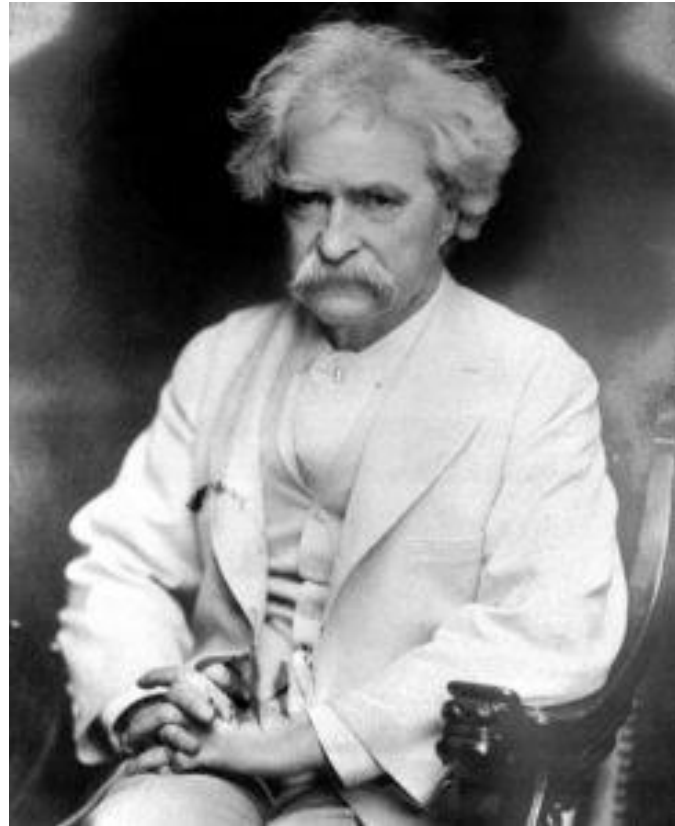


Managing Learning in an informal world

25th September 2009

Martin Belton

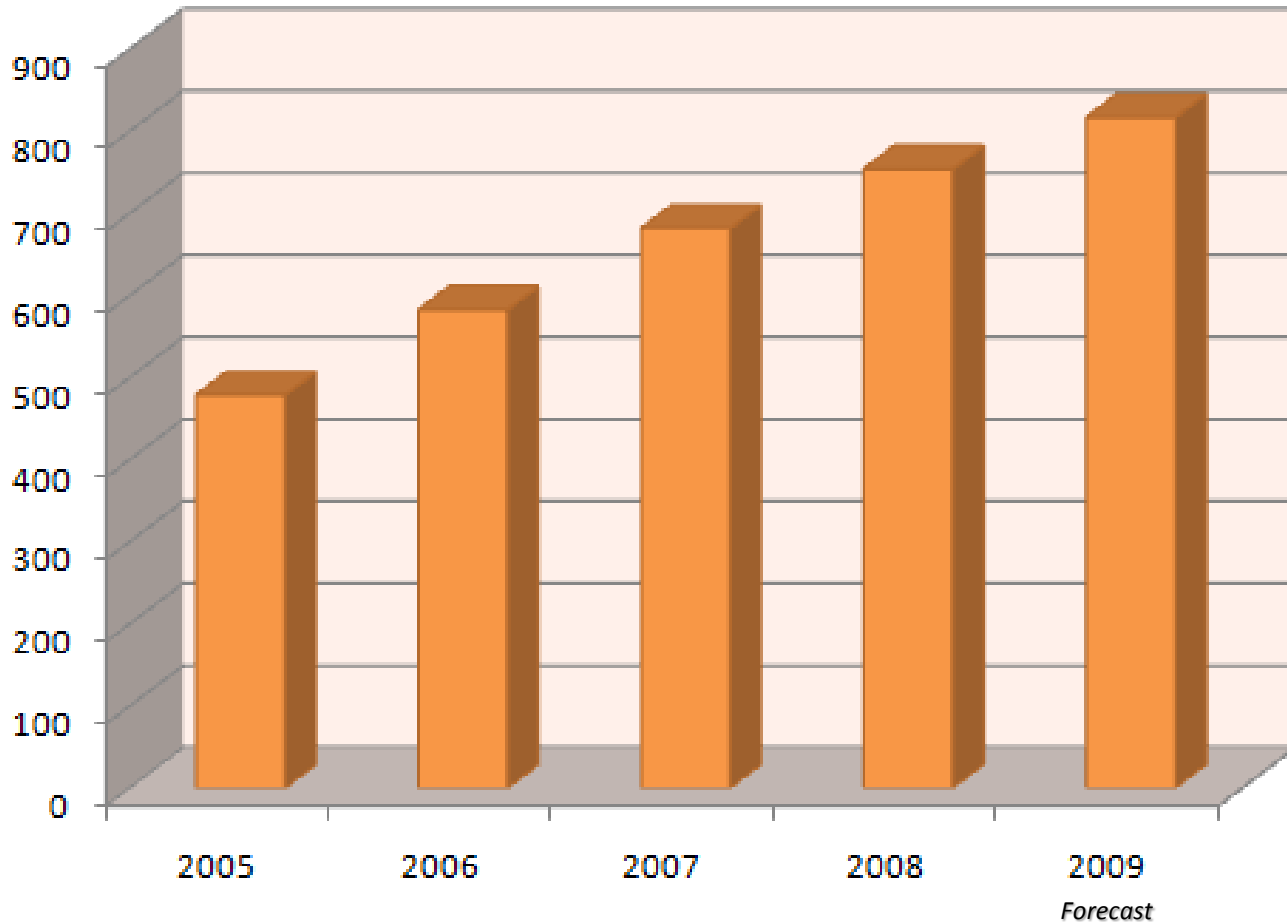




‘The report of my death has been greatly exaggerated’
Mark Twain



LMS Marketplace (Value)



- Marketplace in \$millions
- Source: Bersin & Associates
- Forecast 8.4% growth in 2009



Agenda

1. How the learning technology market is moving: external data and opinions
2. Specific UK research: today's learning challenges
3. Case Study: Mobile Comms Company
4. Technology infrastructure: to SaaS or not to SaaS?
5. Top 5 'new' LMS must haves
