



# Impactful learner experiences through personalisation and data

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**learning technologies**

London UK

#LT25UK



# Your presenters today:



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**Global Learning Strategy & Design Lead**

We are a global workplace learning company that helps businesses improve performance through learning and technology.



Learning consultancy



Learning platforms



Learning content



Enhanced media

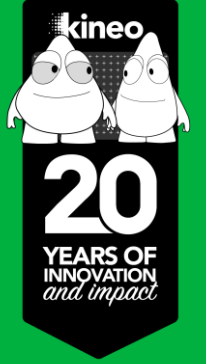


kineo



YEARS OF  
INNOVATION  
*and impact*





# Impactful learning experiences through data and personalisation

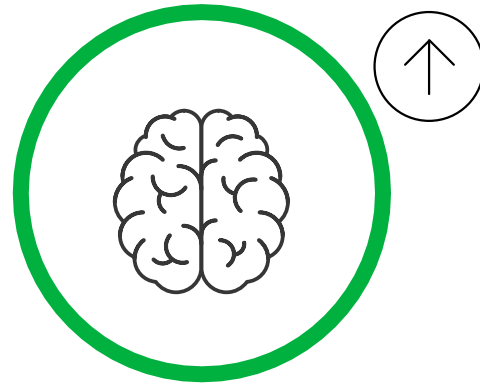
People are **busy, overloaded with information, and fatigued** with the same assigned learning every year.



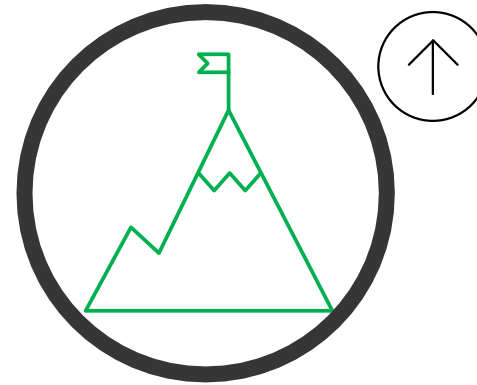
# The benefits of getting personalisation right



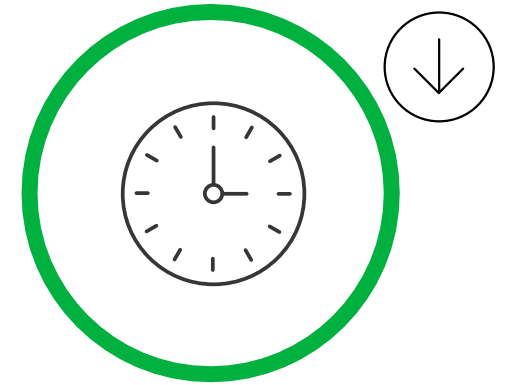
Increased engagement



Increased retention



Better performance



Less time spent training

## Question

How many here already  
create personalised  
learning?

**Show of hands**



## Question.

And who wants to make learning more personalised?

**Show of hands**



## Question.

And who would like to see some examples?





# Getting the basics right – Adapting the experience

# Personalisation by giving the user choices

- Content filters
- Role-specific pathways
- UI or UX settings
- Set accessibility settings, including visual appearance
- Language / region selection
- ...and more



Personalised  
experience

# Language and regionalisation

<input type="radio"/> العربية	<input type="radio"/> Deutsch
<input checked="" type="radio"/> English	<input type="radio"/> Español
<input type="radio"/> Français	<input type="radio"/> हिन्दी
<input type="radio"/> Português	<input type="radio"/> 中文

Please note resources for each of the modules are available at any time by selecting the Resources icon on the top right of your screen. Select **CONTINUE** to get started.

An [accessible version](#) in English is also available.


**CONTINUE**

## FORMACIÓN ONLINE SOBRE ÉTICA DE


Lee primero la introducción de Mark Read y continúa con los supuestos. Después podrás explorar el resto de los módulos en cualquier orden, pero recuerda que tienes que realizarlos todos para completar la formación con éxito.

