RIGHT CONTENT; RIGHT PLACE; RIGHT TIME:

How Learning Technologies transform Instructional Design and Evaluation

OBJECTIVES

- Review the ATD Competency Model.

- Discuss how data collection and analysis helps improve learning efficacy

- Review some of the major technology trends that are affecting Learning and Development; Performance support systems, Competency based programs, Video in mobile learning, among others.

- Learn why an Innovation approach to L&D is critical.

- Explore how L&D addresses some of the issues companies are facing with millennials.

- Discuss Adult Learning Principals and how technology affects them.

ATD COMPETENCY MODEL

Learning Technologies

Apply a variety of learning technologies to address specific learning needs.

Be able to:

- Use technology effectively across the different areas of expertise.
- Identify when and how to use technology as a training and development solution.

ATD COMPETENCY MODEL

Areas of Expertise

Instructional Design • Design and develop informal and formal learning content using a variety of methods.

Training Delivery • Deliver informal and formal learning solutions in a manner that is both engaging and effective.

Learning Technologies • Apply a variety of learning technologies to address specific learning and performance needs.

Evaluating Learning Impact • Use learning metrics and analytics to measure the impact of learning and performance solutions.

Managing Learning Programs • Provide leadership to execute the organization's people strategy; implement learning projects and activities.

Integrated Talent Management • Build an organization's culture, capability, capacity, and engagement through talent acquisition and employee development.

Coaching • Apply a systematic process to improve others' abilities to set goals, take action, and maximize their strengths. Knowledge Management • Capture, distribute, and archive intellectual capital to encourage knowledge-sharing and collaboration.

Change Management • Apply a systematic process to shift individuals, teams, and organizations from current state to desired state.

Performance Improvement •Apply a systematic process for analyzing human performance gaps and closing them

RIGHT CONTENT; RIGHT PLACE; RIGHT TIME

o "We are living in a world of BLUR"

o Dynamic learning initiatives to teach strategic thinking, rather than hard skills, in order to better prepare their knowledge workers for an uncertain future. How, then, to present their employees with accessible and well-curated content that will drive impact in the workplace?

o Learning into the Workflow
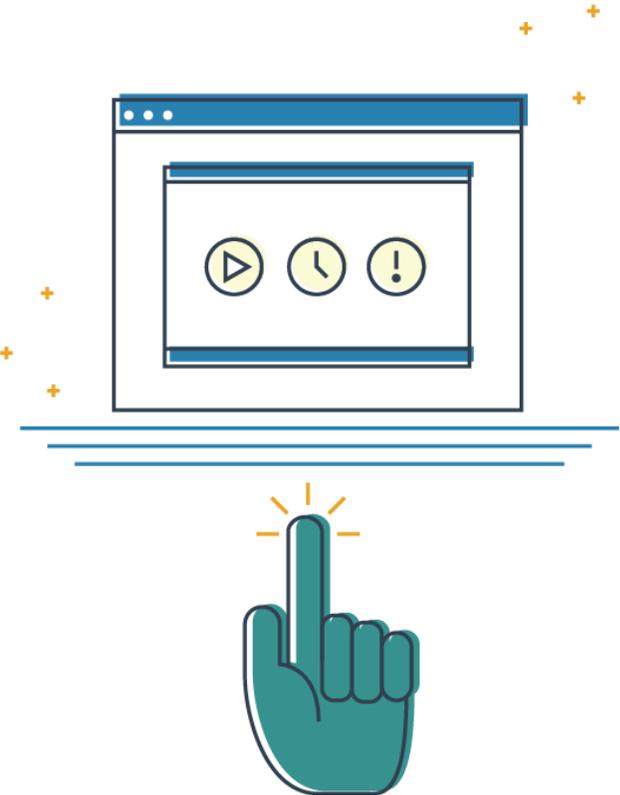
SOCIAL MEDIA EXPLAINED
(DONUT EDITION)

twitter « I'm eating a donut »

facebook « I like donuts »

foursquare « This is where I eat donuts »

