

SCOTT WIEMELS

CEO & Founder of 24G, President of DRIVE





Innovator at the Intersection of Technology & Training

24G

FUEL

DRIVE

CLUTCH

RIVERGUIDE



Judgement Free.

We Before Me.

Build Joy the Rest Will Follow.

We Are
Content Creators





We Turn Our Clients
Into Internal
Influencers

FUEL RLDM

Rapid Delivery Content Production Services

More communication and training content more often with just in time delivery, while reducing the friction and cost of production.



UNIT 1 - SAM/PHILADELPHIA

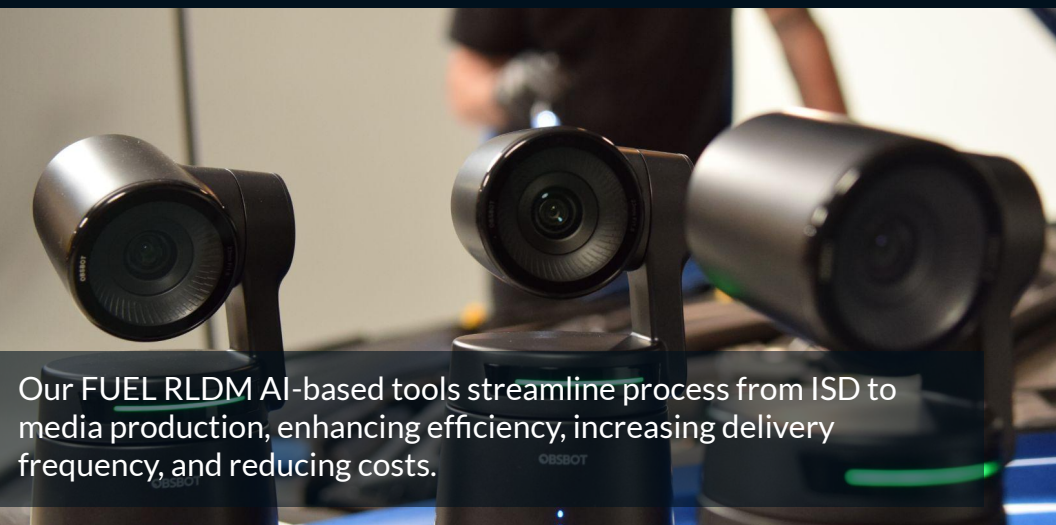
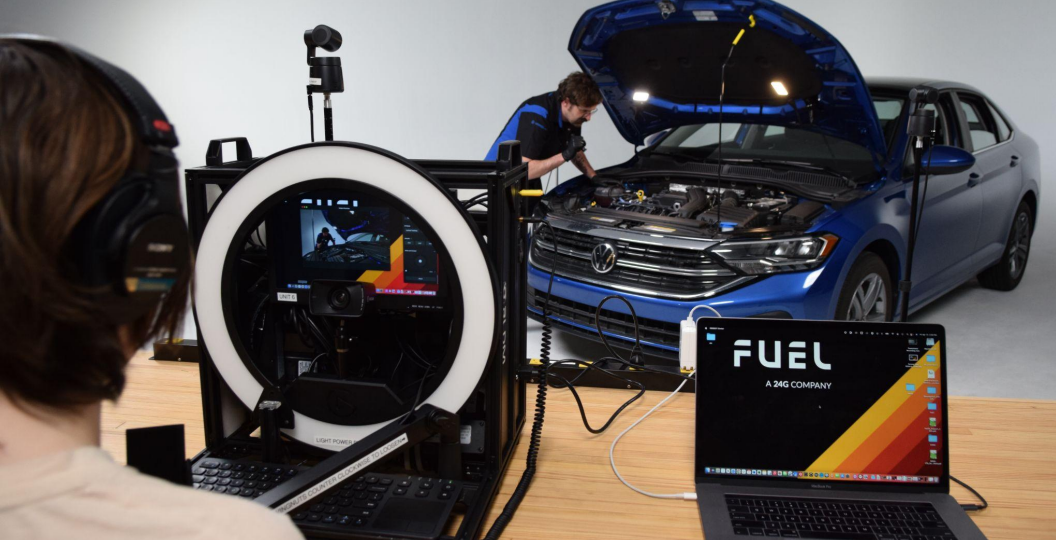


UNIT 2 - BOB/DENVER



UNIT 3 - NATE/CLEVELAND





Our FUEL RLDM AI-based tools streamline process from ISD to media production, enhancing efficiency, increasing delivery frequency, and reducing costs.