0% del curso completado

### CÓMO NOS COMPORTAMOS




**INTRODUCCIÓN**




**SUPUESTOS**


### INTEGRIDAD EMPRESARIAL




**INTRODUCCIÓN**




**¿LA PRESENTACIÓN PERFECTA?**




**INFORMACIÓN SOBRE PARTES RELACIONADAS**



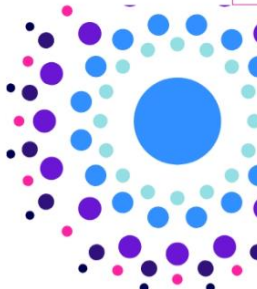
**TRABAJAR CON CLIENTES FUNCIONARIOS**



**LAS NORMAS DE UN LANZAMIENTO**



**EVITAR LA EVASIÓN FISCAL A ESCALA INTERNACIONAL**

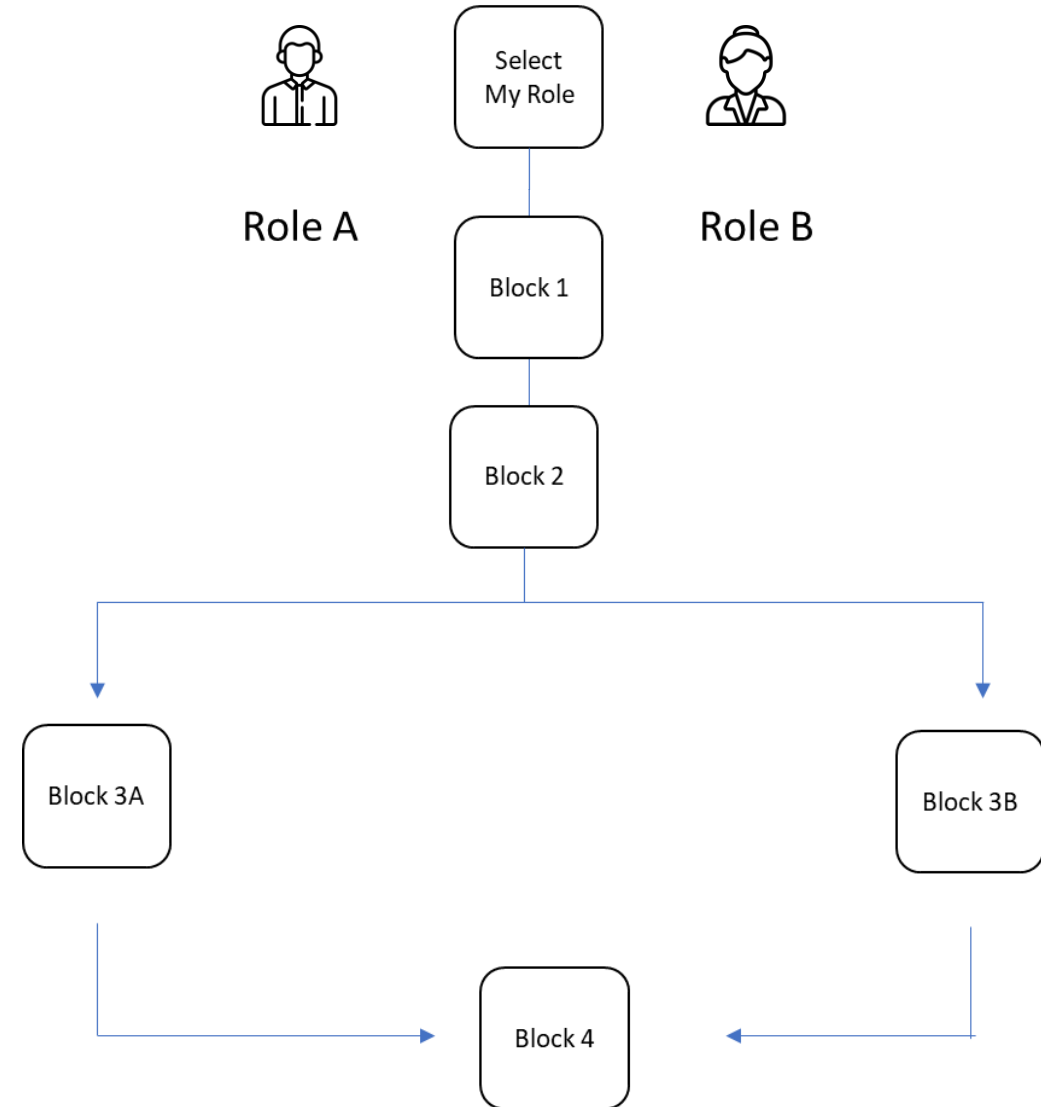


# Role

## Role selector

If you are uncertain of your role, select the headers with the role descriptions.

Private Banking	▼
External Asset Managers Business	▼
Asset Management	▼
<b>Corporate Banking</b>	▲
Including Real Asset Lending, Pension Funds, Structured Transactions Group and Corporate Functions supporting Corporate Banking business.	
Financial Institutions	▼
Global Markets	▼
Investment Banking and Capital Markets	▼



# Accessibility

Visual accessibility settings

Use the controls below to customise your learning experience to your individual needs.

Enhance visual display

Title

High contrast

No transparency

Low brightness

Invert

Reduce distractions

No animations

No background images

Reset Save

Welcome

Welcome to your High Risk Role learning. There are a range of accessibility options you can use to tailor this module to your needs.

Select the visual accessibility settings to choose your visual preferences.

Visual accessibility settings

Use the controls below to customise your learning experience to your individual needs.

Enhance visual display

Title

High contrast

No transparency

Low brightness

Invert

Reduce distractions

No animations

No background images

Reset Save

Welcome

Welcome to your High Risk Role learning. There are a range of accessibility options you can use to tailor this module to your needs.

Select the visual accessibility settings to choose your visual preferences.

# Avatar

## Create your TUIme


Before you set off on your journey at TUI, you need to create a TUIme to take on your travels.

Choose from the options to tailor your TUIme or click **Randomiser** for a random selection. When you're happy with your TUIme select **GO** to get started. If you want to change your selection at any point, select the TUIme button in the top right hand corner of the menu.

Male ♂	Female ♀
Travel Shop	▼
Skin colour 6	▼
Blue eyes	▼
Brown hair	▼
Medium hair	▼
Getaway Glider	▼


RANDOMISER

GO



We hear you've just become part of the TUI group. Congratulations!

Select the arrow to see what's in store.



You've made a great choice. With over 220 brands operating in 180 countries we're spreading the TUI smile to over 30 million customers. Our high standards and support make sure our staff really



# Recognising prior experience through knowledge-based assessments

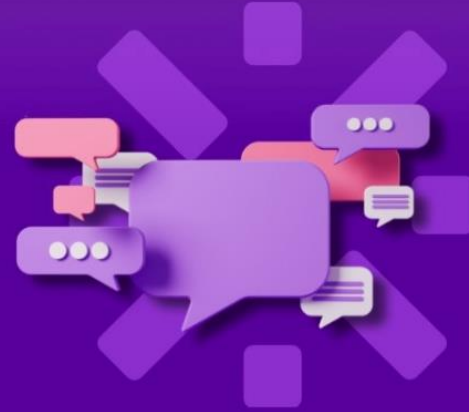


# I select my language ...



## Language selector

Welcome to this course. Please select a language.



English

Deutsch

العربية

简体中文

Français

Italiano

Português (Brasil)

Türkçe

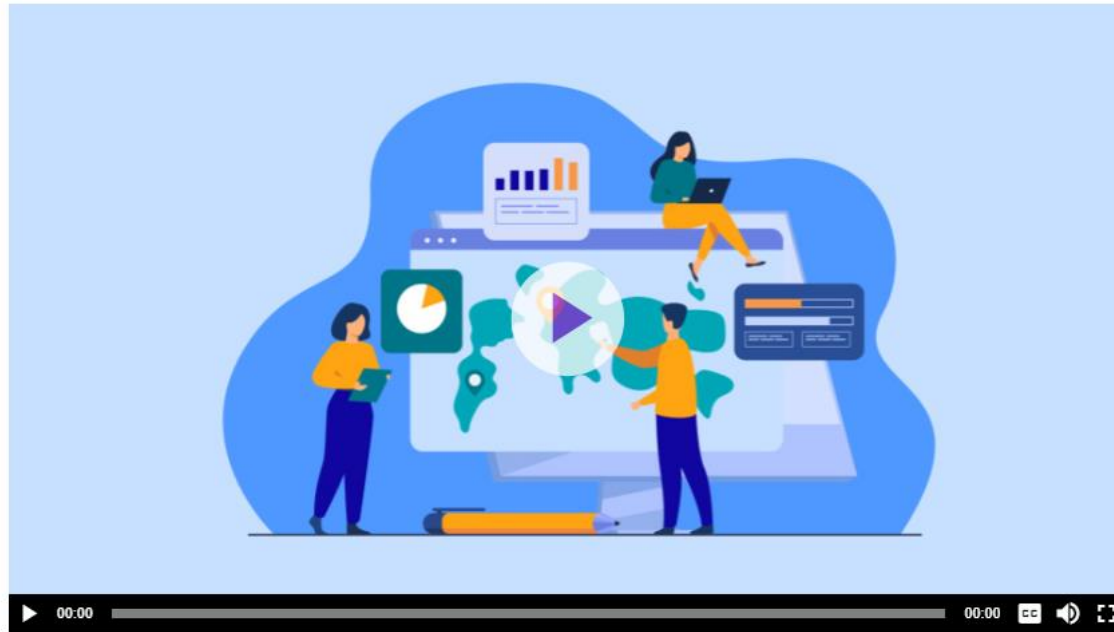
# I find out why I'm here and what I need to do



