

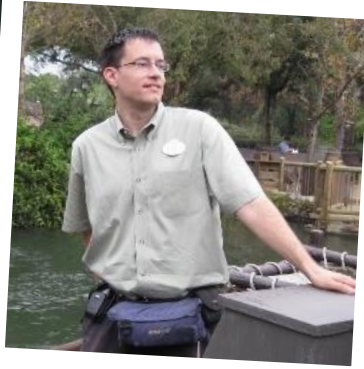


*No desk. No problem.*

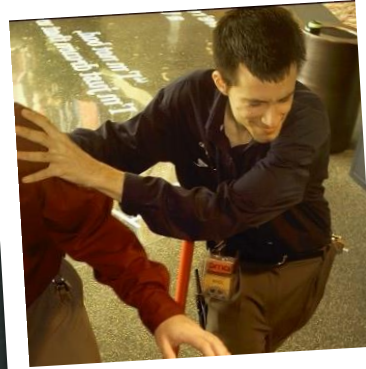
CRAFT A RIGHT-FIT FRONTLINE LEARNING STRATEGY



*Jungle Skipper*



*Theme Park Manager*



*Movie Theatre Manager*



*L&D Professional*

# JD DILLON

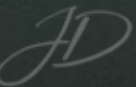
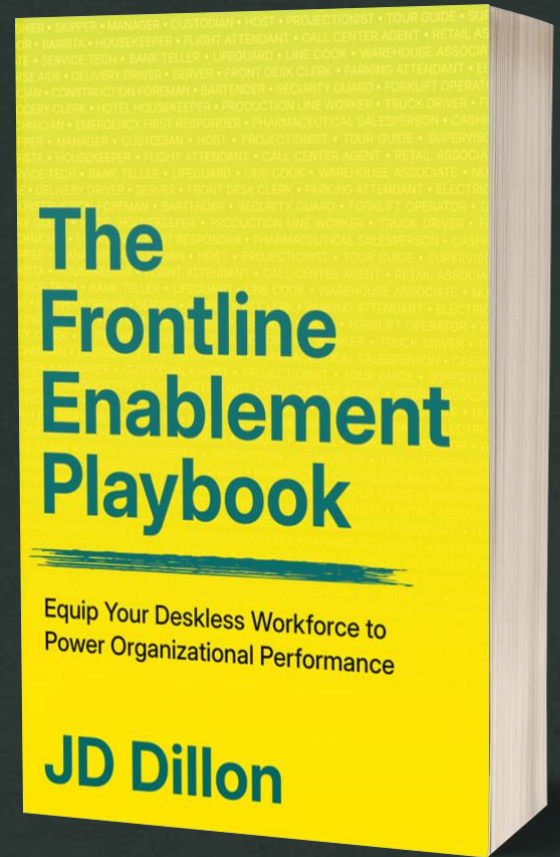
Advisor | Author | Speaker | Technologist | Frontline Advocate



# The first guide for equipping, engaging, and empowering your deskless workers!

- 50+ global contributors
- Real-life stories and examples
- Practical, field-tested tactics
- Proven to drive results

[frontlineplaybook.com](https://frontlineplaybook.com)





**80%**

of the global  
workforce



**23%**

increase in  
profitability



**76%**

burned out  
every day



**2x**

more likely to  
thrive in life

*JD*

Frontline enablement isn't *altruism*.  
It's *good business*.

**Employee  
Experience**

**Business  
Priorities**

*JD*



# PERSONA



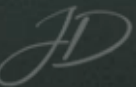
**SYSTEM**



**MANAGERS**



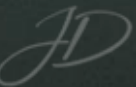
**CONNECTION**





**PERSONA**

To enable frontline performance,  
we must first understand the  
**frontline employee experience.**





## STRUCTURED

- Operational focus
- Scheduled shifts
- Micromanaged



## DIRECTED

- Assigned tasks
- Limited autonomy
- Permission requirements



## MOBILE

- No fixed desk
- Always on the go
- Inconsistent tech access



## VARIED

- Unique backgrounds
- Different skills
- Distinct motivations



## LIMITED

- High-risk tasks
- Heavy compliance requirements
- Defined roles





Frontline **work** is different.

Frontline **support** must be different too.





**System**

To enable frontline performance,  
we must provide support in the  
**moments that matter** on the job.



