getAbstract Delivers Results in Blended Learning Format
Bendigo and Adelaide Bank transitions to a new blended learning approach, with access to getAbstract content as an integral component.

Blended Learning Leads to Better Outcomes
To achieve its vision to be Australia’s most customer-connected bank, Bendigo and Adelaide Bank embraces innovation and continually looks for opportunities to enhance the development of its people.

In 2012, the bank began a transition from traditional classroom training to a more modern, blended (70:20:10) approach to learning.

“We needed to look at new and innovative ways to provide learners with a better experience, which would then provide better learning outcomes both for the learner and the organization,” says Pam Peterson, Consulting and Design Centre Manager at Bendigo and Adelaide Bank.

Cost and practicality were other considerations, explains David Maiolo, Senior Organizational Development Consultant. “Formal face to face programs are costly and don’t necessarily have the reach that we’d like. This approach helps us to provide learning to people on a broader scale, in diverse locations without the cost of flying them into one centralized location.”

In addition to implementing a blended approach, the bank also incorporates the concept of four phases of learning: pre-learn, learn, transfer, and results. “In bringing together these two approaches we believe we’ve created a robust framework for learners that now permeates throughout the entire organization,” says Peterson.

The insight available through getAbstract summaries has become an important part of the learning journey for some of our core programs. “getAbstract supports our learning events in a way that provides choice to our learners and opens up options for them to explore areas that they hadn’t thought of previously,” says Peterson.

The Learning and Development team first made getAbstract part of the front line management program, sending

Achieved Results
- Delivery of targeted and relevant content drives positive outcomes.
- Choice and range of material creates a better learning environment.
- Flexibility supports development objectives and program design.
- Customer comment:
  “I like that getAbstract is short and succinct summaries of key concepts and thoughts. I use them in my personal development and to challenge my way of thinking and how I approach situations.”
participants links to summaries for them to read as part of training events. Maiolo says that fine-tuning its selection of getAbstract content for greater relevance to a learner’s upcoming training, has enabled the team to drive learning outcomes more aligned to business’s needs. We have now made getAbstract part of the pre-learning process, sending participants links to summaries for them to read before training events.

getAbstract isn’t limited only to pre-learn homework. “We saw there was a great opportunity to use getAbstract in the transfer phase, to embed new behaviors and continue to connect with learners after formal events,” says Peterson. “Whether it’s the book summaries or TED videos, getAbstract helps create a better learning environment and the opportunity for the learner to receive the information in a different and more engaging way.”

After One Success, More Applications Found
Following the use of getAbstract in the Front Line Management program, Bendigo and Adelaide Bank has now made getAbstract an integral part of its three-month Advanced Leader Program, which includes weekly events such as webinars, cross location video conferencing and localized sessions. The Organisational Development team has embedded getAbstract into what it calls e-tasks: weekly emails of one or more summaries that provide participants with an introduction to the content of the session they’re about to attend. Maiolo says “This allows us to get some of the theory out of the way so that we can focus more on ‘activity’ based learning during our face to face events”.

“After we saw that getAbstract could have a positive impact for learners on our Front Line Program, we wanted to use it even more effectively. In the Advanced Leadership Program, rather than using getAbstract as an add-on we actually built it into the program’s design.” says Maiolo

In addition to the emailed summaries, the team set up specific portals showcasing some of the resources available to participants for further learning, providing them access to additional recommended summaries.

The bank also incorporated getAbstract in a successful trial boot camp for 50 business partners. “Some of them had heard of getAbstract and had already been using it,” says Peterson. “The feedback from the business partners was that they found it exceedingly beneficial. They loved that it was just summaries, so they could have a quick read and learn something new about a specific topic, but could explore other topics as well.”

Bendigo and Adelaide Bank discovered firsthand the applicability of getAbstract to multiple audiences, topics, learning formats and delivery methods — a solution for every requirement. Concludes Maiolo: “Using getAbstract was about providing flexible options that could be managed on a real-time basis to help address an issue we have going on in the business, for specific learning events, or just to give people an additional avenue to develop their knowledge in an easy to digest format”

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