## Importance of the policies

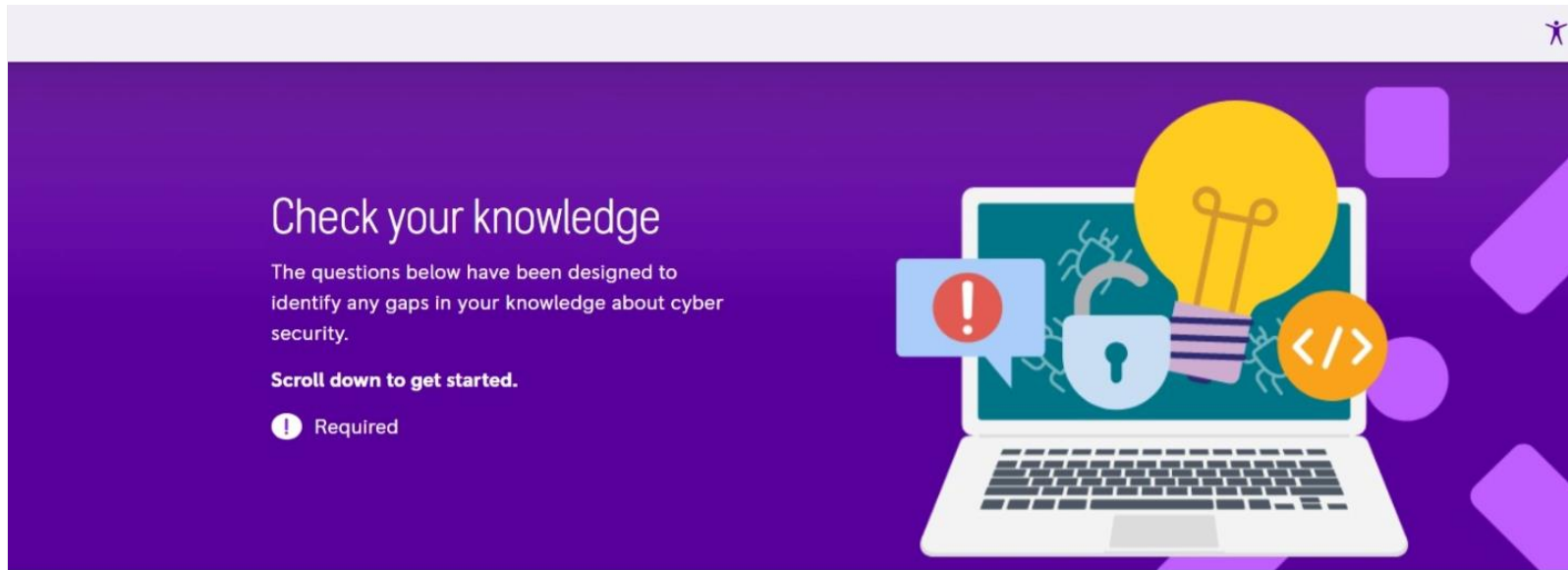
Our policies set the standards required to protect Rolls-Royce's data from cyberattacks and it is crucial to make decisions with cyber security in mind.

Select the play button to start the video.



TRANSCRIPT ✓

# I complete an upfront assessment...

A banner with a purple background. On the left, the text reads: "Check your knowledge", "The questions below have been designed to identify any gaps in your knowledge about cyber security.", "Scroll down to get started.", and "Required" with a red exclamation mark icon. On the right, there is an illustration of a laptop with various icons: a red exclamation mark in a blue speech bubble, a blue padlock, a yellow lightbulb, and an orange circle with code symbols (</>).

**Check your knowledge**

The questions below have been designed to identify any gaps in your knowledge about cyber security.

**Scroll down to get started.**

**!** Required

You'll be able to see how you did at the end of this section. And your results will be used to direct you to additional activities that will help you to better understand how you can help ensure cyber security in your work at Rolls-Royce.

Don't worry, these questions aren't here to trip you up – it's designed for you to think about your actions in terms of safety.

## Question 1

# ...and see the gaps I have in skills and knowledge

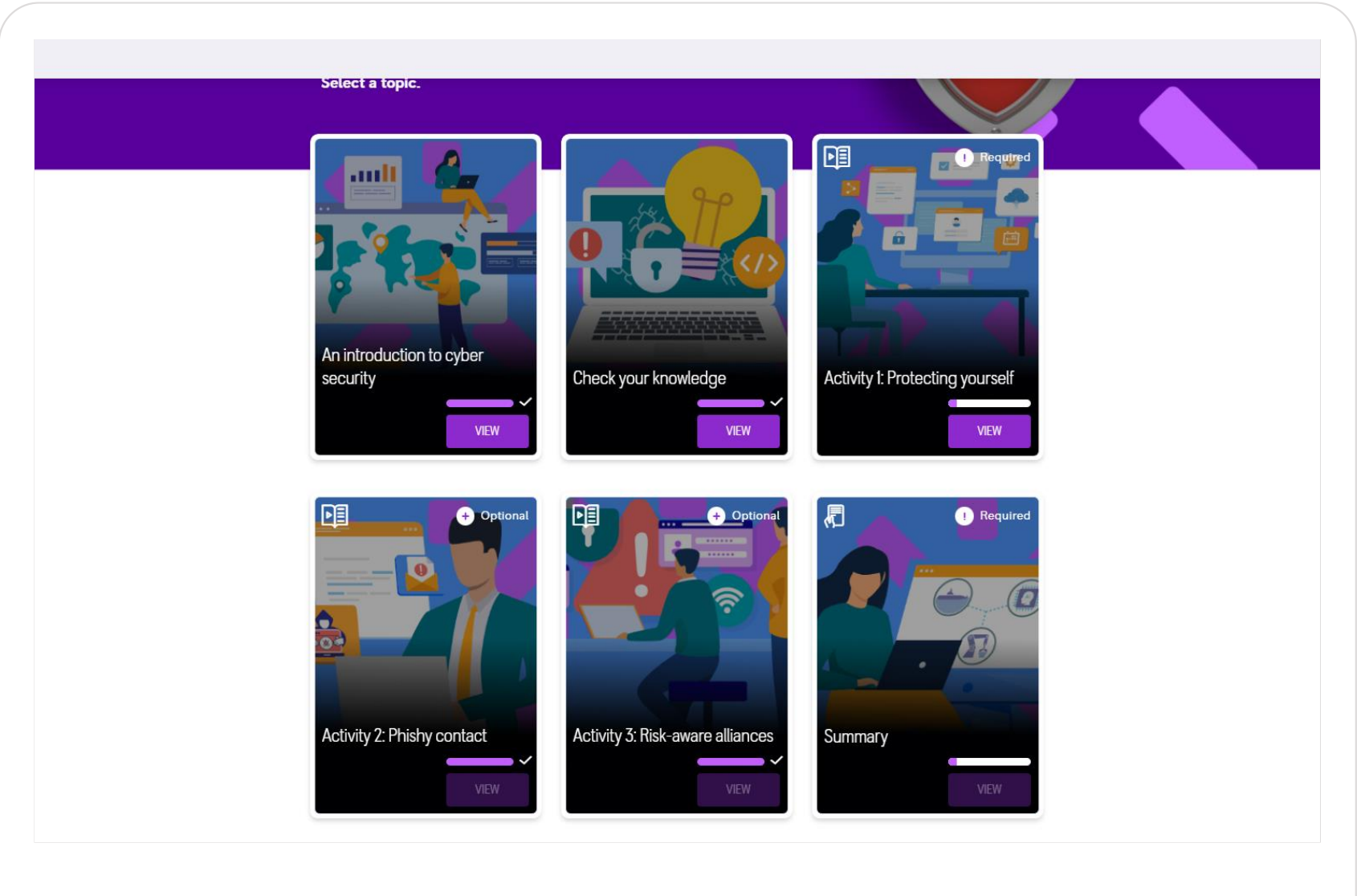


Which areas did you pass? If you didn't pass an area, it will be marked **required** on the menu. You will need to complete these to pass this course.

