



E-learning 2.0

Why the future is not what it was



About Kineo

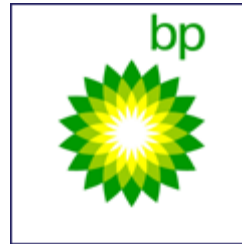


- Partnering with internal learning and development teams
- Working flexibly and quickly to help meet the demands placed upon internal teams
- Developing technology-enabled learning which accelerates learner performance



Accelerating Performance

Kineo helping internal teams at...



Accelerating Performance



“For M&S the approach we’ve taken with Kineo on this project shows how you can deliver cost-effective high-quality e-learning speed, and reach a global audience to address key compliance requirements.”



Accelerating Performance

Cable&Wireless

“Rapid e-learning is central to our e-learning model. It enables us to deliver quality e-learning at scale to business critical deadlines in a way that traditional models might be challenged to match. With Kineo's approach, we've been able to respond quickly and efficiently to business and customer requirements.”

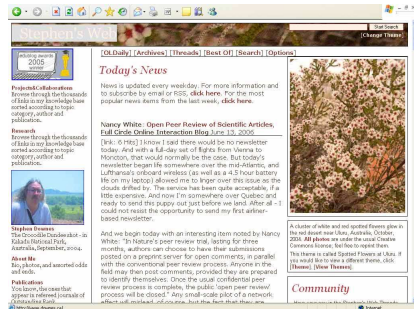


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E-learning 2.0 - The Potential

- Lower costs of production
 - Reduce development time
 - Increase speed of response to emerging needs
 - Provide more control to subject matter expert
 - Easier maintenance and updates
 - More learner engagement
-
- Helps internal teams say 'yes' more often





Creating content
In blogs

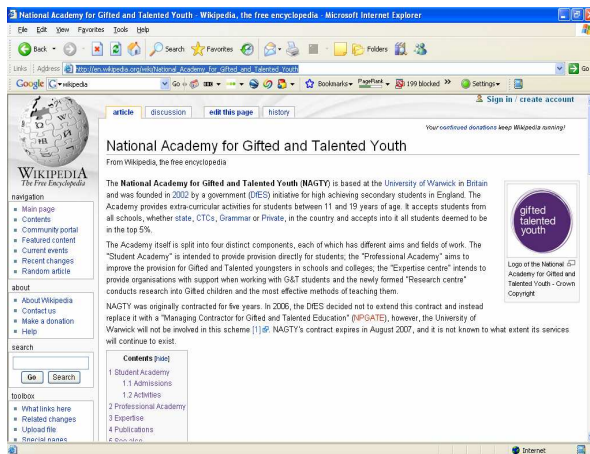


RSS feeds
aggregate
and refresh
Content



Open source tools for collaboration

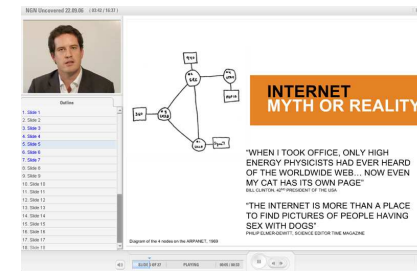
The Web is Changing



Harnessing collective
intelligence in wikis



Creating and
consuming podcasts
and vodcasts



Rapid content: created quickly,
delivered on demand

kineo

Accelerating Performance

Impact on E-learning

- Design documents
- 2 to 6 month devt
- Complex authoring tool
- High production values
- Delivered as courses
- Broadcast
- Separate from day job
- Directed learning
- Learning outcome focused
- Updated 6 monthly



- Rapid prototyping
- 2 days to 3 weeks devt
- Free/low cost web tools
- Fit for purpose
- Delivered as resources
- Learner contribution
- Part of day job
- Self-directed learning
- Performance focused
- Updated daily



Key Changes

- Patterns & rapid tools
- Fit for purpose content
- Dynamicness and interoperability
- Open source
- Social networking and tagging
- Contribution & self-publishing