6. Real life solutions

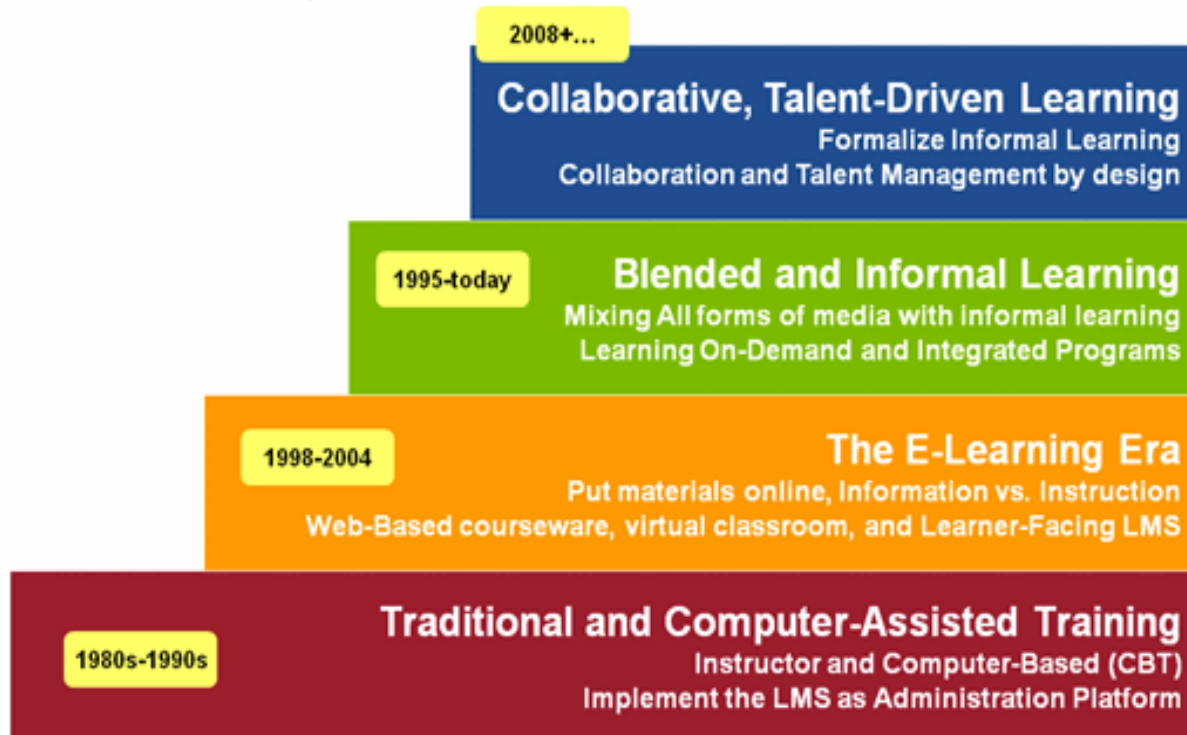


- “Software as a service (SaaS) is the most popular delivery model for LMS applications”
- “47% of organizations with more than 10,000 employees use a SaaS or hosted delivery”
- LMS is “...increasingly viewed by companies as a platform that enables informal knowledge sharing, collaboration, networking, and performance support.”
- “Providers are adding separate social and informal learning modules to their product suites”
- Expanding into performance management, succession management, and social networking



Modern Corporate Training

Where are we today?

