Welcome to Today’s Event

Leveraging Technology for Social Learning

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Presenters

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Agenda
Leveraging Technology for Social Learning
A special webinar with Brandon Hall Group

• The evolution of learning
• The difference between social learning and social media
• Current trends in social learning technology
• Why is Social important
• Social Learning Scenarios
• Examples of social learning environments
Economies and Demographic Shifts

As our world has changed, we’ve adapted how we educate and develop people to succeed within these new environments.

[Diagram showing world population and GDP growth over time, with key events and economic shifts highlighted.]

Pre-1910s
- Model T
- Talking Movie
- Agricultural Economy

1910s
- World War I
- Industrial Economy
- Polaroid Camera

1920s
- Air Conditioning

1930s
- Baby Boomers Born

1940s
- World War II
- Agricultural Economy
- Industrial Economy
- Moon Landing
- Microprocessor Founded
- Generation X Born

1950s
- DNA Found

1960s
- Vietnam War

1970s
- Microprocessor Introduced
- Information Economy
- Millenials Born

1980s
- IBM Introduces PCs

1990s
- Cold War
- Information Economy
- AOL for Windows
- Google Founded

2000s
- Wars on Terror
- Amazon Web Services Launched
- Apple iPhone Launched

2010s
- Generation Z Born
- (?) A New Economy....
<table>
<thead>
<tr>
<th><strong>Apprentice Centered</strong></th>
<th><strong>Teaching Centered</strong></th>
<th><strong>Learner Centered</strong></th>
<th><strong>Relationship Centered</strong></th>
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<tbody>
<tr>
<td>One to One Relationships</td>
<td>One to Many</td>
<td>Many to Many</td>
<td>Community to Many</td>
</tr>
<tr>
<td>Focus on Quality of Craft</td>
<td>Focus on What Needs Taught</td>
<td>Focus on Learners Needs/Outcomes</td>
<td>Focus on Relationships: People, Content, Work</td>
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<tr>
<td>Before 1930s</td>
<td>1930-1970s</td>
<td>1970s-2010</td>
<td>2010-Beyond</td>
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Apprentice Centered

Teaching Centered

Learner Centered

Relationship Centered

Internships, Mentoring, Coaching

Classroom

Performance Support & Job Aids

Video, Computer/Internet Learning

Blended & Experiential

Social

Gaming

Before 1930s

1930-1970s

1970s-2010

2010-Beyond
The World of Work is Changing
The World of Work is Changing

**Old**
Hierarchy
Data/process-centric
Top-down control
Homogenous
Managed change
Integrated silos
Permission
Incremental improvement
The World of Work is Changing

**Old**
- Hierarchy
- Data/process-centric
- Top-down control
- Homogenous
- Managed change
- Integrated silos
- Permission
- Incremental improvement

**New**
- Wirearchy
- People-centric
- Bottom-up
- Collaboration
- Diverse
- Organic innovation
- Borderless unification
- Enablement
- Agile transformation
The Only Solution for 100% Learning

70%
On-the-Job Experiences

- Idea Engine
- Real-Time Collaboration
- Groups & Workspaces

20%
Feedback & Examples

- Groups Associated with Classes
- Impressions
- Expertise Location

10%
Courses & Reading

- Formal Learning/Catalog
- Certification & Compliance
- Mobile Learning

70/20/10: Lombardo & Eichinger, Center for Creative Leadership
WHAT’S REQUIRED –
A PEOPLE-CENTRIC TECHNOLOGY PLATFORM

People Profile

People Engagement

People Processes
Question

Which of the following best describes your company's policy on employee access to external social media sites (Facebook, LinkedIn, Twitter, etc.) from company-owned computers/devices?

- We promote it
- We turn a blind eye
- We discourage it
- We prohibit it
- Policy varies
Today’s Workforce
Socially Focused, Big Data Driven, Tracking Personal Brand

Facebook
• 1 billion active users

There are now 100 million active [Twitter] users

FACEBOOK

FACEBOOK FANS
In a recent survey conducted by Synacore, 29 brands were evaluated to see the numeric potential of sharing data on Facebook. Below are some of the results for the most recognized brands:

- McDonald’s: $310.18
- Starbucks: $235.22
- Xbox: $173.34
- Playstation: $168.02
- Coca-Cola: $190.48
- Nike: $205.02
- Victoria’s Secret: $229.04
- Motorola: $160.01

Avg. amount spent by a Facebook Fan
Avg. amount spent by a non-Facebook Fan

LinkedIn Members Worldwide

Amodiovaleria Verde

http://www.digitalbuzzblog.com
http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats
Characteristics of a Relationship Centered Organization

• Proactive Orientation (employees take responsibility for their development and seek out learning with little or no push from leadership).

