

E-BOOK

Safe and prepared

Why 97% of employees are more prepared with Immersive Learning



Safety training today

In the war for talent, attracting and retaining great employees is more and more challenging, especially in roles that involve potential safety hazards or liabilities. Putting strong safety procedures in place requires both operational excellence and effective training methods. However, research shows that only 36% of new employees feel that they receive the skills and knowledge to thrive in their roles¹. Safety, operations and risk management leaders must take note of this statistic, as it demonstrates how traditional training methods are mostly ineffective.

It also presents a major challenge in mitigating safety issues in the workplace. When you consider that U.S. industry pays out over \$1 billion per week in direct costs² for disabling, non-fatal injuries, it is clear that our current employee training paradigm is broken. The traditional ways of training employees simply do not work anymore - if they ever did.

But with the evolution of Virtual Reality (VR) and the comprehensive research about its positive impact on learning, top organizations are now using Immersive Learning to deliver impactful and engaging safety training for employees.



**31% of the U.S. workforce does not receive any formal job training...
For those that do, 43% say it is ineffective."**

Source: Ipsos (2017) for Axonify

What is Immersive Learning?

Immersive Learning is an experiential training methodology that uses Virtual Reality to simulate real-world scenarios and train employees in a safe and engaging environment. Immersive Learning combines VR with advanced learning theory, data science and spatial design to improve effectiveness and user engagement. VR captures the undivided attention of the user and, more importantly, places them in realistic scenarios that effectively require the user to do as opposed to just understand.

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¹ Deloitte

² Industrial Safety & Hygiene News

The approach is founded in decades of neuroscience research, which indicated that the brain treats VR experiences just like it would treat real life. By using VR to immerse employees into real work situations, Immersive Learning capitalizes on proven best practices in behavioral learning that often get lost in training modules due to time, resource and budgetary constraints. This helps improve trainee engagement, preparedness, knowledge retention and confidence on the job - all without the costliness of 1:1 training.



For years, learning wasn't really focused on the skills that were needed in the moment to perform the activities that were required [...] The ability of VR to deliver just-in-time training at the moment of need in a way that is highly ingestible for employees is frankly a required opportunity."

Michael Gretczko, Principal, Deloitte Consulting LLP

Immersive Learning is perfect for safety training

Across every industry - from food production to retail - training and safety professionals are using Immersive Learning to better onboard, train and retain their workforce in important safety protocol that reduce risk and liability to the organization. That's because VR-based Immersive Learning gets trainees closer to reality than any other training medium with less risk and expense. In fact, extensive scientific research has shown that Immersive Learning offers several significant advantages over traditional methods.

01

VR provides real-world behavioral change

The brain treats VR experiences like it would treat real life, helping to instill new learnings into the trainee's skillset.

02

VR training is better at engaging learners than non-immersive training

Learners actively participate using their entire body to engage.

03

VR enables repetition learning - anywhere, anytime

On-demand repetition helps improve long-term retention.

04

VR is a safe way to immerse learners

Expose them to dangerous, expensive and/or rare scenarios without actually putting them in harm's way or impacting day-to-day operations.

05

VR opens up a world of data far beyond what's offered by traditional learning modules

It measures performance, attention, engagement and many other valuable signals.

Ways to use Immersive Learning for safety training

There are many unique use cases for Immersive Learning that can be implemented to reduce risk and improve safety measures. Here are some of the most common ways leading companies are revolutionizing their training programs with VR.

Hazard identification

To train employees on identifying hazards in the workplace, organizations are often forced to interrupt operations, either to perform classroom-style training or to give learners realistic tactical practice in the field. The opportunity cost of shutting down machines or slowing operations can be huge.

VR training provides an effective and engaging way for employees to gain practice without stopping production. Southern California Edison, one of the largest utility providers in the U.S., uses Immersive Learning to allow field employees to learn and practice spotting safety issues. The realistic simulation places the trainee in various common locations - in front of the truck, in the bucket, and more - as they practice identifying problem areas as many times as needed to build proficiency. With VR, SoCal Edison did not need to sacrifice operations to effectively train their workforce.

Another example comes from Chipotle, whose employees received engaging food safety training in VR, eliminating the the need to close operations or use real food in the module.



Safety is critical at SCE and we recognize it is a life decision, not just a safety decision. Our ability to empathize and listen to our customers can dramatically reduce safety risks for everyone. Using virtual reality, we recreate high-risk environments safely and build moments of learning transfer to real life."

