

# Taking learning mobile

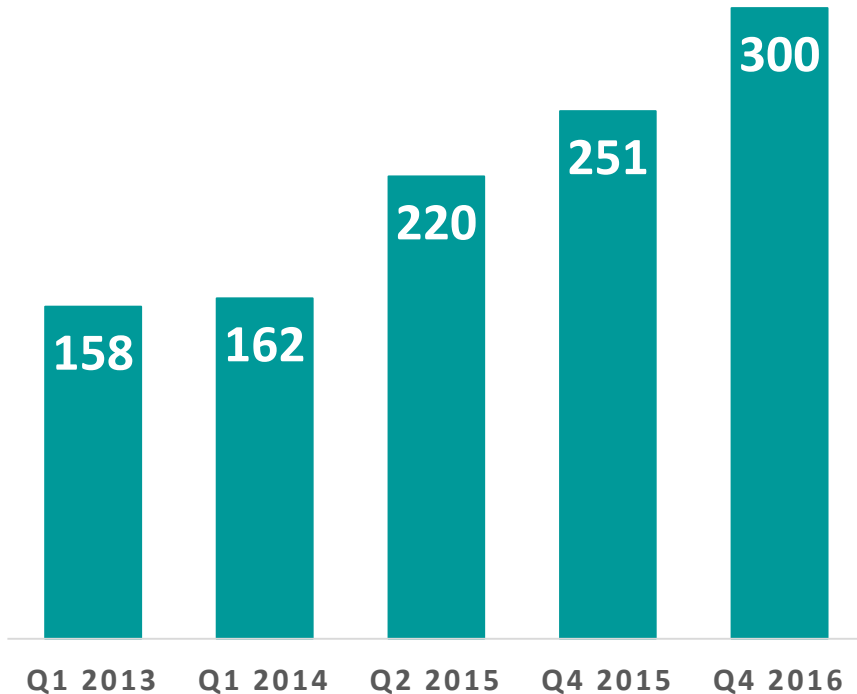
Angus McCarey  
Chief Executive, Hive Learning

