

BRIGHT TRAINING, REAL RESULTS

Give your front line what they actually need

About Me

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What is **BRIGHT** training, and why do we need it?



**Digital and
on-demand**



**Seat time doesn't
equal learning**



**Minimum
effective dose**



**Learning in the flow
of work**



**The forgetting
curve**

B

B: Bite-Sized, Engaging Content

- Micro-message so you don't have to micro-manage
- The power of short-form training
- Break down complex topics



BR

R: Retention through storytelling

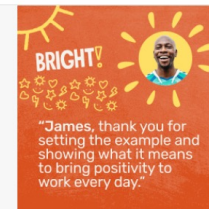
- Stories stick better than facts
- Memorable training narratives
- Low-production, high-impact approaches



I: Information and Content from the Frontline

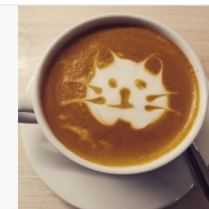
- Harnessing the expertise of your frontline
- Building a content creation framework
- Quality control while maintaining authenticity

WHAT'S HAPPENING AT THE SUNSHINE GRIDDLE



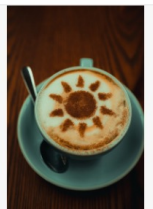
MY BRIGHT SUBMISSION

James is our store's submission for this month's BRIGHT award...



HOW I MADE THIS KITTY LATTE

People keep asking about my cat lattes, so I figured I would...



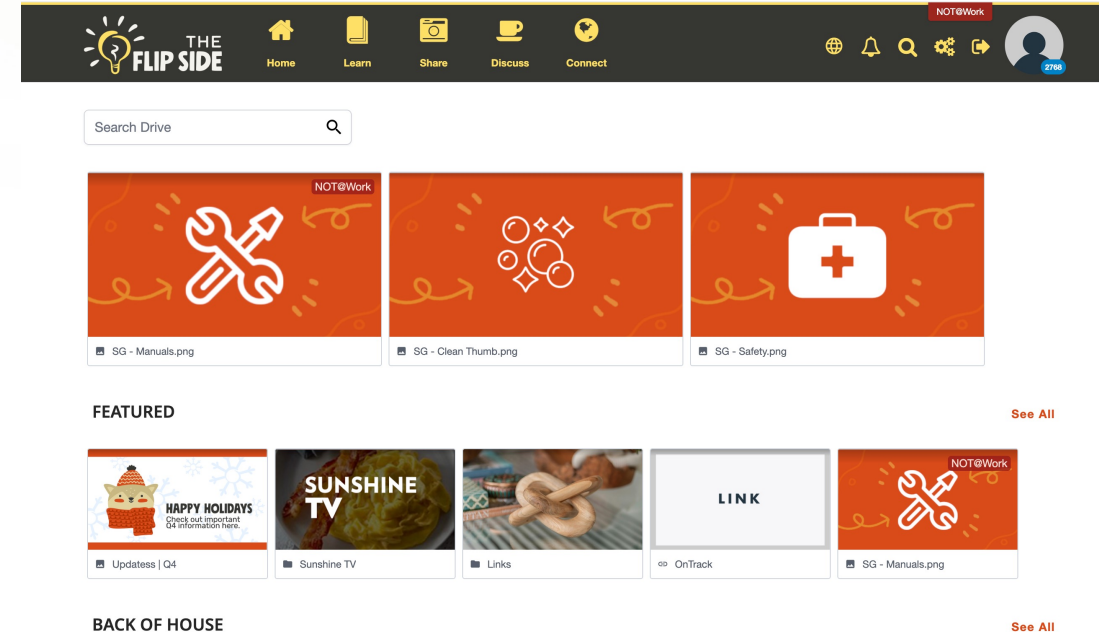
WHY TO USE OUR NEW STENCILS

One of our core values is spreading joy – and nothing spreads joy like...

BRIG

G: Get it when needed

- Moving beyond training events to learning moments
- Identify key learning touchpoints
- Design for the moment of need



BRIGH

H: Harmonizing compliance & productivity

- Making mandatory training engaging
- Structuring updates to avoid overwhelm



BRIGHT

T: Thoughtful cognitive load & chunking

- The 7 ± 2 rule
- Structuring information for maximum retention
- Progressive disclosure techniques

DIVE RIGHT IN



ONBOARDING: WEEK ONE | VISION, MISSION & VALUES

Required

Learn about the guiding principles that shape our identity and drive our actions at Sunshine Griddle.



🔒 Complete all required items above to continue

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How to apply BRIGHT in your organization

Build a
learning
culture.

- 1** Seamless & accessible delivery
- 2** Workflow integration
- 3** Blended learning approaches
- 4** Content strategy



Kat Claypool
Director of Sales
Wisetail

Thank you!

Q&A

intertek.
wisetailTM



Want to talk more?
Head over to **Booth 38!**