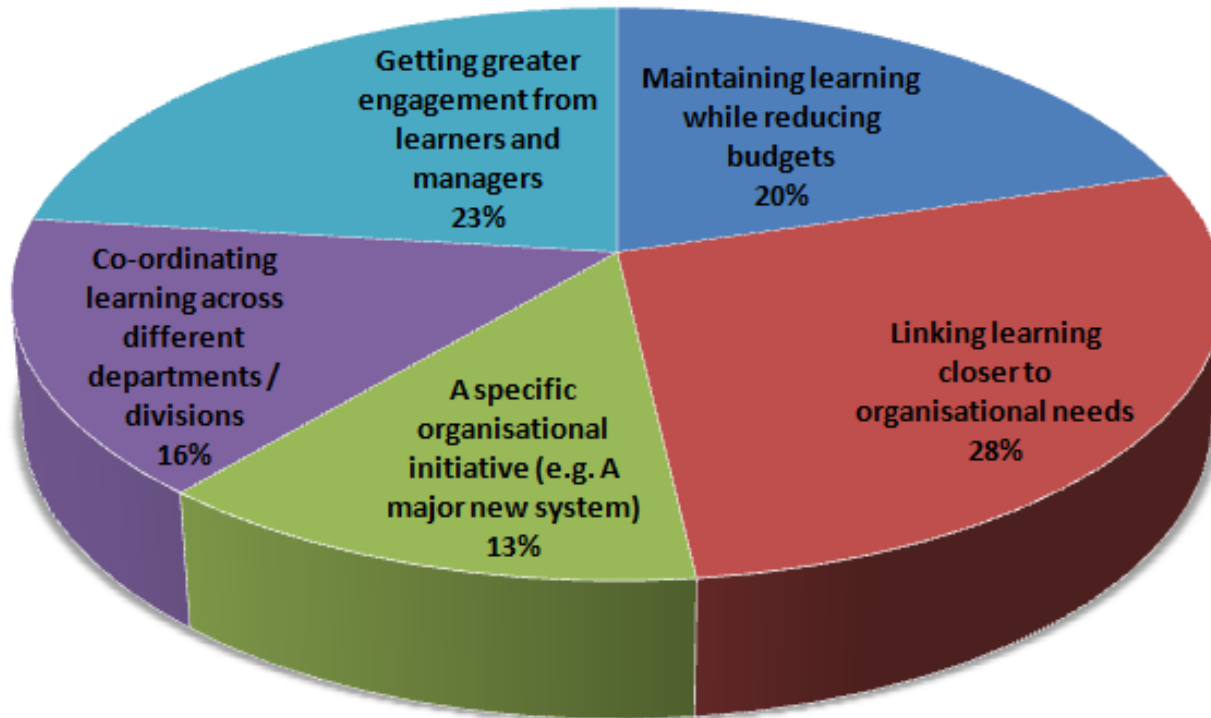


Modernize Corporate Training: The Enterprise Learning Framework - Bersin , May 2009