# When are the *moments that matter*?

- ✓ Day one onboarding
- ✓ Introductory job training
- ✓ Compliance and safety
- ✓ Major operational changes
- ✓ Annual compliance

- Ongoing development
- System failures
- High-stress periods
- Cross-training
- Upskilling and career growth



**Events**



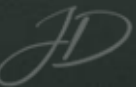
**Online  
Content**



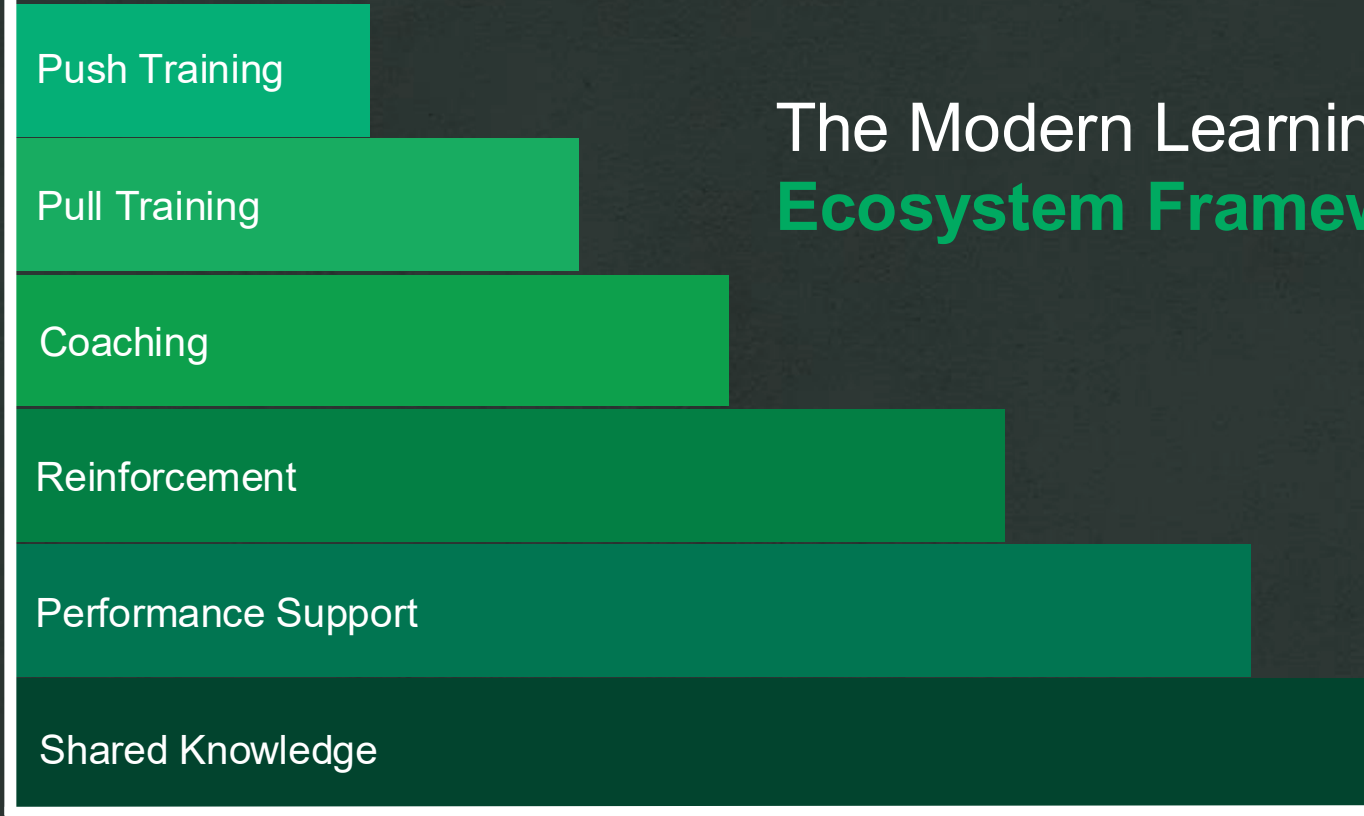
**Hands-On  
Training**



Training alone is not enough to ensure  
frontline workers are ready to perform at  
their best every shift.



