

Helpshift platform

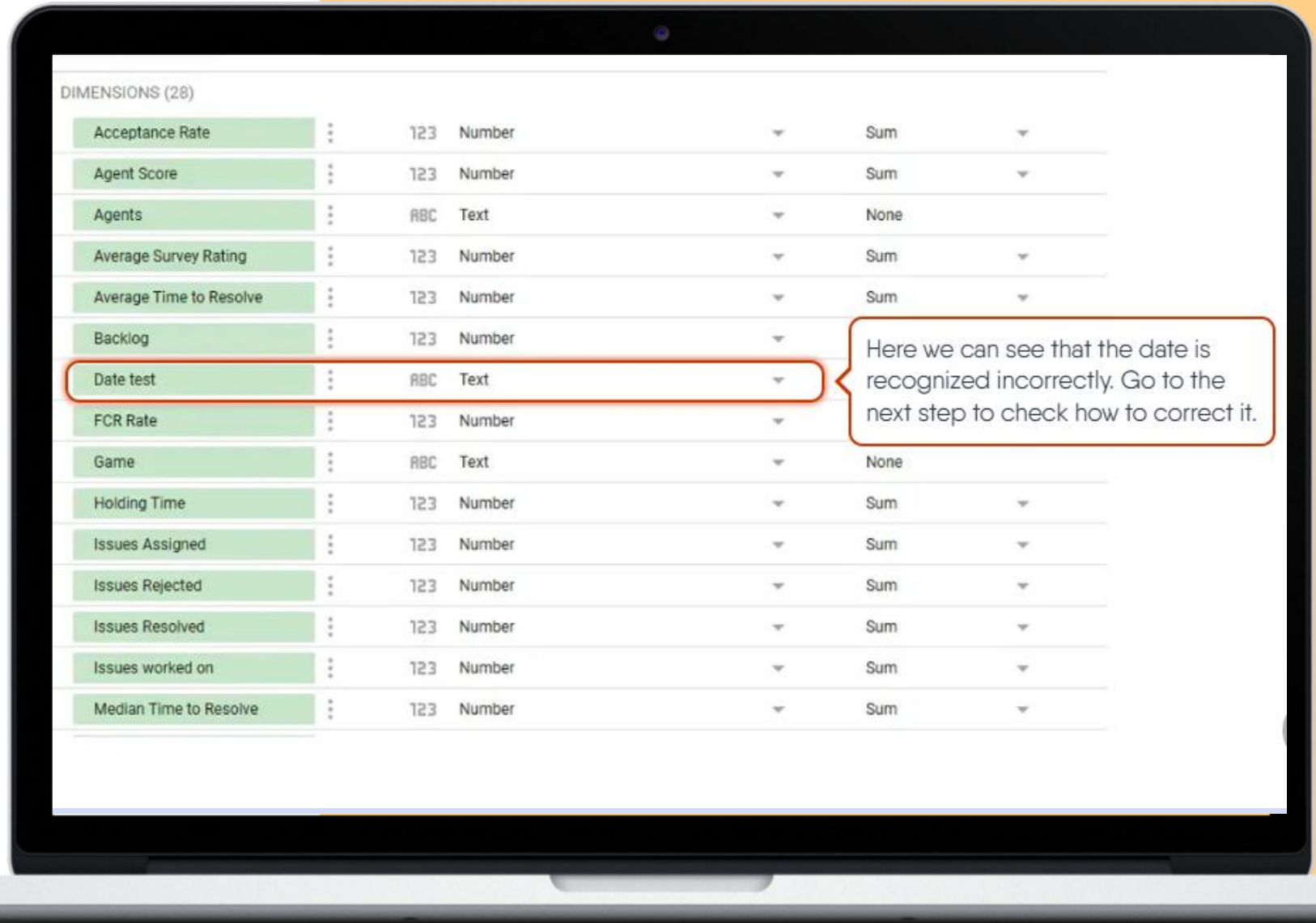
- Onboarding center as a DAP-based LIFOW experience



