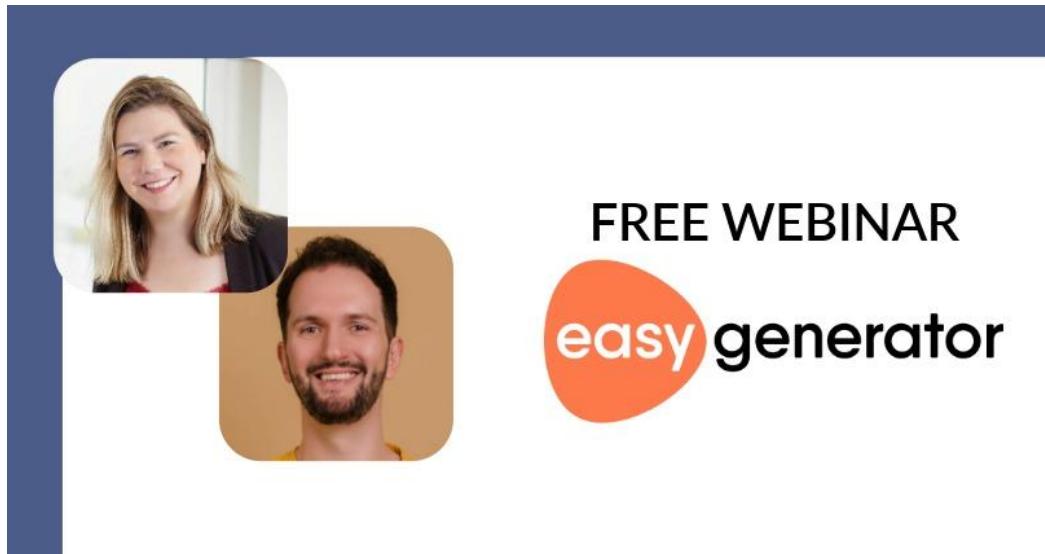
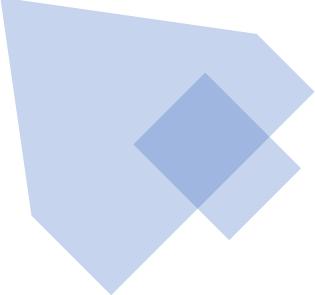


Wednesday September 24, 2025

# Accelerating Learning Impact: Driving Success through Workflow Learning

Sponsored by:





Fernanda dos Santos  
Enterprise Customer Success  
Easygenerator

Dawid Zaborny  
Technical Training Lead  
Keywords Studios

# Speed up learning impact: drive success through workflow learning

**Presented by:**

**Dawid Zaborny**

Technical Training Lead



**Fernanda dos Santos**

Enterprise Customer Success Manager

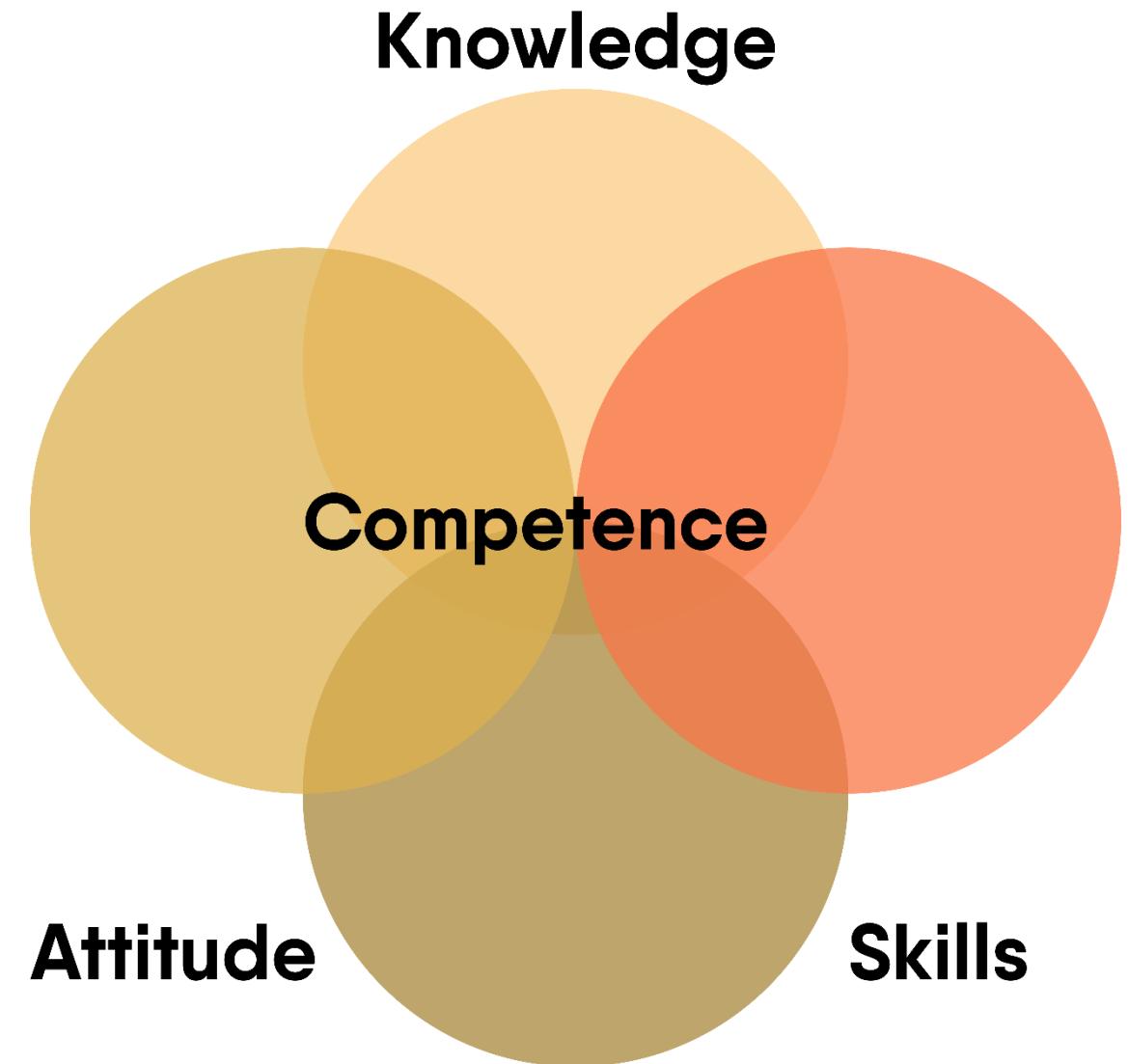


# Agenda

<b>Introduction</b>	<b>1</b>	<b>Best practices</b>	<b>5</b>
<b>Common mistakes</b>	<b>2</b>	<b>How Keywords Studios does it</b>	<b>6</b>
<b>Use cases</b>	<b>3</b>	<b>Examples</b>	<b>7</b>
<b>Challenges</b>	<b>4</b>	<b>Conclusion and Q&amp;A</b>	<b>8</b>

