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The New Social Learning

A Webcast with the
Authors

December 8, 2010

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Employee Learning Week 2010
December 6-10

www.employeelearningweek.org



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ASTD



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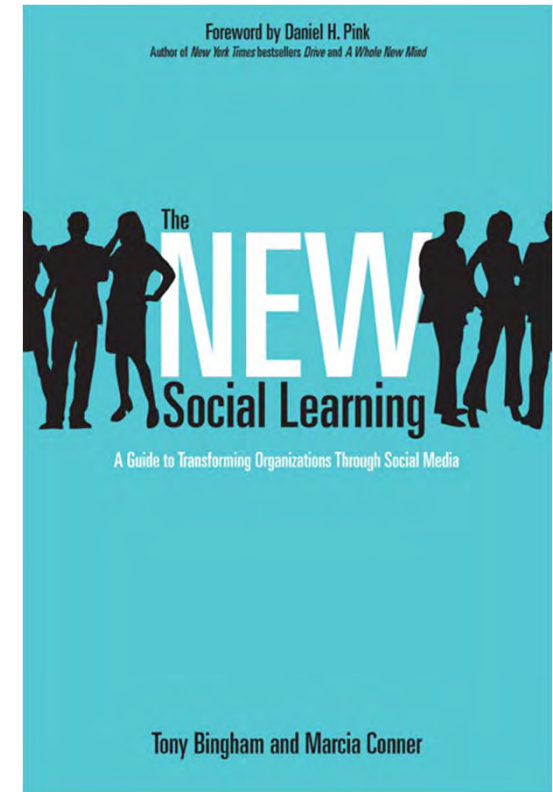
What We'll Cover Today

- What is the New Social Learning?
- Social media categories
- Why this matters now
- Demonstrating the value
- Getting started
- Responding to critics
- Q&A and author discussion

The New Social Learning

A Guide to Transforming Organizations Through Social Media

- The first book to help organizations harness the learning potential of social media
- Features case studies showing how organizations have transformed their businesses through social media
- <http://thenewsociallearning.com>



What is the New Social Learning?

Social media is technology used to engage three or more people.

Social learning is participating with others to make sense of new ideas.

What's new is how powerfully they work together.

Social Media Categories

- Social Networks/Online Communities
- Media Sharing
- Microsharing
- Living Content
- Virtual Immersive Environments



TELUS

Why This Matters Now

- Changing demographics in the workplace
- Greater worldwide competition
- Higher expectations than ever before
- Increased complexity makes problems harder to solve by individuals