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Debra Simeroth, Senior Advisor,
Southern California Edison (SCE)



Safety procedures

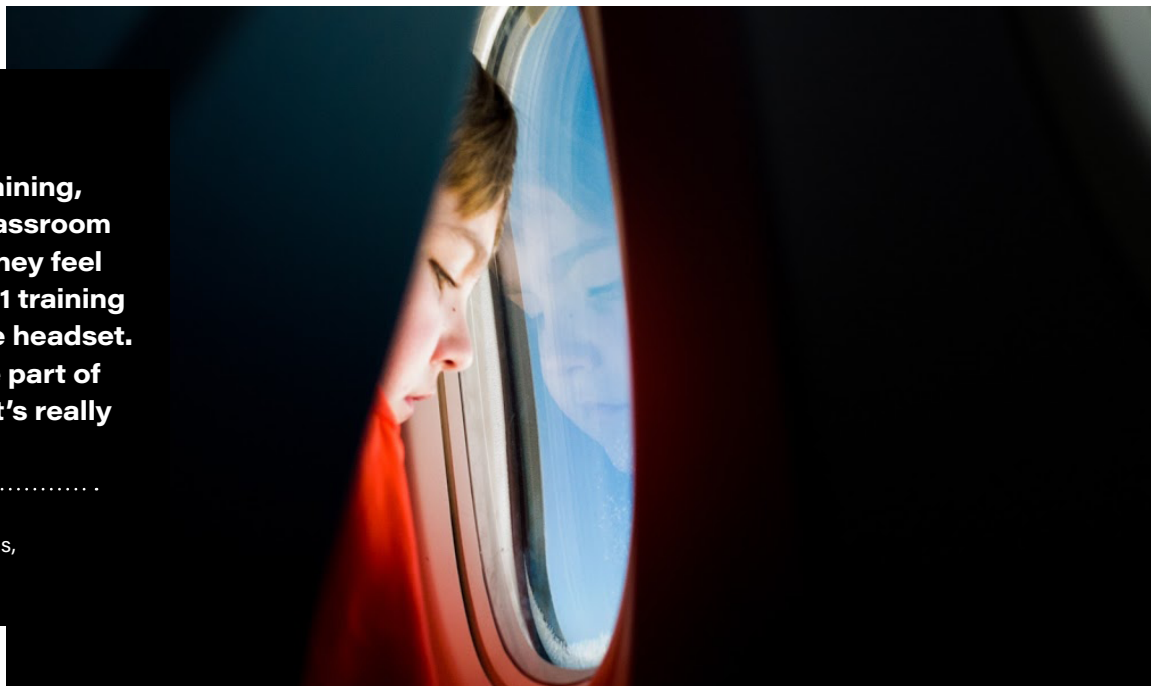
Many safety procedures are step-by-step processes that require practice. However, in order to provide the opportunity for employees to practice, companies must recreate the situation as closely as possible - a time-intensive and costly initiative.

JetBlue uses Immersive Learning to train ground technicians on aircraft inspection procedures. Traditionally, this training required either renting a plane or taking one out of commission, which was costly for the airline. But through Immersive Learning in VR - filmed with 360-degree video cameras - rookie technicians get to stand on the ground in front of a "real" JetBlue aircraft and practice performing inspections. JetBlue found that VR training is like having an aircraft on-demand at their College of Technical Operations.



It's not traditional training, it's not sitting in a classroom or watching video. They feel like they're getting 1:1 training when they put on the headset. They feel like they're part of the training, and that's really connecting."

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Andy Kozak, Head Manager,
College of Technical Operations,
JetBlue University



Emergency situations

Emergencies are rare but pose significant danger when not handled properly. The challenge is engaging employees in the training so much that the material sticks and they can recall it during high pressure, stressful situations. Role-playing exercises can be helpful, but it is near impossible to recreate the high stakes of real-life emergencies - especially at scale for thousands of employees. However, Virtual Reality comes close.

