Strategies for Applying Social Learning Techniques to Enhance Training
Introduction

There is a misconception that social learning is traditional learning + Facebook and Twitter (aka social networking). While such media outlets may be utilized in social learning experiences, social learning is not about the tools.

This session will address the fundamental differences between these two commonly confused areas as well as how these tools have changed the way people interact and learn.

**What you should learn:**
- What social learning is *not*?
- What tools exist to enhance learning outcomes?
- How has learning changed over time?
- What is important to learners and learning leaders today?
Social Learning v. Social Networking
Participant Poll

What does social learning mean to you?
- A great way to engage and learn through interactive means
- Informal learning that works in some cases
- Social networking sites like Twitter and Facebook
- I’m not sure
Social learning is learning enabled through intentional interactions with other learners using social channels including both live and virtual tools. Learning is applied through interactivity, dialogue and feedback/evaluation.

The new social learning, which centers on information sharing, collaboration, and co-creation – not instruction – implies that the notion of training needs to expand. (Bingham and Conner, 2010)
What Social Learning is *Not*?

Social Learning is *Not* about the tools and technology.
Social Learning is a Subset of Social Business
Social Learning Tools
Tools to Enhance Learning Outcomes

- Communities of Practice
- Microblogs and Blogs
- Wikis
- Digital media
- Virtual and immersive environments
- Ideations (Think Tanks and Jams)
- What else???
Participant Poll

- What types of social learning tools do you use in your organization?
  - COPs, VLEs, think tanks…the works!
  - Mostly online networking resources
  - We learn socially, but on our own
  - Do team meetings count?
Why do you care?

Organizational Capability: ...Essential over the long term

Skill wanes
- People move
- Processes change
- Technology changes
- New hires know “less”

Impact is dramatic …
- Between 10–30% capability per year

Knowledge Leakage: Skills degrade over time

Team Skill

The Evolution of Learning
Participant Poll

- If I tell you something then am I training you? Does information sharing equal training?
  - Yes
  - No
  - Sometimes
Participant Poll

- So then what makes training ... training?
  - Information
  - Interaction, involvement, engagement
  - Dialogue
  - Evaluation and feedback
  - All of the above
Learning needs to change and accommodate evolving work and lifestyle changes

► We have a skills gap all of the time
  ▪ Knowledge is growing faster than we can absorb and apply it

► Increased time pressure
  ▪ Individuals operate with high level of urgency, little time for formal learning

► Seamless blending of work with life
  ▪ Activities become less compartmentalized (home, work, transit, meetings, and training are all merging)

► Movement toward increased mobility and globalization
  ▪ People are accepting multiple and collateral roles in multiple environments and organizations

► Multigenerational workforce
  ▪ Different learning needs and expectations; ALL people are more used to diverse media and delivery approaches
Powerful forces are causing organizations to rethink what learning means, how it is delivered and its linkage to performance.

Future of learning

- Collaborative learning
- Embedded learning
- Learner empowerment
- Extended enterprise learning

Organizational Performance: Increased staff performance using fewer resources more smartly and holistically applied training.
Learners are empowered to shape learning experiences

► Learner-centric model
  ▪ Increased ownership
  ▪ Greater flexibility in when, where and how they learn
  ▪ Consumers and producers
► Organizations continue to have a critical role
  ▪ Define learning paths
  ▪ Assess value/reward outcomes
  ▪ Provide structure, guidance, support
► Learning professionals’ challenge:
  ▪ Create pervasive learning environment
  ▪ Instruct less but help more
  ▪ Drive the culture of learning
Collaborative learning environments foster breakthrough thinking

► **Learning from others**
  - Rich exchanges without formal structure
  - Access to experts on demand
  - Safe environment for collaborative problem solving

► **Collaboration technologies**
  - Instant messaging
  - Web conferencing
  - Expertise locators
  - Social collaboration
  - Communities
  - Blogs/Wikis

► **Real-time technologies**
How is learning changing and evolving?

- **Relevant**
  Just when needed, just for me, intelligently responsive

- **Compelling**
  Learning environment stimulates heightened sense of engagement and curiosity

- **Collaborative and Social**
  Access to expertise and knowledge enables innovation and deepens community

- **Continuous**
  Blend of formal and informal, lifelong

- **Outcome-based**
  Tailored and adaptive to meet real personal and business needs

**Future of Learning**

- Social Collaborative Learning
- Pervasive Learning
- Extended Enterprise Learning
- Learner Empowerment
### The Movement: Then v. Now

| Structured, Formal | → | Unstructured, Informal |
| Top-down | → | Bottom-up |
| Instructor-led | → | Collaborative, Self-Directed |
| Scheduled, Planned | → | Unscheduled, Unplanned, Ongoing |
| Push Method | → | Pull Method |
| Classroom or WBT based | → | Blogs, Wikis, COPs, anywhere and everywhere |

Whether you are part of the movement or not
...it is happening all around you
Tools and Technologies for Social Learning

It is not about the tool…it is about the intentional use of the tool to enable the learning process
How to get started

1. Shape Project(s)
   Facilitate cross-organizational visioning, planning, design, implementation, adoption, and measurement

Listen
2. Set Business Context
3. Understand Current Environment and Challenges

Think
4. Imagine the Possible
5. Create Target Vision

Do
6. Conduct Gap Analysis
7. Build Roadmap
8. Develop Case for Change
### Where to Find the Gear (Tools)