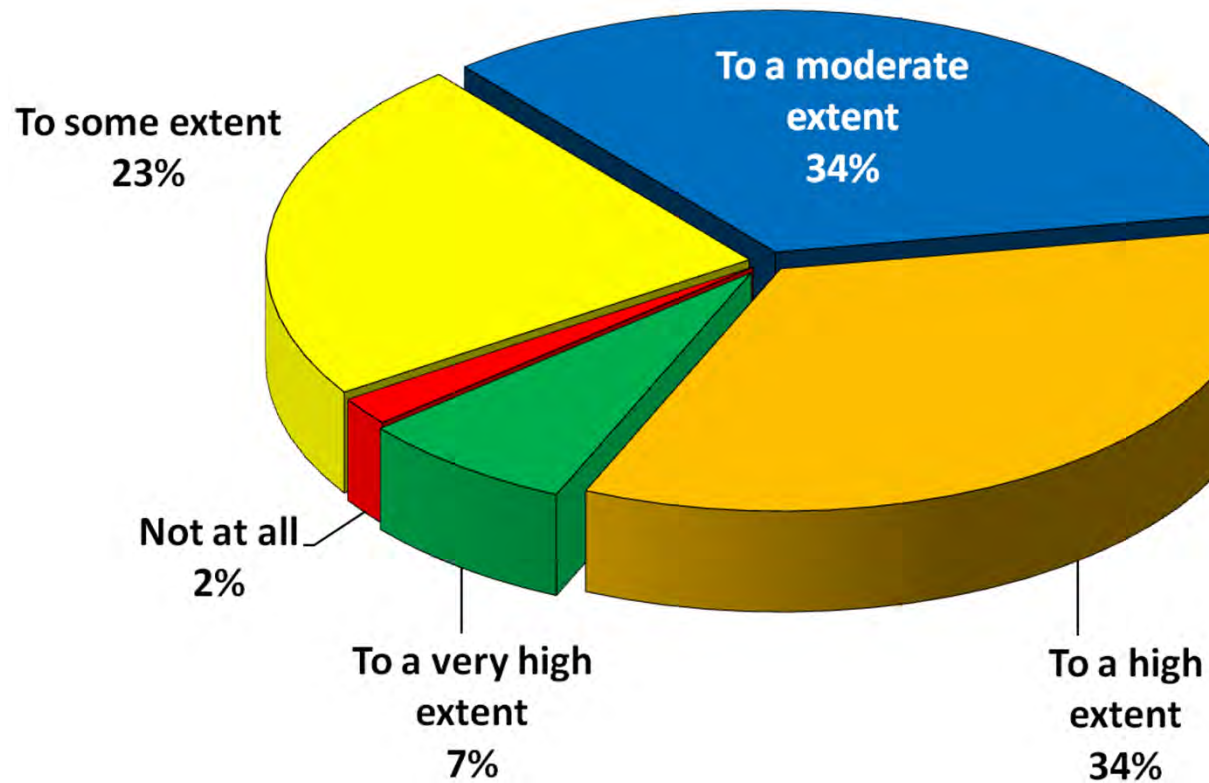
ASTD/i4cp Study:

“Tapping the
Potential of
Informal Learning”

