



Are you a small business looking for a new growth opportunity?

What are we doing?

[Jobs for the Future \(JFF\)](#), a non-profit organization focused on economic advancement for all, is working with [Meta](#) and virtual reality (VR) solution providers to explore the potential of using VR for small business employee training and other use cases. VR training solutions have been found to decrease business training time, increase productivity and increase employee confidence. We believe that over time VR will bring the cost of training down, open up new market opportunities, and increase employee retention for small businesses.

This spring 2023, we will be conducting a pilot study and training employees in small businesses using VR across the country. The training will be primarily focused on core skills, i.e. critical thinking, communication, leadership, with the opportunity to extend into more industry relevant soft skills and other use cases. The study will help us learn more about the needs, opportunities and challenges that exist for VR in small businesses and take some first steps in transforming the small business training market. It is an exciting win-win opportunity for you to strengthen your business and help other small businesses.

We are currently recruiting small businesses from multiple industries for this pilot.

What are Virtual Reality (VR) and Immersive Learning?

Virtual reality is a computer-generated experience that simulates reality. VR may include visual, auditory, or tactile experiences.

Immersive learning utilizes different immersive tools, such as virtual reality (VR), augmented reality (AR) and other forms of extended reality (XR), to facilitate, accelerate and strengthen learning. In business, this is most often done in the context of employee training and communication. In this pilot, we will be implementing VR solutions for training and other potential use cases.



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Benefits of VR training include:

- VR-trained employees completed **training up to 4x faster** than classroom learners, and 1.5x faster than e-learners
- VR learners demonstrated **higher confidence** in what they learned: VR-trained employees were 275% more confident to act on what they learned after training - a 40% improvement over classroom learners, and a 35% improvement over e-learners.
- VR learners had a **stronger emotional connection to training content**: VR-trained employees felt an emotional connection to training content that was 3.75x greater than classroom learners, and 2.3x greater than e-learners.
- VR learners were **more focused**: VR-trained employees were 4x more focused during training than their e-Learning peers, and 1.5x more focused than classroom learners.
- VR learning is **more cost-effective** as it is scaled in a business and across multiple use cases.

To learn more about VR and immersive learning opportunities, see:

- XR Today explanation of immersive learning:
<https://www.youtube.com/watch?v=CqWbJkbQ7K0>
- Talespin soft skill VR solution provider overview:
<https://www.youtube.com/watch?v=0YJrLTvGnnw>
- Talespin active listening overview:
<https://www.youtube.com/watch?v=h51invcY8gA>
- Embodied Labs CNN Tech for GOOD feature (healthcare):
<https://youtu.be/dUotsx4xoC4>



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Why should your business participate?

[Jobs for the Future](#) (JFF) is a 40 year old national non-profit that promotes socio-economic mobility in education, policy and the workforce. As part of our mission, we develop programs that support the well-being of American workers. Your participation has the potential to give your business a competitive edge and open up new opportunities for your business and workers. Additionally, you will be able to use the hardware and increased exposure to VR in your business to implement innovative VR solutions across your business during and after the pilot.

Is your business a good fit?

- Businesses with an interest in solutions to increase the skills and efficiency of their frontline workforce
- Businesses with 50-500 employees
- Businesses with at least 10 or more full-time employees who could benefit from VR training
- Able to allocate one “champion” in the business to be the main contact and advocate for the pilot within the business
- Facilities with stable, high speed internet on site, where several users can simultaneously use a single or multiple connections
- Believe that employee success and retention are at the center of business growth

What can you expect?

- The pilot will last 6 months, starting in spring 2023 and ending in summer 2023
- The training is being provided at no cost to your businesses
- The training will be provided through VR headsets provided for free by JFF and you will be able to keep them
- JFF and the solution providers will provide:
 - Onboarding and training for all participating employees
 - Support in promoting this opportunity to your employees
 - Support for you and your employees around creating accounts and using training solutions, including a single “help desk” point of contact
 - Access to user data and analytics in the VR platform
 - Progress tracking and documentation of insights
 - Support in determining how VR can extend into other use cases in your business



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- As a participating business, you will be asked to:
 - Provide a single point of contact in your business for pilot management
 - Attend regular check-ins to help JFF to ensure successful adoption and strengthen outcomes
 - Help your workers familiarize themselves with the training, create training accounts with training partners, and complete training
 - Help your workers and managers complete a feedback survey at the beginning, middle and end of the pilot
 - Participate in multiple interviews and feedback sessions

What should you do next?

If you believe you are a good fit for this pilot, contact Carol Azeez at cazeez@jff.org and let us know you are interested. Please include your company website, contact name and phone number.

The next steps will be an intake questionnaire that will take you about 15 minutes to complete and then an intake interview with a JFF staff member to ensure you are a good fit for the pilot and will get the best results from your participation.

If you know of any other small businesses that may be interested, please spread the word!