DRIVE-X Workforce Experience Suite

REVOLUTIONIZING EMPLOYEE EXPERIENCES

Unified Engagement
Multi-Channel Delivery
Personalized Experience
Outcome Measurement
Microlearning
Peer Learning
Flexible Learning Options
Performance & Recognition

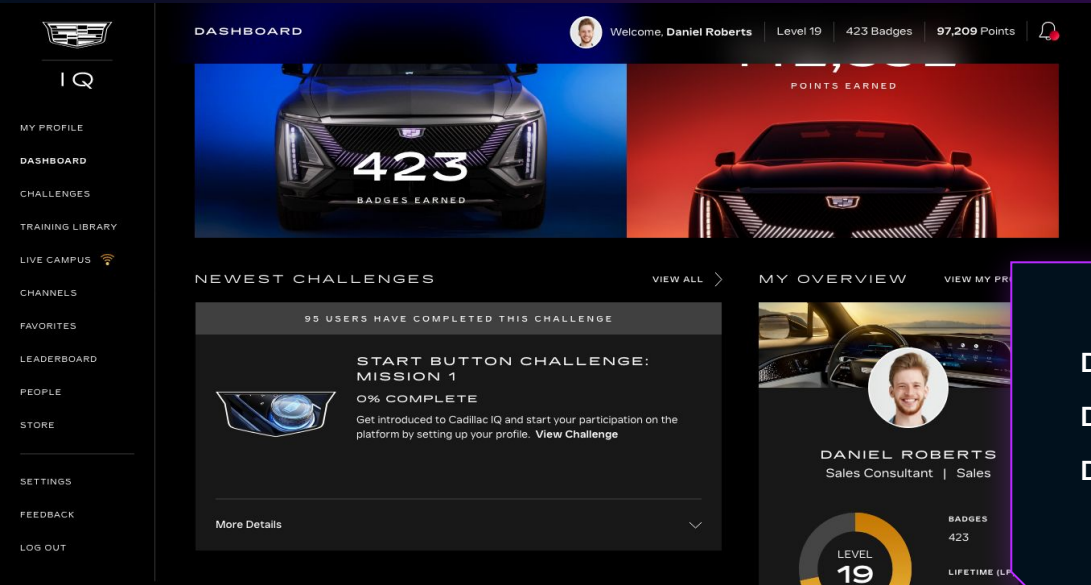


OUR MISSION

Empower whole journey learning experiences that transform how companies inspire, upskill, and empower their workforces.

Evidence of Success





CADILLAC IQ

DRIVE LXP
DRIVE CONNECT
DRIVE ANALYTICS

CERTIFICATION
DEALER COMMUNICATION
REWARDS AND RECOGNITION
REWARD REDEMPTION

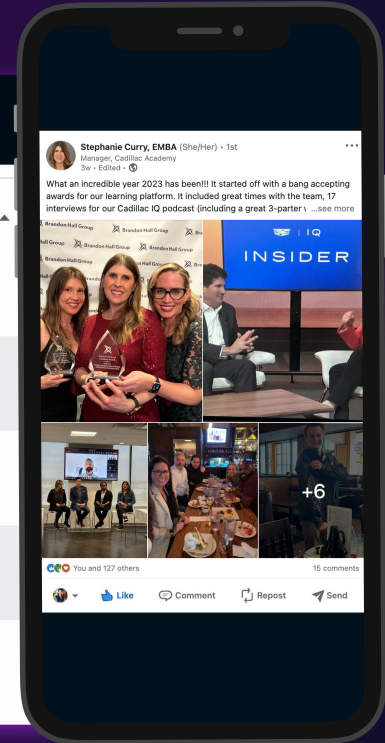
DIGITAL TRANSFORMATION

Revamped training communication.
Delivered immersive and cohesive training.
Broadened connection and engagement.

CADILLAC IQ 2022/23 5x Brandon Hall Winner



Program ▲	Area ▲	Category ▲	Entrant ▲	Entry Title ▲	Medal ▲
HCM	Learning and Development Awards	Best Advance in Custom Content	Cadillac and Jack Morton Worldwide	A New Learning Community	Silver
HCM	Learning and Development Awards	Best Launch of a Corporate Learning University	Cadillac and Jack Morton Worldwide	Cadillac IQ - A Strong Start	Bronze
HCM	Learning and Development Awards	Best Learning Team	Cadillac and Jack Morton Worldwide	A Bold Team Charges Forward	Gold
Tech	Learning and Development Technology Awards	Best Advance in Learning Management Technology for External Training	Cadillac and Jack Morton Worldwide	Cadillac IQ Learning and Community Hub	Bronze
Tech	Learning and Development Technology Awards	Best Advance in Emerging Learning Technology	Jack Morton Worldwide and General Motors Cadillac	CADILLAC IQ COMMUNITY	Bronze



Kedge





Modern Learning

UNIFYING LEARNER EXPERIENCES

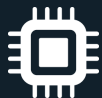


Building a Platform for Success



UNIFIED DIGITAL
EXPERIENCE
PLATFORM
(LXP)

DRIVE-X



INTEGRATED
STRATEGY



CONTENT CREATOR
MINDSET



SUSTAINED
LEARNING
PIPELINE



CAMPAIGN-BASED
LEARNING.