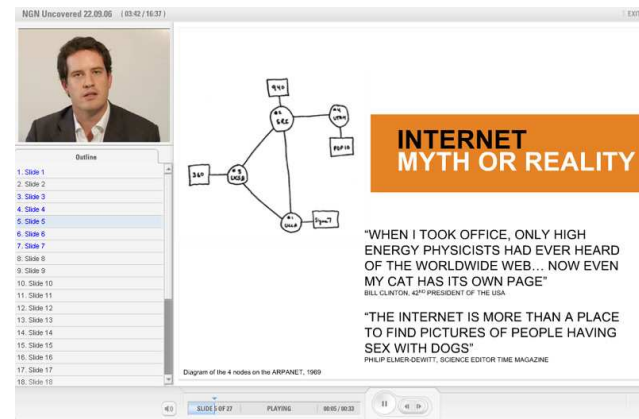
Patterns and Rapid Tools

- Fast new authoring tools creating on demand e-learning
- Patterns
 - Reusable best practice interactions
 - Timeline, clickable tabs, graphics, branching scenarios, MCQ, process steps
- Patterns can help ensure best practice learning interactions developed at speed
- There are many low cost and easy to use web tools
 - Blogs, wikis, podcasts

Fit for Purpose Content

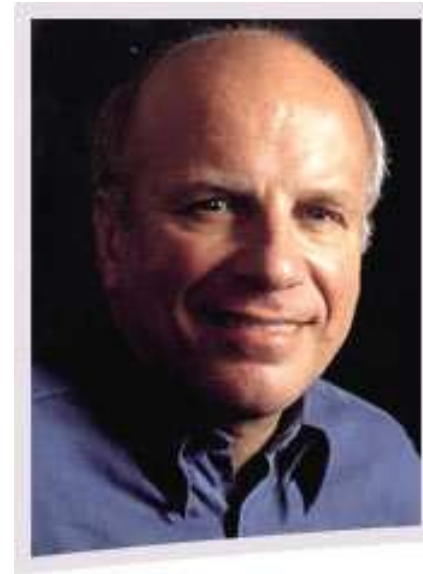
Example: Podcasts and Vodcasts

- Extremely cost-effective way to support learners
- Can be produced at speed, no big investment, tools are free
- Engaging doesn't mean Hollywood production values – see Youtube
- Just in time delivery
- Common formats:
 - Recorded speech
 - Interview
 - Chat show



Interview Greg Dyke

- What is leadership all about?
- What advice would you give to a new manager?



Design Still Matters

- In fact design more important with rapid content
- It engages through:
 - Relevance (SME stories, performance issues)
 - Quality of learning design
 - Quality of writing

Adult Learners

Guiding Design Principles

- **Goal-oriented.** The learning design and its components need to address goals that learners care about, and show what's in it for them.
- **Relevancy-oriented.** Engagement is about relevance as much as it is about look and feel or media-driven entertainment factors. How will it help them in their job.
- **Practical.** To increase the likelihood of impact on performance and behaviour change, effective designs should include examples, questions and challenges to enable learners to put the principles into practice and get feedback.
- **Story-orientated.** We believe learners retain vignettes and anecdotes more readily than abstract facts. These should include real case studies, and should encourage learners to provide their own examples too.

Dynamic Content

Things change!