Select each heading to see more about that activities.

- Question 1  
✓ passed +
- Question 2  
✓ passed +
- Question 3  
✓ passed +
- Question 4  
✗ not passed +
- Question 5  
✓ passed +
- Question 6  
✓ passed +
- Question 7  
✓ passed +

# The menu clearly shows what learning's required



# I complete what I need to do...

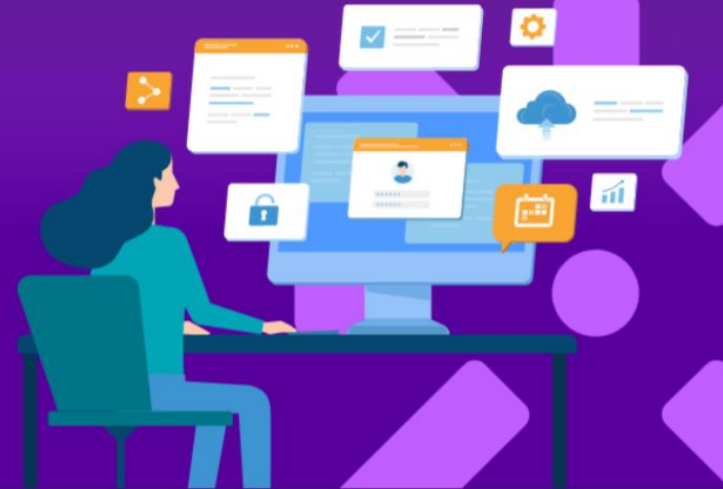


## Activity 1: Protecting yourself

During a hectic afternoon filled with emails and meetings, a sudden realisation strikes – you've yet to confirm your attendance for a crucial industry conference scheduled for the next day. The responsibility falls on your shoulders, as you've agreed to step in at short notice for your leader who's fallen ill. With the deadline mere minutes away, the pressure mounts as you scramble to secure your spot at the event...

**Scroll down to get started.**

 Required

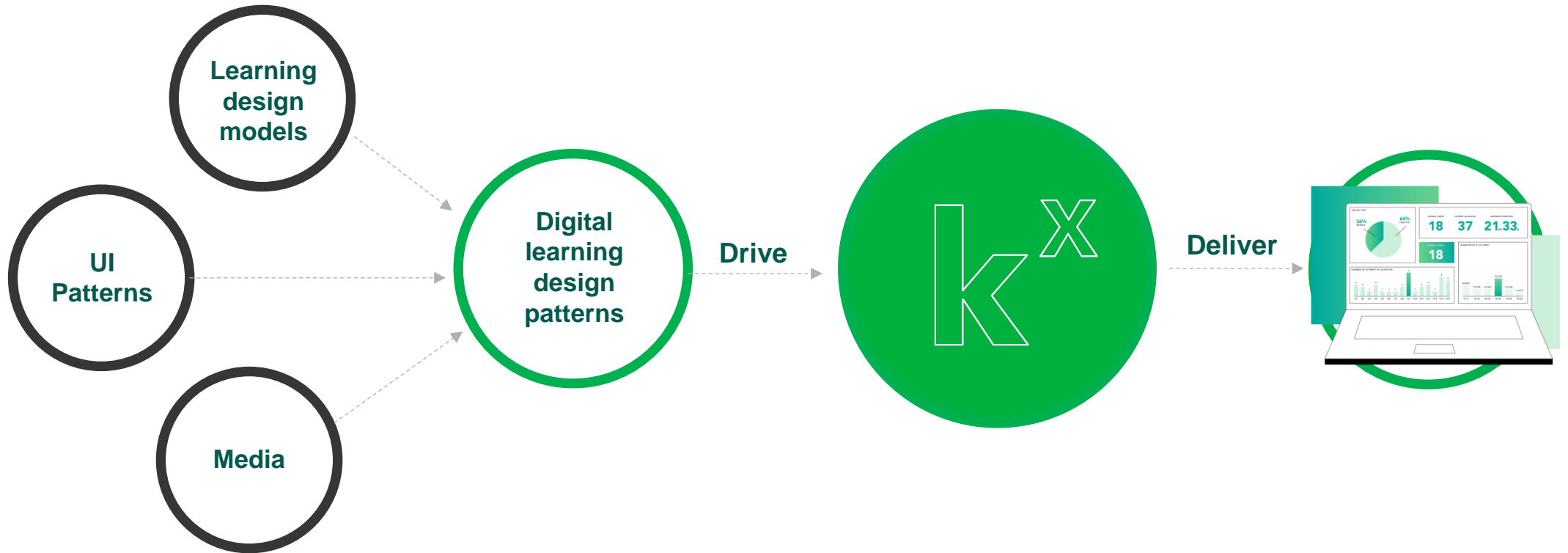


## Deadline dilemma

You quickly go to the booking confirmation page on the conference website, but it requires registering with an email and password. To save time, you wonder if you should just use your work email and the existing password for your Rolls-Royce account which you've already