WIRED

ENERGIZED

ENGAGED

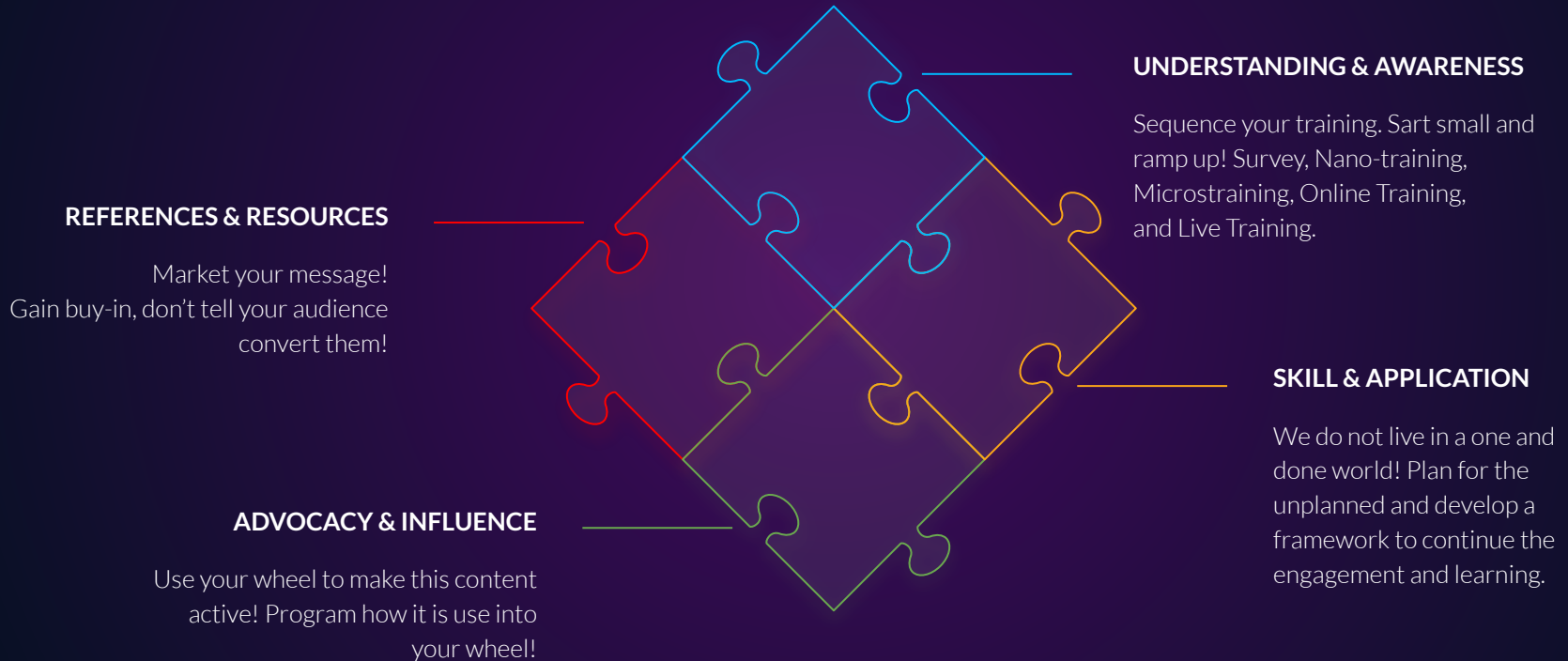
Campaign-Based Learning



WHAT IS CAMPAIGN-BASED LEARNING?

Campaign-based learning **engages** learners through a series of interconnected activities and content deliveries, modeled after marketing campaigns, to ensure continuous interaction and deeper knowledge retention.

Campaign-Based Learning



WHY CAMPAIGN-BASED LEARNING?

In an Always-On world, content reigns supreme with non-stop consumption. Digital Natives are the majority the workforce, expecting interactive, shareable, and streaming-style learning—this is their norm, not the exception. The pace of innovation on the products and services we train on, demands that training content be updated continuously.

We Are Tasked With Hitting a
Moving Target

2005

Training Academies

MODALITIES

Live training
Satellite broadcast training
Advent of web based training
Self Study Manuals

WORKFORCE DYNAMICS

Stable job tenure
Office-hour connectivity
Pre-social media
Annual content updates
Products and services trained on had
evolutional updates

