



Helping TNLA Build Training That Actually Works for People

Turning motivation insights into stronger learning experiences

 200 Learners

 4 Segments

 Real Insights

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Agenda: The Story We're Telling Today



Why Employees Learn

Understanding what motivates TNLA's people.



Four Learner Segments

Different learning personalities inside TNLA.



What TNLA Can Do Next

Targeted improvements with the highest impact.



What the Data Reveals

Patterns in performance, completion, and growth.



Who Needs Support the Most

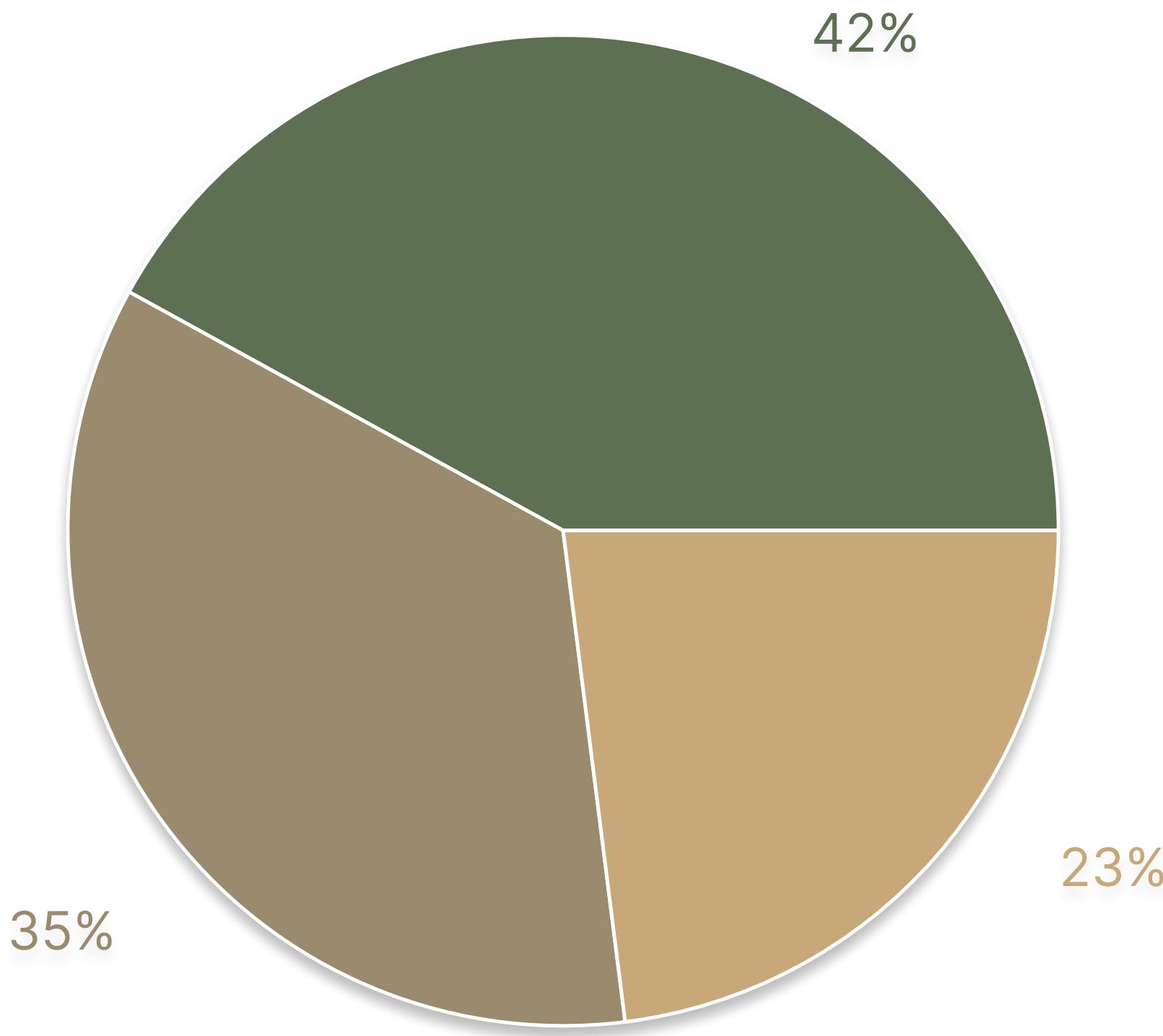
Spotlighting the Struggling Starters.