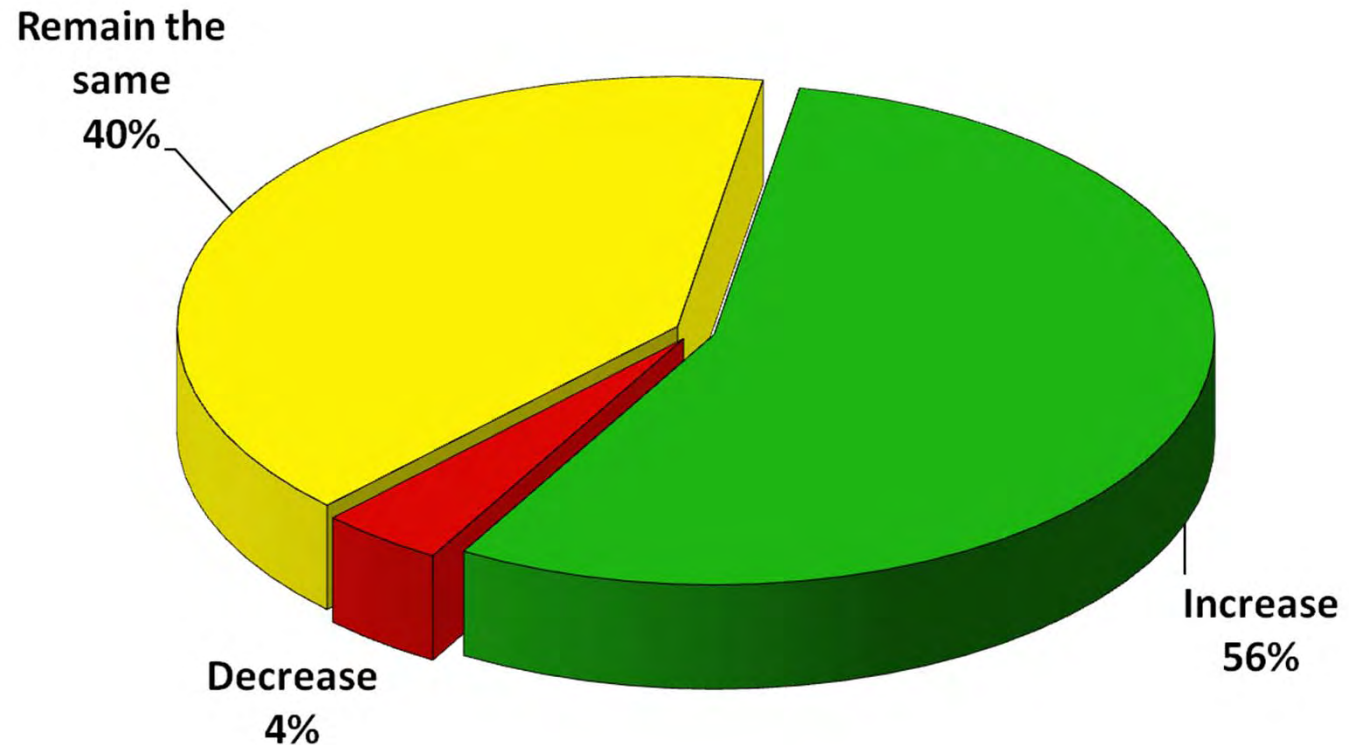


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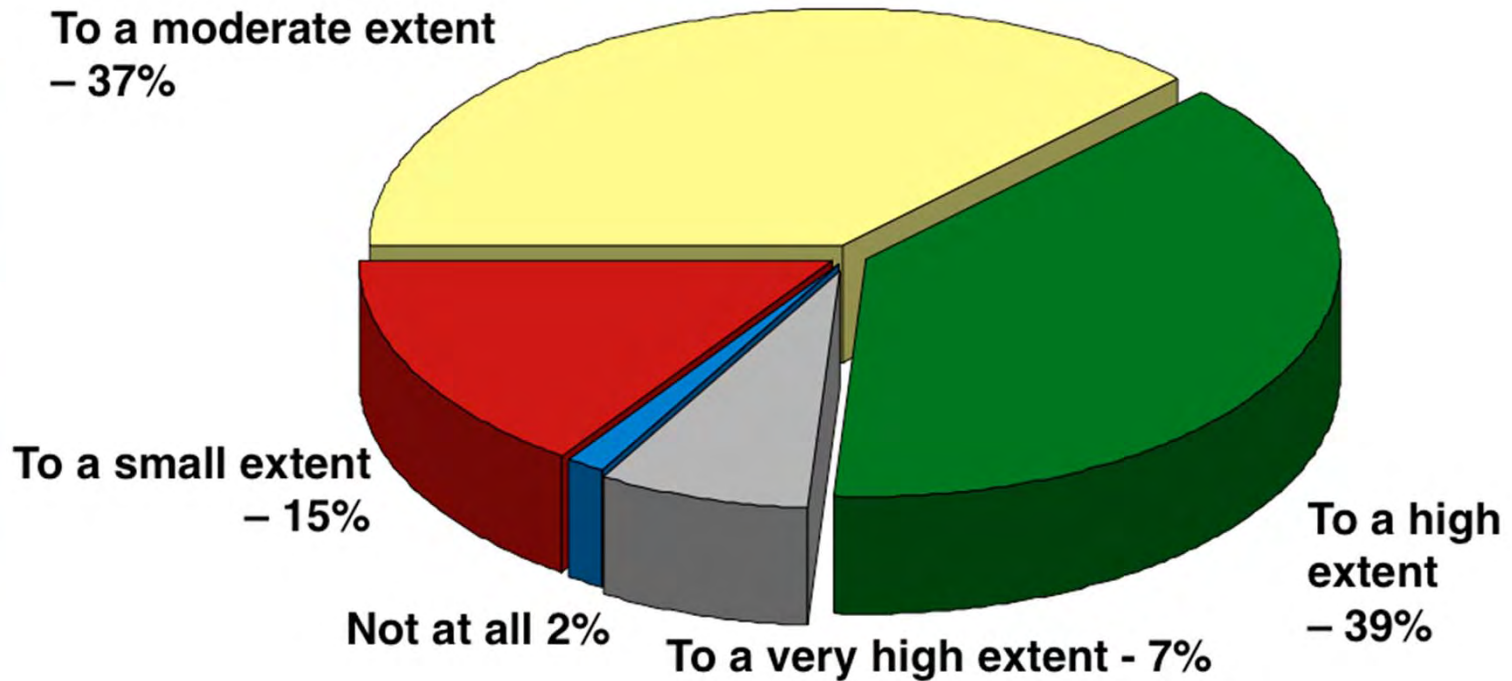
Incidence of Informal Learning in Organizations