# 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

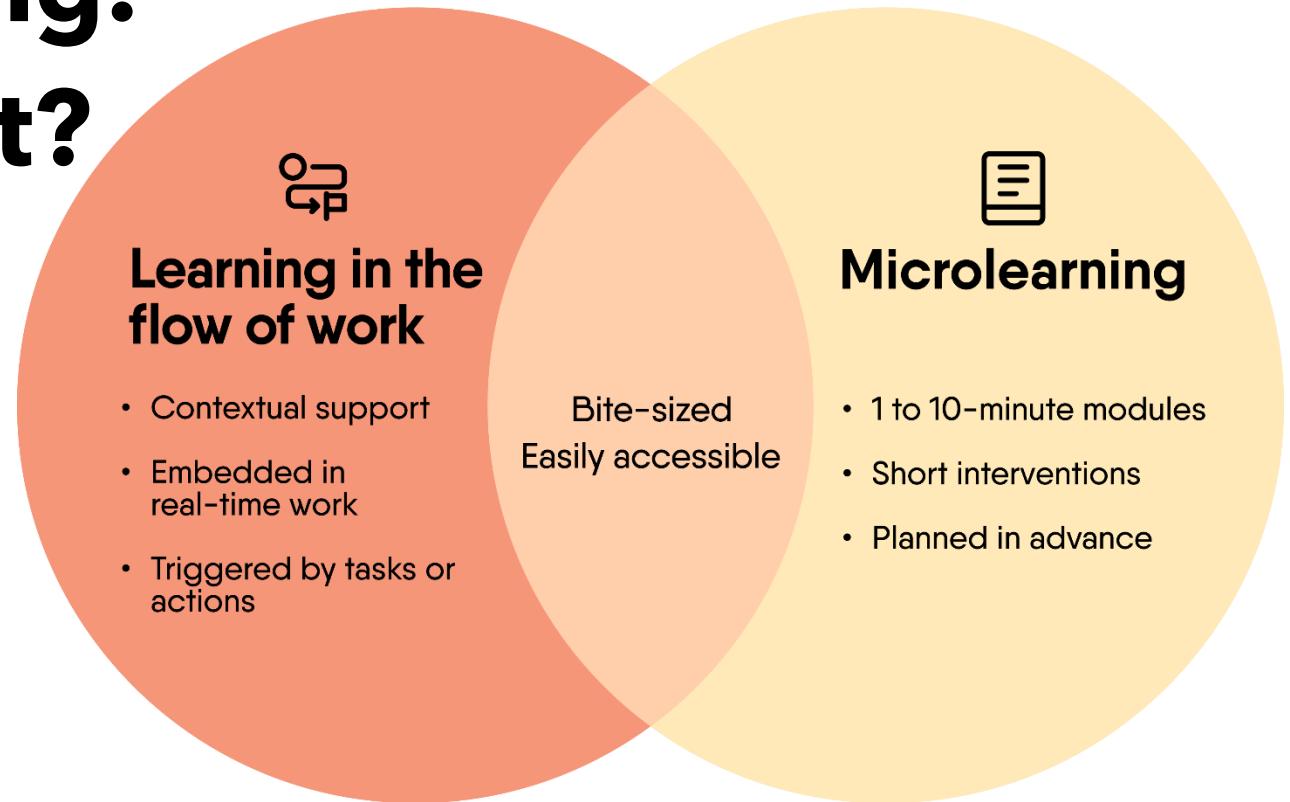
# Common mistakes to watch out for

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



