



3 Dimensions of a Modern Learning Experience

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Meet Your Presenters



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 Your **trusted** workforce transformation partner



The pandemic has pushed employees to shift their expectations for employers more significantly than we've seen in recent history. When, where, and how we work is changing.



Today's Key Focus



LEARNER CENTRIC
DESIGN



MICRO LEARNING
STRATEGIES



LEARNING TECHNOLOGY

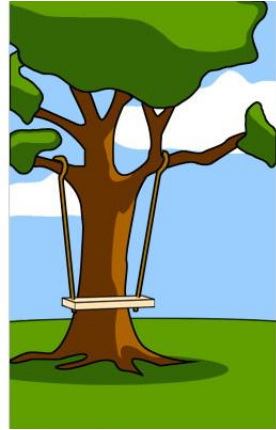
Why Learner Centric Design?



Stakeholders



Client



PM

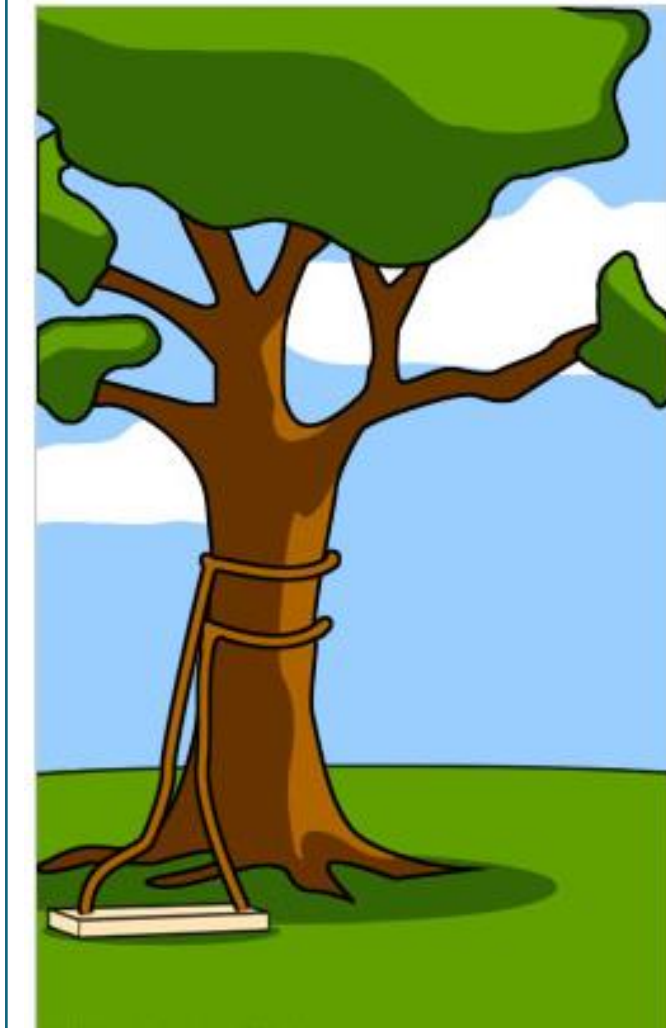


Instructional Designer

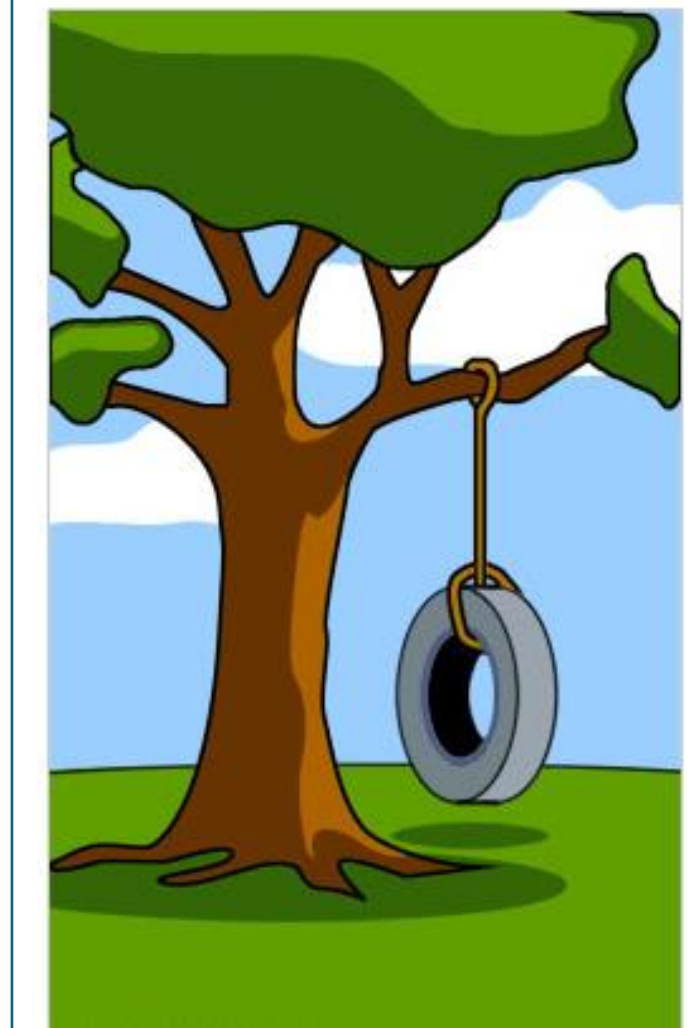