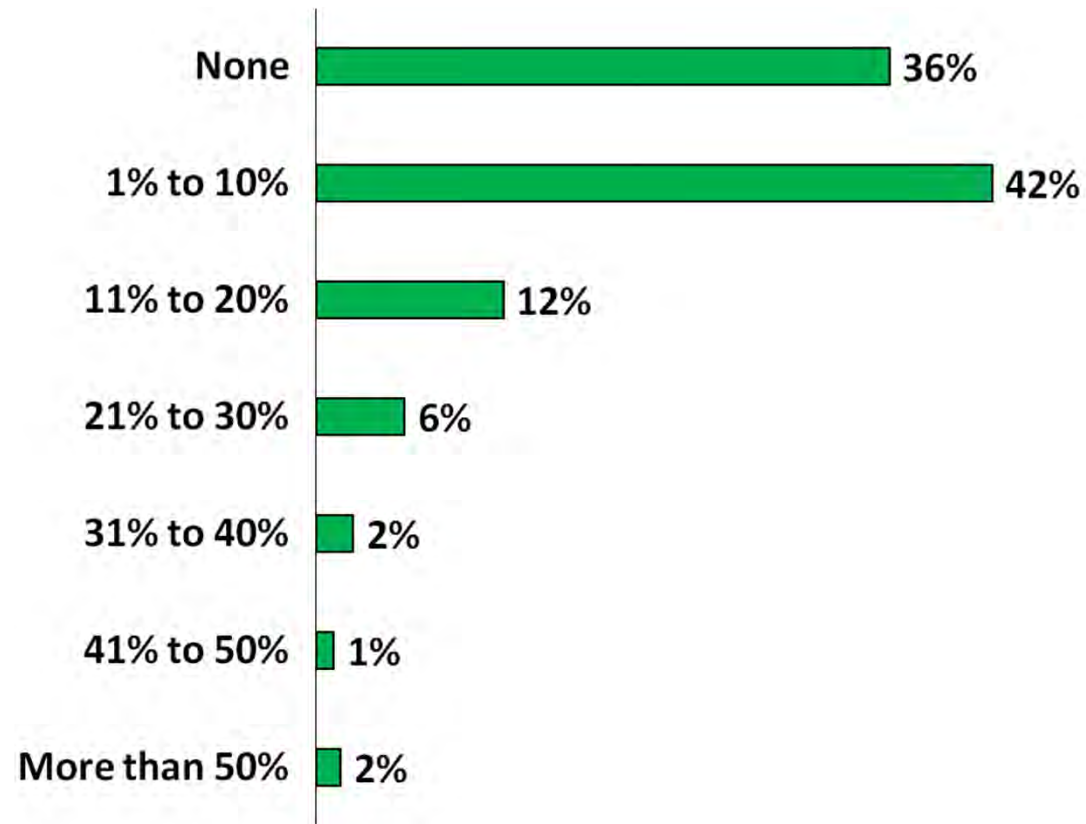
Expected Change in Informal Learning in Organization Over the Next Three Years