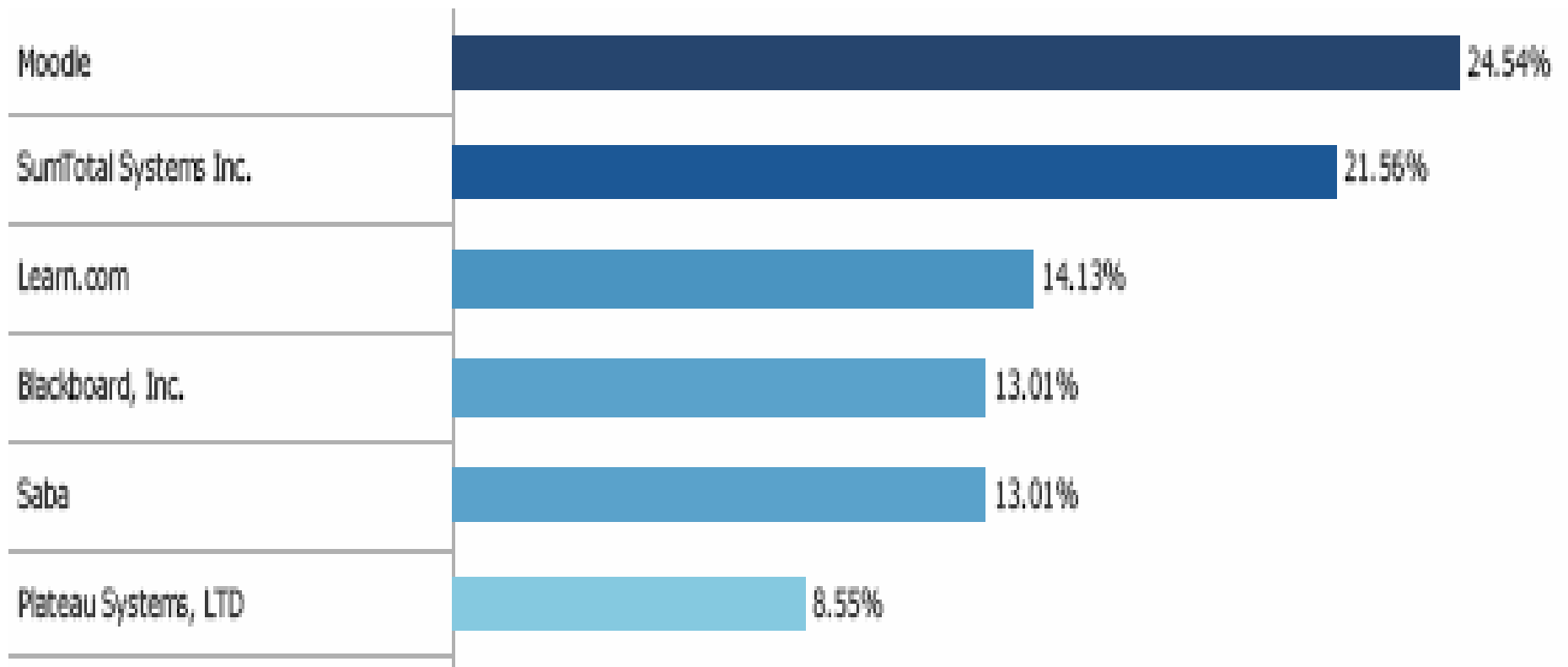
- Printed Book v Wikipedia
- Old model - publishes courses, updates every 6 months or so
- New model - RSS feeds update key content daily or whenever required

Open Source

- Open source tools
 - e.g. Moodle LMS
- Open source and free content
 - E.g. diversity online learning
http://equal.newport.ac.uk/Home_Eng.html

LMS Market Share (US)

Small & Medium Companies



Source E-learning Guild Survey April 2007



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Social Networking

"in the world of e-learning, the closest thing to a social network is a community of practice, articulated and promoted by people such as Etienne Wenger in the 1990s."