**Do you have a good solution for mobile learning inside your company?**

# We pay a LOT of attention to our phones

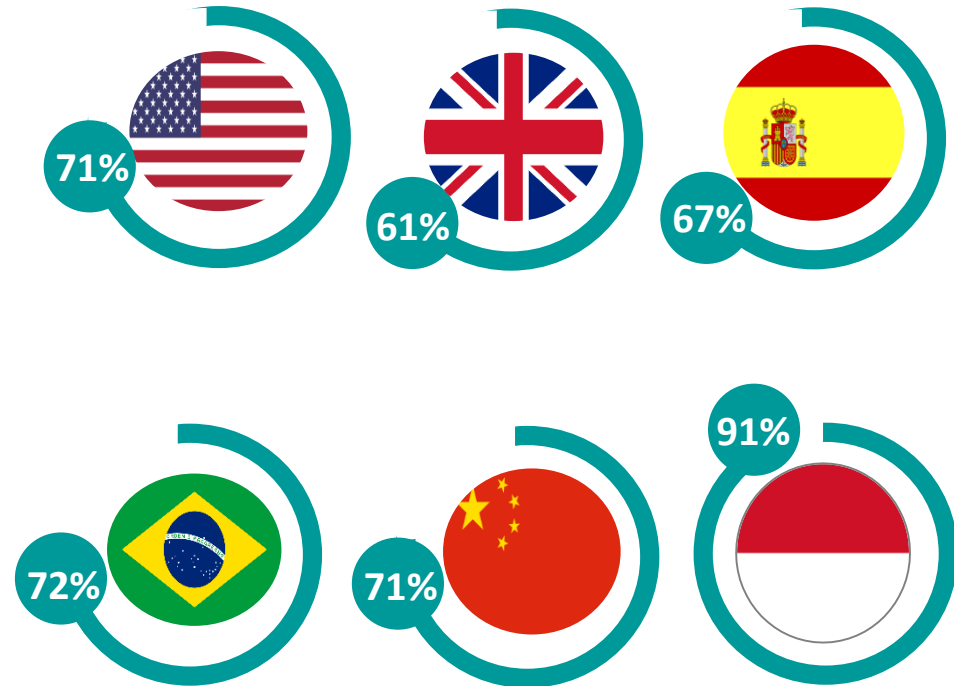
5 Hours a day on our phones and growing

Minutes mobile phone usage per day



Laptops/desktops now secondary

% of total digital minutes on mobile



# Phones are powering our working lives too

Most of our email ...



emails are opened on mobile/webmail



... and most of our tasks



people consult their mobile device for ideas while completing a task



# The science of learning is uncovering some intriguing ways mobile can really help

Spacing

**+100%**

We can retain learning twice as long when we break the same amount of learning time into more chunks

Multi-context

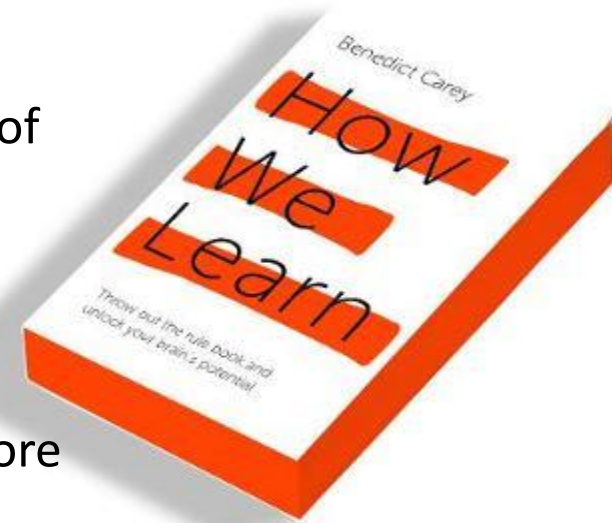
**+40%**

We can retain 40-50% more if we learn in different rooms / environments than learning just in one place

Social

**+900%**

We can increase our engagement in learning by 9X if we share with 3 others



Hive Learning data

# Language learning shows the potential and opportunity



110m

users in 3 years

34  
hours

of ability equivalent  
to a whole college  
semester course

\$51bn

language learning  
market, 88% still  
done offline



# Employees want mobile-enabled learning

## MEET THE MODERN LEARNER

OVERWHELMED...

**1%**  
of a typical workweek  
is all that employees  
have to focus on  
training and  
development

## ON-DEMAND

Employees are accessing information—and learning—few years ago. Most are looking for answers outside development channels. For example:

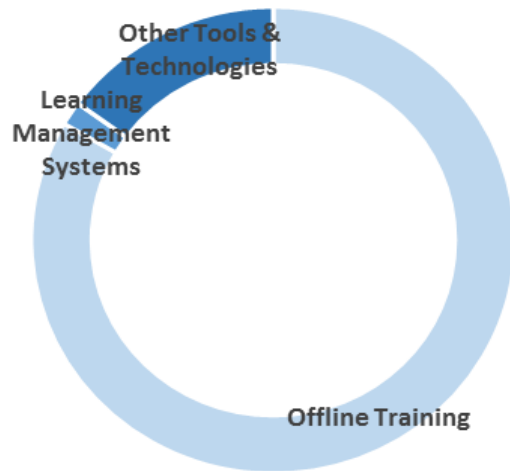
70% employees  
use search  
engines to learn  
what they need  
for their jobs