Enhancement of Employee Performance




% of Training Budget Allocated to Informal Learning





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 **ASTD**
WORKPLACE LEARNING & PERFORMANCE

ASTD/i4cp Study:


“Transforming
Learning with Web
2.0 Technologies”

TRANSFORMING LEARNING
WITH WEB 2.0 TECHNOLOGIES



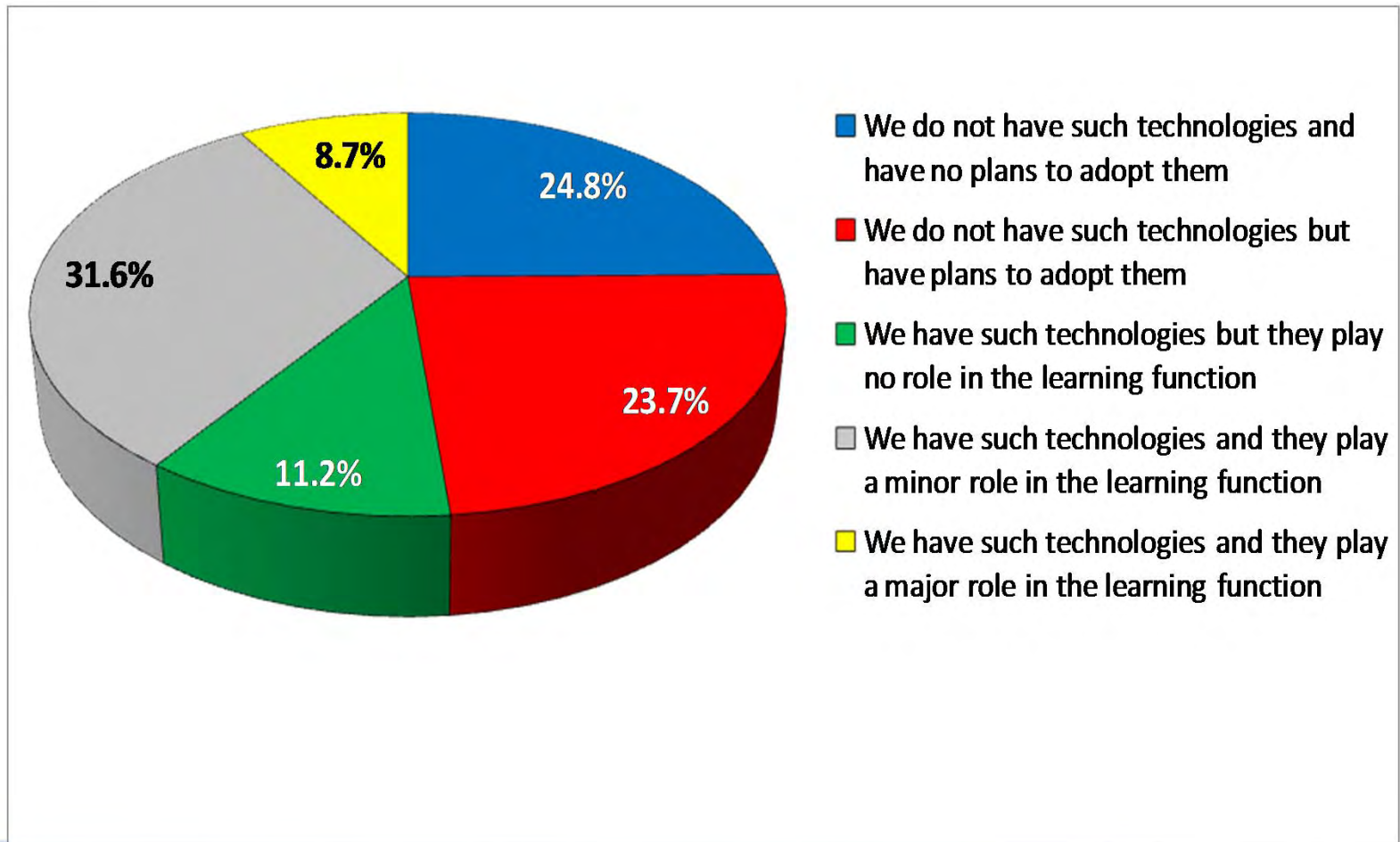
AN ASTD RESEARCH STUDY
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WORKPLACE LEARNING & PERFORMANCE

