



**Employee Learning Week (ELW)** is an awareness campaign that highlights the substantial connection between Training and Achievement of Objectives in organizations. Learning, talent development and effective training becomes more relevant every day. The current skills and knowledge gap coupled with the need to compete in the 21st century economy requires organizations to develop a highly skilled workforce.

This year 2022, we will celebrate ELW from December 5 to 9!

**ATD (the Association for Talent Development) is the world's largest association dedicated to those who develop talent in organizations**

ATD's Employee Learning Week (ELW) is an opportunity for companies to demonstrate their commitment to talent development.

During the week, remind employees about the learning and talent development opportunities they can access. For more information and links to ELW materials, visit [TD.org/elw](http://TD.org/elw).

**Share your plans or events and receive recognition.**

On the national level you can share your plans for Employee Learning Week using [td.org/elwform](http://td.org/elwform), and ATD National will recognize your company or chapter as a Champion of Learning. Locally, if you tell us by December 1st, 2022, at [atdpuertorico@gmail.com](mailto:atdpuertorico@gmail.com) about your plans or what you did and we'll feature you as an official ATD "Champion of Learning" in our special event on December 9th and in our Q1 2023 bulletin.

**Questions?** Email [atdpuertorico@gmail.com](mailto:atdpuertorico@gmail.com) #ATDEmployeeLearningWeek

**WHERE?** Employee Learning Week events can happen anywhere. Hold events in your office, virtually, or plan a special off-site program.

**WHY?** Developing talent is more important now than ever. The growing skills gap and increased need to compete in today's economy require organizations to develop knowledgeable and highly skilled talent.

**WHO?** All organizations are encouraged to recognize Employee Learning Week by rededicating themselves to developing their talent.

**HOW?** The possibilities are endless! You can showcase your organization's learning and talent development best practices. Find additional ideas by visiting [TD.org/elw](http://TD.org/elw).

**WHEN?** Plan special events or meetings or distribute communication during ELW, the first full week of December 5<sup>th</sup> to 9<sup>th</sup>, 2022. Continue investing in employee learning throughout the year.



**DECEMBER 5-9, 2022**

**For the 2022 ELW celebration there are so many ways to promote employee learning, and some of them will only take a few minutes of your time.**

Here are a few ideas for you that have a link to brain science. Tell us at [atdpuertorico@gmail.com](mailto:atdpuertorico@gmail.com) what you did by December 1<sup>st</sup>, 2022, and we'll feature you as an official ATD "Champion of Learning" in our special event on December 9<sup>th</sup> and in our Q1 2023 bulletin.

The following was taken from ATD Nacional's website: Blog of December 5th, 2013, on how to celebrate "Employee Learning Week" in your company. Some details were edited to reflect the celebration for this year December 5 to 9, 2022. The ideas are still valid!

More details @: [Employee Learning Week | ATD](#)

#### **Employee Learning Week Idea #1: Ask People to Make a Commitment**

Studies show that the moment we verbalize an intention to do something we create an image in our brain. We see our future intended performance and feel the satisfaction that comes with the achievement. This **instantaneous reaction** is backed up by another brain process that kicks in shortly thereafter: Our brains become more attuned to information that supports the new intention. For example, if you decide that you want to learn how to play a musical instrument, you might start paying more attention the music all around you, you might pause over an ad for music lessons that you would otherwise have ignored, or remember that a friend of yours is taking piano lessons and give him a call.

As you start talking to people about your goal, they may start to send you tips and leads to help you along the way. The more you start noticing these little reinforcements in your day, the more highly focused your brain becomes on achieving your goal. So why not ask every employee to verbalize one thing that they are going to learn in the next year? Make sure the event is public and positive, and you are on your way.

#### **Employee Learning Week Idea #2: Help Everyone Relearn Something**

As we know from discoveries about **neuroplasticity**, we are constantly remaking our brains, forming new neural connections. That means that older, less used pathways are also being decommissioned, causing your employees to forget things that they once knew. In fact, the "**Curve of Forgetting**" was actually discovered and quantified by Hermann Ebbinghaus in 1885. He was able to show how rapidly we forget what we have "learned" over time. The only way to fight against the curve is through reinforcement.

So, take a look at your training programs and make sure there are follow-up reinforcement activities built in to reverse the forgetting curve. You might look at important corporate messaging and consider releasing it more frequently, using a wider selection of media to deliver the message. If you are a manager, ask yourself if you are reinforcing your coaching messages frequently enough to have an impact.

### **Employee Learning Week Idea #3: Start a “No Multi-Tasking” Campaign**

The evidence against multi-tasking is overwhelming. Trying to do more than one thing at a time only slows the brain down, taking precious processing time to switch between tasks, and adding to brain fatigue. Why not ask everyone to spend one hour doing just one thing and then report the results? It’s a simple concept, but many of us will find it very hard to do.

Just pick one thing that you need to get finished, start a timer and do it, without multi-tasking. That means no instant messaging, no checking email, no talking on the phone while working, etc. Really. A recent study showed that people not only take more time to accomplish tasks while alternating between several tasks at once, they also **commit more errors**. So do everyone a favor and give them permission to drop this unproductive habit.

### **Employee Learning Week Idea #4: Get Attention for Your Accomplishments**

If you feel that your department is a bit under-appreciated, the fault may be your own. When was the last time you promoted some of your team’s accomplishments to senior management? Our brains are bombarded by a constant stream of stimuli all the time, even when we are sleeping. So the brain has a **mechanism for filtering** out what doesn’t seem important.

If you aren’t linking your achievements to other matters that are already on your CEO’s mind, chances are she isn’t thinking about your team very often. Why not grab the CEO’s list of goals for this year (It is probably hiding in your inbox from January) and match specific accomplishments from your team to as many of those goals as possible? Put together a quick note and then give it as much exposure as possible. See idea #2 above and do it again in a different format in a couple of days.

### **Employee Learning Week Idea #5: Change Some Light Bulbs**

In the 1930s, companies started experimenting with workplace conditions in order to increase productivity. One of the most famous experiments took place at Hawthorne Electrical Works. Researchers theorized that brighter lighting would enhance performance, so they created three groups: one group got new, brighter bulbs; another group got dimmer bulbs; a third group got new bulbs with the same wattage as the previous one. A surprising thing happened: all of the groups improved.

The resulting “**Hawthorne Effect**” has been described as the tendency of people to work harder simply because they know that they are being watched. This conclusion has since been challenged, and there may be other reasons for this surprising result. My own personal hypothesis is that in all cases something changed. And change alone makes us pay attention. So, look at your human capital systems and just change something, and see what results. You might stimulate employee learning without even trying.

**Have some other ideas? Please let us know. Happy celebrating!**

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