# Learning design patterns drive the experience and provide consistent data for analysis



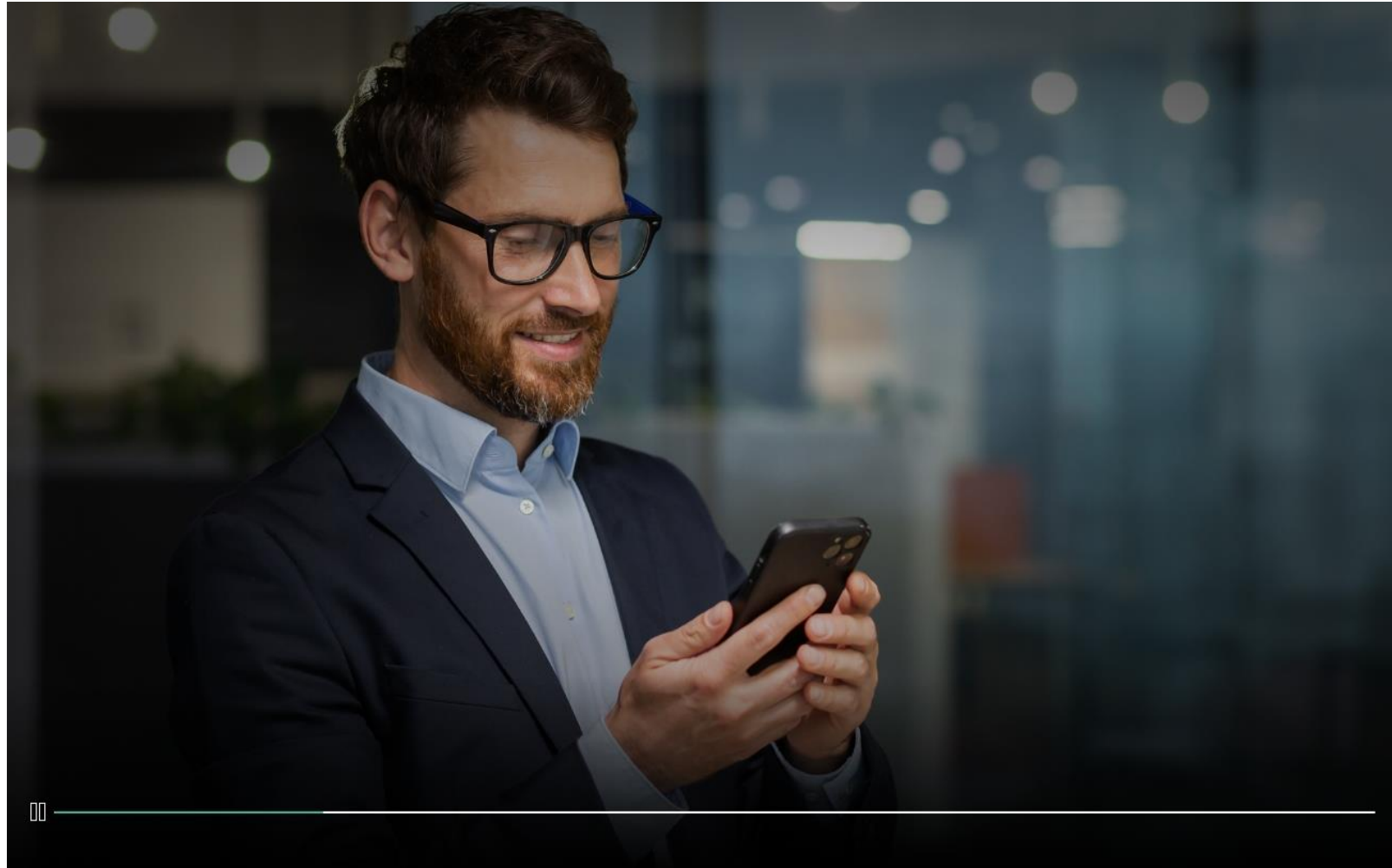


# Taking it further through personalised skills journeys

Focusing on **results** and the desired **skills and behaviours** to enhance performance through personalised experiences.



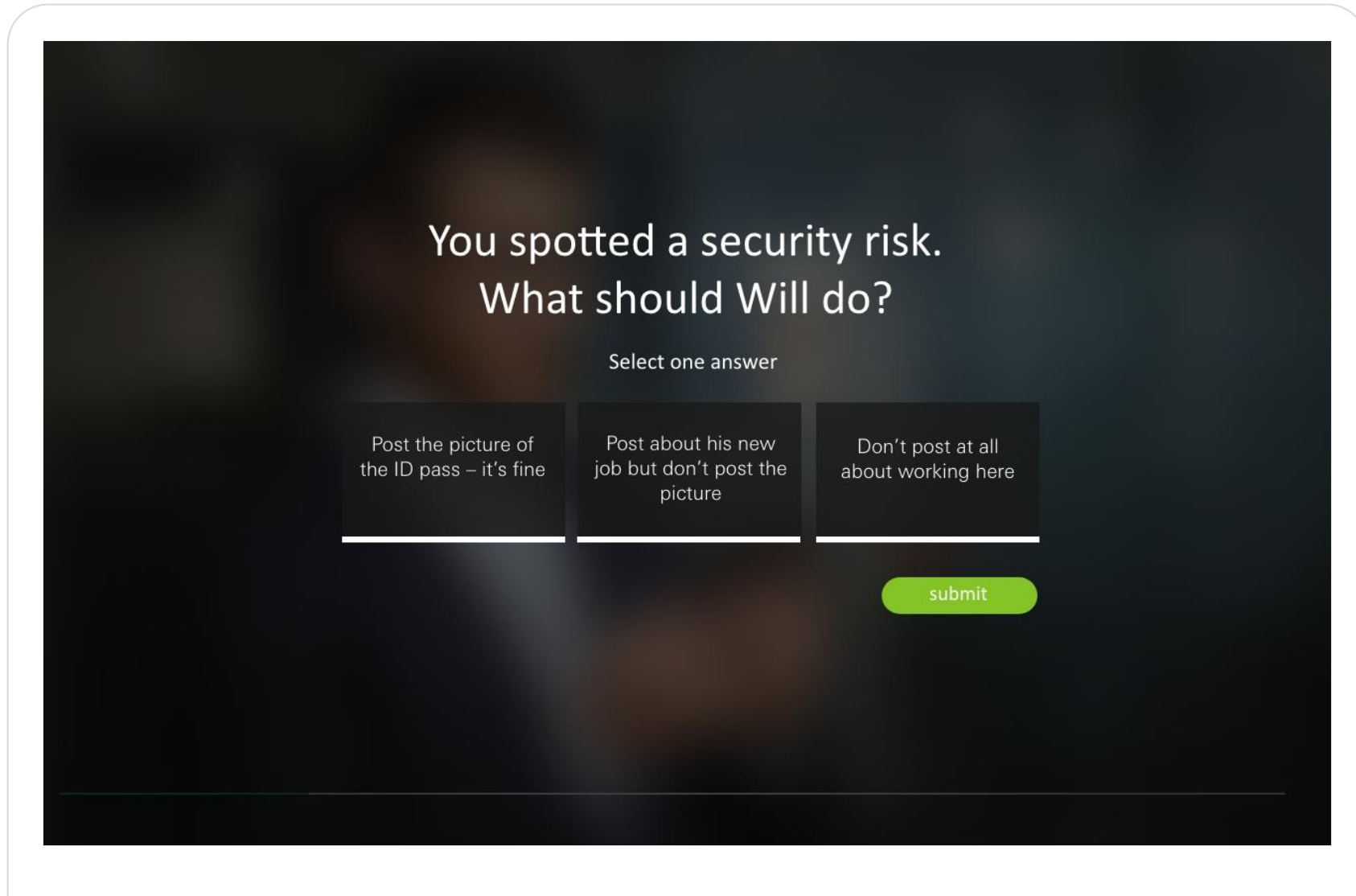
# I start the simulation



# I identify problems when I see them



# I identify why it's an issue and what to do next



You spotted a security risk.  
What should Will do?

