



## The 55/15 Rule of Learning

Knowledge Factor enables Fortune 500 companies, private corporations and universities to assess all the shades of knowledge within their organizations. Since 2001, our clients have found that, despite having personnel who “passed” traditional assessments, their well-trained workforces, on average, possessed only a **55%** level of *Mastery* around critical, job-related information.

Even more revealing was that approximately **15%** of the knowledge they possessed was *Misinformation*, meaning they were 100% confident about the information *but* they were actually 100% *wrong!*

Because this phenomenon is so prevalent across industries, we gave it a name: *The 55/15 Rule of Learning*.

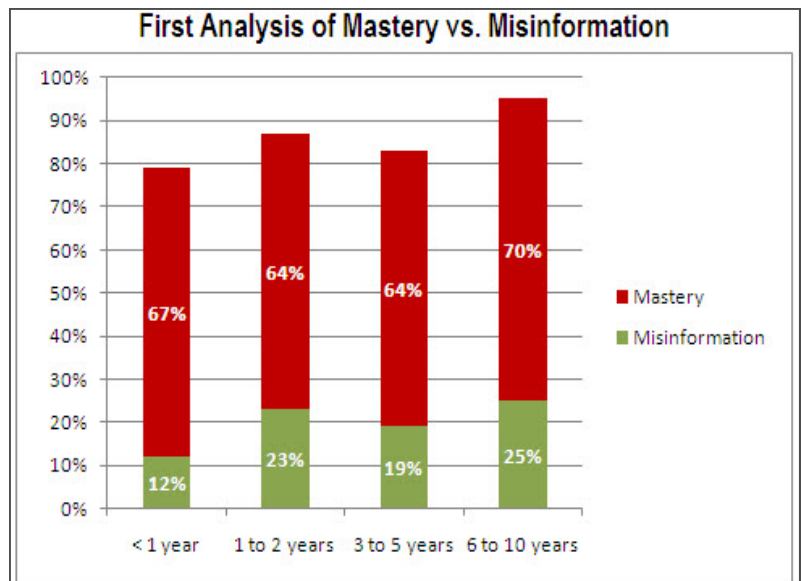
## Case-In-Point: Healthcare

**Situation:** There is no room for error in the healthcare industry. So when one of the largest healthcare service providers in the United States found their nurse on-boarding programs were resulting in dissatisfaction in quality of patient care and poor metrics around nurse knowledge, they looked for an alternative.

**Action:** This healthcare company moved away from its traditional training method— black-and-white, highly subjective assessments coupled with on-the-job training led by tenured nurses—and enrolled 430 nurses across 17 hospitals into Knowledge Factor’s Learning product.

**The Wow-Factor:** The results were astounding (and pretty frightening). Of the 430 nurses assessed, new nurses had an average 12% level of *Misinformation* (about what we’d expect from The 55/15 Rule of Learning). This means they were 100% confident that they knew the information, but 100% wrong.

The nurses with the greatest tenure (the very nurses that were leading on-the-job training) had a 25% level of *Misinformation* around job-critical information and they were propagating this *Misinformation* in their training sessions with new nurses. This healthcare service provider found out first hand, the over-arching driver behind The 55/15 Rule: *Misinformation* exists, sometimes in large quantities, in every organization.



## Results:

- *Shades of Knowledge:* Knowledge Factor revealed all the shades of learner knowledge including where nurses were **Misinformed**, **Uninformed**, **Doubtful** and had **Mastery**, exposing guesswork and giving a realistic picture of their actual knowledge.
- *100% Mastery:* After assessing the shades of knowledge, Knowledge Factor's Learning proprietary technology developed a personalized learning program for each nurse based on where they fell within the shades. The programs maximized exposure to content where the nurse was **Misinformed** and minimized exposure to content the nurse had already **Mastered**, thereby reducing training time and efficiently moving the nurses through the training program. In the end, each group, whether they were brand new nurses with only 12% **Misinformation**, or very tenured nurses with 25% **Misinformation**, achieved 100% **Mastery**. And this client found that better trained nurses yield fewer misdiagnosed, mistreated patients.
- *Faster Training:* By using Knowledge Factor's Learning product, new-hire on-boarding time was reduced by 25%
- *Less Cost:* By minimizing exposure to nurse errors and associated legal costs, the healthcare network's risk insurance premiums were reduced.
- *Great Client Feedback:* "I would put Knowledge Factor in every crack and crevice in our organization. I think our biggest weakness and the root of our biggest problems as an organization is Misinformation—and there's not other way to identify it than with Knowledge Factor." *Susie Law, VP of Clinical Operations, HCA*