Stephen Downes

Learner Contribution

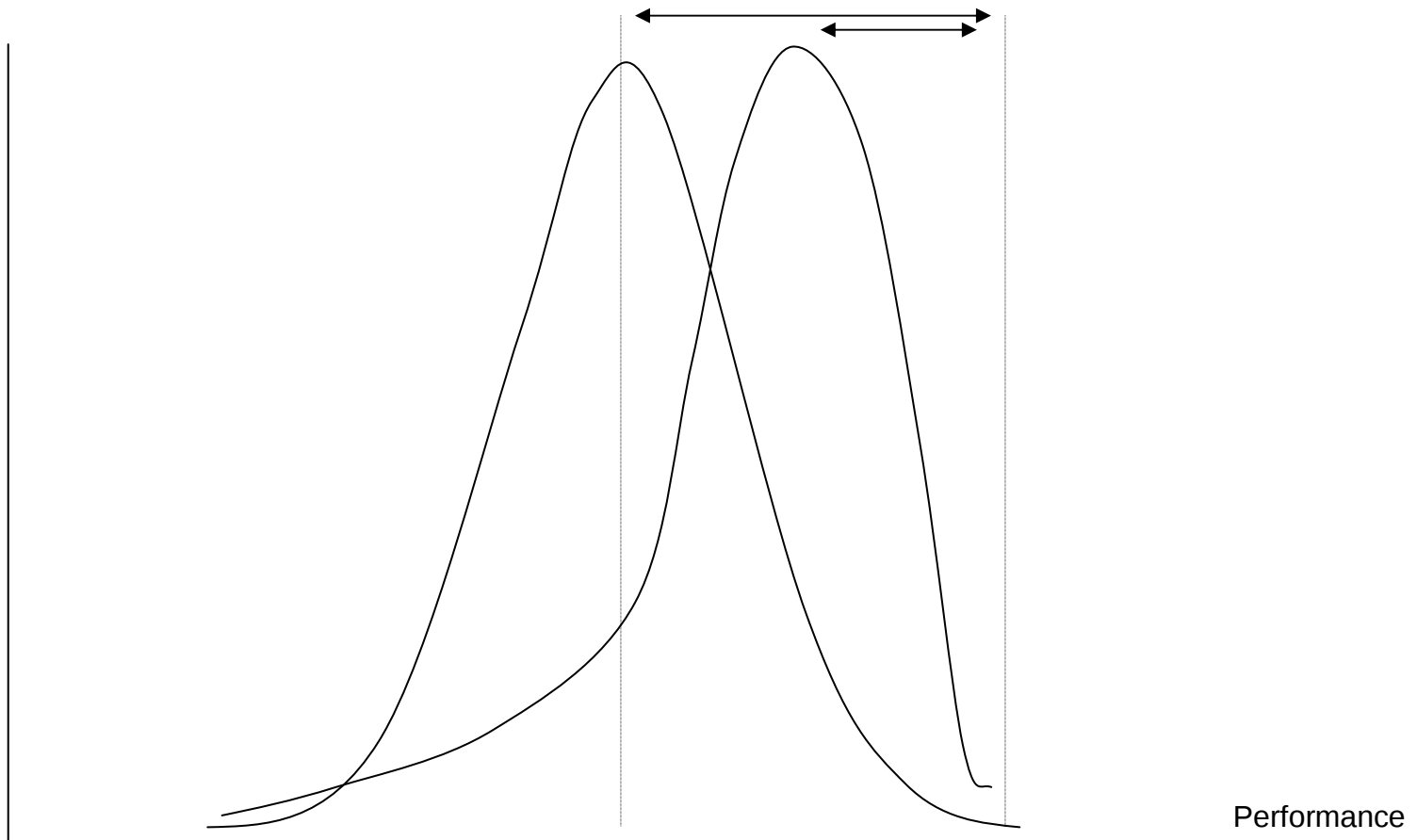
- Old model – learners come and take value from published courses
- New model – learners come and add value through their own comments, stories and case studies
- Learning takes the form of a conversation rather than a course

From Courses to Performance Support

- Old model
 - Courses focused on learning goals
 - Often 20 minutes followed by assessment
- New model
 - Just in time, to improve performance in key areas
 - Learners contribute ideas and stories
 - Focus on key performance improvement areas

