

Informal Learning

Broadening the Spectrum of Corporate Training

Hans de Zwart

Who are you going to listen to?

Things I like to talk about

Books, books, books, The Internet Revolution, Popular science,
Free software (think free speech, not free beer), Nintendo (
relevant for learning), Michael Jordan, Juggling, Digital civil
rights, The Big Lebowski



What is it that I do?
Innovation Manager for
Global Learning Technologies

Have medicine, need patient

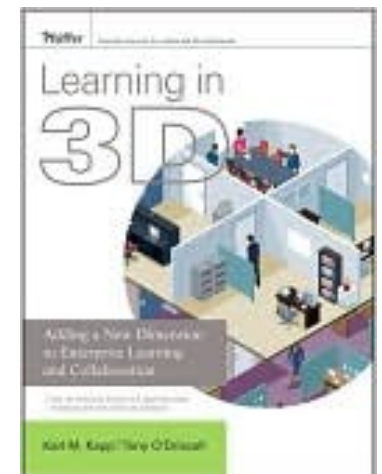
Have patient, need medicine

**"Early experimentation will lead to
invaluable experience and fewer
mistakes in the future"**

**Informal Learning as an attempt at
keeping the L&D function relevant**

Kapp & O'Driscoll – Learning in 3D

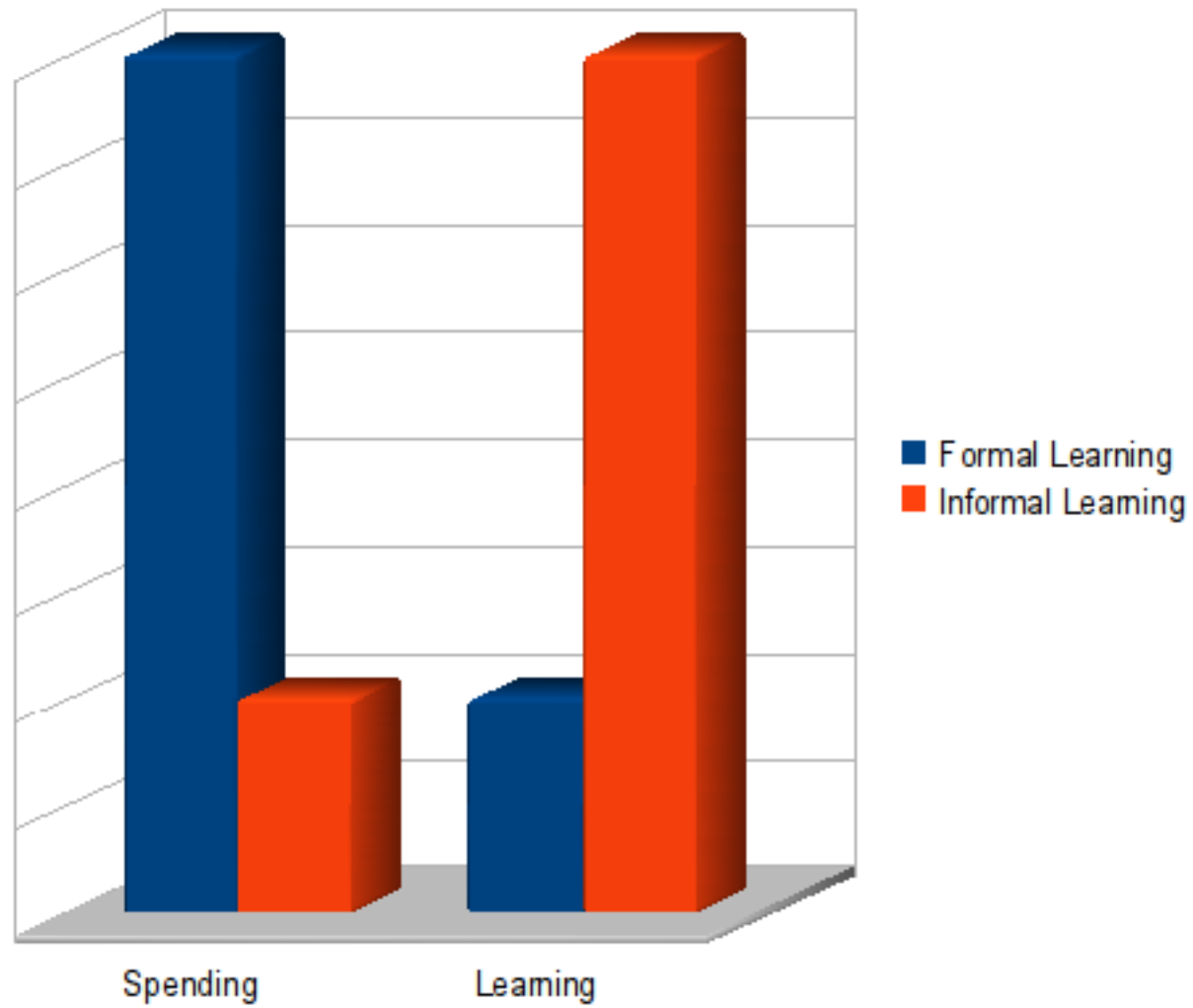
7 problems with the way learning is done