You Tube « Here's a video of me eating a donut »

Instagram Fast beautiful photo sharing « Here's a vintage photo of my donut »

Pinterest « Here's a pretty donut recipe »

imgur « Here's a viral picture of my donut »

Linked in « My skills include donut eating »

Spotify « Now listening to "Donuts" »

Google+ « I'm a Google employee who eats donuts »

LEARNING BEYOND THE CLASSROOM: PERFORMANCE SUPPORT SYSTEMS

o Ebbinghaus forgetting curve.

o Learners need to consistently perform on the job over an extended period of time.

o Need to extend learning and leverage the 70:20:10 approach by providing ongoing training through informal and social means.

o Growing number of technologies and mobile apps that support consistent performance.
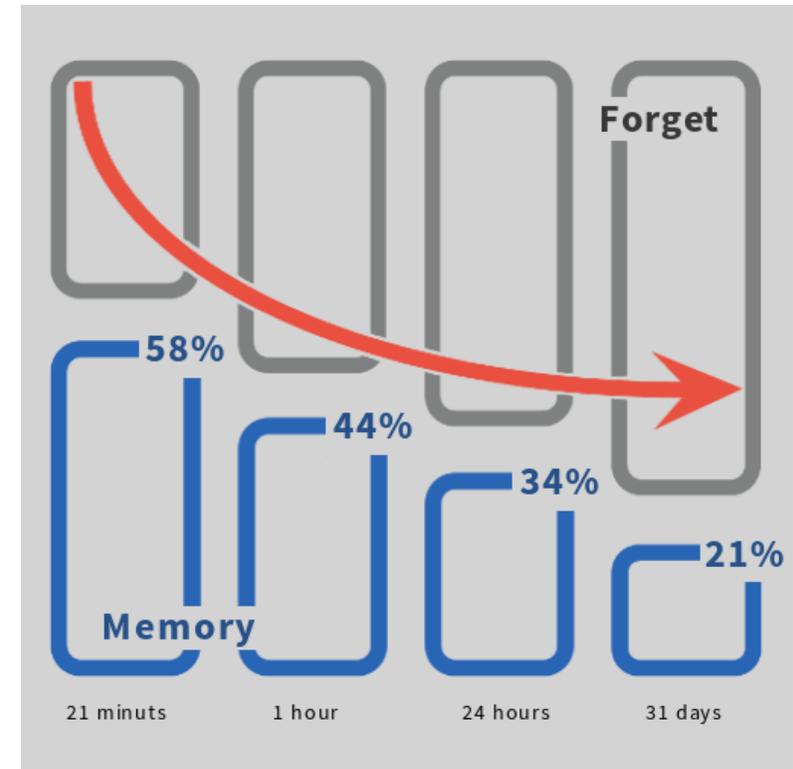
DATA COLLECTION AND ANALYSIS TO IMPROVE LEARNING EFFICACY

Billions of dollars spent on leadership development, but little data is collected in the midst of the program that would help leaders and trainers adjust and improve. With little to no data, it's a struggle to gather conclusive evidence that programs have an impact.

One of educational technology's biggest promises is as a data collection enabler. Data collection and analysis can help us improve learning efficacy in three key ways:

1. It can inform the learner about what content is appropriate for him or her.

2. It can help instructors to adjust on the fly, and

3. It can evolve content and create a virtuous cycle.

WHAT IS DATA ANALYSIS

o Data analyst
- thorough understanding of the business
- directions the business wants to go
- business strategy
- hurdles
- financial knowledge of the company
- change management awareness

Metrics is measurement and reporting.

Analytics is the process of using those metrics to isolate factors that are highly correlated with change and with impact.

o Learning data: not just test results, what websites learners visit, what resources they seek out, whether a learner is going informally to other people to get information, and other factors.

o Performance data, whether the learning has had the desired impact on the job performance of the learner, (productivity, efficiency, utilization, the speed or quality of tasks, etc.);

o Business data, indicating the degree to which the learning has impacted an increase in revenue or a decrease in costs for the organization.

o Data should be collected not just once a year (as in an annual performance review), but regularly over time.