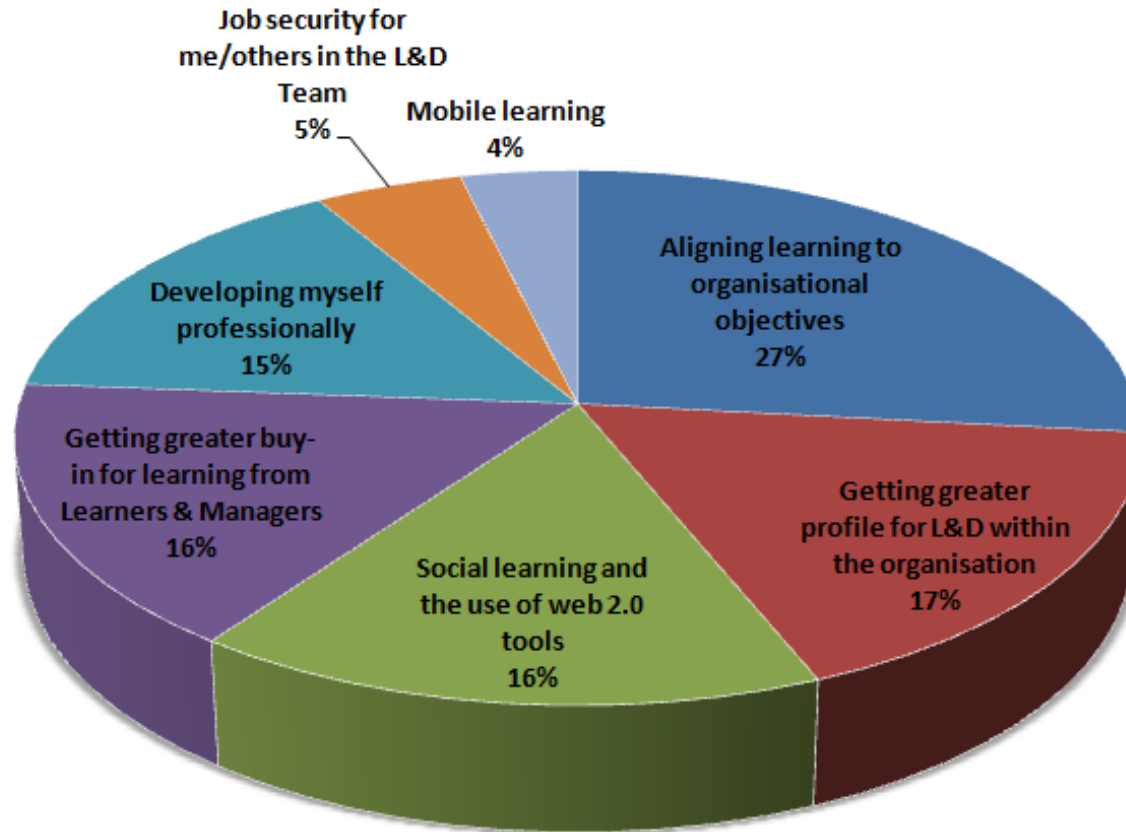
Organisational learning challenges

What is the greatest single learning challenge facing your organisation at present?



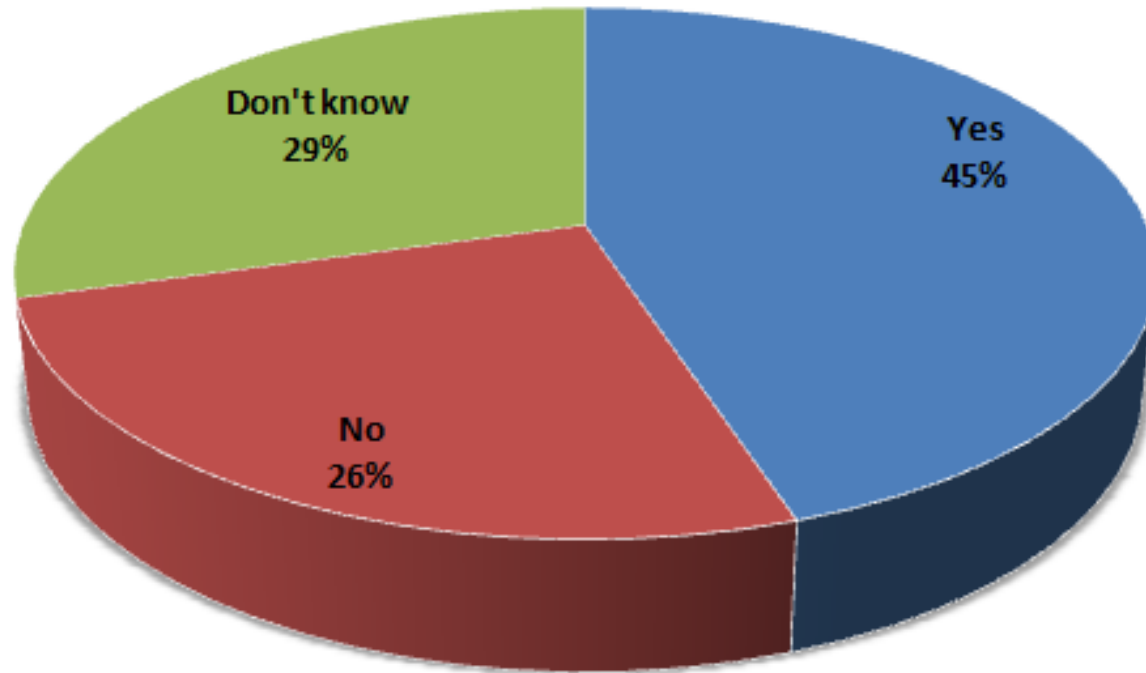
Personal learning challenges

What is your personal single greatest learning challenge at present?