Simulations

Google Looker Studio Training

- We simulate scenarios in which we cannot directly implement LIFO

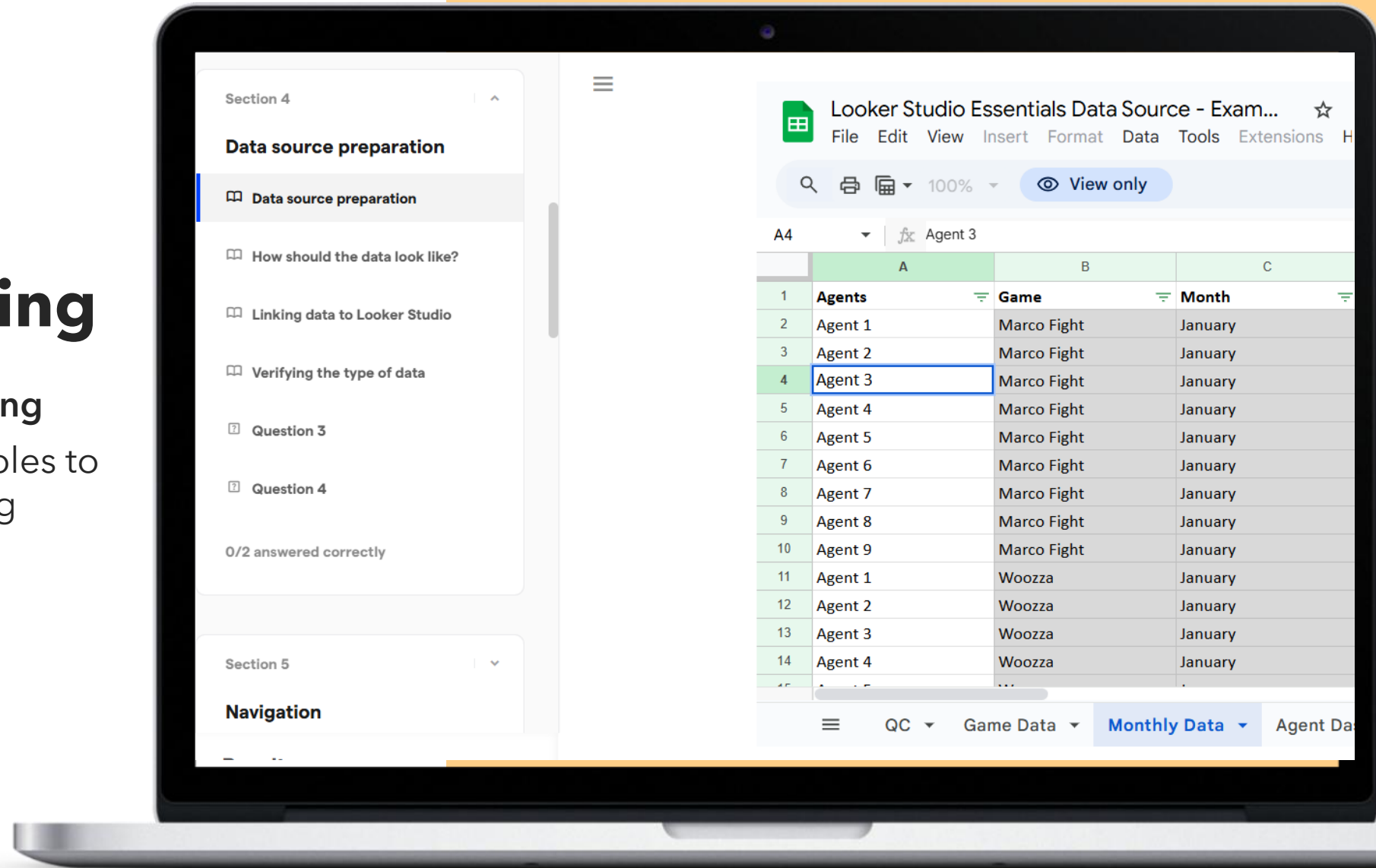


Acceptance Rate	123	Number	Sum
Agent Score	123	Number	Sum
Agents	RBC	Text	None
Average Survey Rating	123	Number	Sum
Average Time to Resolve	123	Number	Sum
Backlog	123	Number	
Date test	RBC	Text	
FCR Rate	123	Number	
Game	RBC	Text	None
Holding Time	123	Number	Sum
Issues Assigned	123	Number	Sum
Issues Rejected	123	Number	Sum
Issues Resolved	123	Number	Sum
Issues worked on	123	Number	Sum
Median Time to Resolve	123	Number	Sum

Cross-embedding

Google Looker Studio Training

- We provide real-life examples to work on during the training



Why having an intuitive authoring tool matters

- Ability to deliver **just-in-time resources**
- **Getting subject-matter experts involved**
- **Easy to use**
- **AI to aid content creation**
- Publishing resources through **links, embedding, and more**
- **Mobile-friendly**



Q&A



Thank you!

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