Business Consultant

Output



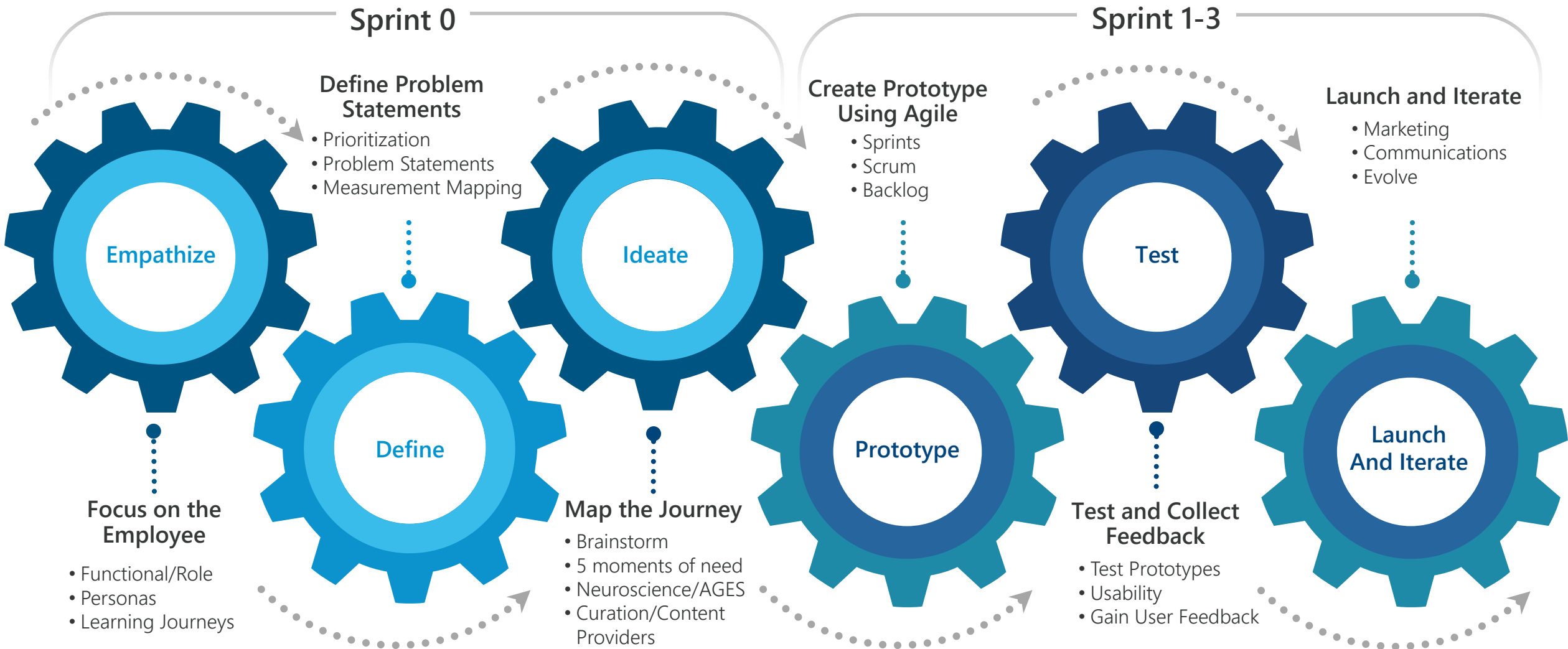
Learner Want/Need



Think Differently

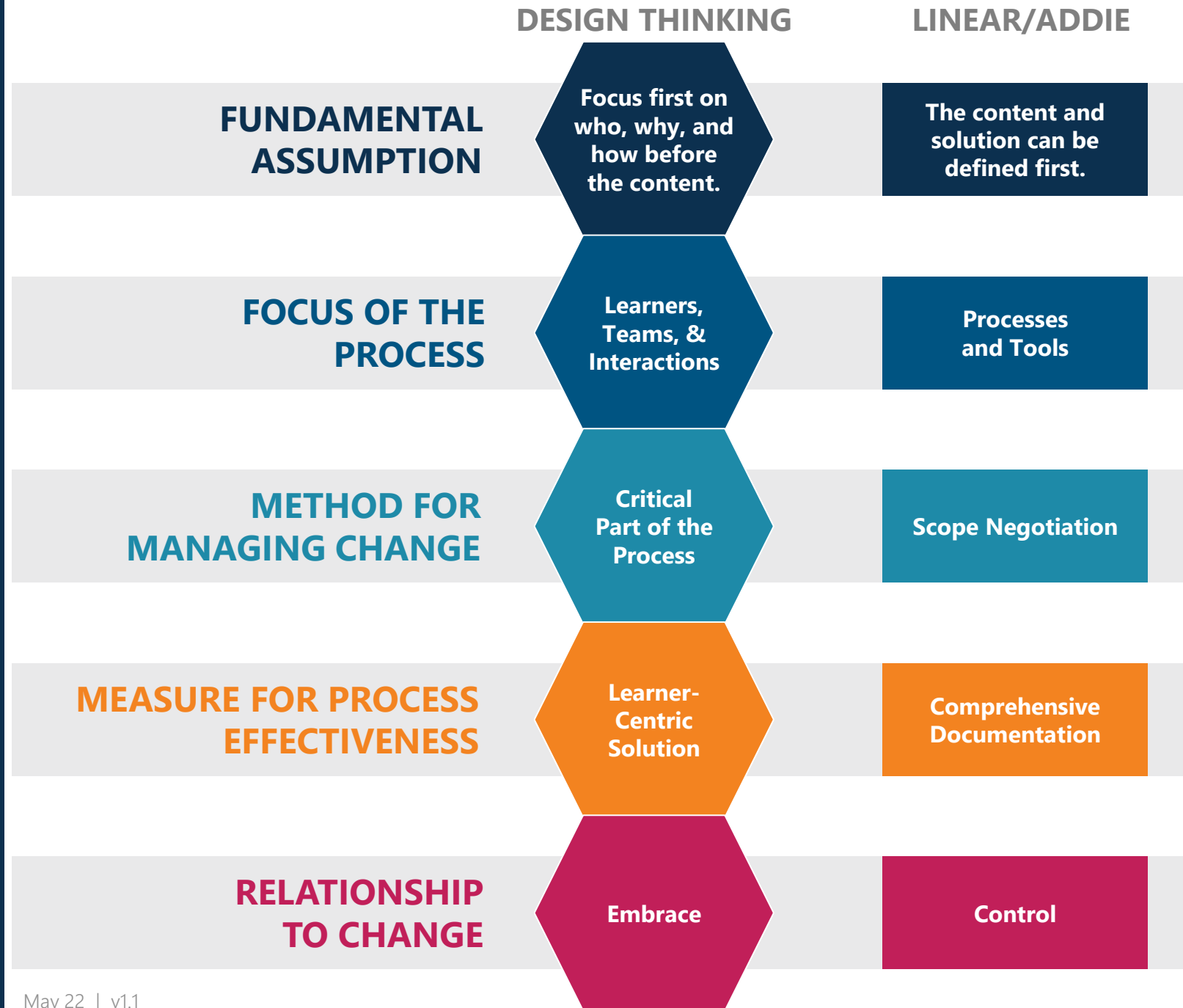


Design Thinking Agile Approach



Design Thinking vs. ADDIE

for Learning Journeys



empathize

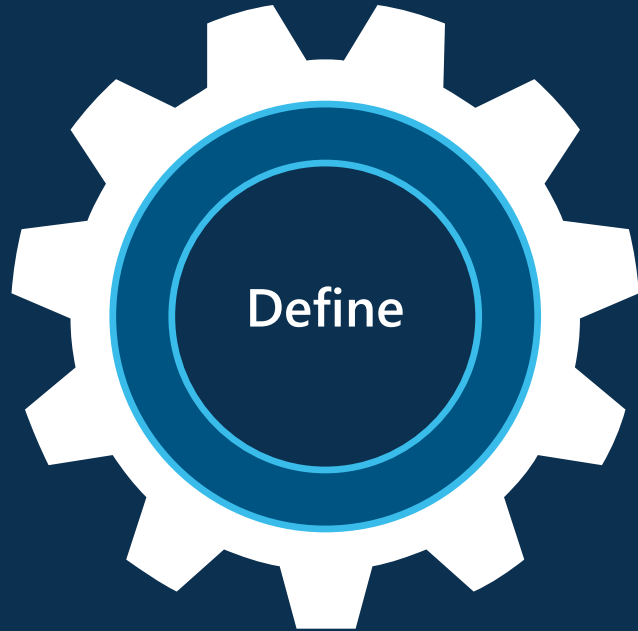


Learner Personas

Facilitation Tips:

- Ensure you address positive and negative behaviors in your learner personas
- Limit the number of personas you create
- Keep an eye on time and don't go too deep, you can always come back to a persona after the workshop
- Don't create a persona based on someone in the room
- Don't let stereotypes take over
- Don't just use your marketing personas

define



Problem Statements and
How Might We Statements

Facilitation Tips:

- Take the time to properly define the problems or challenges that are relevant for your learners
- Statements need to be broad enough for creative freedom
- They need to be human-centered
- They need to be narrow enough to make it manageable
- Use authentic statements
- Always tie them back to your personas

Sample Guiding Principles

RESPECT TIME

- Learner time is valuable
- Focus on must-haves
- Provide opportunities for deeper dives
- Make it worth the effort

ESTABLISH RELEVANCY

- Make it real
- Link to company transformation
- Focus on value and application
- Create a cultural and contextual fit

GENERATE PULL

- Pull participants through
- Give them a reason to come back
- WIIFM
- Make it easy
- Diverse experience/modalities

CREATE CONNECTIONS

- Provide platform for participants to connect
- Humanize the experience
- Share stories and grab attention

ENABLE DATA

- Examine how learners interact with the experience to achieve relevance
- Measure the performance impact
- Allow both to inform the next design iteration

Problem Statement Examples



ANSWER THE 5 W'S:



Apima [WHO] feels overwhelmed [WHAT] daily [WHEN], because there are too many conflicting priorities at work [WHAT and WHERE], which lead to negative feelings and emotions about her work and the work environment [WHY].

How Might We Examples



MEET APIMA...








- How might we help Apima understand that having more EI can help her feel less stressed?
- How might we help Apima recognize symptoms of low EI, and identify how low EI negatively influences herself and others?
- How might we help Apima reframe her negative emotions/reactions regarding work into more positive ones?
- How might we help Apima use EI to respond positively to customers and their emotions?

Full Circle



LEARNER PERSONA

	<p>Name: Apima Barsar Age: 26 Location: London Tenure: 1 year Role: Administrative Assistant Education: B.S. Goal: Manage a team</p>	<p>Tech-savviness: high Interests: running and reading Best time to learn: early in the morning Access training through: any digital format Other: English is her second language</p>	
 SEE	 HEAR	 DO	 THINK/FEEL
<p>I'm overwhelmed by the large volume of work. I just don't have time to learn new skills at work. I need a more flexible schedule. My child is my priority right now.</p>	<p>She hears from others that feel equally overwhelmed and miss flexibility on how they can access training, especially when they need it.</p>	<p>Daily focuses on tasks and keeping operations running smoothly. Apima is a valued member of team. She is taking classes online because it provides flexibility for her family-focused life.</p>	<p>Overwhelmed by trying to keep up with multiple request and competing timelines. Frustrated by the training she has gotten because she doesn't understand how it relates to her role or future roles.</p>

PROBLEM STATEMENT

Apima feels overwhelmed daily, because there are too many conflicting priorities, which leads to negative feelings and emotions about her work and the work environment.

HOW MIGHT WE STATEMENTS

- How might we help Apima understand that having more EI can help her feel less stressed?
- How might we help Apima recognize symptoms of low EI, and identify how low EI negatively influences herself and others?
- How might we help Apima reframe her negative emotions/reactions regarding work into more positive ones?
- How might we help Apima use EI to respond positively to customers and their emotions?

Concept of a Minimum Viable Product

●●● HOW TO BUILD A MINIMUM VIABLE PRODUCT

**NOT
Like
this**



1



2



3



4

**Like
this!**



1



2



3




4



5

If content were water...

... relevance would be the drinkability.

A woman in a black business suit and glasses is sitting in a small, weathered wooden boat. She is looking off to the side with a thoughtful expression, her hand resting on her chin. The boat is on a vast, flat, white surface that reflects the boat and the woman. The background is a clear blue sky.