Select one answer

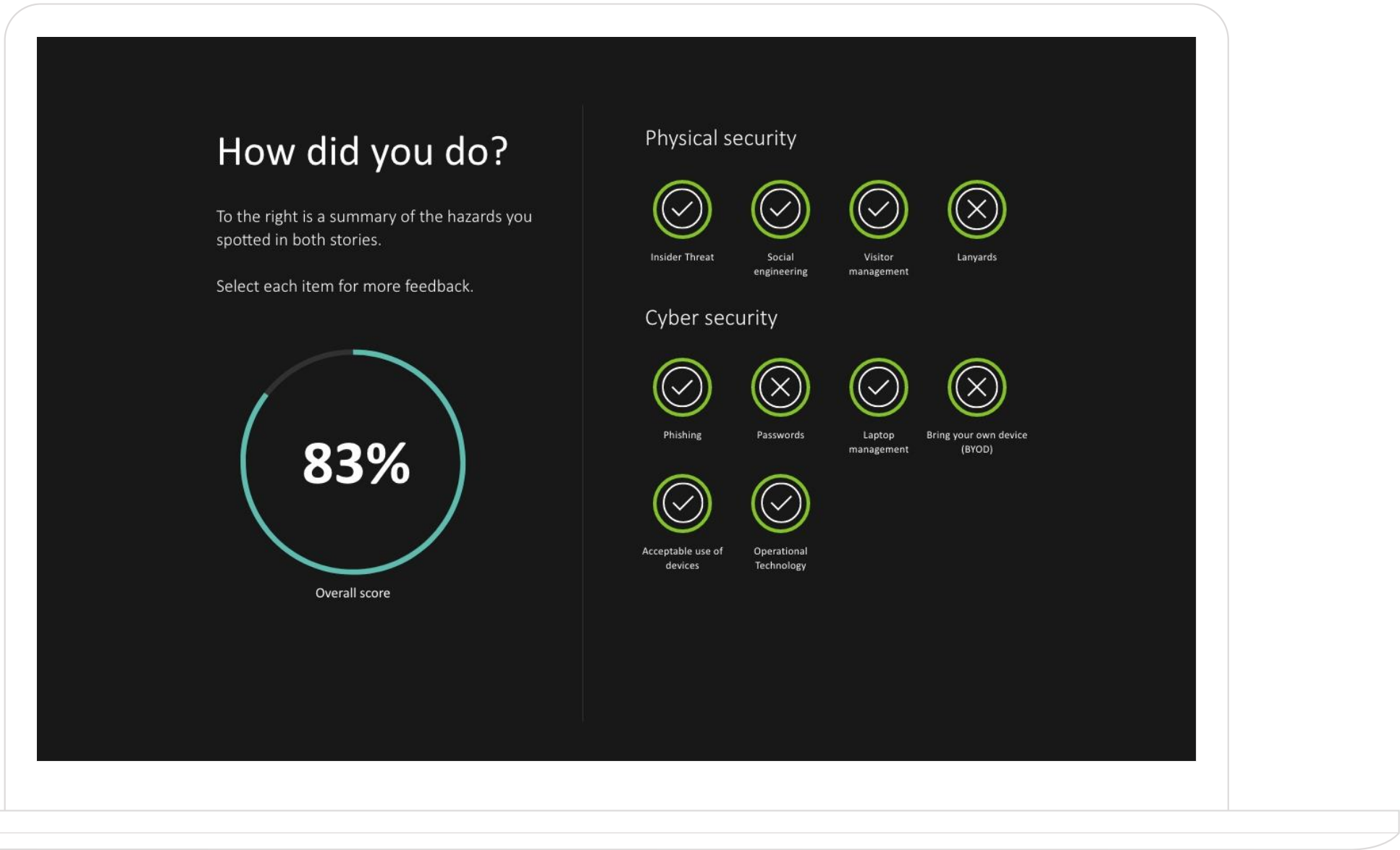
Post the picture of the ID pass – it's fine

Post about his new job but don't post the picture

Don't post at all about working here

submit

# I see a detailed view of my strengths and gaps



# I explore the results to gain further context

## How did you do?

To the right is a summary of the hazards you spotted in both stories.


Select each item for more feedback.

**83%**

Overall score

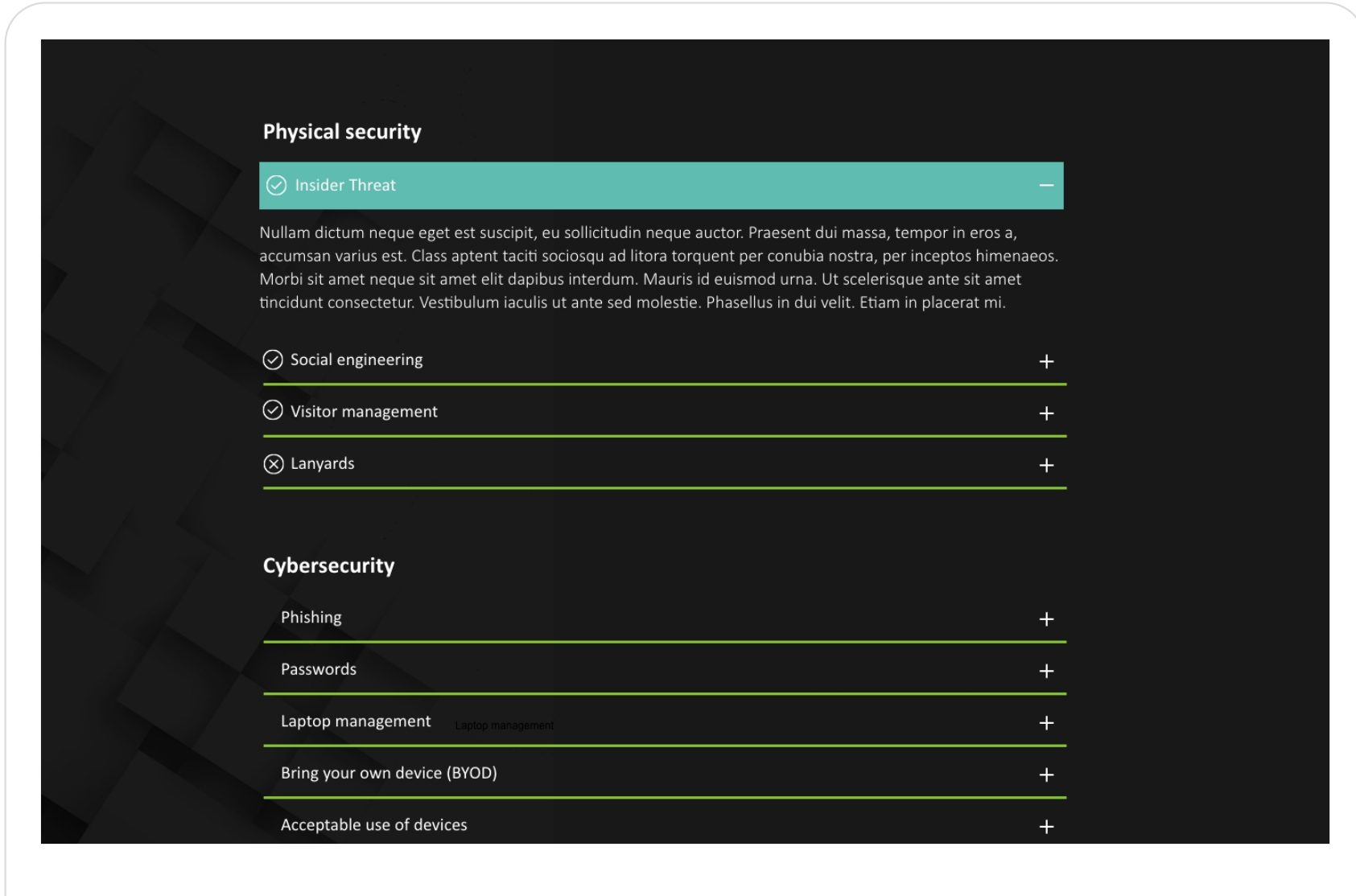
### Insider Threat

Nullam dictum neque eget est suscipit, eu sollicitudin neque auctor. Praesent dui massa, tempor in eros a, accumsan varius est. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Morbi sit amet neque sit amet elit dapibus interdum. Mauris id euismod urna. Ut scelerisque ante sit amet tincidunt consectetur. Vestibulum iaculis ut ante sed molestie. Phasellus in dui velit.