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<thead>
<tr>
<th>Capability</th>
<th>Free Tools</th>
<th>COTS Cloud Tools</th>
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<tbody>
<tr>
<td>Communities of Practice</td>
<td>Facebook, Google+, LinkedIn</td>
<td>IBM Smartcloud</td>
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<tr>
<td>Work teams and groups</td>
<td>Facebook, Google+, LinkedIn</td>
<td>MS Sharepoint</td>
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<td>Think Tanks/Ideation</td>
<td>Twitter</td>
<td>Saba Peoplecloud</td>
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<td>Course Management System</td>
<td>Moodle, Sakai</td>
<td>Jive Software</td>
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<td>Microblogs</td>
<td>Twitter</td>
<td>Late to the game: SAP, Oracle, etc.</td>
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<td>Digital media and content</td>
<td>uTube, Facebook, Google+, Khan Academy</td>
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<td>Expertise Location</td>
<td>LinkedIn</td>
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<td>Wikis</td>
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<td>Blogs</td>
<td>Tumblr, Blogger</td>
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50 Ways Schools Can Use Google+

At its core, Google+ Hangouts is simply a souped-up version of video chat. But when it comes to education, it’s so much more than that. It becomes a vehicle for learning, sharing, collaboration, and ideas.

Whether you’re an educator discussing learning practices, or a first-grade classroom speaking with an astronaut, Hangouts have seemingly endless possibilities. These are our 50 favorite ways for schools to use Google Plus Hangouts. How do you plan to use this cool tool?

Teaching & Administration

Professional learning, meetings, even college recruitment are all possible with Hangouts.

1. **Campus previews**: Using Hangouts, admissions counselors can chat with students and discuss what it’s like to attend their college or university.
2. **Professional discussion**: Through Google Hangouts, personal learning networks can come together on a regular basis for discussions.
3. **Team meetings**: Teachers spend enough time at school. With Hangouts, teachers can conduct team meetings away from the classroom.
4. **Board meetings**: University board members may be stretched far and wide. With Hangouts, members can meet virtually while still enjoying face-to-face interaction.
5. **Recruitment chats**: Google+ Hangouts can be a virtual college fair table, offering Q&A sessions for the admissions process and even highlighting important people on campus like department chairs.
6. **Policy discussion**: Join the debate by taking part in The Power of Ten Hangout, hosted every Wednesday night at 8 p.m. EST to discuss education’s future.
7. **Peer review**: Education professionals can create a Hangout to ask colleagues for a review and brainstorming session for interesting classroom ideas, journal articles, and more.

http://edudemic.com/2012/08/50-ways-schools-can-use-google-hangouts/
Leverage Other Online Resources

Explore computer science
Create beautiful art and design your own simulations while learning how to program.

Hear a discussion on modern art
Beth, Steven, and Sal discuss whether Andy Warhol's Campbell's Soup Cans is art.

Practice your math skills
Practice your math skills from addition to calculus and everything in between.
IBM Executive Service Corps Training

Corporate Service Corps Executive Program

Community Description

Welcome to the CSC Executive Program community site. This is a private place for past, current and future participants to learn, share and discuss the CSC program and IBM's Smarter Cities agenda. Let's start with a short summary of what you'll find here and what you can do.

• The discussion forum is just that. There is no moderator. Topics discussed are only viewable by this community, not the much larger staff level CSC program community.
• Content that is continuously updated by organizations external to IBM that we think is useful for you is directly linked to this site via the 'Feeds' section. Feel free to add feeds.
• Bookmarks list websites with content relevant to Smarter Cities, urban development, our focus countries and anything else related to the CSC Executive Program.
• Files include a wealth of content which we hope you contribute to as our program and experience expands. Please note that these are files that are independent of the content grouped into the wiki section.
• The wiki section organizes large volumes of content and information that can be grouped under a common name. This is where you'll find information on our focus countries — Poland and Vietnam — as well as a comprehensive listing of IBM's Smarter Cities material produced by our market insights and strategy colleagues.

Please feel free to start a Wiki or Discussion thread for any other topic pertinent to your CSC Exec experience. Enjoy!

Tags: No tags

Wiki

Locations, Topics and Final Presentations
Lyell E. Sakaue Sep 25

Advice from ESC Alums
Antonio G. DiMarco Sep 12
Incorporating Digital Media

![YouTube search results for Leadership](image)

- **Thinking of a new career?**
  - by UniversityofPhoenix, 17,853 views
  - Here is a quick tip to help you
  - Polish your resume

- **Must-Have tool 4 Coaches**
  - by thecoachinggame, 18,618 views
  - Suitable for working one-on-one or
  - with a group. The Coaching Game $129

- **Simon Sinek: How great leaders inspire action**
  - by TEDtalksDirector, 2 years ago, 1,267,402 views
  - www.ted.com Simon Sinek presents a simple but powerful model for how
  - leaders inspire action, starting with a golden circle and ...

- **Are You a Leader? -Motivating**
  - by SignatureServiceGMAC, 2 years ago, 273,120 views

- **Want to Be Like Buffett?**
  - by pa8583, 120,337 views
  - Learn how Dale Carnegie Training helped Warren Buffett succeed!

- **Chevron Energy Technology**
  - by Chevron, 13,448 views
  - Watch the Video & Learn
  - How Chevron is Investing in New Technology.

- **iCEO Ambassador: Holland**
  - by internationalExec, 11,548 views
  - How to restructure a 6000 stores retailer worldwide business case
Resources to Help (1)
Resources to Help (2)

The New Social Learning
Social media enables people to learn from one another in extraordinary creative ways. Learn why it is the ideal solution to some of the most pressing educational challenges organizations face today.

Social Media for Trainers: Techniques for Enhancing and Extending Learning (Essential Tools Resource) [Paperback]

Available from these sellers.

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<tr>
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<th>Amazon Price</th>
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<td>Kindle Edition</td>
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Questions, Final Discussion, and Thank You!