

TWO LEARNING FRAMEWORKS.

ONE GOAL: BETTER PERFORMANCE.

How modern L&D blends experience, social learning, and micro-design for impact.

70/20/10

Classic model describing *where* learning occurs.

70% on the job experience.

20% coaching, mentoring, social learning.

10% formal training.

Shapes the learning **ecosystem.**

3-30

A modern design model describing *how* to structure learning for optimal retention.

3 minutes to spark attention.

30 minutes to build understanding.

3 hours to practice and apply.

Shapes the learning **experience.**

Together, these frameworks help L&D teams design learning that is:

- **Strategic;** aligned to real work
- **Human-centered,** social and experiential
- **Cognitively efficient,** minimizing overload
- **Performance-driven,** leveraging practice + application