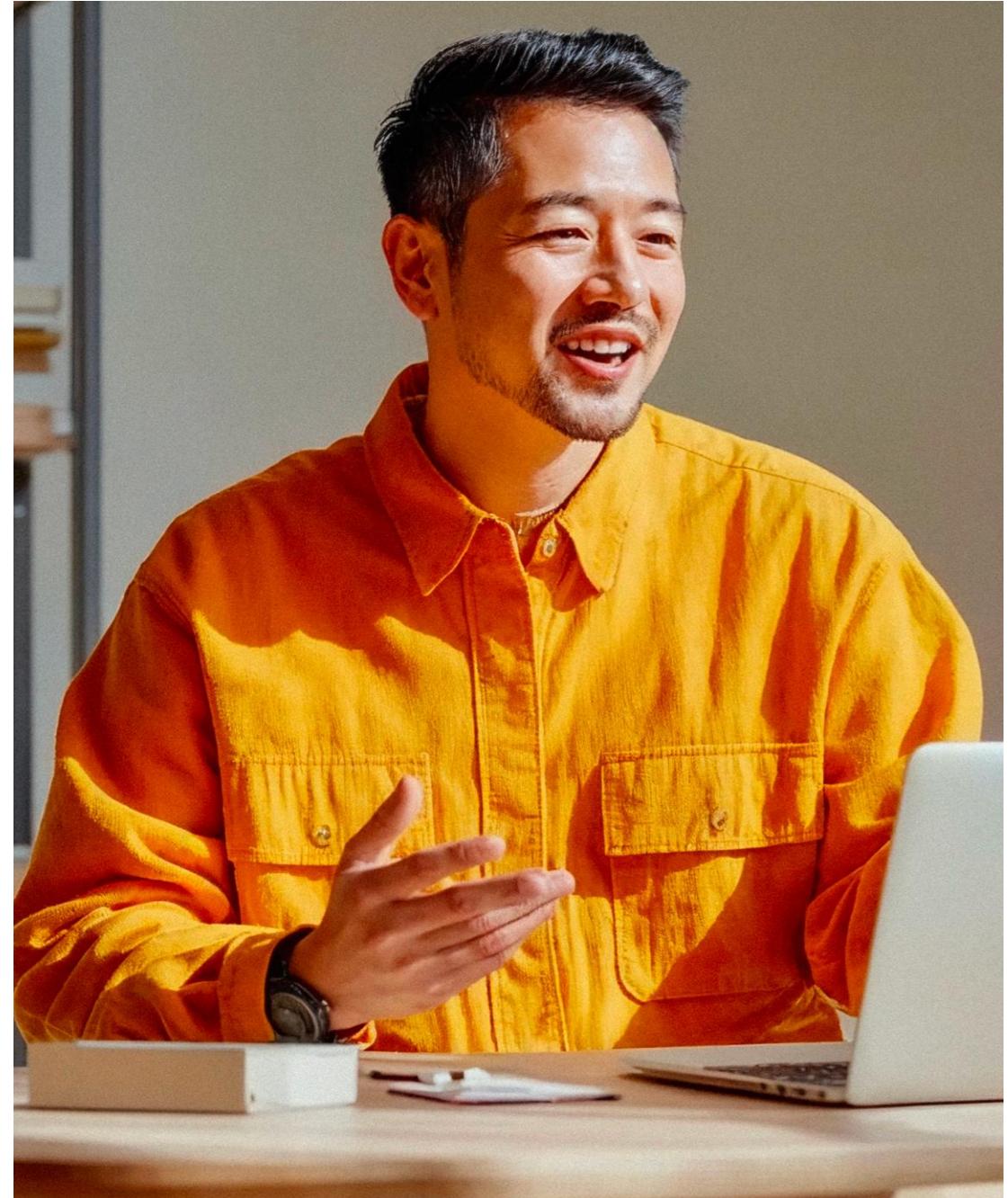
# LIFOW vs microlearning: How they are different?

- 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.

