



AS TRAINERS, WE MUST CARE ABOUT SOCIAL MEDIA

MUSING ABOUT SOCIAL MEDIA IN MY LIFE

How quickly my social network has changed! I find long-lost friends on Facebook and know more than I wanted of their personal lives.

I search for talent on LinkedIn, and constantly get invitations to “follow” colleagues and consultants who are all-a-Twitter.

I barely stay in touch with anyone who doesn't have e-mail. You'd never know that I won a penmanship award in grade school.

I use Think Tank as the collaborative whiteboard for ideas, solutions, voting and action planning.

I tap and observe the speed of crowdsourcing on my Yammer networks from simple to very complex questions. I'm amazed at the speed of the wisdom of crowds in electronic action.

The challenge now is to harness this Social Media in our businesses and get the results we want. The megatrend of “Now-ism,” meaning everything that is right now/current/real-time, is being satisfied by a host of real-time tools. Consumers of our products and services are feverishly contributing to this avalanche of content. Their satisfaction and dissatisfaction gets posted in an instant. Their comments or ratings can be searched, served up on-demand and, most importantly, used to make a purchasing decision: An alternative substitute is only a Google/Bing/Yahoo search away.

As trainers, we must care about social media. We need to use it wisely, knowing that any slip-up will be known by friends, colleagues, competitors and so on. We must include it in our internal and external marketing, our program evaluations and our applica-

This Month's Guest Editor

Kryl Moskale is vice president of people development for Pearson. With more than 30 years experience in People Development in Fortune 500 companies, Kryl has developed an expertise in identifying needs, sourcing first-rate resource and delivering customized solutions. Kryl has built state-of-the-art programs and systems that support organizations in identifying and tracking talent, in providing training resources, in unifying their performance management systems, and in evaluating effectiveness of processes. E-mail Kryl at editor@trainingindustry.com.

Know someone who'd make an outstanding guest editor? Interested in becoming one yourself? Contact us at editor@trainingindustry.com.

tions of new learning. We must be where people dip in, real-time.

We are disaggregating our class content and materials into quick grab-and-go guides, templates and tips. We are serving them on portals, PDAs and laminated job aids. We are collecting ROI by asking how our employees are using these tools, and to work more efficiently and effectively because they have anywhere, anytime access.

Our training role has morphed into content aggregators using alerting services with keyword tags for real-time search engines. My two thumbs do the work of my eight fingers like understudies who, for years, just pressed the space button on the keyboard stage. Now, they are the star performers, searching, texting, chatting, emoting and keeping me tethered to instant resources.

Who knew that being all thumbs would be a good thing?