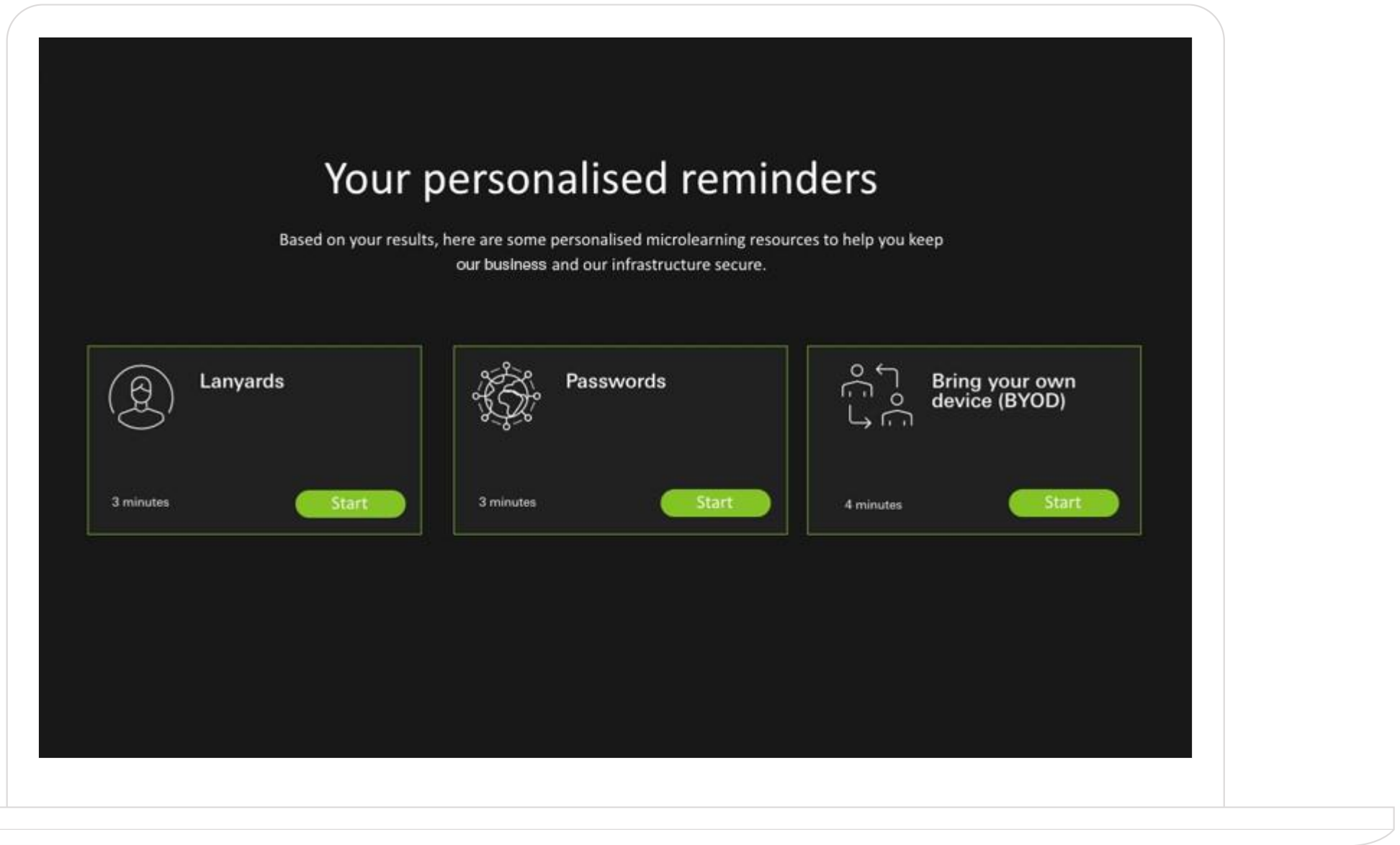


The image shows a man in a dark suit and glasses looking at a smartphone. The phone screen displays a social media post from a user named 'Willguy\_78'. The post features a photo of the same man in a light blue shirt and glasses, holding a tablet. Below the photo, the text reads: 'Willguy\_78 Specs on ready for my first day at my new job #newjobcheckoutthelanyard'. At the bottom of the post, there are icons for 'POST', 'REEL', 'STORY', and 'LIVE'.