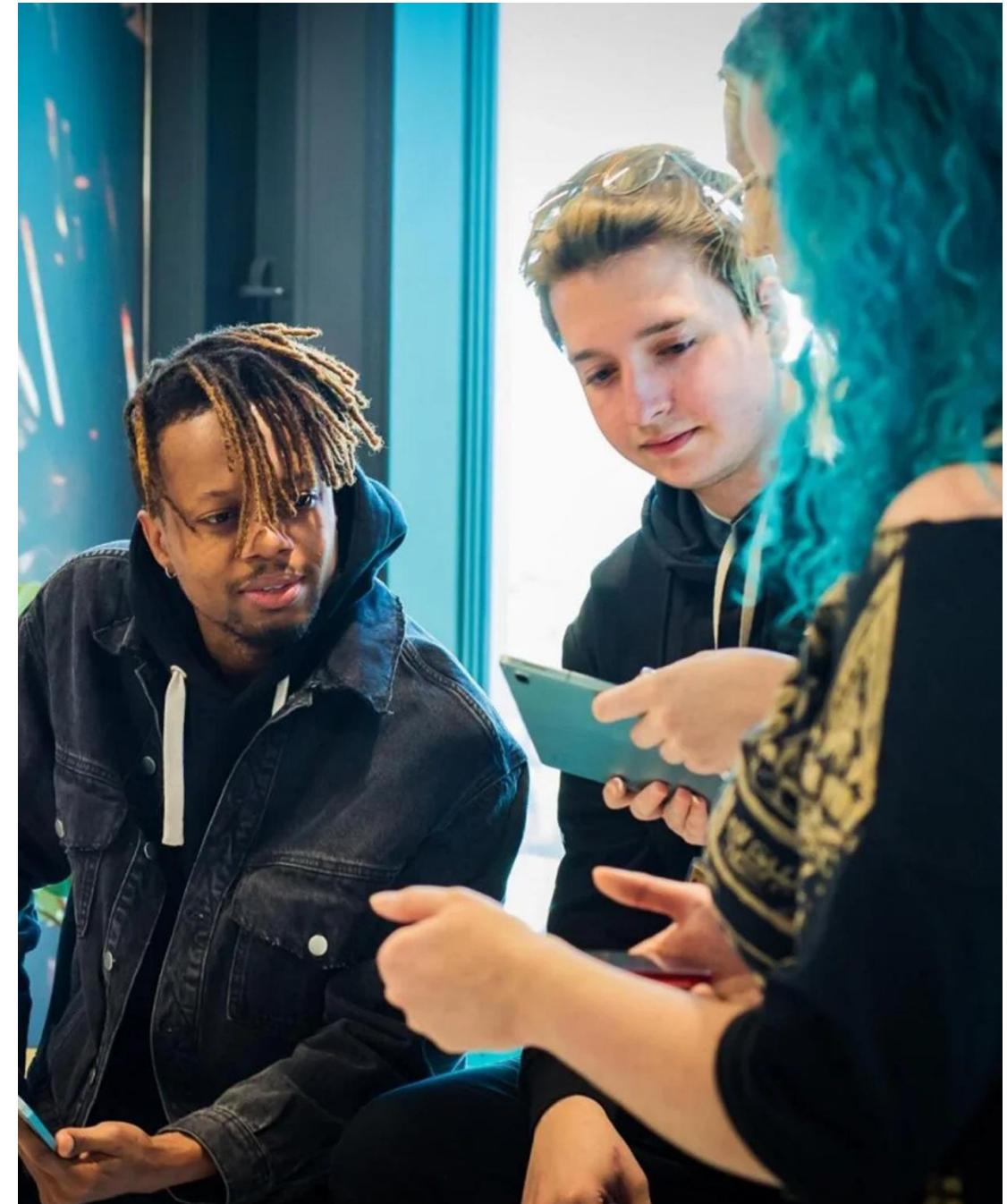


# Designing effective LIFOW

- 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.