Performance

Number
of staff



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Focus on Performance

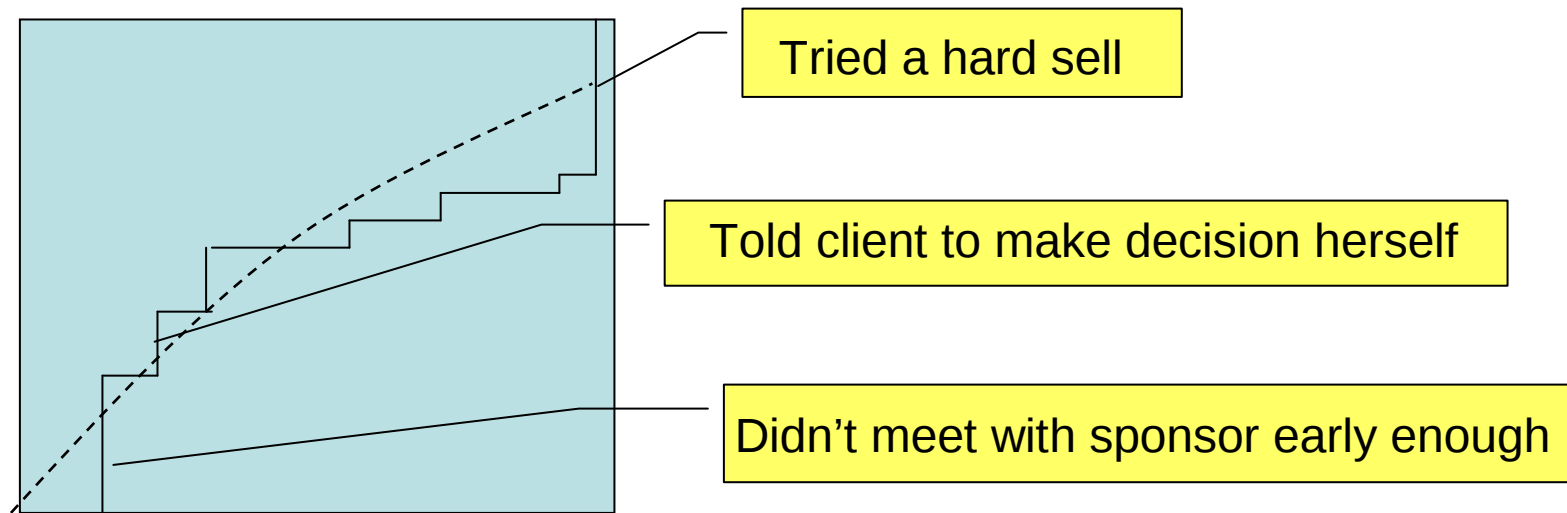
- Focus on improving the performance of a **specific job / role group**
- **Model expert know-how** and design tailored resources & support tools to **accelerate performance**

Why Model High Performers?

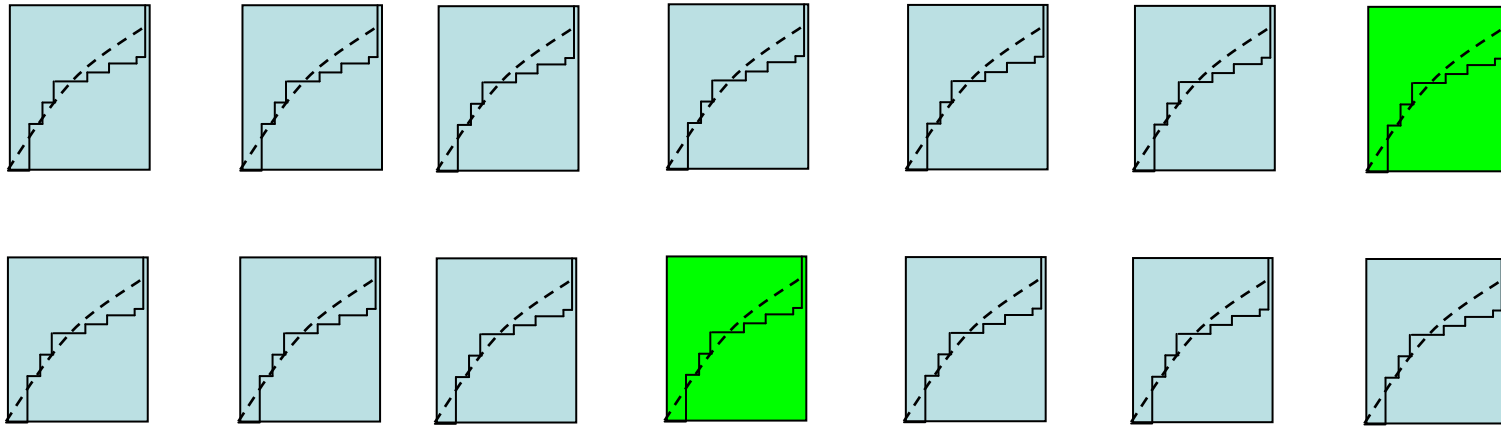
- High performers:
 - know what combination of behaviour, knowledge and skills delivers results
 - learn from other high performers through stories and case studies and adapt their behaviour
 - learn from their mistakes and have stories to tell
 - access latest thinking through networks they have built over time
 - seek opportunities for practice
 - seek out quality coaching and support