The Autonomous Learner Problem

"From a tactical perspective, the learning function appears to be allocating the majority of the effort in the area of least impact."

The Spending/Outcomes Paradox



The Timing Problem

"The rapid pace of business almost guarantees that most formal learning programs will be outdated shortly after launch."

The Packaging Problem

"Courses are organized around topics rather than tasks." and "The traditional packaging of formal learning is not aligned with the time sensitive needs of today's employees."

The Performance Problem

"Lack of knowledge and skill is only a small part of the reason that organizations don't perform as desired."

The Routinization Problem

Peter Drucker: Routinization is a phenomenon whereby existing industries initially apply radically new technology to automate and accelerate age-old processes and methods.

The Transfer Problem

"Studies show that as much as 80 to 90 percent of investments in training programs fail to result in behavior change on the job."

The Value Problem

"The learning function has very little understanding as to what executives expect from the learning function, and as a result it often defaults to justifying its existence based on learning throughput as opposed to performance outcome."

"Collectively, the autonomous learner, timing, and packaging problems that are not being addressed by the learning function account for the de-selection of at least 80 percent of the addressable opportunity space for learning."

**Nine (non-exhaustive) things I see
coming in the near future**
and a question to you for each of them

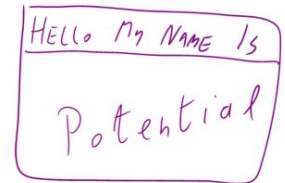
1. Creating opportunities to share

Bert De Couterre – Homo Competens

Learn, Do, Share

**Homo
Competens**

Let's talk about competent
people in the network age



Bert De Couterre

**Q: Have you shared something
explicitly last week?**

(Have you encouraged somebody else to
share in the last week?)

2. Need for a deeper understanding of people

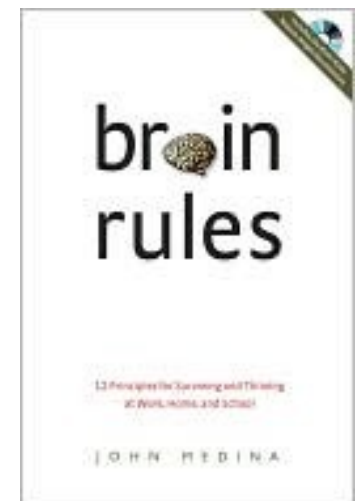
Hans Monderman – Shared Space

The best way to slow people down is to
make the road more narrow

Lawei plein in Drachten



John Medina – Brain Rules





EXERCISE | Rule #1: Exercise boosts brain power.



SURVIVAL | Rule #2: The human brain evolved, too.



WIRING | Rule #3: Every brain is wired differently.



ATTENTION | Rule #4: We don't pay attention to boring things.



SHORT-TERM MEMORY | Rule #5: Repeat to remember.



LONG-TERM MEMORY | Rule #6: Remember to repeat.



SLEEP | Rule #7: Sleep well, think well.



STRESS | Rule #8: Stressed brains don't learn the same way.



SENSORY INTEGRATION | Rule #9: Stimulate more of the senses.



VISION | Rule #10: Vision trumps all other senses.



GENDER | Rule #11: Male and female brains are different.



EXPLORATION | Rule #12: We are powerful and natural explorers.

Q: Do you feel you are an expert on what makes a human brain tick and where motivation comes from?

3. Video

check brain rule #10

Nuggets, On demand, Pull



our product is *explanation*

Welcome to Common Craft. Our three-minute videos help educators and influencers introduce complex subjects.
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Common Craft's animated explanations are delightfully witty, entertaining and educational.

—Dave Gray
Chairman, Xplane

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TECHNOLOGY

A video thumbnail for 'Secure Passwords' showing a person at a computer with a question mark and a hacker icon.

TECHNOLOGY

A large video thumbnail for 'Common Craft Explains' showing a hand holding a tablet displaying a map with locations like Museum, Restaurant, and Gallery.