*Too many of our learners
are dying of thirst!*

They have an fundamental role in nourishing themselves

Emerging ROLES

Enabling Workforce Transformation



MOMENTS OF LEARNING NEED

1. Learn-first time
2. Learn-more
3. Apply/Refine
4. Adjust to change
5. React to Failure

EMERGING MOMENTS

- Innovate
- Grow for Next Role



EXPANDED LEARNER ROLES

1. Consumer
2. Moderator
3. Curator
4. Contributor
5. Creator
6. Collaborator

CONNECTED ORGANIZATION LEARNING ROLES

1. Learning Connectors
2. Learning Bridgers
3. Specialists for Coaching and Mentoring
4. Information Brokers

Inspiration from: Rob Cross' Work on Collaboration

3 Layers of **RELEVANCE**



**BUSINESS
ACUMEN**

What does an income statement look like?

What can an income statement tell you?

What does our income statement look like?

What does our income statement tell you?

How can I use our income statement to drive business decisions?



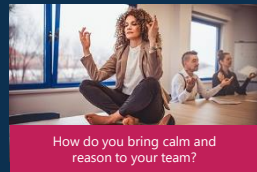
Learning Components





Sarah's Journey in Brand Foundations

The following is a quick summary of the learning experience to Build Brand Foundations. The journey is based in a curation instance and includes a rich base of micro assets and online and offline activities.



How do you bring calm and reason to your team?



Her attention is grabbed when she sees a sign in the elevator: Want to bring more value to your customers? Improve your Brand using an AR app to begin the journey.



She takes the Marketing Foundations self-assessment and opts into the Brand Chat Bot.



She accesses and watches the Marketing Foundations animation and hears testimonials from her peers and leaders.



She completes the Market Dynamics ILT, Deep Customer Understanding ILT, and Brand Value Drivers eLearning courses.



As part of the experience, she opens the 30 days of Marketing Foundations calendar and sets up an Outlook task to look at it each day.



She reads articles related to Market Dynamics, Deep Customer Understanding, and Brand Value Drivers.



Over the course of the month, she joins and collaborates in a Marketing Foundations community space.



She ties all her learning together by completing a Marketing Foundations capstone project.



Once all activities are successfully completed, she earns a digital badge and her learning plan is updated.



OLD



VS

NEW



Burn, borrow, buy, bend and build solutions




DON'T PAY FOR CONTENT IF YOU DON'T HAVE TO!

We ask the following questions to determine how the solution is developed:

1
BURN
Is the content still relevant and being used?



2
BORROW
Does the content exist elsewhere, either within the organization or open source?



3
BUY
Is there an off-the-shelf solution?



4
BEND
Is there a solution that can be customized to meet the business need?



5
BUILD
The solution will be custom built by you or a supplier if the prior questions do not fit.



I am inviting you to delightful dinner...

From all the possibilities which do you want? You get to pick 4.



FULL MENU

1. House or Caesar Salad
2. Lobster Bisque
3. Bone Marrow Appetizer
4. Oysters in the shell
5. Garlic Naan/Rolls
6. Shrimp Cocktail

7. Grilled Corn-on-the-Cob
8. Caramelized Brussel Sprouts
9. Grilled Lobster w/butter
10. Filet Mignon
11. Steamed Crab Legs
12. Polenta with Beans

13. Aperitifs
14. Themed Cocktails
15. Water
16. Wine
17. Digestif

18. Bread Pudding
19. Ice Cream
20. Chocolate Lava Cake

10 Questions to Consider

10 Things to Consider Before Recommending a Platform

- 1 Where do they fit in the zoo?**
This is your starting point. characteristics, features, overlap with other tools, category?
- 2 What is the experience affordance?**
On demand, collaborative, semi-synchronous, asynchronous, personalized?
- 3 What is it like to design and develop in it?**
Creation, review, editing, updating, is there a development license?
- 4 How does it share data/information for different audiences?**
Does it have robust metrics, dashboard for learners, stakeholders?
- 5 What is the pricing and licensing profile?**
Per seat, per test, monthly, annually, by program?
- 6 What is its Security and Privacy profile?**
Is it documented, regionally hosted, what is the security profile?
- 7 What are the administration and support needs?**
Report pulling, user admin, moderation, producers, curators?
- 8 What is the viability of the partners?**
Are they easy to work with?
Are they scalable, is it vaporware?
- 9 What is their ecosystem alignment/compatibility?**
Does it integrate well, SSO, import/export data, source file storage? APIs?
- 10 What features are on their roadmap?**
What is their vision?
What is the plan for new features?

Connect with us!



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