

FOSWAY GROUP
Being Digital
23rd May 2017

Being Digital - transforming your learning and e-learning strategy for the digital age

Digital learning - is it really better than classrooms? - How does it fit with a culture that only think they are invested in when they get a certificate?
What challenges are being faced in moving to a mobile first learning strategy?
How serious are technologies such as Virtual Reality /Augmented Reality in organisations now? Are they a reality, niche or a pipe dream?

Digital learning - is it really better than classrooms?

Internal debate about classroom vs online

Yes

- Available just in time
- Live online learning - impactful
- Learning on shop floor from mobile devices, learning about products so in this situation DL works
- Easier to develop learning for a better user experience i.e. learning designed for the individual learner
- Classroom not practical anymore Elearning offers more flexibility e.g. out of hours

No

- Fear of loss of impact or even negative impact on bottom line by moving from classroom to digital
- Lacking human face and what that adds to the learning experience
- Is moving a risk?
- Mindset of learners is often that F2F is seen as a benefit
- Using F2F in a different way e.g. leadership conferences but not F2F for training
- A philosophy 'curate, create and connect' - if you can't get to the 3 day leadership course there are online options that blend say curated and bespoke content

Maybe

- Balance between managing investment in F2F vs efficiencies of digital
- IT makes access quicker so one org is in a process of evaluating what lends itself best to digital environment
- Should the content guide the format? Some topics lend themselves to less instruction - shouldn't be one or the other?
- But will DL purely be enough? Depends what the experience is that you want to create for your user

Addition to the classroom

What does being digital mean?

'If I can't do it on my phone then is it digital?'

Is being digital all about being online? i.e. no human involvement

- AI can not replicate emotions
- Is it about a behaviour change rather than the technology?
- Some say to embed learning it needs to touch the emotions
- Can we get rid of the 'human' in human resources?

Provides for better UX Vendor: Copy UX/UI of those products/orgs who are good/known already... amazon google, FaceBook, Twitter etc

Marketing needs to be part of the learning experience

Given time we can solve most problems Digital augments the solutions Ease of implementation Enablement Art of the possible

Customer experience vs staff experience e.g. customers using chat - is this a learning opportunity outside of formal content etc?

What is the learner's attitudes to digital?

It's a buzzword and people's perception of what digital really is varies hugely. We're not really there yet ultimately - good to think about it but not on the cusp of a real digital transformation

Apprentices have ringfenced time for learning in a way that other junior roles don't - they are expected to maybe log on and do e-learning at home at 8pm, not have protected time at work

At worst, digital should be a set of resources that are easily accessible, any time, anywhere

- At best it's a complete learning experience
- Everything starts and ends with digital - could just be a phone call!

Moved away from focusing on 'digital' and instead try to create the 'best learning experience' possible which may or may not include digital elements

- Trying to approach projects by engaging with intended audience

Digital badges - recognition not necessarily competitive gain

- Audience dependent - some mocked them!
- Age dependent? Apprenticeships might be a good use
- Learners still wanting recognition/proof/a certificate

Some learners make time and are happy to self direct their learning, others see it as almost a punishment!

- Time is precious to engineers
- Has huge potential to be very personalised/tailored and more global reach - at best, digital is very inclusive
- Making the water cooler moment more efficient and more scalable

Digital is at least partly about our 'always on' culture and it's not going away - from transactional HR processes to learning

- Challenging to get adoption

Digital affecting every part of our lives Blurred lines around work/life balance and that includes learning

Is there a place for the LMS still?

Can/do LMS's and next gen systems co-exist?
Aiming to use LMS to combine formal and informal learning

People 'didn't want to experience learning that way' - UX - so now using external website, single sign on and xAPI to 'avoid' the LMS to improve UX

Learners disliked LMS even more than their corporate social platform

Creates better learner journeys

- 'Hiding the LMS seems to help its success' - use the bits you need and don't use the bits you don't - or keep it 'behind the scenes' as a useful engine
- Agreement that LMS is a robust database, reporting useful, compliance is key - but hide the 'dusty' bits
- Creating a 'wrapper' that filters into LMS - learners don't necessarily realise or know where they're headed

Challenges with Mobile

Screen size/responsive experience Bandwidth especially if using 3/4G

Offline access - downloading content in advance

Content needs to sync back afterwards - proving what you've done?

Companies have to re-think strategies, responsive, flexible

Do enough systems providers deliver an app level experience?

Integrating with existing system or legacy content

Some struggle with laptop/PC access abroad so need to be mobile first

Field sales mobile preference but office based staff not bothered, prefer desktop/laptop

Not convinced it's worth the investment unless your role forces you too...

Is 'make it mobile' just another bandwagon like 'make it digital'?

VR / AR

High tech / engineering

More immersive form of games

Very specialised - niche markets

A good example: find your way round a new frigate that will house 5k people.

When you step onto the ship ... do you turn left or right?

- visualisation
- Radical shift - keeping 100% engaged - augmented reality
- AI/machine intelligence creating different entry points and delivering a personalised learning experience
- Seamless, consistent, familiar, easy (to access)

How does technology cope with users who's natural instinct is to talk to their manager / colleague?

Would it be intuitive?

Potential use in role play

- Practice a client meeting but sounds expensive
- Practice a presentation in front of a virtual audience and gain feedback on your delivery
- Expensive - difficult to host? simulator training vs reality
- Budget an issue before anything else

App based learning

Social Learning

Social platforms didn't work - too difficult to track things down and find decent info

Most people don't actually watch live but they are nudging people and reminding them so they catch up later...

Too much expectation on corporate social platforms because that's not where the people are... but platforms like Facebook Live are working because that's where learners already are

Need some support creating hierarchy and structure within the system and across communities

Communities of Practice - private, protected and open - helps drill down into particular topics or areas of the business

Recommendations and sharing all enabled but not enough - more consumption than active sharing

Needs to be a purpose behind any structure or system - if there's not a reason for people to look at the content there then the communities won't work

Ultimate drive is for people to share their own knowledge, not just share other people's or formal L&D content

When they're seeing content that is relevant to their world - helps with engagement

Actually getting people to share their knowledge is hard - might do it reactively but social sharing proactively is hard to foster