2024

Performance Institutes

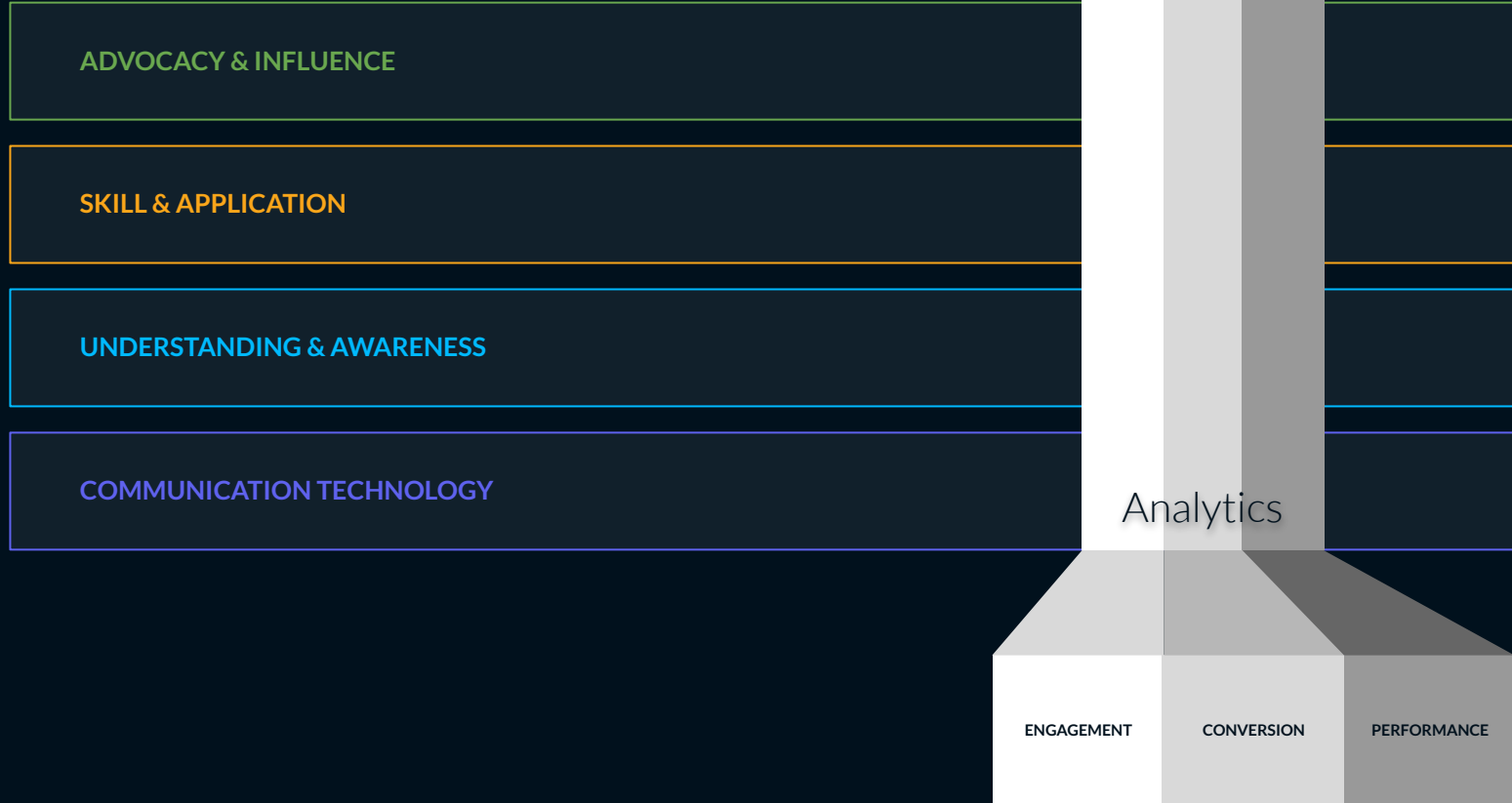
MODALITIES

Live and virtual training
Web, micro, and nano-training
Prescriptive/Adaptive
AR/VR, YouTube training
Continuous performance data

WORKFORCE DYNAMICS

Gig Economy: High turnover
Always-On: Constant content consumption
Digital Natives: Expect digital, interactive, shareable learning
Products and services we train on are changing at an agile pace