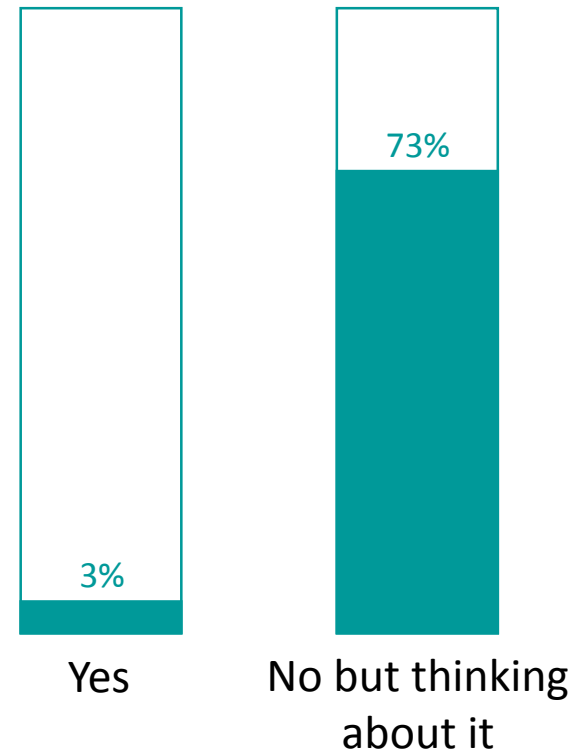
# Companies need it too

**\$1bn per day - Does any of it stick?**

\$300bn p.a. global spend on learning and development in organisations



**Does your company have a mobile platform for learning?**



Hive Learning company research



# So how do you take learning mobile?

Bitesize case study



# NASPERS

TODAY WE ARE A GLOBAL INTERNET & ENTERTAINMENT GROUP  
AND ONE OF THE LARGEST TECHNOLOGY INVESTORS IN THE WORLD



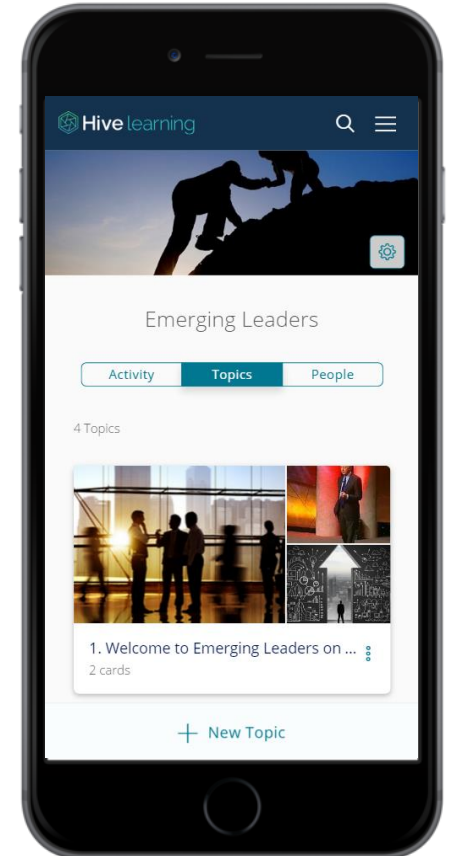
# The challenge / opportunity



- Portfolio of companies run independently all over the world in growth markets
- Successful face to face Group Leadership Development programmes heavily anchored in face to face training
- Tech-forward business culture seeking tech / scalable solutions
- Looking to amplify face to face training investments to help embed change back on the job

# The approach

- Initial experiment to use Hive Learning as 'companion app' for Leadership and Management Development programmes
- Training resources organised into private Hive Learning groups, available before / during / after training on any device
- Close partnership with Naspers' training partners
- Peers have a permanent space to carry on the learning conversation from wherever they are in the world