The Future of Learning at TNLA

Human-centered, data-powered training.

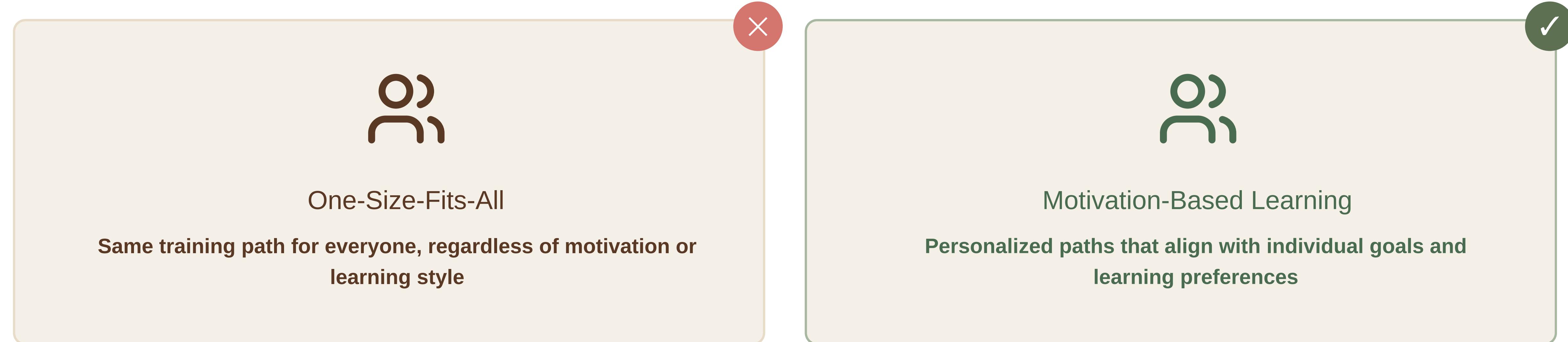
Why Employees Take Courses



- Employees aren't just learning , they're **investing in their future.**
- Confidence-building is the **#1 driver behind participation.**
- TNLA must **frame training** in terms of personal growth, not compliance.

- Build confidence (42%)
- Improve job performance (35%)
- Prepare for new roles (23%)

Why TNLA Needs This Analysis



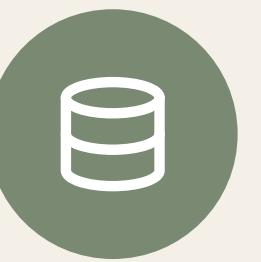
- Current training is uniform, but learners are not.
- Motivation-based paths improve completion & engagement.
- TNLA can lift training impact by meeting learners where they are.