TECHNOLOGY

A video thumbnail for 'Wikipedia' showing a person at a computer screen.

TECHNOLOGY

A video thumbnail for 'World Wide Web' showing a person at a computer with a globe and network lines.

Borrowing Money

Secure Passwords

Wikipedia

World Wide Web

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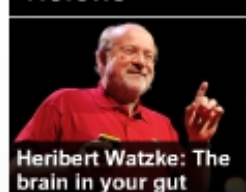
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Resize by:

- ☒ Newest releases
- ☐ Most languages
- ☐ Most emailed this week
- ☐ Most comments this week
- ☐ Most favored all-time
- ☐ Rated jaw-dropping
- ☐ ... persuasive
- ☐ ... courageous
- ☐ ... ingenious
- ☐ ... fascinating
- ☐ ... inspiring
- ☐ ... beautiful
- ☐ ... funny
- ☐ ... informative

Show talks related to:

- ☐ Technology
- ☐ Entertainment
- ☐ Design
- ☐ Business



Q: Do you have the capability and the capacity to capture and deliver video?

4. A further segmentation of audiences (specialization)

Cynefin framework
= one way of looking at things



Q: Are you creating multiple learning strategies (i.e. are you diversifying)?

5. Mobile?

Unique opportunity space

It knows who you are, it knows where you are (it even knows what direction you are facing), it allows for collaboration (all your contacts are already there), it is a content production device (video once more)

**Do you own an
Android/iOS/Windows 7
smartphone?**

If not...

how will you participate in and learn about
the *feasability space for social practice* that
this technology creates?

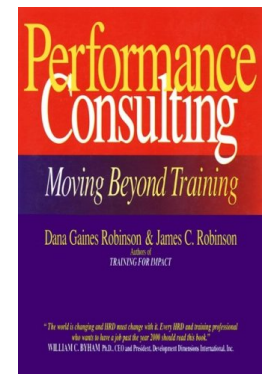
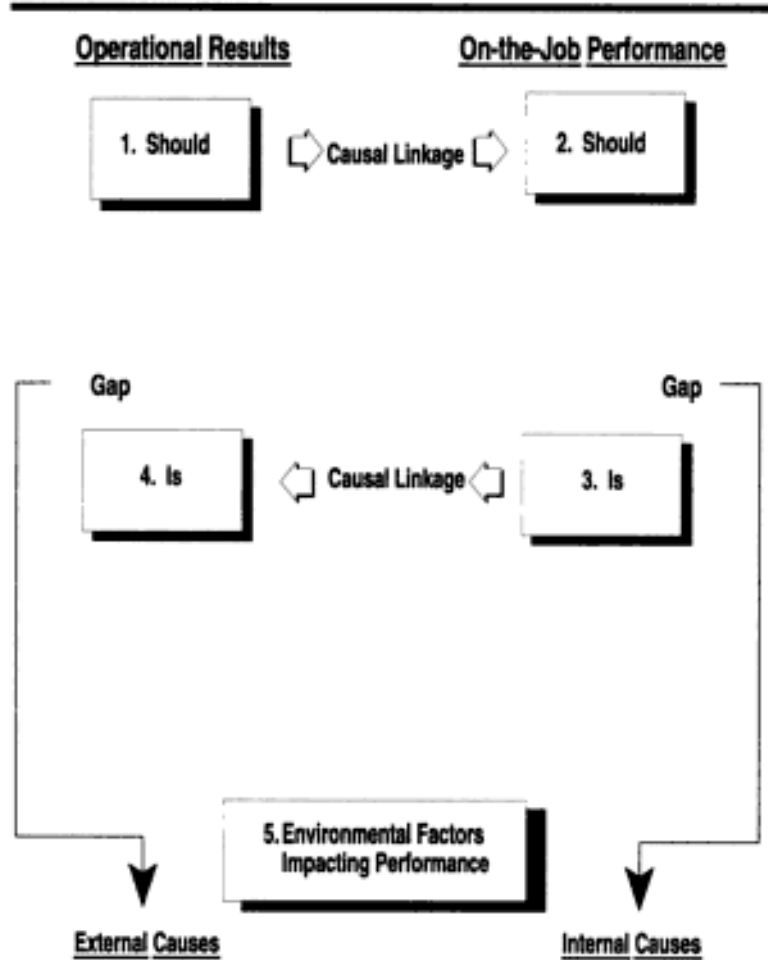
6. A further merging of the Learning function and Organizational Effectiveness

Focus on performance!