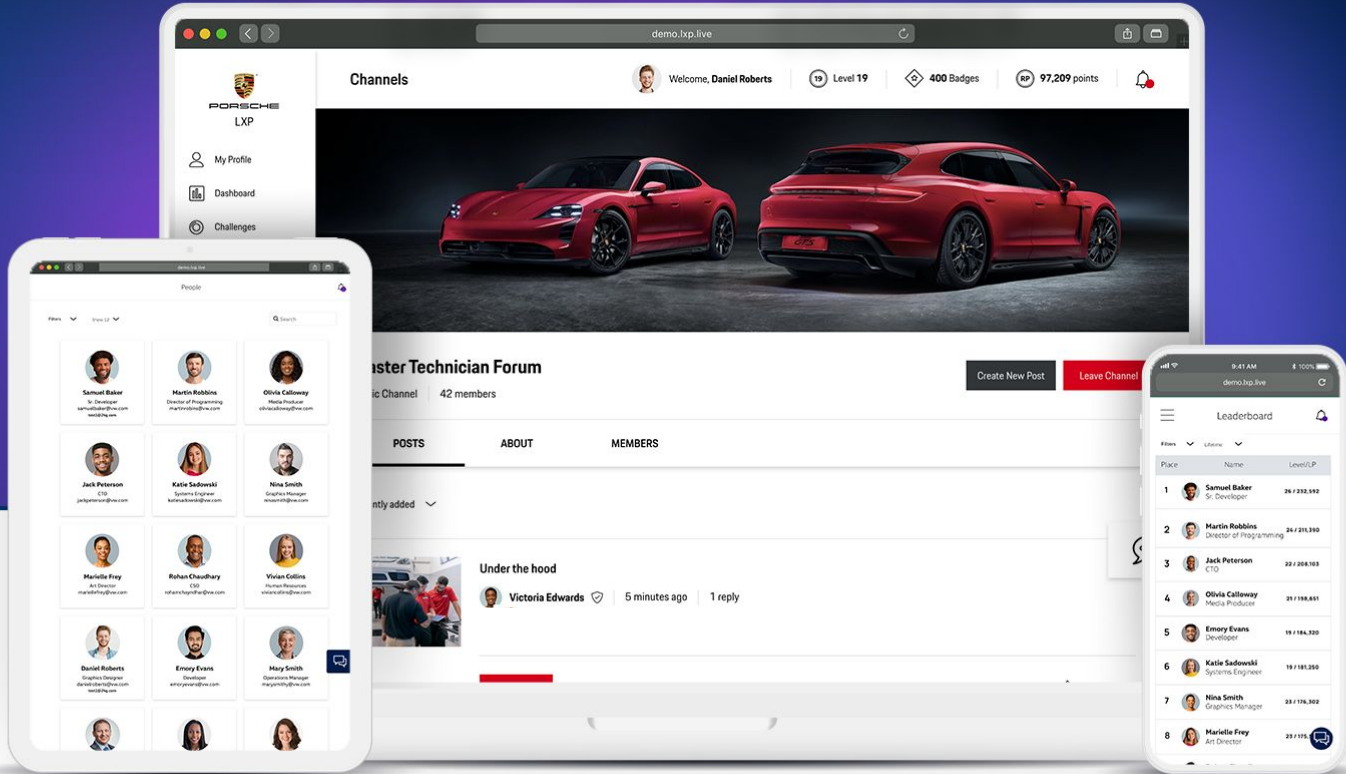
Engagement Is Everything



TECHNOLOGY THAT CONNECT, ENGAGES, AND REWARDS

DRIVE + DRIVE

LXP CONNECT

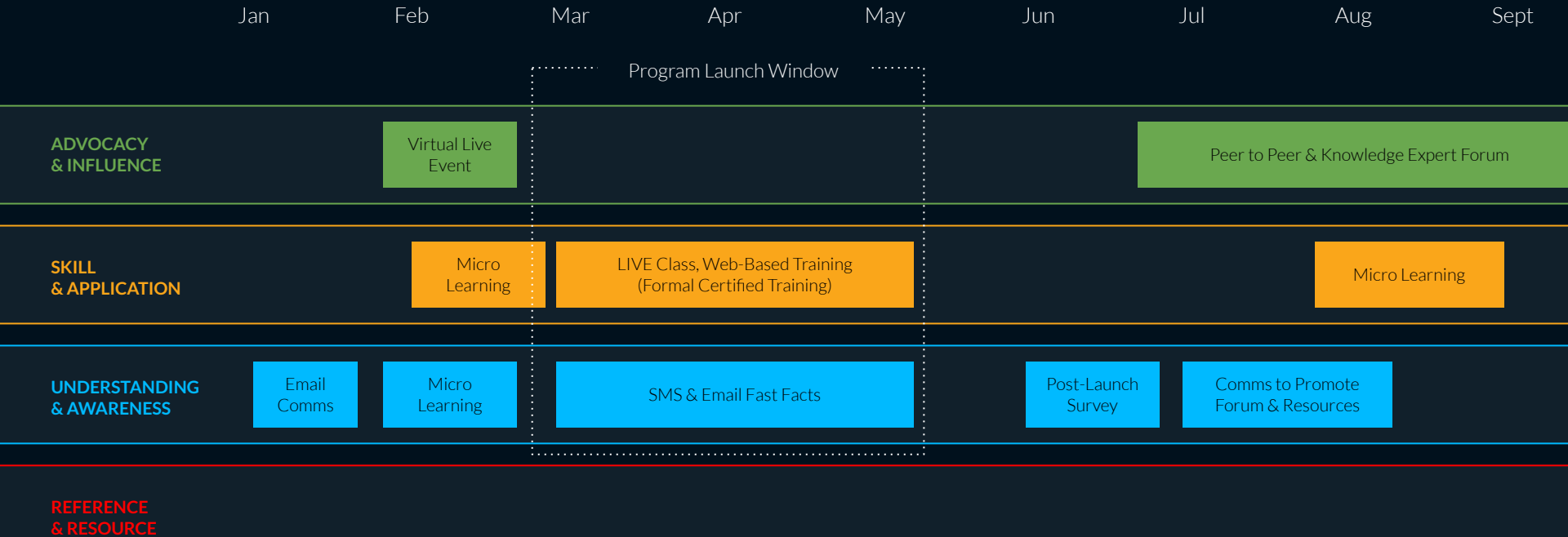


Communication Technology

FREEMIUM TECHNOLOGIES



Learning Campaign Sequencing



Campaign-Based Learning

HYPOTHETICAL EXAMPLE



Bockwell Systems



JACK SMITH
Bockwell Systems
Technical Training Manager



RETRO ENCABULATOR

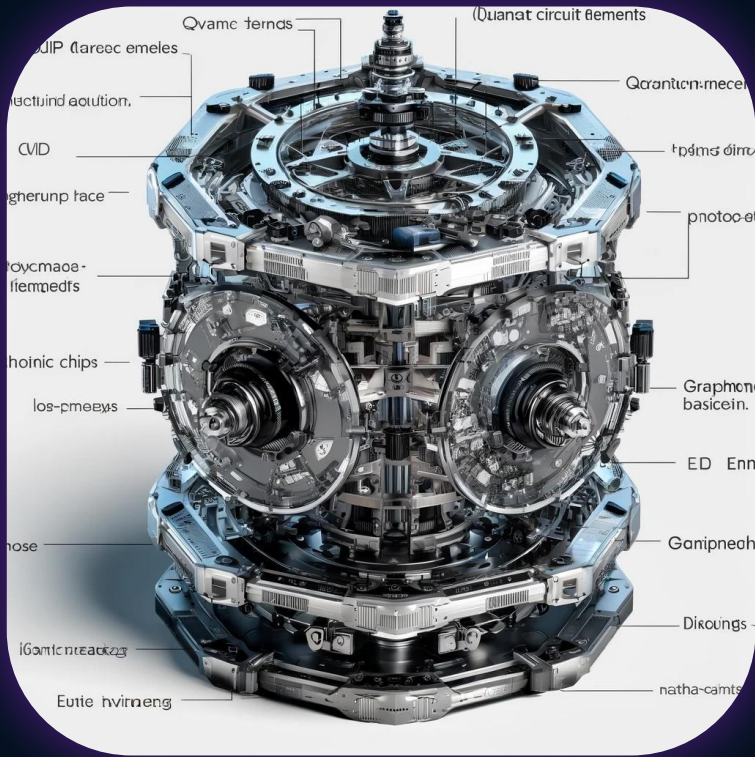
Bockwell Systems



JACK SMITH
Bockwell Systems
Technical Training Manager



QUANTUM ENCABULATOR



QUANTUM ENCABULATOR

Training Plan

45 Minute Webcourse

5 Day Onsite Training

- 2 Days Classroom
- 3 Days on the Bench

1 Proctored Assessment

= Level 1 Certification

ONGOING SUPPORT

Microsite (updates and reference material)

Technical Service PDFs

Technical Support Hotline

Seems like a solid plan...

Bockwell Systems



JACK SMITH
Bockwell Systems
Technical Training Manager

BOCKWELL'S REALITY

- Leaked launch plan leads to a decrease in sales of Retro Encabulator
- Decrease in sales effects department budgets 5-day training is cut to 3 days
- Product is fast tracked to market
- Limited access to the product and final technical documentation for training discovery
- Technician resistance to embracing the new quantum tech
- Service network skepticism and frustration in new tool costs
- Engineering has indicated that multiple over-the-air (OTA) updates will be necessary post-launch

Audience Segmentation



ENTHUSIAST



PRAGMATIST



SKEPTIC



LAGGARD

TRAITS

Engaged, innovative, tech-savvy

Practical, results-oriented, and cautious

Risk-averse, traditional, and skeptical

Indifferent, resistant to change

PREFERENCES

Early adoption

Reliable solutions and gradual integration.

Slow to adopt, needs peer validation

Familiar tools and methods.

NEEDS

Comprehensive information and advanced training

Clear benefits and ROI before adoption

Reassurance, case studies, and peer reviews

Significant support, frequent reassurance, and simplicity.