STRUCTURE



# The Modern Learning Ecosystem Framework™

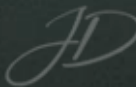
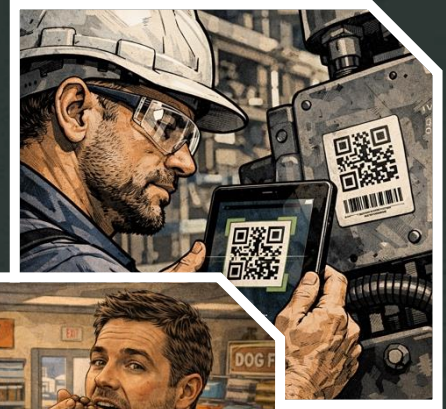
AVAILABILITY



# Shared Knowledge

Ensure frontline employees can quickly access accurate, up-to-date information in the flow of work.

- Mobile-ready knowledge base
- Flip card stations
- QR codes linked to job guidance
- Peer-contributed best practices
- Centralized update channel
- Manager huddle notes



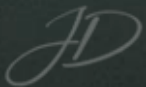
# Performance

# Support

Provide just-in-time guidance to help employees perform tasks correctly on the job.



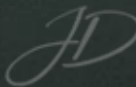
- Digital assistants
- Digital adoption platforms
- Step-by-step task lists
- Mixed reality overlays
- Subject matter expert directories
- Peer coaches



# Reinforcement

Boost memory and habit formation through ongoing recall, practice activities, and nudges.

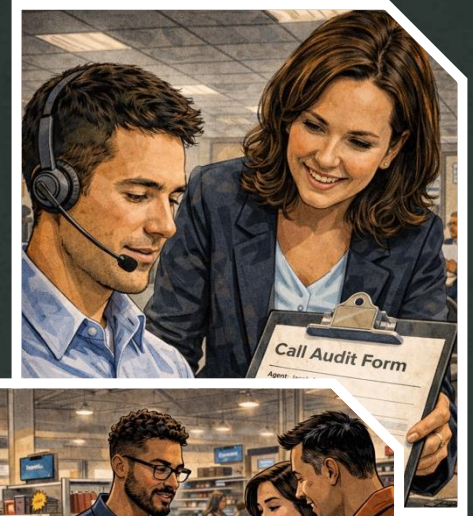
- Daily scenario-based quizzes
- Regular microlearning sessions
- Refresher training sessions
- Manager-led knowledge checks
- Behavioral nudges
- Gamified challenges



# Coaching

Deliver personalized feedback and skill refinement through direct observation and real-time support.

- Regular coaching conversations
- Observation checklists
- Performance auditors
- Peer coaches
- Behavior modeling
- Digital coaching