Put under a microscope, a the performance curve consists of a large series of short learning episodes



Not all mistakes are equal



Critical Performance Analysis:

1. Apply Pareto analysis to indicate priorities
2. Focus support on correcting the mistakes that have biggest impact on performance

Performance Analysis – One Model

Step	Description	Service Components
1 Diagnose	Identify the priority performance gaps in the organisation	• Line manager and role performer interviews • Focus groups • Role analysis • Workflow and procedure analysis • Performance data analysis (e.g. task volume measurement; customer surveys; employee survey; 360 review) • Critical mistake analysis to identify what costs the business the most • Competitor analysis and benchmarking

2 Model	Model high performance by capturing the behaviours, strategies and knowledge found in consistent high performers	• High performer surveys • High performer interviews • Task and decision analysis • Critical mistake analysis • Performance modelling
3 Design	Document and prototype the Performance Centre and tools	• Performance Centre technical and content specification • Prototype tools and performance blueprints • Focus group evaluation • Content validation

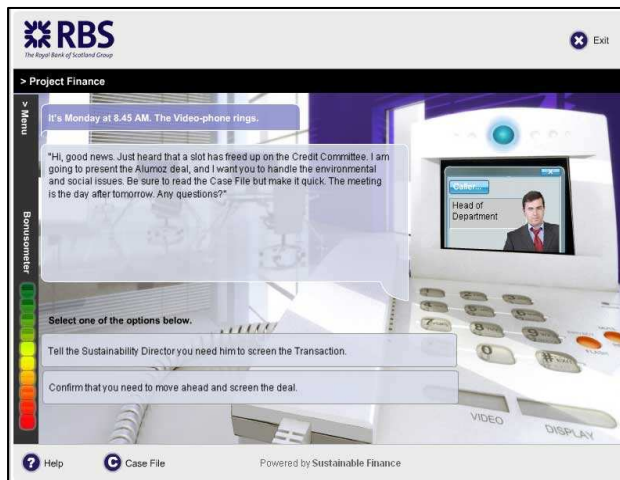
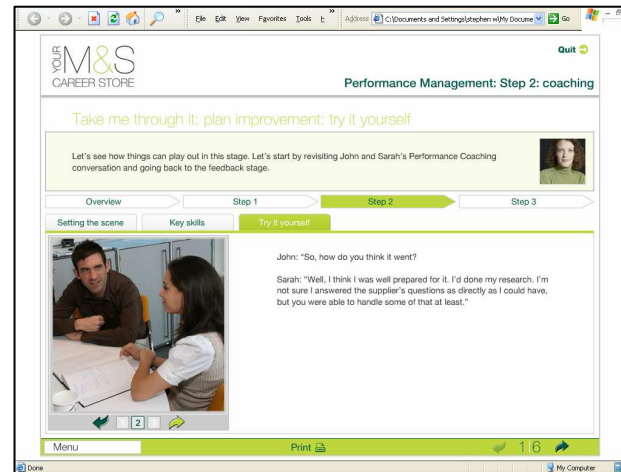
4 Develop	Create the Performance Centre	• Create and brand and test the Performance Centre • Create and test the Performance Blueprints • Set up and maintain hosting
5 Sustain	Implement, monitor and measure the Performance Centre	• Management of contributing experts • Stakeholder engagement • Marketing and communications planning • Performance monitoring • Content editorial and enhancement • Content management and tracking • Evaluation and measurement

Summary



- Deliver faster with rapid tools
- Deliver performance focused content
- Design with adult learners in mind
- Get learner input
- Update regularly
- Build a culture of self-directed learning

Demos



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Discussion



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