

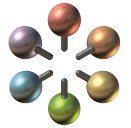
## Executive Summary

# 7 CAUSES OF KNOWLEDGE GAPS AND WHAT YOU CAN DO TO CLOSE THEM

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The focus of this summary is to provide you with an overview of our research. To help you understand why knowledge gaps exist, and to paint a practical vision of how those gaps can be mapped and closed utilizing the latest approaches in employee training and communications. To gain a deeper understanding of the subject, we strongly recommend that you read the entire White Paper.

### ***Knowledge is Power***

Knowledge is recognized as a key asset in most organizations and most leaders' view continuous learning and improvement as essential to maintaining a healthy, competitive and successful organization. But every organization has hidden knowledge gaps that contribute to poor performance. Therefore a critical process in the success of any organization is that of identifying and closing these gaps.

### ***The cost of knowledge gaps is a failure to perform***

Gaps in understanding (knowledge gaps) play a part in the under performance of the individual, department, facility or the company as a whole. Whatever your KPI's (sales, customer satisfaction, accident and/or theft rates), performance shortfalls are connected in part to the simple fact that employees did not know what they needed to know, when they needed to know it. Or in some cases they might have just simply forgotten.

#### ***7 Causes of Knowledge Gaps***

- Lack of Knowledge Measurement
- Lack of Frequency in Training
- Information overload
- Lack of Trainee Attention
- Lack of Confidence
- Lack of Relevance
- Lack of Satisfaction

### ***Cause #1: Lack of Knowledge Measurement***

If the measuring/testing is continuous and on-going, you would always know what your employees know and don't know. Insight that would enable you to make decisions based on fact rather than perception or guesswork. Insights that would help you improve your training and awareness program and achieve your goals.



### **Cause #2: Lack of Frequency in Training and Awareness**

Six reinforcements of information within thirty days will maintain greater than 90% retention of the information. The challenge for training departments is how to achieve the recommended frequency cost effectively and in a manner that doesn't fatigue or frustrate trainees. (More on this later in the article)

### **Cause #3: Information overload**

We have all sat in training sessions and have become overwhelmed with the volume of information. Combining the principle "that less is more" with "interval reinforcement", will improve knowledge transfer and retention.

#### *The motivation to learn*

Gaining and retaining the attention of the trainees is the most often overlooked component of an instructional strategy and perhaps the most critical component needed for learners.

### **Cause #4: Lack of Trainee Attention**

Attention is the first critical step for retention and skill transfer. Keller's ARCS model shows that effective learning starts with the learner's focused attention. Keller's recommended strategies for getting and keeping attention include: perceptual arousal, inquiry arousal and variability.

### **Cause #5: Lack of Relevance**

The more relevant the information is to the individual and their specific responsibilities, their learning needs and their goals the more likely it is to be listened to and retained. The ideal option, to increase relevance and ensure knowledge sticks is personalization.

### **Cause #6: Lack of Confidence**

A constant reminder of where employees are in the training process along with positive reinforcement or feedback on their performance will go a long way in building confidence and keeping employees motivated.

### **Cause #7: Lack of Satisfaction**

People seek intrinsic and extrinsic rewards. Training programs that do not provide some level of recognition or reward will have lower participation rates and therefore a lower knowledge transfer.

More on all of these 7 causes and how to overcome them is contained in the full article.

### **Accelerate Knowledge Retention and Performance**

At CoreCulture, we enable our clients to measure and close costly knowledge gaps in real-time, one employee at a time. We specialize in individualized training and awareness programs, which combine communication programs customized to your culture with the world's only automated personal training and awareness platform, **JUST IN TIME TRAINING™**.

## **Close the Gaps**

Call or email us today to book a personalized webinar.

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