

# Hable

What is the **'Forgetting Curve'** and how can you **combat** it?



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# Learning is key to adoption.

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Our change management experts know that learning is the key to adoption. If people aren't confident using a tool or technology, they simply won't use it.

But knowledge learnt fades over time, and information is lost when we don't actively make an effort to retain it.

That is the 'forgetting curve' theory.



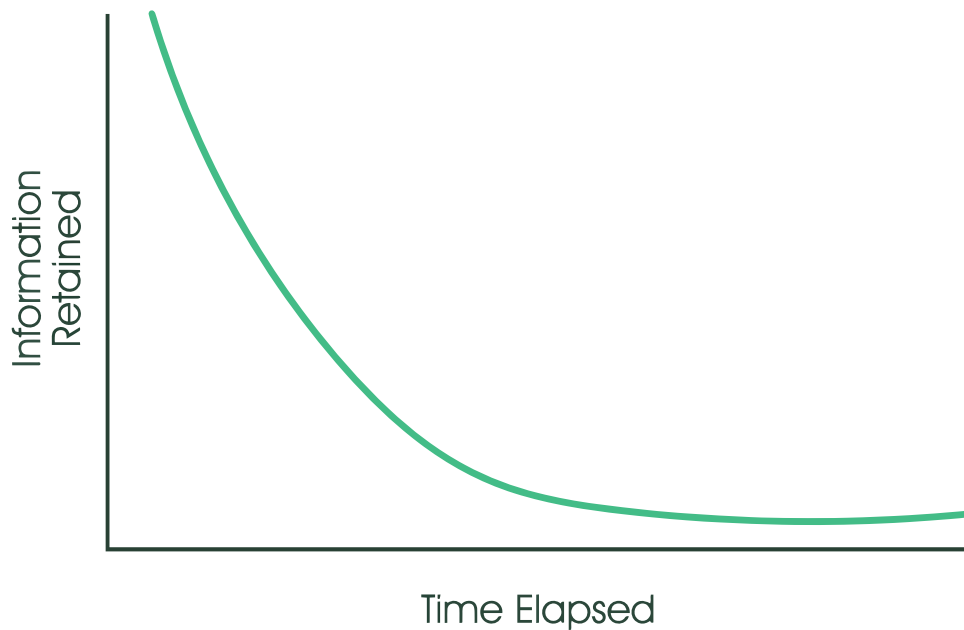
## What is the Ebbinghaus Forgetting Curve?

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Hermann Ebbinghaus was a pioneering German psychologist, who dedicated much of his professional career to researching memory.

In one particular experiment, he wanted to test his own memory over a period of time. He gathered data around how well he was recalling information he had learnt, plotted it on a graph, and was presented with something that looked like this...

# Ebbinghaus Forgetting Curve



To him this showed the **natural loss of memories** and ability to remember information over time.

Apply this to the adoption of new technology, and we can take away some useful learnings: people **need to keep learning** something to understand it. You can't just give individuals one training session on SharePoint and expect them to get on with it. Rather, the learning needs to be **consistent**.

# How can we combat the Forgetting Curve?

The forgetting curve is a natural loss of memory over time. But there is plenty that can be done to combat it and ensure the retention of useful information: something that is crucial to the widespread adoption of technology within an organisation.

## Use Spaced Repetition

During his experiment, Ebbinghaus also noticed that the speed of forgetting slowed significantly when exposed to information again and again. With this in mind, he determined that the best way to combat the forgetting curve was through spaced intervals of learning - or "spaced repetition."

We can apply these findings in the adoption of new technology, too. Ensuring people are exposed to frequent learning as part of a wider programme, to help really embed and solidify knowledge.

## Keep it relevant

Off-the-shelf learning has its benefits: it's cheap to buy and easy to access. However, in the long-term it won't have the same impact as something that is tailor made and relevant to your audience. Learners need to connect to the content that they're being taught. The more relevant it is to them and their roles, the more likely they are to retain information..

**"At the start of Covid we were just given Microsoft Teams and told to get on with it - without any training or guidance. Now we've had proper training, I see 365 has endless possibilities."**

***David, Systems Specialist, NHS***

# How can we combat the Forgetting Curve?

## Make it interactive

This may sound simple, but interaction is key for learners. The more interactive a session is, the better people learn. A study from Carnegie Mellon University actually found that that interactive activities are 6x more likely to help students learn than non-interactive activities.

It's important to ensure you're giving learners the opportunity to get actively involved in learning programmes.

## Continue the support

Similar to the idea of spaced repetition discussed above, it's crucial that support is ongoing following a learning session. You can run a workshop on OneDrive, for example, but without continued support, what are learners likely to do?

They might search online for their answer, ask a colleague. And if they can't find it? They're likely to use a different tool or not bother at all.

As such, ongoing support is an important part of combatting the forgetting curve. And subsequently to the adoption of new technologies.

Whether that support comes from coaches, an online forum, or materials that can be accessed to support self-learning.

“Hable have helped us form our thinking in a way that is a **real partnership**... It's a very equal relationship, and a really good way of working. They feel like **part of our team**.”

*Anthony Shipley, Director of Governance & Corporate Affairs, Surrey Heartlands ICS*



**We know  
how people  
learn. And  
how they  
forget.**

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Hable have been delivering outstanding learning programmes for almost a decade. In that time, we have trained tens of thousands of employees on the technology they have at their fingertips. Showing them how they can use them to work smarter and save time.

We know everyone learns different, so we tailor that to your learning styles. And we know that combatting the forgetting curve is important if your organisation wants to really embed knowledge within departments.

Get in touch today to discuss launching a Microsoft training programme at scale across your organisation.

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## **Let's chat**

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