What We Analyzed



Asked Why

We surveyed employees about their learning motivations and goals



Found Patterns

We analyzed data to reveal natural learner groupings and behaviors



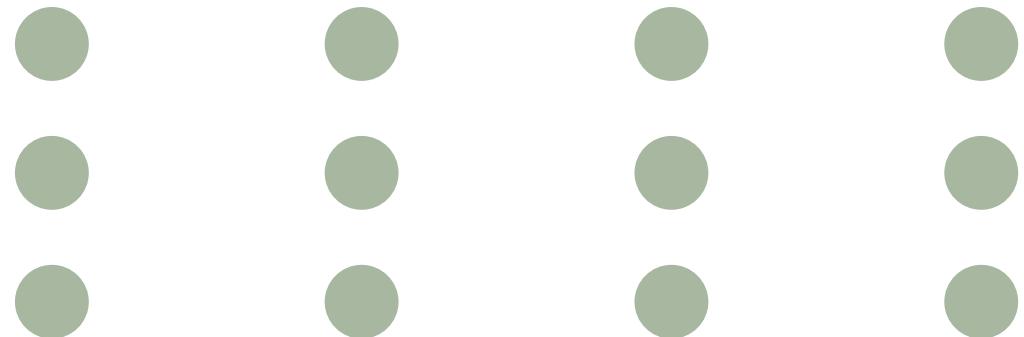
Created Insights

We translated findings into actionable strategies for TNLA

- We learned why employees learn, not just how they perform.
- Clustering reveals patterns invisible in raw data.
- These insights guide TNLA toward smarter course design.

How Survey Questions Became Clear Learning Profiles

12 Survey Questions



Responses overlap and show hidden patterns

PCA: Turning Patterns Into 2 Themes

We simplified all 12 responses into two main motivation forces

★ Theme 1: Skill Builders

★ Theme 2: Growth Seekers

K-Means: Creating 4 Learner Segments

Steady Climbers

Overwhelmed Learners

Struggling Starters

High-Growth Achievers

Two Core Motivation Themes



Skill Builders

(Seeking stability & mastery)



Growth Seekers

(Seeking challenge & advancement)

- Some employees seek stability; others seek challenge.
- These two themes shape course preference & learning outcomes.
- Understanding mindsets improves how TNLA communicates course value.