FRICION

Limited Access to Resources

Insufficient Training, lack of applied demonstrations

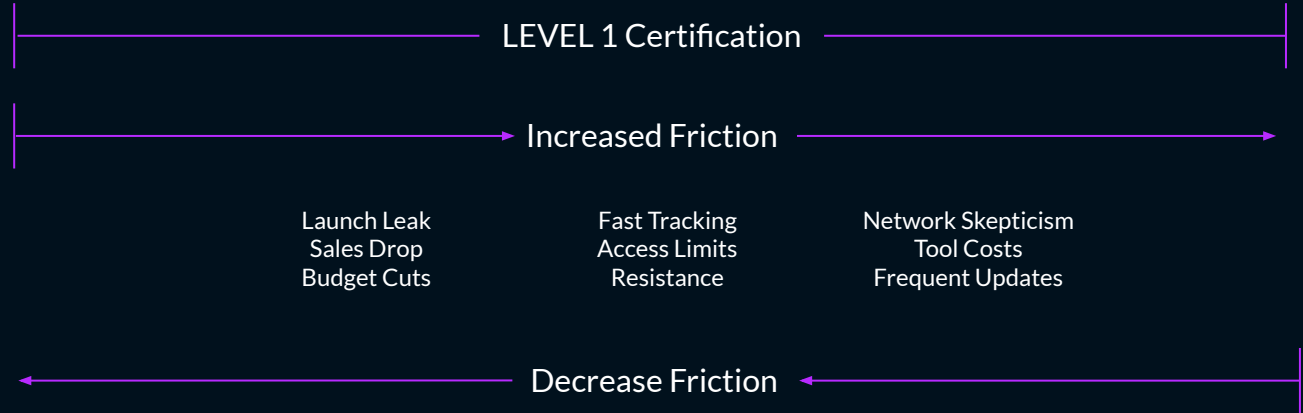
Tools investment concerns, change management, communication

Technology Aversion, Overwhelmed by information

Jack's Challenge



JACK SMITH
Bockwell Systems
Technical Training Manager



Addressing Key Challenges

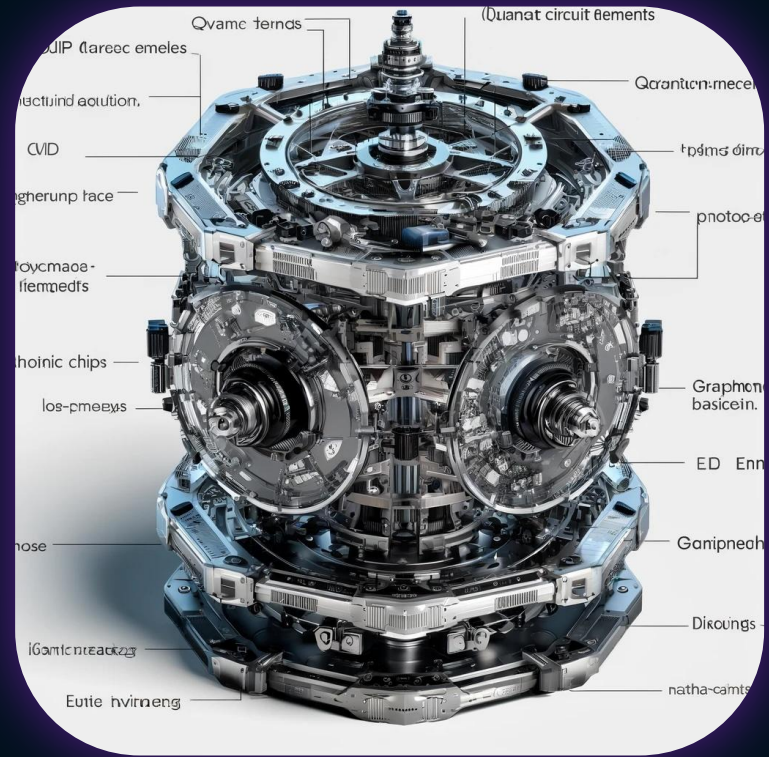
KNOWLEDGE GAPS: Identify and address fundamental misunderstandings about the technology.

RESISTANCE TO TECH: Overcome skepticism and misinformation with targeted training.

TIGHT DEVELOPMENT WINDOWS: Prepare for accelerated training development timelines.

LIMITED ON-SITE TRAINING: Maximize efficiency during in-person sessions.

CRITICAL UPDATES POST-TRAINING: Plan for essential, timely updates following initial training.



QUANTUM ENCABULATOR

There's a Better Way with
Campaign-Based Learning

Understanding & Awareness

KNOWLEDGE GAPS: Identify and address fundamental misunderstandings about the technology.

RESISTANCE TO TECH: Overcome skepticism and misinformation with targeted training.

Campaign Elements

WEBINAR: Acknowledge change, reassure support, tell them what to expect

COMMUNICATION CAMPAIGN: Email with link to micro-training videos (fundamentals, mythbusting, benefits)

SURVEY: Benchmark audience understanding and capture primary concerns to inform agile strategy

OUR INFLUENCERS



Dr. Martin Fielding



Maxine Gearhart
Service Tech



Elliot Drake
Sr. Training Tech



MYTHBUSTING WITH MAX



TAKING THE LEAP



Dr. Martin Fielding



Maxine Gearhart
Service Tech



Elliot Drake
Sr. Training Tech

ASK THE EXPERTS

Skill & Application

Fundamentals and theoretical training

Hands on training and practical application

- Installation
- Troubleshooting
- Repair

Campaign Elements

ACTIVATION CAMPAIGN: Email and sms

MICROTRAINING: Fundamental and theoretical training series

(6 x 15 minute Modules)

VLT: Live Virtual demonstration (4 Live Sessions + On-demand)