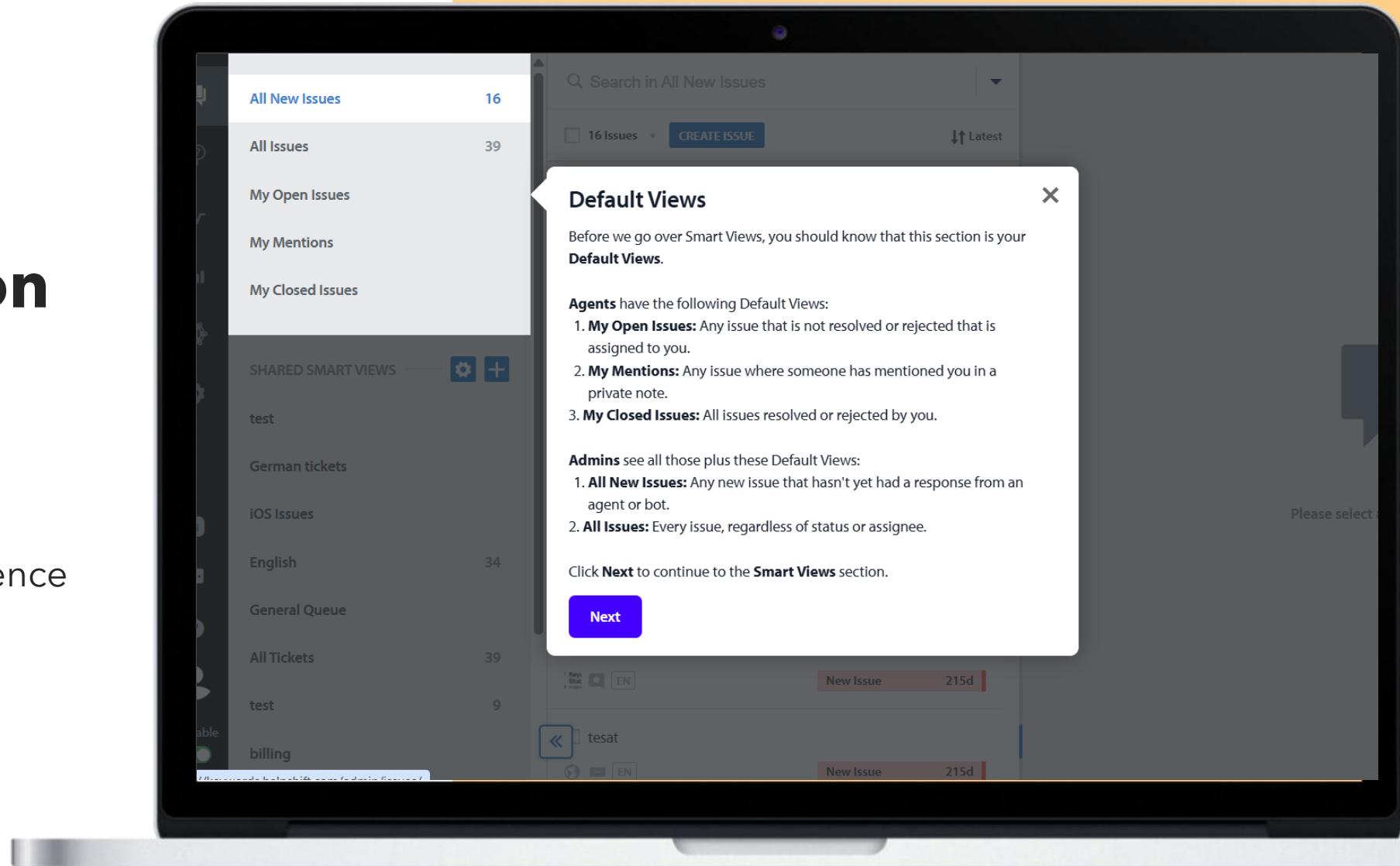
# How we do it at Keyword Studios



# Digital adoption platform