TNLA's Four Employee Segments

● Steady Climbers

Learners: 57

Completion: 85%

Learning Gain: +3.37

● Overwhelmed Learners

Learners: 44

Completion: 81%

Learning Gain: -4.15

● Struggling Starters

Learners: 72

Completion: 61%

Learning Gain: -16.88

● High-Growth Achievers

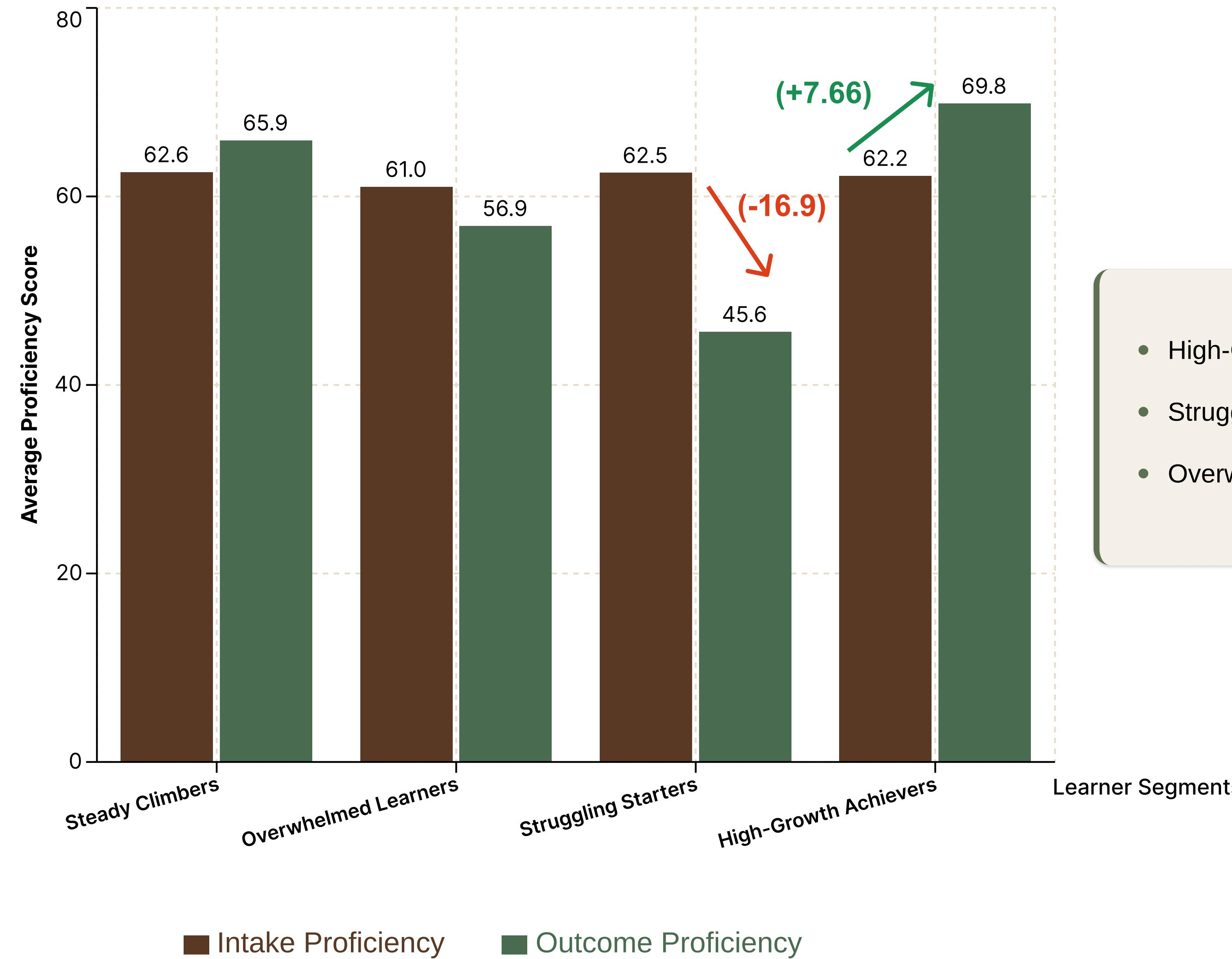