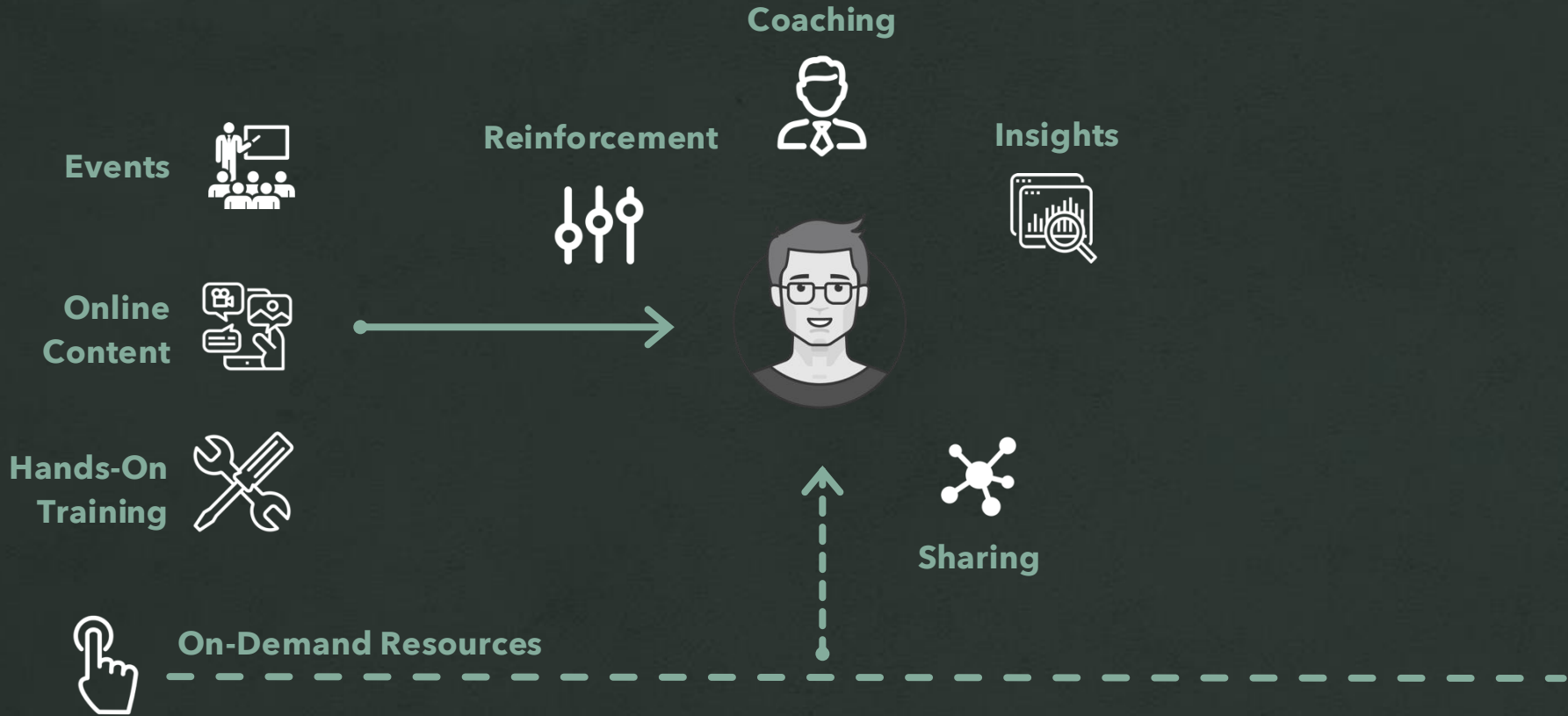


# Pull / Push Training

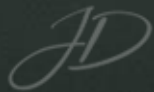
Improve structured learning experiences to drive engagement, enhance knowledge retention, and improve on-the-job application.

- Get to the point.
- Focus on tasks, not subjects.
- Provide trainee guides.
- Be honest about compliance.
- Put names on everything.
- Include frontline employees.
- Launch campaigns, not courses.





Even right-fit frontline enablement tactics will falter if you fail to consider the role connection plays within performance.