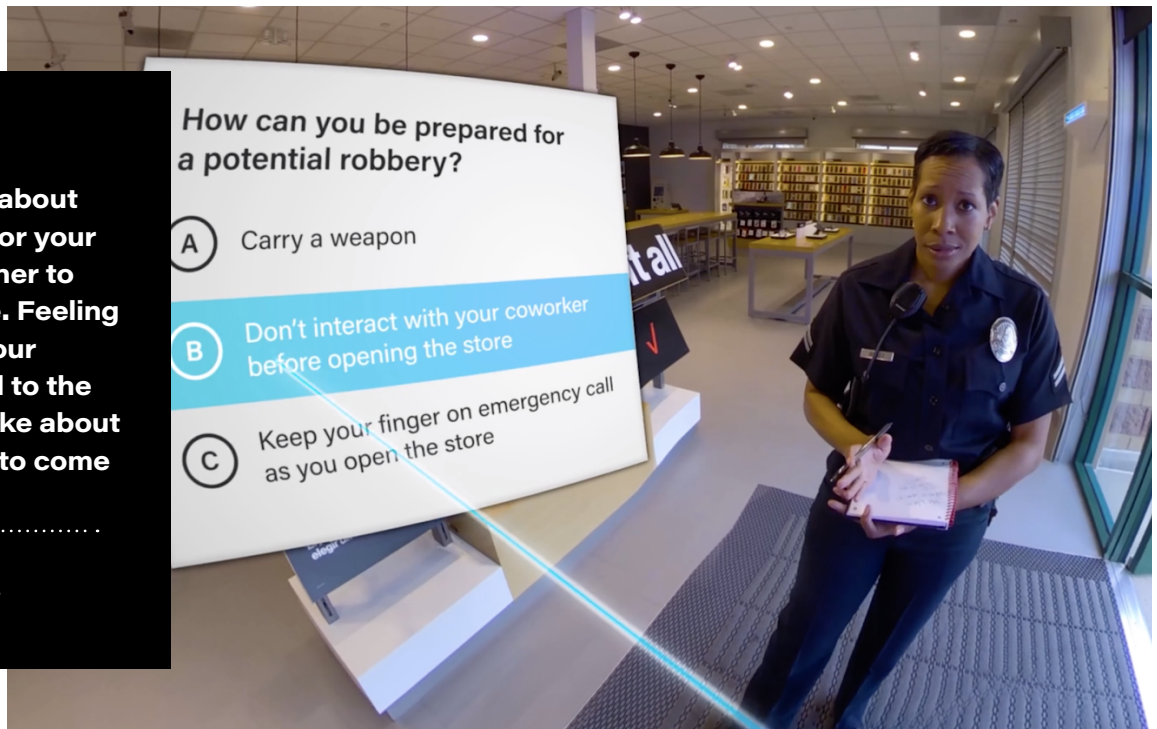
Verizon, in an initiative to put employee safety first, implemented Immersive Learning to train their retail store employees on how to handle armed robberies. The module is powerful: in one simulation, trainees are opening the store when armed robbers approach, make threats and shout orders to let them into the store and hand over merchandise.

Through VR, Verizon was able to give thousands of employees the chance to practice handling the emergency situation. Immersive Learning's ability to engage and scale is what makes it such a valuable medium for delivering safety training.



It's one thing to talk about safety and security for your employees. It's another to bring that idea to life. Feeling safe and secure in your workplace is integral to the decisions people make about where they're going to come to work."

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Michael Mason,
Sr. VP & Chief Security Officer,
Verizon



Lockout-tagout

For large manufacturing companies, securing standardized and effective safety procedures across sprawled operations is paramount to protecting the workforce and the brand. Lockout-tagout procedures are integral to accident avoidance and employee safety and must be closely followed every time machinery is being serviced.

One of the largest agricultural corporations in the U.S. engages manufacturing workers with a comprehensive lockout-tagout training in VR. They replaced mundane videos and lectures with Immersive Learning, which trains employees in the first-person perspective to keep them engaged, enthusiastic and learning better. The module begins with an in-depth explanation of the lockout-tagout process, then challenges the learner to answer a series of questions while in front of the machine.

Conclusion

It is no surprise that Immersive Learning has proven to be highly effective at training employees in safety procedures and protocol. When VR technology is combined with advanced learning theory, data science and spatial design, the potential use cases for risk mitigation in the enterprise become innumerable. It's important to remember that Immersive Learning requires a careful balance of software, hardware, content and an experienced team across multiple disciplines. With this balance in place, organizations in every industry can benefit from improved employee training and a safer workplace.

Why Strivr

Incubated in the Stanford University Virtual Human Interaction Lab, Strivr transforms the way organizations train and develop their workforce through immersive experiences. Co-founders Derek Belch and Jeremy Bailenson, one of the world's leading VR researchers, first teamed up in 2014 to assess Immersive Learning as an effective tool for training football players. With sports as a proving ground, they quickly expanded their focus from the athlete to the enterprise. Today, Strivr is the only end-to-end provider of Immersive Learning solutions.



Built on 20 years of research from the Stanford University Virtual Human Interaction Lab, Strivr is using immersive technology to transform the way we learn."

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Jeremy Bailenson,
Strivr Co-founder and Managing
Director of the Stanford Virtual
Human Interaction Lab



Strivr delivers a proven software platform enabled by professional services, content production, and hardware management. Both elite sports organizations and Fortune 500 companies are using Strivr's software platform to train millions of employees, seeing a measurable impact in reduced employee training time, increased customer satisfaction and greater overall confidence of employees feeling more engaged and prepared at work. To learn more about elevating performance through immersive experience, visit www.strivr.com.



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