Learners: 47

Completion: 89%

Learning Gain: +7.66

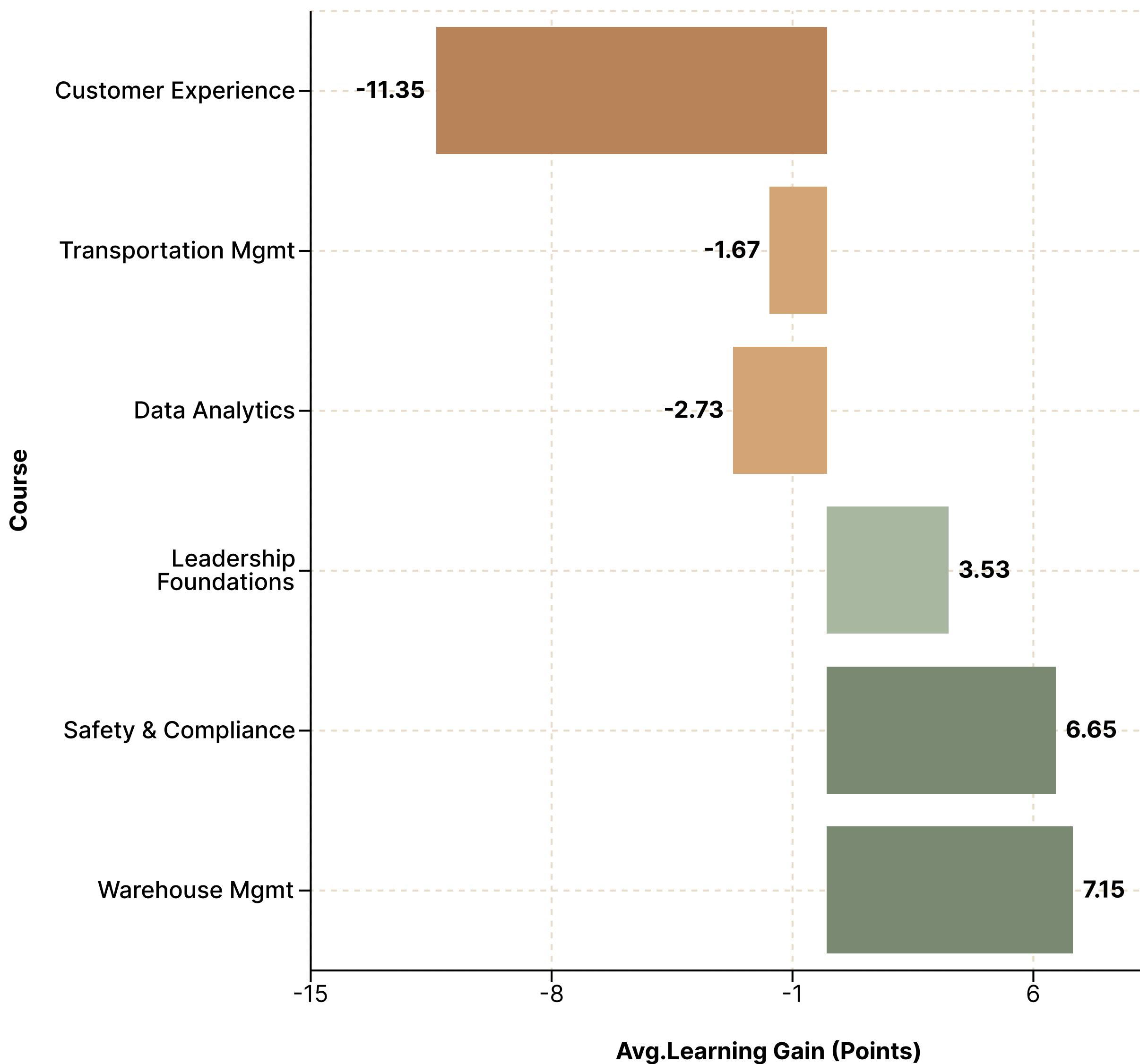
- The largest segment (**Struggling Starters**) has the weakest progress.
- **High-Growth Achievers** offer a blueprint for effective learning design.
- Segments show who is thriving vs who is falling behind.