# The frontline worker

## *hierarchy of needs*

- Culture
- **Community**
- **Stability**
- Livelihood

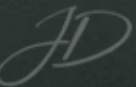


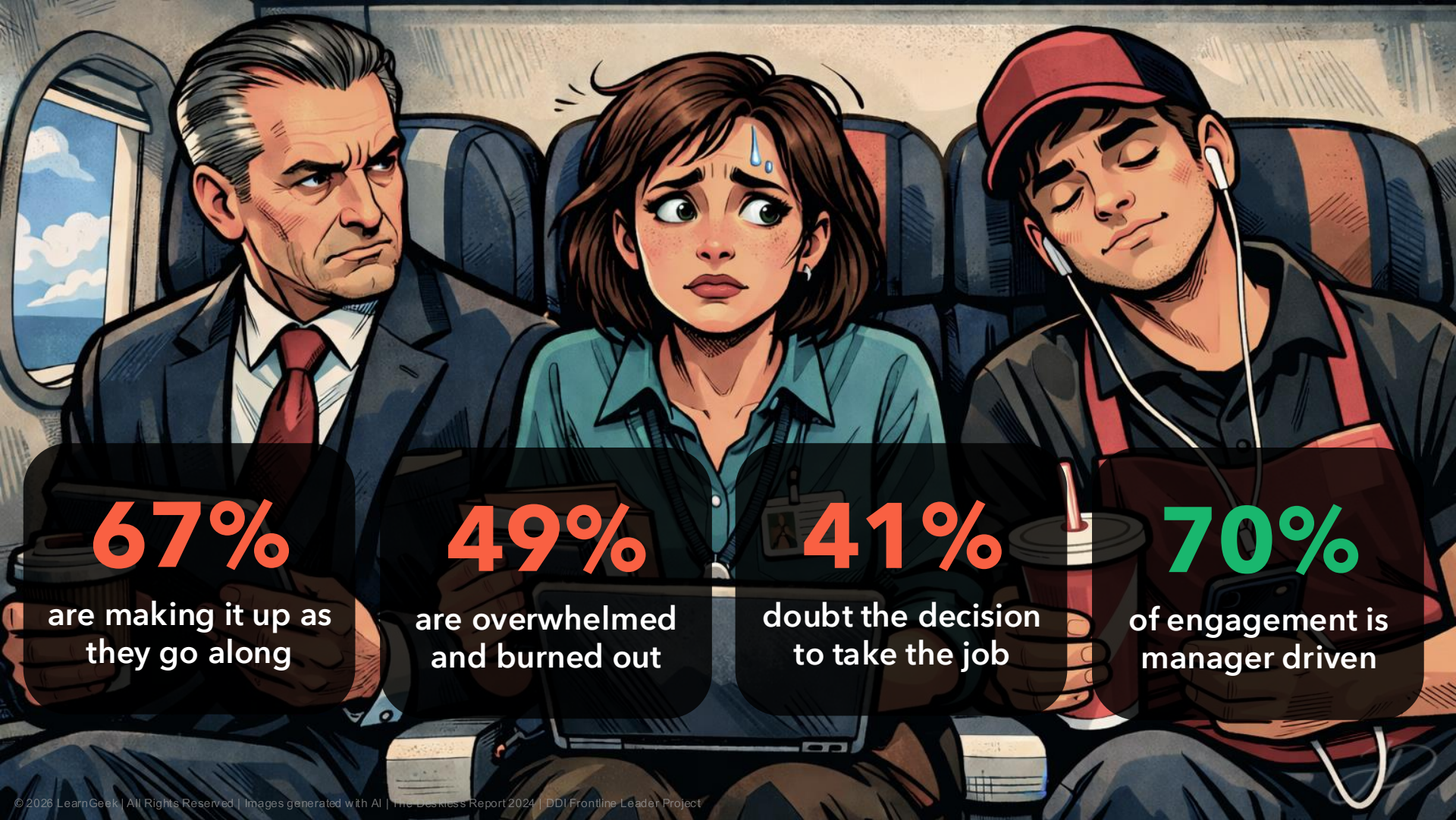
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**MANAGERS**

To enable frontline performance,  
we must **empower frontline  
managers** to lead their teams.