## Helpshift platform

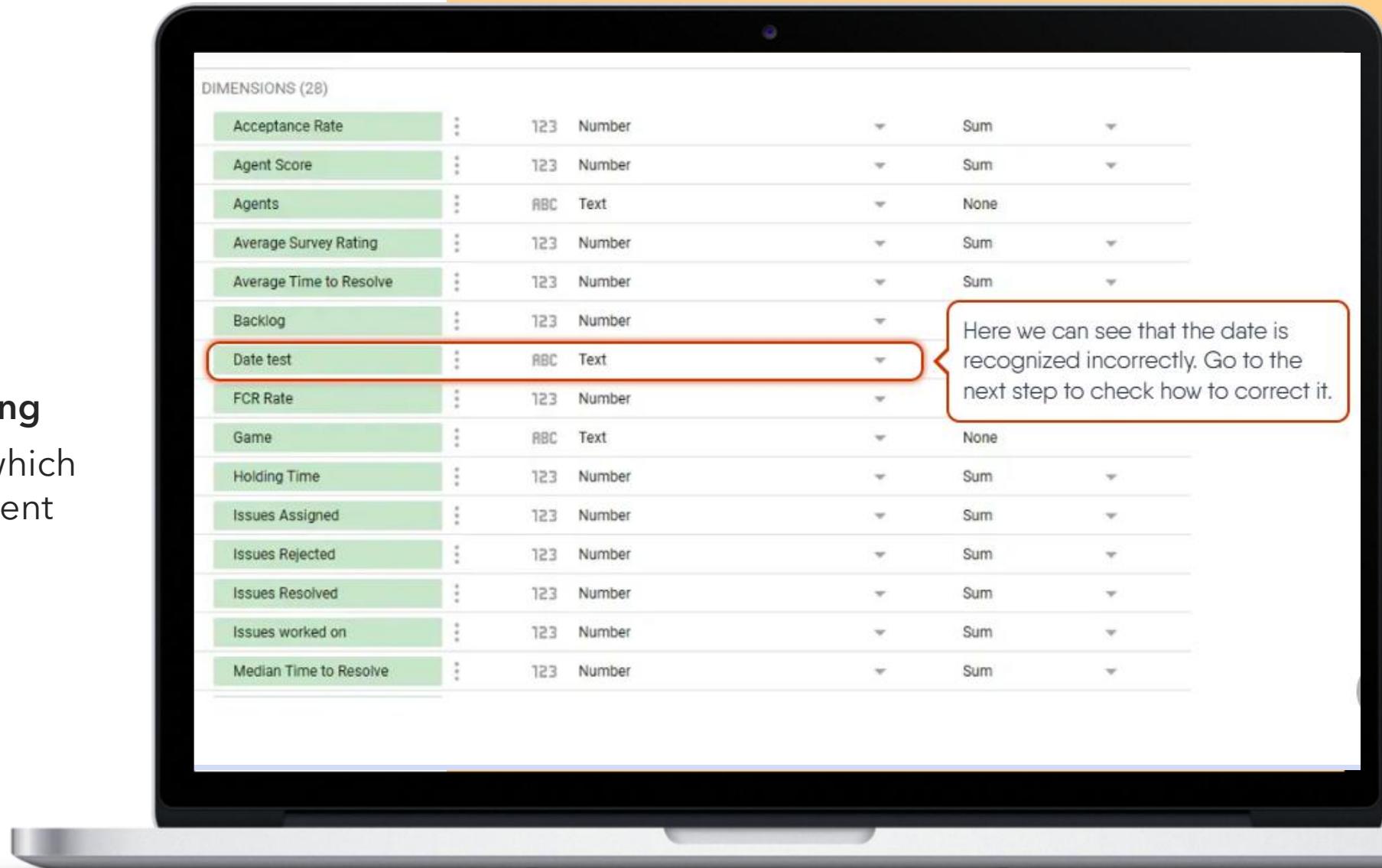
- Onboarding center as a DAP-based LIFOW experience