How Our Four Learner Types Grow or Struggle (Training)



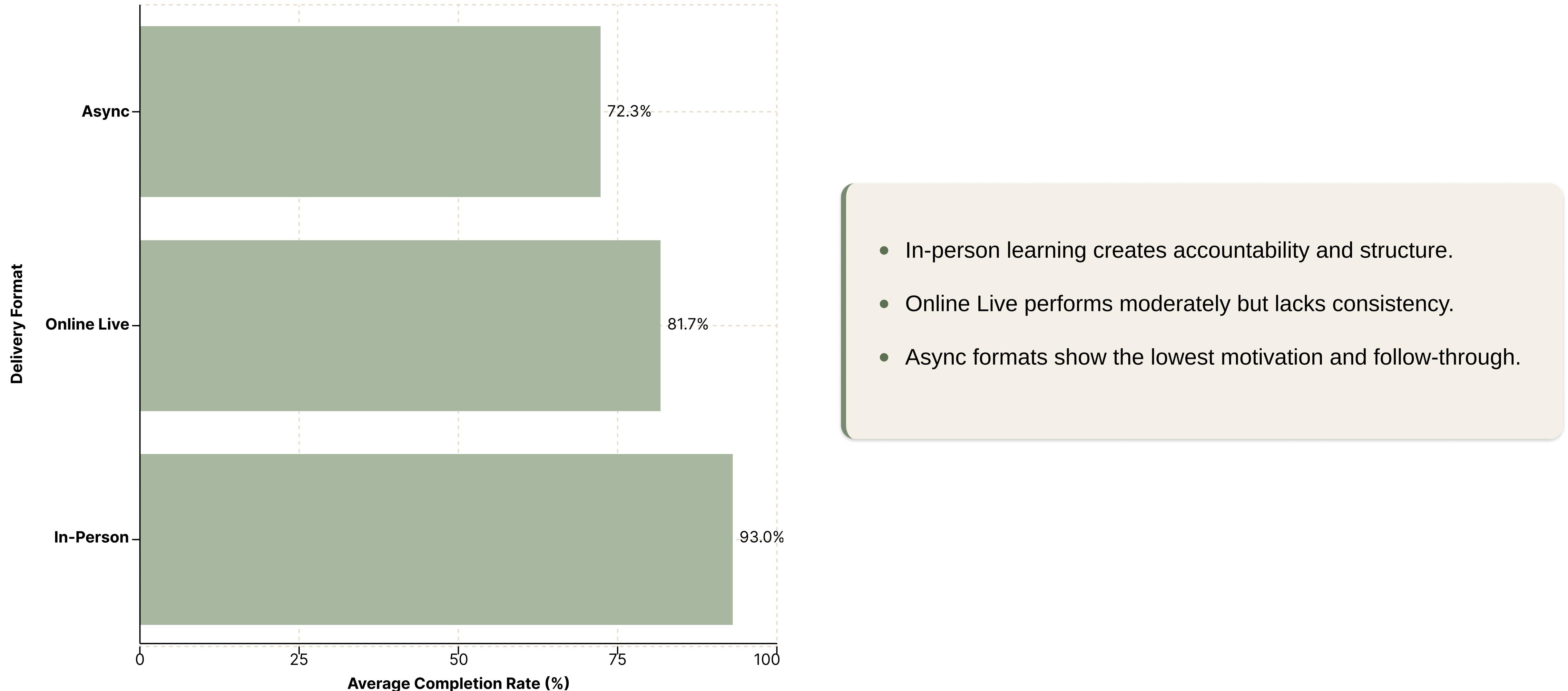
- High-Growth Achievers show the strongest improvement (+7.66).
- Struggling Starters decline sharply, indicating unmet learning needs.
- Overwhelmed Learners lose confidence during the course experience.