**67%**

are making it up as they go along

**49%**

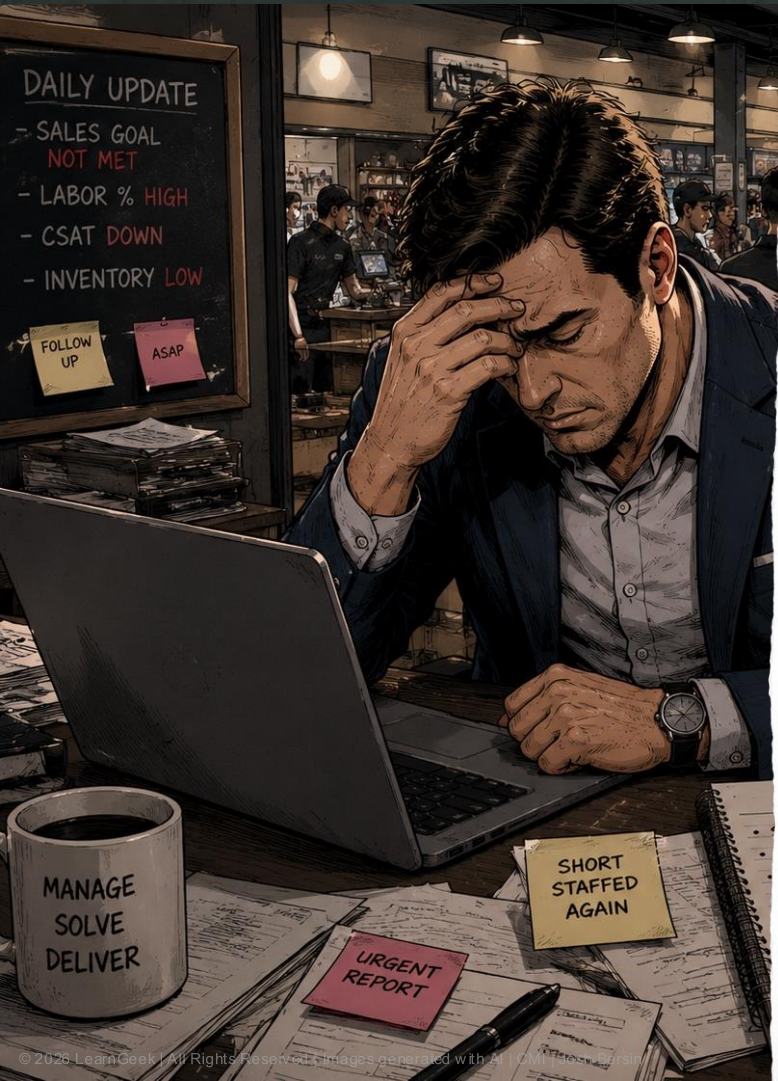
are overwhelmed and burned out

**41%**

doubt the decision to take the job

**70%**

of engagement is manager driven



# Leadership development is **NOT THE ANSWER!**

Companies spend **25% of their training budgets** - roughly \$89B - on annual leadership development.

75% of organizations **do not believe** leadership development delivers high value to the company.

82% of new bosses are **accidental managers** with little-to-no formal training on how to do the job.

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# How do we *fix frontline managers* ?

Empower managers to balance operational responsibilities with team leadership.

- Connect managers with experienced peers.
- Provide on-demand guidance for common manager tasks.
- Include empathy training within frontline enablement.



**FRONTLINE EMPLOYEES  
DON'T WORK FOR**

**YOUR COMPANY.**

**THEY WORK FOR**

**THEIR MANAGERS.**

GREAT MANAGERS



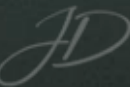
STRONG TEAMS





## CONNECTION

To enable frontline performance, we must **foster frontline community** across the company.



# Community creates the

*conditions for performance.*



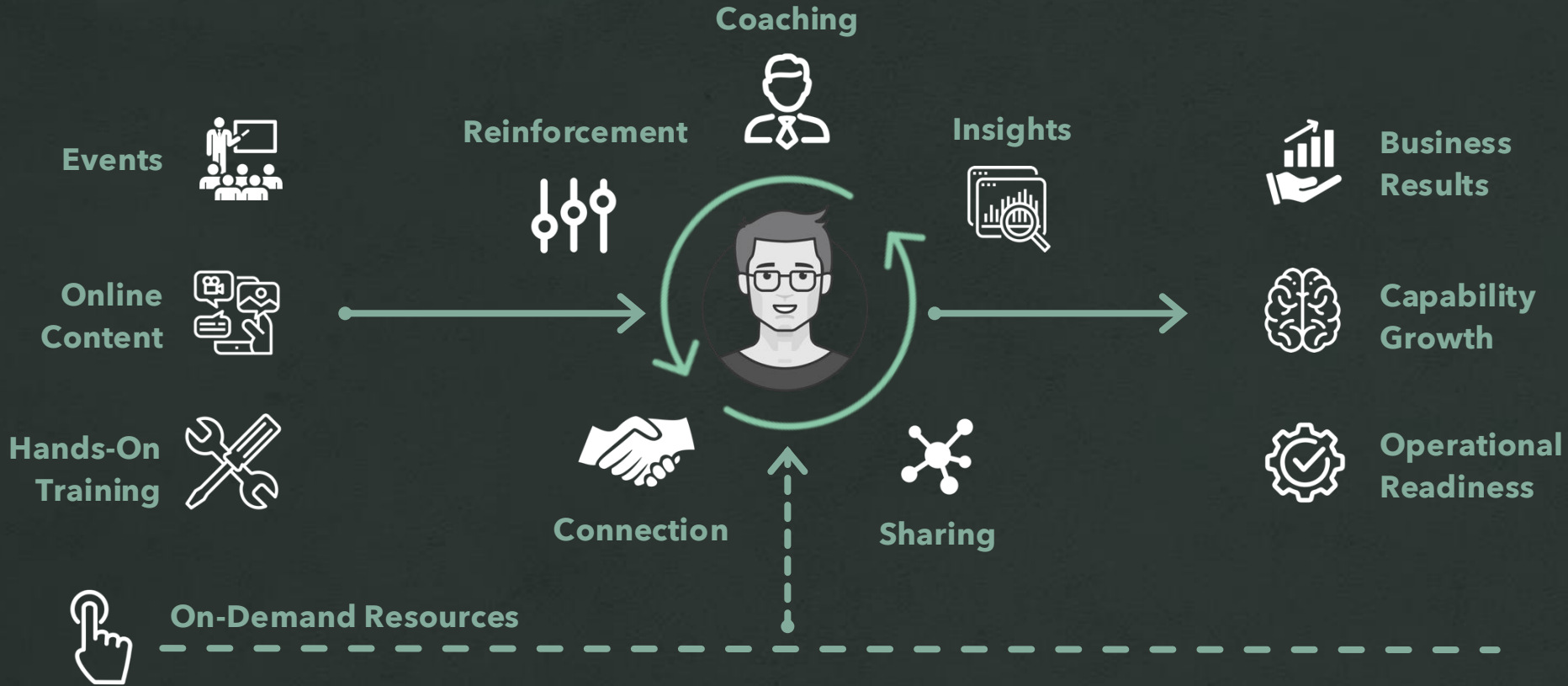
# Strengthening your *frontline community*