CREATE COMPETENCY BASED PROGRAMS FOR JOBS, ROLES AND SKILL LEVELS

o Economic opportunity->skills needed->company profiles->professional profiles of individuals.

o Courses and learning aids that allow the learner to develop the skills they need to improve their impact.

o Leveraging crowdsourcing of competency data and matching that data with shorter more focused learning.

o Training roadmaps that organize and curate content.
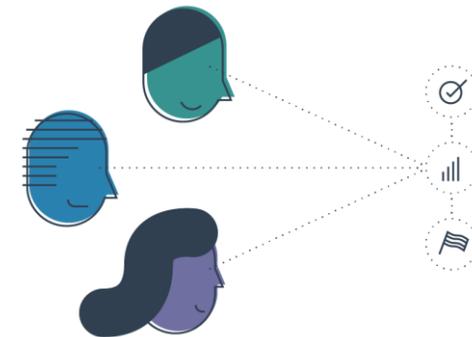
EMERGENCE OF VIDEO AS DOMINANT APPROACH IN MOBILE LEARNING

○ Mobile Learning focuses on learning across contexts and locations by the means of mobile devices (e.g. laptops, cell phones, personal digital assistants, MP3 players, smartphones, game devices, tablet PCs, and e-books). M-learning devices are used to access online courses and resources and can also foster collaboration among individuals, conduct assessments and evaluations, provide access to performance support, and capture evidence of a learning activity.

○ Video is the dominant approach to deliver content over mobile device.

○ Not structured courseware on mobile.

○ For specific jobs or tasks.

○ Learner accesses information when they need it.
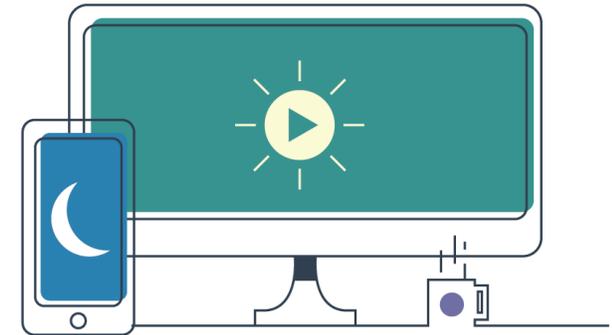
INNOVATE OR DIE. WHY THIS SHOULD ALSO BE YOUR MANTRA.

WHY AREN'T THEY PREVALENT NOW?

Julie Dirksen, learning strategy consultant at Usable Learning, says, "I've been puzzled by how little use the learning field has made of recommender engines. They are being used more and more often in retail, social media, and online content. It seems like a natural fit for learning environments, but I've seen very little adoption thus far. It probably has something to do with how locked down learning content tends to be, and our ways of managing learning content will need to evolve."

- Collaboration between learning and other disciplines (such as data science).

- Interdisciplinary cooperation (L & D not an isolated function).

WHY MILLENNIALS LEAVE COMPANIES

Here are 5 key values millennials look for in an employer:

o Development. Millennials are hungry for training, career advancement, and opportunities for growth.

o Meaning. Nothing is more important to millennials than doing work that matters.

o Autonomy. Millennials have a natural entrepreneurial spirit and want to work on their own terms.

o Efficiency. There's always a better, faster, and easier way to work. Millennials want to find it.

o Transparency. Information is essential to millennials—they want to be kept in-the-know on the job.

Source: http://a1.grovo.com/asset/whitepapers/why-millennials-leave-companies-whitepaper.pdf

WHY MILLENNIALS LEAVE COMPANIES- ACTION STEPS

1. Provide daily development opportunities. Traditional learning is too slow for today's employees. Rather than long videos and periodic lectures, use a microlearning-based approach to weave development into employees' everyday work.

2. Personalize your training. Too many employees get trained on things they don't need, and fail to get the skills that will actually make them more productive. Take a learner-first approach by assessing needs and providing relevant content, instead of blanket one-size-fits-all training.