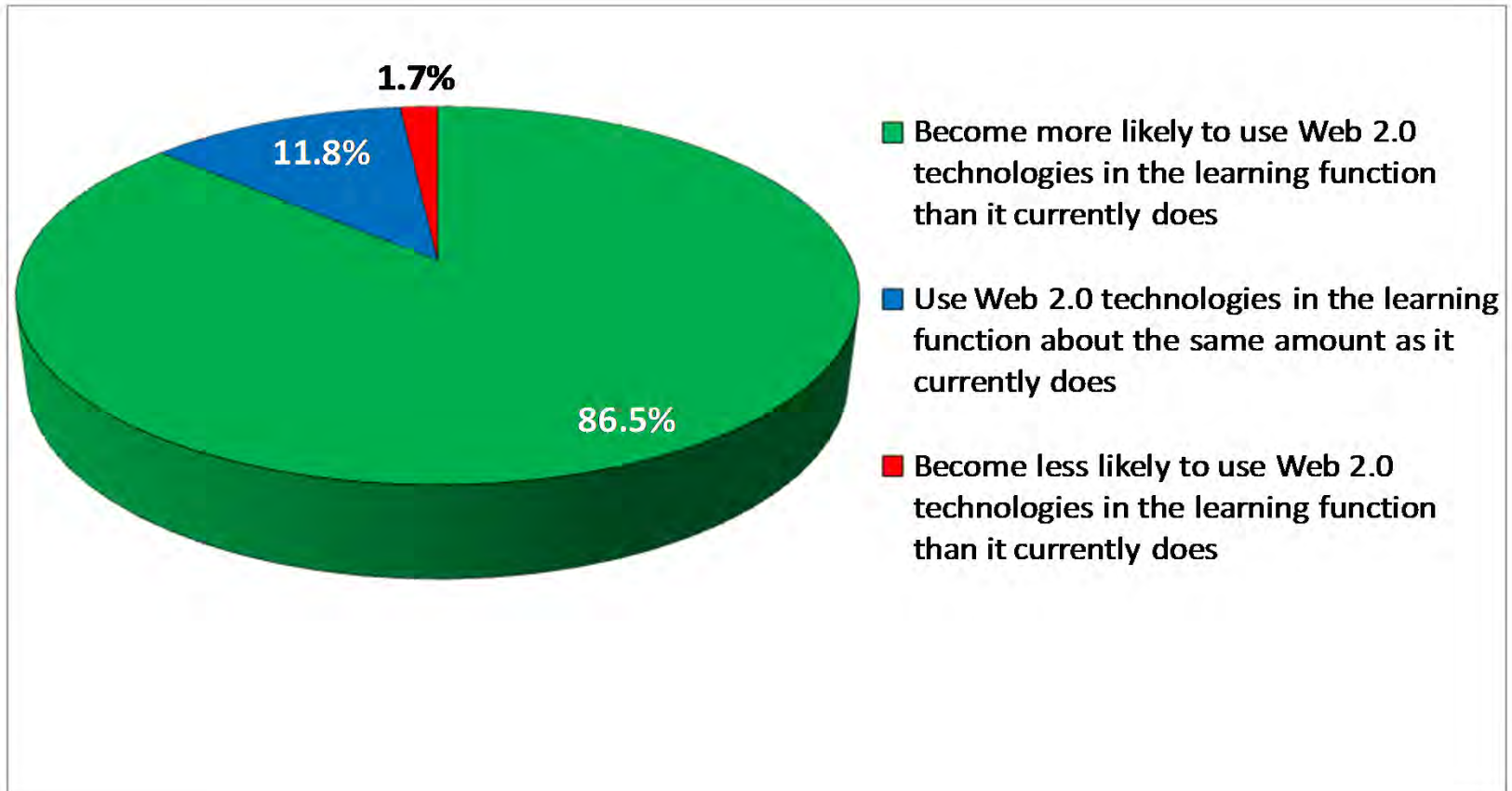
Which best describes where your organization is in terms of Web 2.0 technologies?



