

**HARDSKILLS™**

# Transforming Workforces Through Cinema & Cognitive Science

Insights from a panel discussion.



# Transformation is built on change

**Digital transformation** isn't just about technology, it's about **culture and communication** – which means behavioural change.

Fundamentally, adult behaviour is tough to change. Yet business leaders across the globe crave change in order to innovate. They want teams that **move with agility, think critically, communicate, and collaborate.**

**Innovation demands initiative and creativity,** skills that are critical to change but hard to train.

## There is no silver bullet.



## But there are solutions.

# Most training fails

**Transformation happens at scale.** That's its nature. It's a big task.

Success requires workforces to acquire new skills, quickly.

When companies limit their training to small, exclusive groups, they don't find critical mass. And without critical mass, creating a new culture and mindset that has organisational impact can't happen.

**Behaviours rarely change.**

**Training typically fails to recognise how adults learn.**

Self-serve content libraries and day-long workshops don't work because **behaviour change requires a different approach to make learning stick.**

*Most L&D programs amount to **transfers of quickly forgotten information**\**.

The training doesn't stick.

*\*Steve Glaveski, Harvard Business Review*

# Humans want stories, not theories

By using **cognitive science**, the ancient art of **storytelling**, and **new technology**, companies can achieve **learning at scale**.

Humans learn when they are taught repeatedly, in different ways.

They want stories, not theories. For skills to become hardwired, repetition is key.

That takes **time**.

Only when

**80+%**

of the workforce is trained together, the new skills become

**part of the company's DNA**

# Visual cues boost recall

Storytelling has been around for thousands of years because that's how human beings relate to and remember. **The human brain is an image processor**, not a word processor, so visual cues give us better information recall.

That's why **cinematic content holds a vital key to workforce transformation**. Content with great production value **engages learners**. Quality and creativity signal respect and **hooks the audience**.

But great content on its own isn't enough!



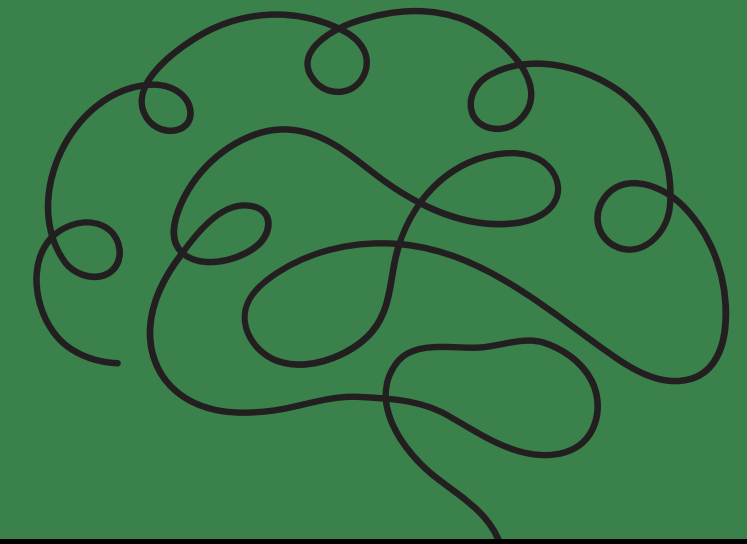
**Sunil Setlur**  
CHRO and Advisor  
to Group CEO, GoTo

With AI doing basic jobs, the critical element humans need is **the ability to think and create**. Companies are going back to **reinvesting in building skills**, and **outsourced training is the way to go**.

Cognitive science tells us that the content must be used intentionally if it is to produce real results. Memorable stories reinforced with questions and repetition **engage long-term memory**.

That's the **training that sticks**.

# Making change happen



Here's how companies can set themselves up for success with behavioural skills training:

- Equip employees with **skills needed to embrace change**.
- Choose learning journeys that harness the power of **cognitive science to embed learning in long-term memory**.
- Invest in training these skills **at scale**.

Consistent training across an enterprise means there is a shared language among employees – which amplifies the benefits of it.

It's all about  
**memory.**

**Anthony Hayward**,  
Co-Founder and CEO,  
**Hardskills**



# What are the benefits?

- ✔ Agile employees can easily adapt to changing scenarios
- ✔ Improvement in cross-functional communication
- ✔ Independent problem-solving becomes a habit
- ✔ Improved customer experience
- ✔ Increased productivity and effectiveness
- ✔ Reduced employee churn

**Start small and focus on the essentials.** Once a pilot is successful, it's easy to properly roll out training initiatives.

Leadership by example can be difficult, but **ultimately drives the outcomes we want.**



**Victor Goh**  
Head of Learning & Development  
and CEO of SCALA,  
YCH Group

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& storytelling in an  
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