Star performers,
Performance Relationship Map

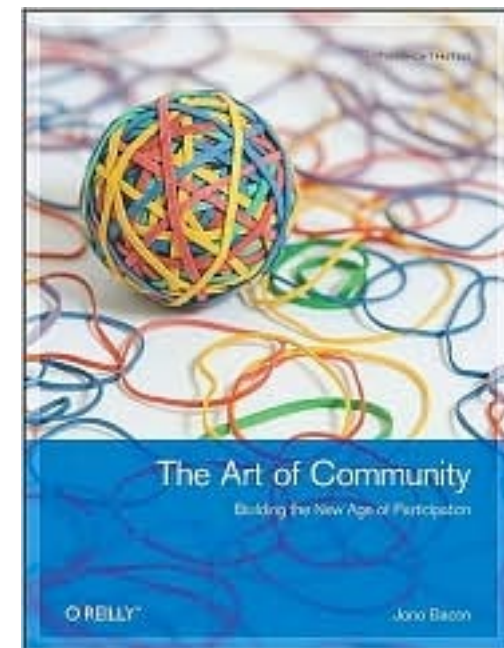
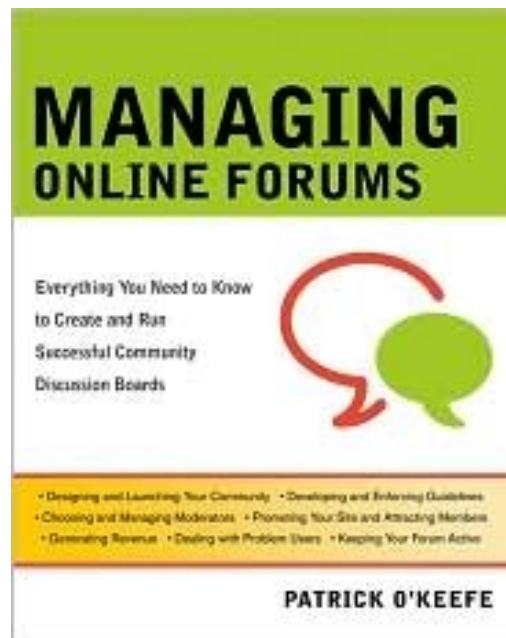
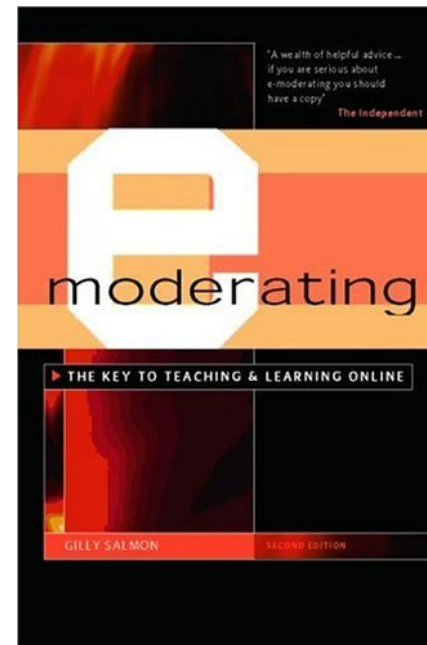
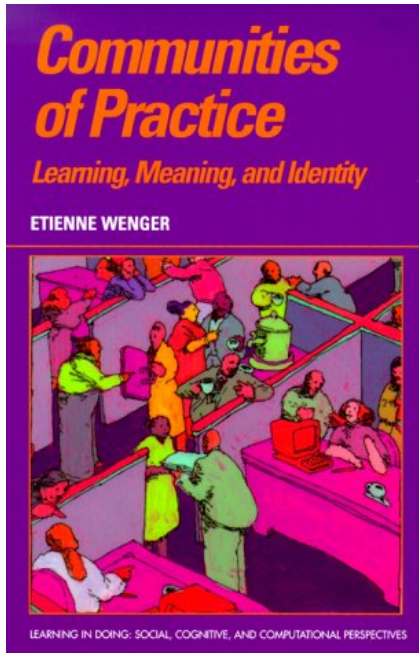
Figure 3.1. Performance Relationship Map.

Business Need:



Q: Have you ever started with the best performers to see how something should be done?

7. Turning into community managers



Q: Have you been the steward of an online community of practice?

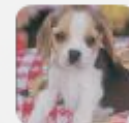
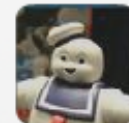
8. Social Contextualization of Content

You have heard it here first...!

VoiceThread Introduction.



powered by voicethread.com



comment

sign in
or
register

Co

Edu

9.28 - \n
guide a

Auth

8.5 - Vc
Directo

Most Highlighted of All Time

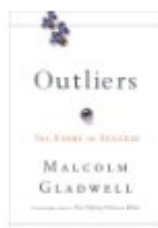
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1.