Reasons for adopting Web 2.0 technologies

Responses	Percent choosing high or very high extent
Improve knowledge sharing	76.4%
Foster learning within the organization	68.4
Provide more informal learning opportunities	66.3
Improve communications (e.g., employees, partners and suppliers)	64.4
Find resources more easily	62.9
Boost collaboration inside the organization	62.4
Increase participation in learning efforts	61.5
Encourage innovation and creativity	53.4
Build relationships within the organization	53.0
Solve problems more efficiently	53.0
Support new content development	47.4
Improve customer service	47.1
Improve ability to recruit and retain targeted staff	36.1
Improve financial performance	35.3
Increase customer feedback	32.9

Over the next three years, I think my organization will:



Demonstrating the Value

- Retain institutional knowledge
- Attract and retain people in the organization
- Plan for succession
- Connect dispersed employees and teams
- Solve complex problems collaboratively
- Provide an integrated and holistic approach to developing employees

Getting Started

An AIIM survey found that a lack of understanding was considered the number-one impediment to implementing Web 2.0 technologies cited by 59 percent of the respondents.



Getting Started

1. Start slowly
2. Find an executive sponsor
3. Identify a department/area that is highly interested in it
4. Partner with IT and compliance
5. Use low cost software tools available today
6. IMPACT vs. ROI
7. Govern lightly





MAYO
CLINIC



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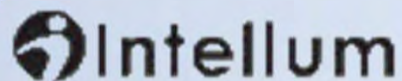


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Responding to Critics

- People will waste time
- The wrong information will get out
- We lose control

Connect With Us

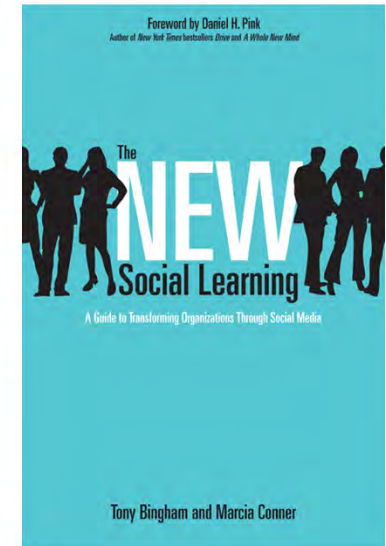


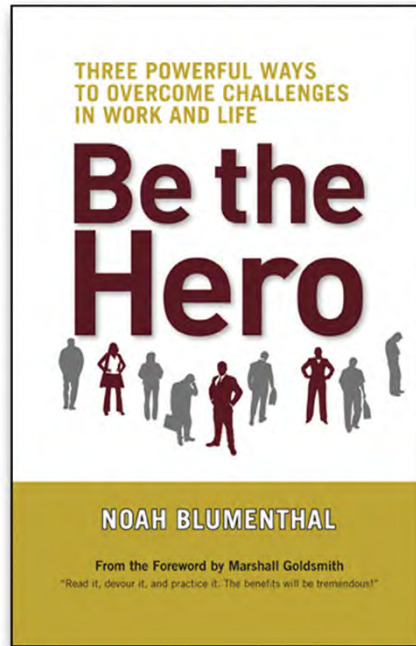
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***Be the Hero: Changing Behaviors to
Strengthen the Workplace Culture***

**Wednesday, December 15
2:00 pm EST**