Not All Courses Grow Skills Equally — Here's Where Impact Happens

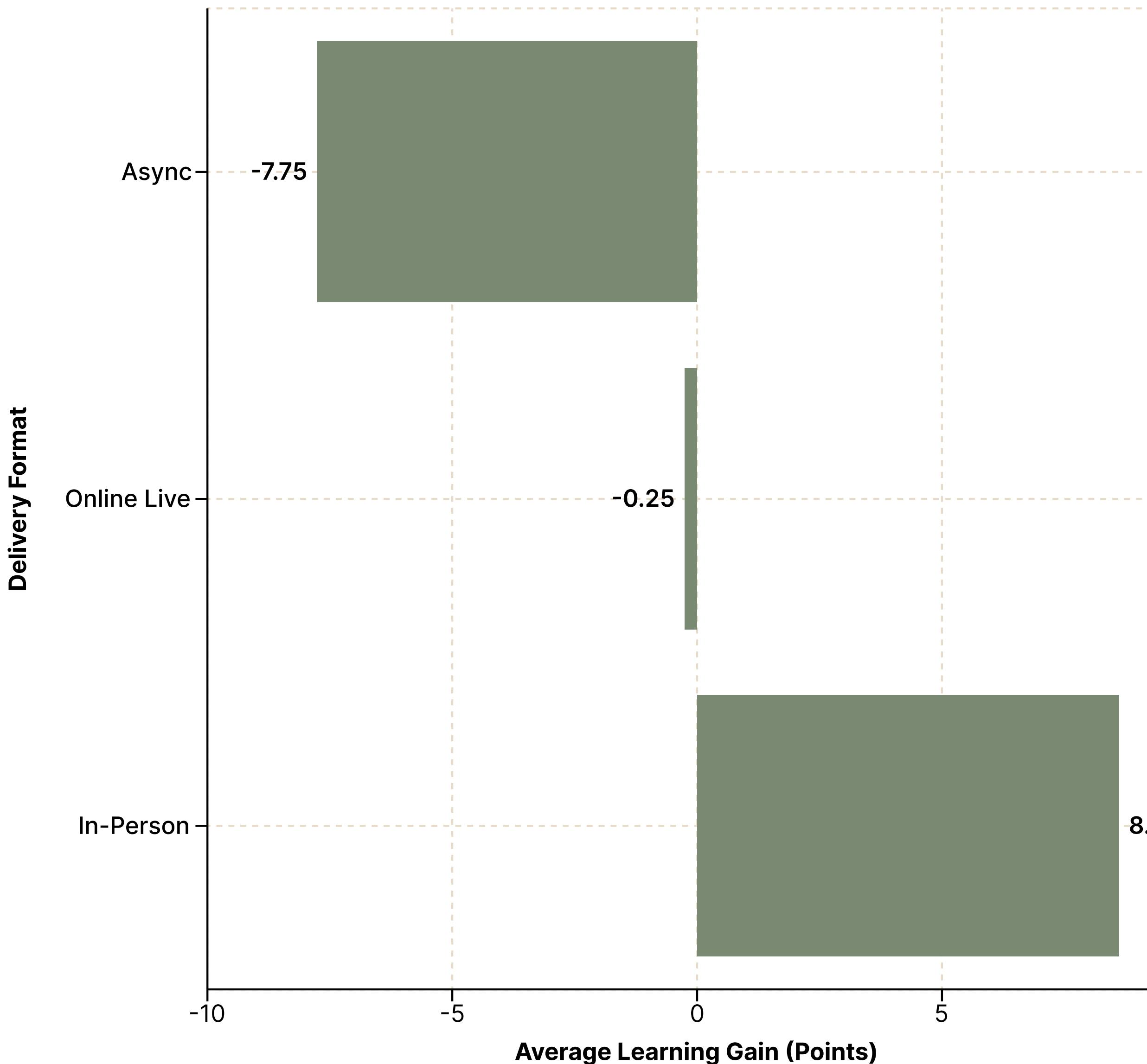


- Hands-on operational courses produce the highest learning gains.
- Negative learning gain courses require redesign.
- TNLA can focus resources where **impact is highest (Warehouse mgmt, safety and Compliance)**.

Which Learning Formats Keep Employees Engaged?



Where Real Learning Happens And Where It Breaks Down



- Structure dramatically affects learning success.
- Async formats harm outcomes for struggling learners.
- In-person delivery is key for confidence-building segments.

Why Most Corporate Training Fails and TNLA Doesn't

Most Competitors

- ✗ Self-paced modules
- ✗ Generic content
- ✗ No personalization
- ✗ Low accountability

TNLA Advantage

- ✓ Structured delivery
- ✓ Motivation-based paths
- ✓ Segment-specific design
- ✓ High engagement

- Most competitors rely on passive, self-paced modules.
- TNLA's structured approach aligns with proven high-gain formats.
- A motivation-based model differentiates TNLA in a crowded market.

Why TNLA's Approach Wins



Personalization

Learning paths matched to individual motivations



Structure

Guided experiences with clear milestones



Human-Centered

Designed around how adults actually learn

Why 'Struggling Starters' Are TNLA's Biggest Opportunity



Struggling Starters

Segment Size

72 learners

Completion Rate

61%

Learning Gain

-16.88

- This is the largest segment (72 learners).
- They show the lowest performance and confidence.
- Improving this one segment lifts TNLA's overall results fastest.

What We Learned About



Motivation Matters Most

Understanding why learners engage drives better outcomes than format alone



In-Person Drives Results

Structured, instructor-led learning shows highest completion and learning gains



Segment 3 is the Opportunity

Focusing on Struggling Starters will create the biggest impact fastest



Small Changes, Big Impact

Targeted interventions can transform learning experiences at scale

Three Changes That Will Transform Learning for Thousands

1

Shift Struggling Starters to In-Person

High Impact

Short-term Win

Move Segment 3 learners into **structured, in-person or guided live formats**

2

Add Micro-Feedback Moments

Medium Impact

Short-term Win

Build confidence early with **frequent check-ins and small wins**

3

Redesign Underperforming Courses

High Impact

Long-term Investment

Revamp **COMM202** and **DATA401** with clearer scaffolding and practical application



We don't just teach people to learn — we help them become who they were meant to be.

TNLA can now design training that supports the people behind the numbers.