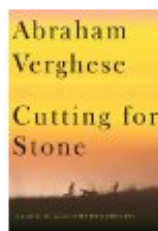
...the more money they made the next day on the streets. Those three things—autonomy, complexity, and a connection between effort and reward—are, most people agree, the three qualities that work has to have if it is to be satisfying. It is not how much money we make that ultimately makes us happy between nine and five.

Highlighted by 2520 Kindle users

[Outliers: The Story of Success](#)
by [Malcolm Gladwell](#)

[See this book on Amazon.com](#)

2.



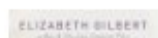
Ghosh sighed. "I hope one day you see this as clearly as I did in Kerchele. The key to your happiness is to own your slippers, own who you are, own how you look, own your family, own the talents you have, and own the ones you don't. If you keep saying your slippers aren't yours, then you'll die searching, you'll die bitter, always feeling you were promised more. Not only our actions, but also our omissions, become our destiny." AFTER GHOSH LEFT, I wondered if the army man was my pair of slippers. If so...

Highlighted by 2266 Kindle users

[Cutting for Stone](#)
by [Abraham Verghese](#)

[See this book on Amazon.com](#)

3.



"He probably was. Your problem is you don't understand what that word means. People

How do I use my Facebook account to personalize Pandora?

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In the lower right corner of our [Pandora homepage](#), under "Friends' Music," click "check it out," and then click "Connect with Facebook."

TIP: If you have previously added friends on Pandora, you will need to click "Add Friends" at the top of your friend list before you can click "Connect with Facebook."

IMPORTANT NOTE: Pandora is one of three trusted partners that Facebook hand-picked to make use of their "Instant Personalization" features. If you were part of the group offered these features automatically on Pandora, you should have received notice-- and the ability to opt out with a single click-- immediately upon signing in. If you missed that notice for any reason, we apologize!

IMPORTANT NOTE: Facebook features on Pandora are entirely optional. Any Pandora listener can [opt out](#) of these features at any time.

Here's an overview of the Facebook personalization features on Pandora:

- You'll be able to **see which of the artists and songs you're hearing on Pandora are "liked" by your friends** and loved ones on Facebook. A small bubble will appear below the main Pandora controls when one of your Facebook friends is a fan of the

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For topics: [Pandora community options](#), [Pandora on your computer: Advanced features](#)

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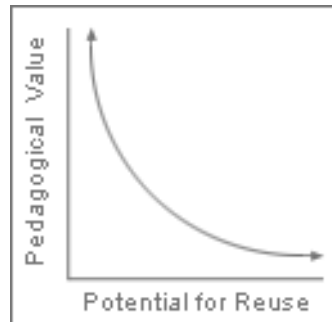
[How do I use the comment features on Pandora?](#)

[How do I opt-out or disconnect from Facebook on Pandora?](#)

Q: Does your organization have a meta-layer on top of its content/information?

9. Re-use!

David Wiley - Reusability paradox



**This presentation does not contain
a single original thought!**
[Hans ducks for the tomatoes]

Q: Is your first instinct to find the great learning materials that already exist before you create your own?

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carquestions.ca presents a short video on the correct way to **check** the major

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Effective Course Design

A teaching and learning video vignette presented by Kassia Wosick-Correa. Some of the topics discussed include: Learning Objectives, **Course ...**

by [UCITLTC](#) | 2 years ago | **3,182 views**



Top 10 Essentials for Effective Course Development

Tara Denton, with the Life Cycle Institute (www.LCE.com/institute/), channels David Letterman's Top 10 to present key success factors in a **course ...**

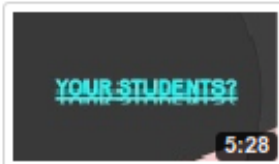
by [LifeCycleEngineering](#) | 1 month ago | **87 views**



Desire2Learn Instructional Design Wizard

www.Desire2Learn.com By leveraging an instructional **design** framework and building on competencies and other system tools, the Instructional **Design ...**

by [Desire2LearnInc](#) | 5 months ago | **258 views**



Quality Online Course Design

This is an introductory presentation on creating **effective** online **course** material.

by [wennypoo2](#) | 8 months ago | **268 views**



Excellence in Case Teaching: In Teachers' Words

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Watch the 20/20 Experiment on Human Pheromones. It Worked!

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That's all, I hope to see you again!
(either virtually or in meatspace)

<http://blog.hansdezwart.info>