3. Rethink your approach to management. More than bosses and managers, millennials want coaches and mentors. Adopt this mentality to foster a more learning-driven culture that millennials won't want to leave. 3 ACTIONABLE STEPS H

TRENDS

○ **Engaging**

Clear, short, and compelling content, delivered on an intuitive platform people love.

○ **Continuous**

Capable of both "push" and "pull" learning—so your people are always improving.

○ **Accessible**

Employees can learn anytime, on any device, right at the point-of-need.

○ **Aligned**

Learning should be aligned with your company goals and culture.

○ **Practical**

Post-lesson assessments put learning in realistic performance contexts for greater retention and application.

TRENDS-LEARNING IN THE CLOUD

○ From traditional LMS to cloud base SaaS (Software as a Service).

○ Introduction of workplace apps allows us to deliver training content pre and post learning experience and better manage and track the efficiency and effectiveness of training.

○ New environments are making measurement and data collection much easier.

○ With the ability to target development at the skill level, testing becomes easier and better data is collected.

# PRINCIPLES OF ADULT LEARNING

Adults:

1. Are autonomous and self-directed.

2. Bring knowledge and experience to each learning activity.

3. Need learning to be relevant and practical.

4. Are goal-oriented.

5. Are problem-oriented and want to apply what they've learned.

6. Are motivated by intrinsic and extrinsic factors, as they become more familiar with the content, learners' motivation to learn may wane until a specific need arises.

7. Are pressed for time.

8. Have different learning styles.
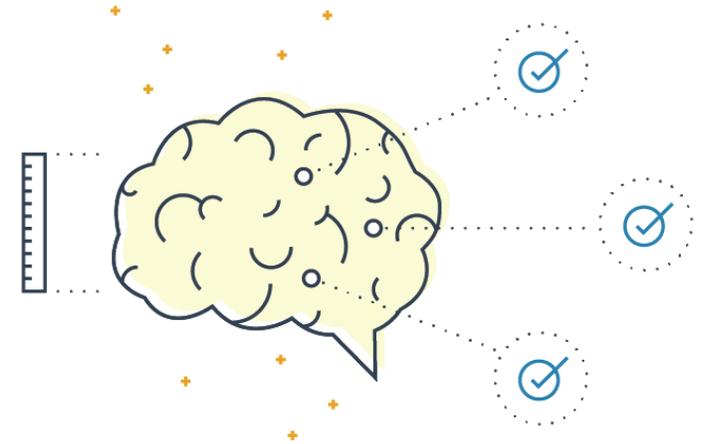
REMEMBER…

Technology provides promise, but should be used wisely to improve a variety of processes within, and surrounding, learning, rather than entirely replacing the important element of the human experience.
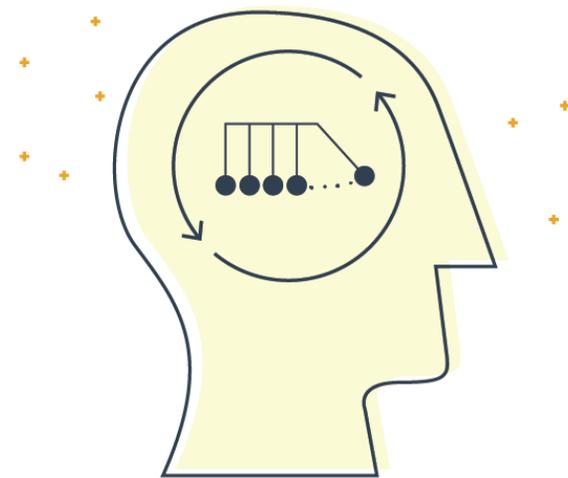
REFERENCES AND BEST PRACTICES

Most innovative training program (that also teaches about innovation)

https://www.hyperisland.com/about

Learning Platforms

https://www.grovo.com/

https://generalassemb.ly/

Tools

https://edpuzzle.com/

Articles/research:

www.clomedia.com