# Impact



NASPERS

**150**  
users

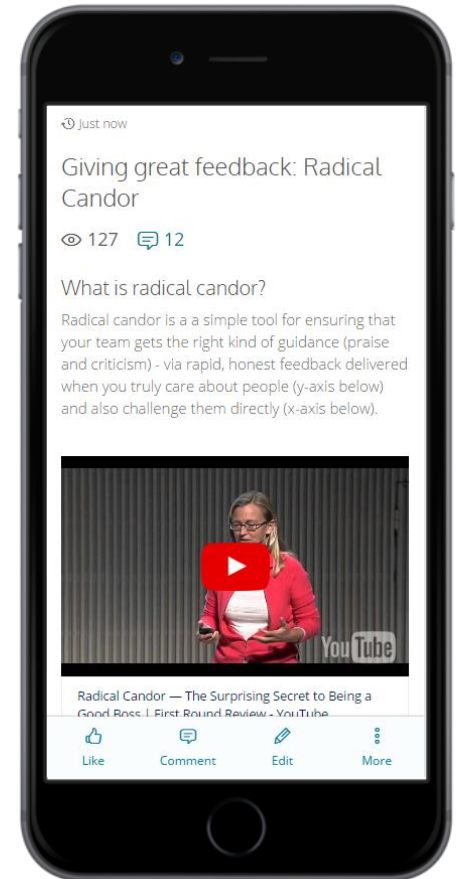
**10,500**  
interactions

**51%**  
mobile

*“... the mobile experience allows us to bring groups from our global development programmes together before and after they gather for training. It’s much better than something like dropbox for accessing learning on the go”*

Nicholas Rimasson

VP Global Learning & Development



# Naspers: global learning on-the-go



Hive Learning interactions

# Where could you start?

## Leadership Development

*On-the-go learning in the group with the biggest leverage and the busiest schedules*

## People Manager Upskilling

*Build and access resources on best practice in the engine room of the organisation*

## Early Careers

*Digital reinvention of Apprentice and Graduate programmes for the generation who won't do without it*

## Skill Building Communities

*Cross-functional digital communities driving change on the behaviours that matter most e.g. coaching, agile/scrum*

sky

Sainsbury's



innogy

HALMA



RWE  
The energy to lead

BARCLAY

ARC  
Apprent

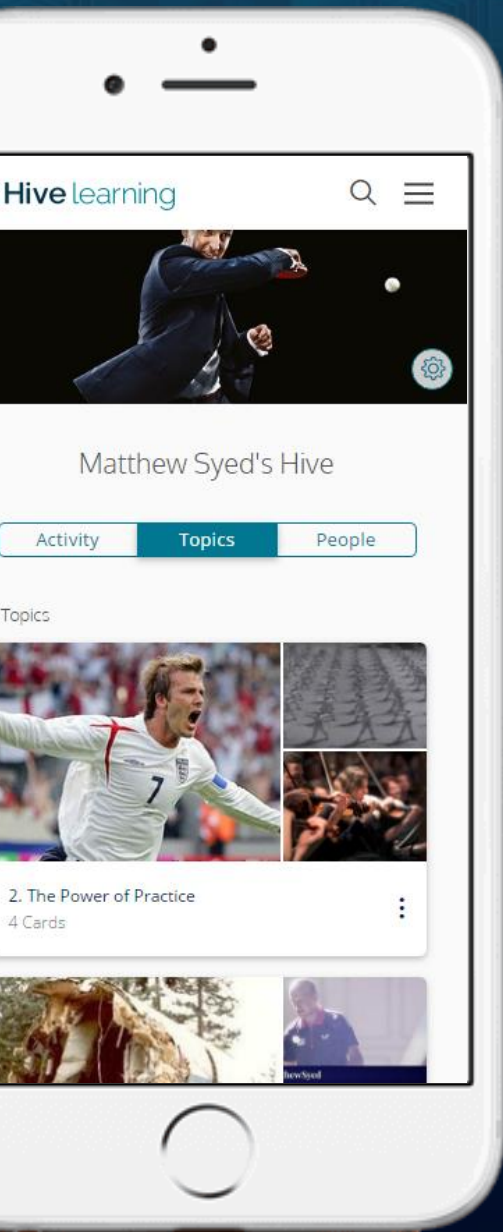
GREY  
Famously effective since 1917

NASPERS

CIPD

Hive learning





# Taking learning mobile

Questions?

[www.hivelearning.com/clive](http://www.hivelearning.com/clive)  
to join Sir Clive Woodward's  
private learning community