Adopt a GLOCAL approach to community building as part of enablement strategy.

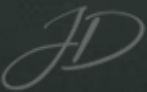
- Prioritize connection during onboarding.
- Leverage storytelling within enablement campaigns and training programs.
- Take recognition beyond KPIs.
- Provide location teams with community building tools.



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**A scalable, always-on operating system for frontline performance**





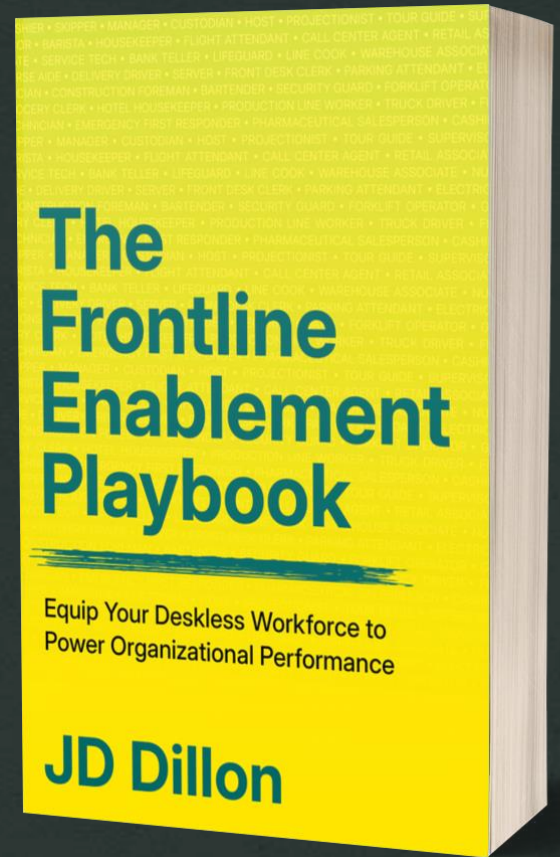
Every **shift** counts.

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## JD Dillon

Advisor | Author | Speaker | Technologist



[jddillon.com](http://jddillon.com)



[hello@jddillon.com](mailto:hello@jddillon.com)



[linkedin.com/in/jddillon](https://www.linkedin.com/in/jddillon)



*Let's  
connect!*

**Be well.**

*JD*

**JD Dillon** began his career on the frontline, gaining firsthand experience leading teams in theme parks, movie theaters, and contact centers. These roles shaped his understanding of how people learn, perform, and succeed in fast-paced business environments.

Over the past 25 years, JD has become a leading voice in workplace learning and enablement. He has held roles in operations, marketing, and talent development with global organizations, including Disney, AMC, and Kaplan. JD has shaped strategy, technology, and services used by millions of frontline workers around the world in industries like retail, grocery, food service, hospitality, logistics, financial services, and more.

JD is a respected author, content creator, and keynote speaker with a passion for helping people do their best work every day. He advises organizations on frontline performance strategy, ecosystem architecture, and AI-enabled solutions. JD's first book, ***The Modern Learning Ecosystem***, is a personal, practical, hilarious take on L&D's role in today's workplace. His latest book, ***The Frontline Enablement Playbook***, is a blueprint for rethinking how organizations equip, engage, and empower their deskless workers.

JD lives in Orlando, Florida and is an avid Philadelphia Flyers fan. Learn more about his work at [jddillon.com](https://jddillon.com).



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