• Automated processes that use technology to present employees with opportunities to connect to informal knowledge sources throughout the organization.

• Each and every employee is presented opportunities for development based on personal strengths, weaknesses, job role, or interest from a source other than their immediate leader.
Use of Social Media for Learning

Does a large percentage of your workforce use social platforms to access learning?
Use of Social Media for Learning

Companies that say *NONE* of their workforce uses social media for learning

**RCL Organizations**

- No Public Social Platforms: 26.2%
- No Corporate Social Platforms: 27.1%

**Non-RCL Organizations**

- No Public Social Platforms: 45.1%
- No Corporate Social Platforms: 48.9%

**Relationship centered organizations are almost twice as likely to have employees that use social platforms than non-RCL companies**
How are organizations using Social Learning?

• Sales enablement
  • Customer outreach
  • Marketing

• Onboarding
  • Recruitment
  • New hire orientation

• Internal support
  • Discussions
  • Learner networks

• Knowledge transfer
  • Expert directories
  • Wikis
Increase Sales Engagement

- Community of Practice
- User Generated Content
- Social Media
- Wiki
- Discussion forums
Kaspersky Learning Space

(Technical Services & Support Team)

Objective

• Foster culture of “constant learning”
• Measure collaboration and engagement amongst team members

Kaspersky Learning Space

• Activity Feed – instant, searchable, flexible
• Policy and Product blogs – centralized, relevant
• Cloud deployment – accessibility, reliability
• pQ – fun, rewarding, competition
• Impressions – recognition, feedback
Benefits for Technical Support Teams

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<tr>
<th>Benefit</th>
<th>In-house Support</th>
<th>Outsourced Support</th>
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<tbody>
<tr>
<td>Fewer hours spent managing training</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Decreased travel costs with eLearning and Virtual Classrooms</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Decreased incidents resolution times &amp; improve closing rates</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Increase CSAT &amp; revenue from partner retention &amp; growth</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Reduce costs by eliminating unnecessary or duplicate training</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Reduce costs by improving knowledge retention rate</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Monitor compliance with training certification</td>
<td>✓</td>
<td>✓</td>
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Definitions

What is Social:
• Pleasant companionship with friends or associates
• Interaction of the Individual and group in the welfare of human society
• Forming cooperative and interdependent relationships with others
• Diversity of thinking and ideas, expanding the common understanding

Merriam-Webster Dictionary

What is Social Learning:
• The intersection of social concepts with learning processes
• Leveraging social approaches to managing and planning learning
• Using social concepts to increase learning outcomes

BHG, 2012
Social “Truisms”

• Social platforms do not = Social Learning

• If you build it – they will neither come - nor participate... all participating parties need personal incentives

• Social is not a fad nor a cure for everything ..... It has value and a specific purpose

• In social .... the sum is greater than the parts, social learning expands the outcomes

• The social network is more important than
What do you perceive to be the biggest challenge to your organization incorporating a social environment for learning?

• Lack of understanding
• Lack of business case
• Reluctance to adopt new technology
• Perceived costs
• Vague or unidentified benefits
• Other (please specify)
Social Challenges
(and some solutions...)

Challenge

Wrong Tool, Wrong Time
Solutions

• The social tool should meet a specific learning need.
• Pick the appropriate tool for the job.
• Know your audience
• Not everything translates to Social Media.
Challenge

Information Overload
Solutions

- Curation
- Moderation
- Small chunks
Putting Learning Back in the Hands of Workers

Traditional Hub and Spoke Model

Matrixed Model

- Content Mover
- Content Translator
- Content Author
- Content Cataloger
- Content Viewer
- Content Adder
Benefits of an Internal Social Environment

versus a public platform...

Closed Social Environment

Advantages:

- Secure location for closed conversations
- Privacy management
- Support services
- Managed upgrades
- Data mining by you only

Opportunities:

- Some cost usually associated
- A bit more internal setup and management
- Unfamiliar interface
Leveraging Social for Learning

Summary

• Don’t think technology first – think human interactions and building a shared understanding.
• Support work that is accomplished through collaboration and team interactions – it will drive social engagement.
• Create learning models and tools that support a culture of coaching, mentoring, feedback and interactions.
• Create development environments - not programs; environments that emphasize connection points and relationships.
• Ensure employees have a clear perception of your vision of learning, talent management, and social interactions.

Actions Speak Louder Than Words!
Questions

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