ASSESSMENT: Qualifying assessment for live training

LIVE TRAINING: 3 Day Workbench Training

CERTIFICATION ASSESSMENT

LEARNING OBJECTIVES

Ready Bockwell's Service Network to install, service and repair the Quantum Encabulator

Skill & Application



Micro-training



Virtual Live
Technical Forum



Knowledge
Assessment

Macro Training Event



**LIVE TECHNICAL
TRAINING**



Advocacy and
Influence



Certification

Advocacy & Influence

Staying Connected
Celebrating Wins
Acknowledging Challenges

Campaign Elements

ACTIVATION CAMPAIGN: Email and SMS

ASK THE EXPERTS: Forum/Blog

QUARTERLY VIRTUAL LIVE: Q&A Technician Forum

RESOURCE CENTER: Reference Site (Technical Documentation, Service Updates, etc)

MICROLEARNING: Quicktip Videos Bi-Weekly

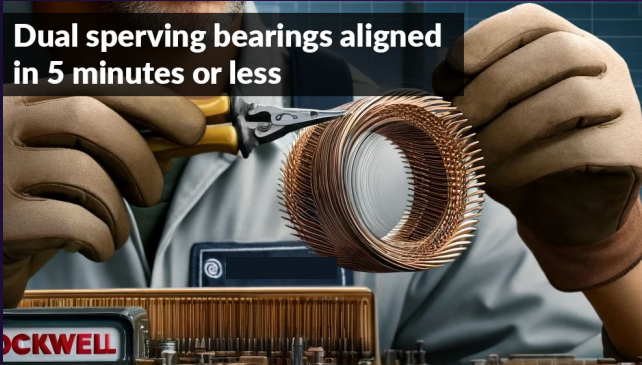
NANO LEARNING AND COMMUNICATIONS: Once per week

OBJECTIVE

Build and maintain an ongoing learning community.

Advocacy & Influence

QUICKTIP VIDEO SERIES



Advocacy & Influence

CHANNELS & FORUMS

The screenshot shows a user interface for a forum channel. At the top, a navigation bar includes a logo, the word 'Channels', and a user profile for Daniel Roberts with stats: Level 19, 400 Badges, and 97,209 Points. A language selector is set to 'ENG (US)'. A sidebar on the left lists navigation options: My Profile, Dashboard, Challenges, Learning Paths, Training Library, Live Campus, Channels (selected), Favorites, Leaderboard, People, Store, Missions, Settings, Feedback, and Log Out. The main content area features a banner for 'Quantum Encabulator Discussion' with a watch image. Below the banner, it identifies the channel as 'Public Channel' with '42 members' and provides buttons for 'create new post' and 'leave channel'. A tabbed interface shows 'MEMBERS' selected, displaying a list of members with circular profile pictures and names: Dr. Martin Fielding, Maxine Gearhart, Elliot Drake, and Oliver Calloway. A search bar and a filter dropdown are also visible.

Channels

WELCOME, DANIEL ROBERTS | LEVEL 19 | 400 BADGES | 97,209 POINTS | ENG (US)

My Profile

Dashboard

Challenges

Learning Paths

Training Library

Live Campus

Channels

Favorites

Leaderboard

People

Store

Missions

SETTINGS

FEEDBACK

LOG OUT

Quantum Encabulator Discussion

Public Channel | 42 members

create new post | leave channel

POSTS | ABOUT | **MEMBERS**

Filter

Search

Dr. Martin Fielding

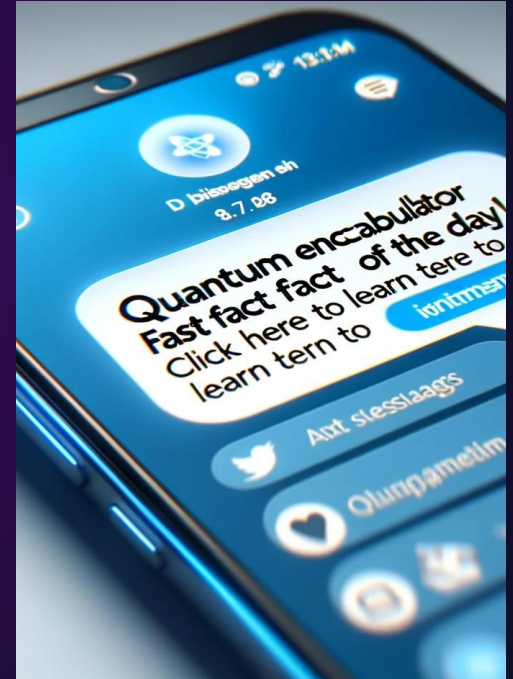
Maxine Gearhart

Elliot Drake

Oliver Calloway

Advocacy & Influence

NANO LEARNING & COMMUNICATIONS





Presentation Survey
Request free consult



Thank You.



Have a question? Contact me.

Scott Wiemels

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