# ...and develop my understanding of what's expected



# I complete further learning where needed

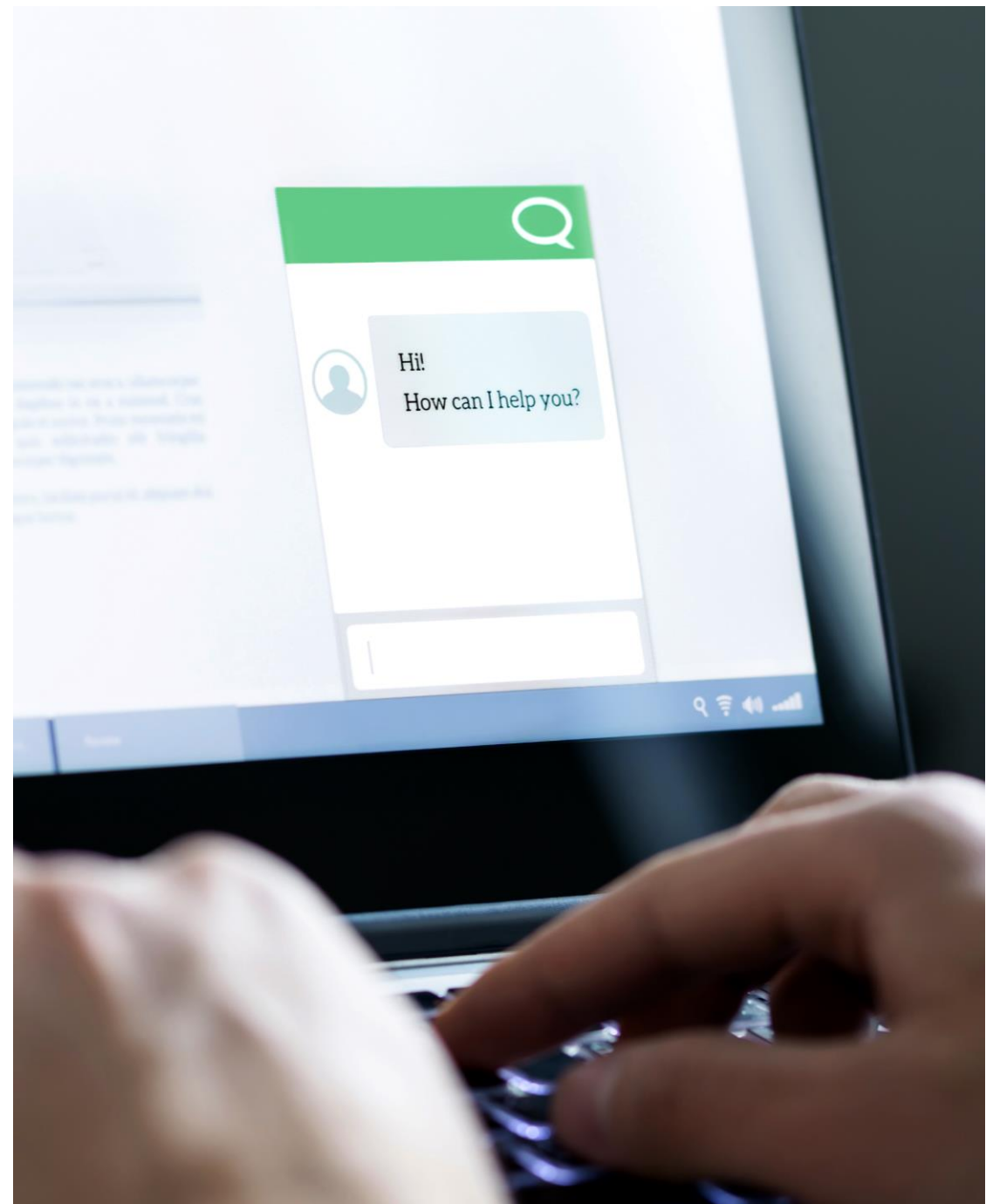




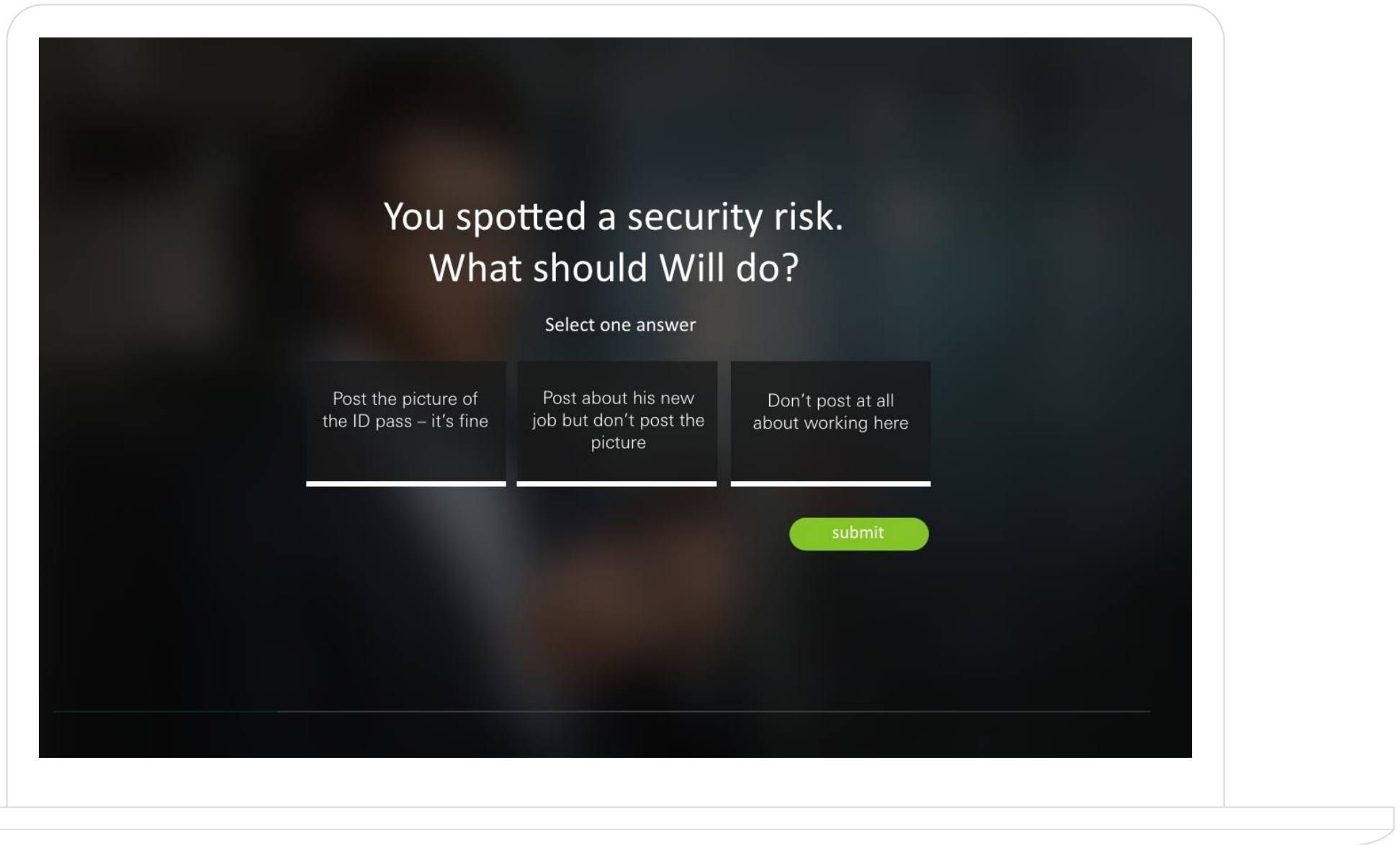
# Preparing for a future of hyper personalisation

Generative AI's ability to generate human-like interactions means that traditional forms of digital learning will be fundamentally disrupted.

**We are entering an age of hyper personalisation.**



# The limitations of digital content...



You spotted a security risk.  
What should Will do?

Select one answer

Post the picture of the ID pass – it's fine

Post about his new job but don't post the picture


Don't post at all about working here

submit

# Open input interface to assessing knowledge

Services cycles training

A customer arrives at the service station and requests premium fuel. The employee must attend quickly and efficiently, considering that the customer is in a hurry and needs to be served in the minimum time possible. The employee must answer the customer's questions and provide necessary information about the product and additional services offered by the service station.



**Welcome** ?  
Hello, good day. Can you serve me quickly? I'm in a hurry.  
Of course, what do you need from me?

**Sale** ?  
I need to fill up with premium fuel. How long will it take?  
It's just a matter of five minutes.

**Dispatch** ?  
Is it taking long? I have to leave for a meeting in 10 minutes.  
Now is completed.

✓ Welcome    ✓ Sale    ✓ Dispatch    4 Product upsell    5 Payment and invoicing    6 Goodbye



# Questions & Answers

# Thank you for you time

Let us know if you'd like to book a demo of anything we've shown today.

**We are on stand E30, come and join us for drinks at 3:15pm today to celebrate our birthday.**

Get in touch: [info@kineo.com](mailto:info@kineo.com)

Keep up with us on socials:

**#LT25UK**

<https://www.linkedin.com/company/kineo>

<https://twitter.com/kineo>



# Designed for results

Everything we do at Kineo stems from a simple idea – if we design a better learning experience, together we'll get better results.

Kineo helps the world's leading businesses improve performance through learning and technology. We're proud of our reputation for being flexible and innovative, and of our award-winning work with clients across the world.

Whatever your business challenge, we will partner with you every step of the way to find the learning solution that fits best – and delivers results.

So, how can we help you?

Get in touch about your digital learning challenges.

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