# Simulations

## Google Looker Studio Training

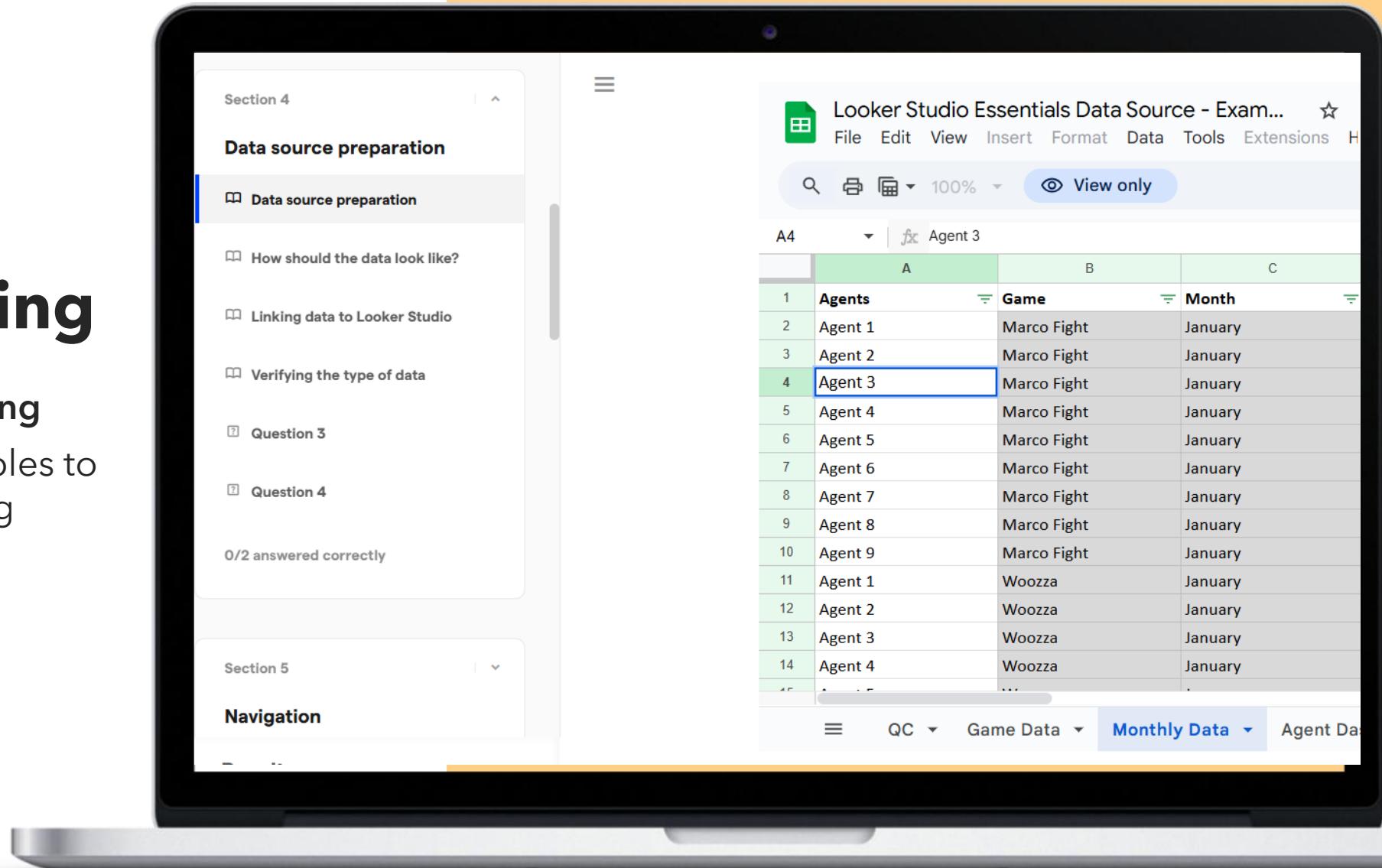
- We simulate scenarios in which we cannot directly implement LIFOW



# Cross-embedding

## Google Looker Studio Training

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



The image shows a tablet and a desktop computer side-by-side. The tablet screen displays a mobile application with a navigation menu on the left and a main content area on the right. The main content area is titled 'Data source preparation' and lists several items: 'How should the data look like?', 'Linking data to Looker Studio', 'Verifying the type of data', 'Question 3', and 'Question 4'. Below this, a message says '0/2 answered correctly'. The desktop screen shows a Looker Studio dashboard titled 'Looker Studio Essentials Data Source - Exam...'. The dashboard includes a file menu with 'File', 'Edit', 'View', 'Insert', 'Format', 'Data', 'Tools', 'Extensions', and 'Help'. Below the menu is a search bar and a 'View only' button. The main content area is a data table with columns 'A', 'B', and 'C'. The data shows a list of agents and their details across three games (Marco Fight, Woozza) and two months (January, February). The row for 'Agent 3' is selected. The bottom of the dashboard has tabs for 'QC', 'Game Data', 'Monthly Data' (which is currently selected), and 'Agent Data'.

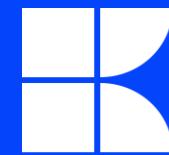
	A	B	C
1	Agents	Game	Month
2	Agent 1	Marco Fight	January
3	Agent 2	Marco Fight	January
4	Agent 3	Marco Fight	January
5	Agent 4	Marco Fight	January
6	Agent 5	Marco Fight	January
7	Agent 6	Marco Fight	January
8	Agent 7	Marco Fight	January
9	Agent 8	Marco Fight	January
10	Agent 9	Marco Fight	January
11	Agent 1	Woozza	January
12	Agent 2	Woozza	January
13	Agent 3	Woozza	January
14	Agent 4	Woozza	January
15			

# 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



Keywords  
Studios  
Imagine More



# Thank you!

Connect with Dawid  
on Linkedin



Get a personalized  
Easygenerator demo