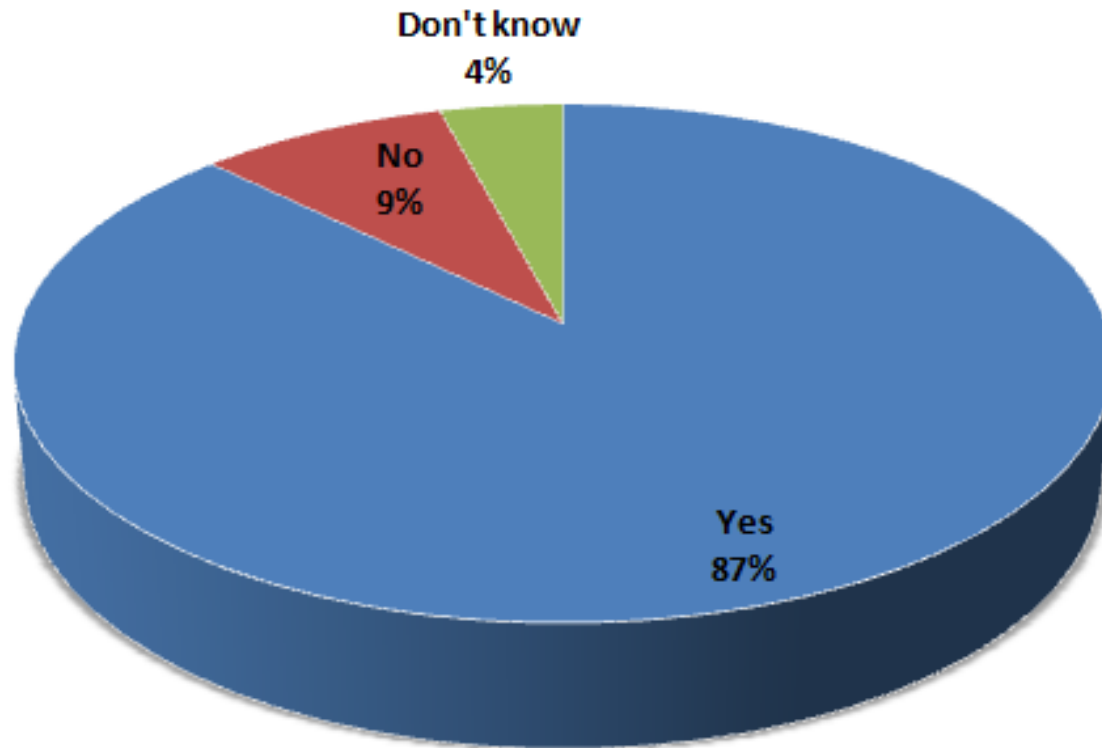
Better reports at board level

If you could, would you provide more comprehensive or more frequent reports to the board?



Linking learning and business strategy?

Do you think there needs to be a stronger link between learning and development and core business processes and strategy?



Internal learning Team Challenges

Challenge 1

Identify directorates'
capabilities and skills
needs in the future



Internal learning Team Challenges

Challenge 1

Identify directorates' capabilities and skills needs in the future

Challenge 2

Engage the learners and create a learning culture



Internal learning Team Challenges

Challenge 1

Identify directorates' capabilities and skills needs in the future

Challenge 2

Engage the learners and create a learning culture

Challenge 3

Provide useful metrics to senior managers that can create business value by helping decision making



Challenge 1

Identify directorates' capabilities and skills' needs in the future

- Appointed team of 'business partners' to work with the directorates (departments)
- Role twofold:
 - Identify the directorates' needs
 - Identify 'talent' and their learning needs

"By putting the Directorates' skills' needs at the centre of our activity, we can create programmes that are matched to the organisation's business needs. That puts us in the best position to demonstrate business value".



Challenge 2

Engage the learners and create a learning culture

- Only really effective way of meeting learning demands is through 'blended learning'
- Reality: elearning really only suits the theorists – more difficult to engage the activists
- Answer: create dynamic environment with powerful communications solutions

“We have to make sure that, when our learners visit our ‘Learning Zone’ it has material precisely relevant to them. ...engaging the activist really is about making the learning environment an exciting, information rich and **dynamic** place to visit.”



Challenge 3

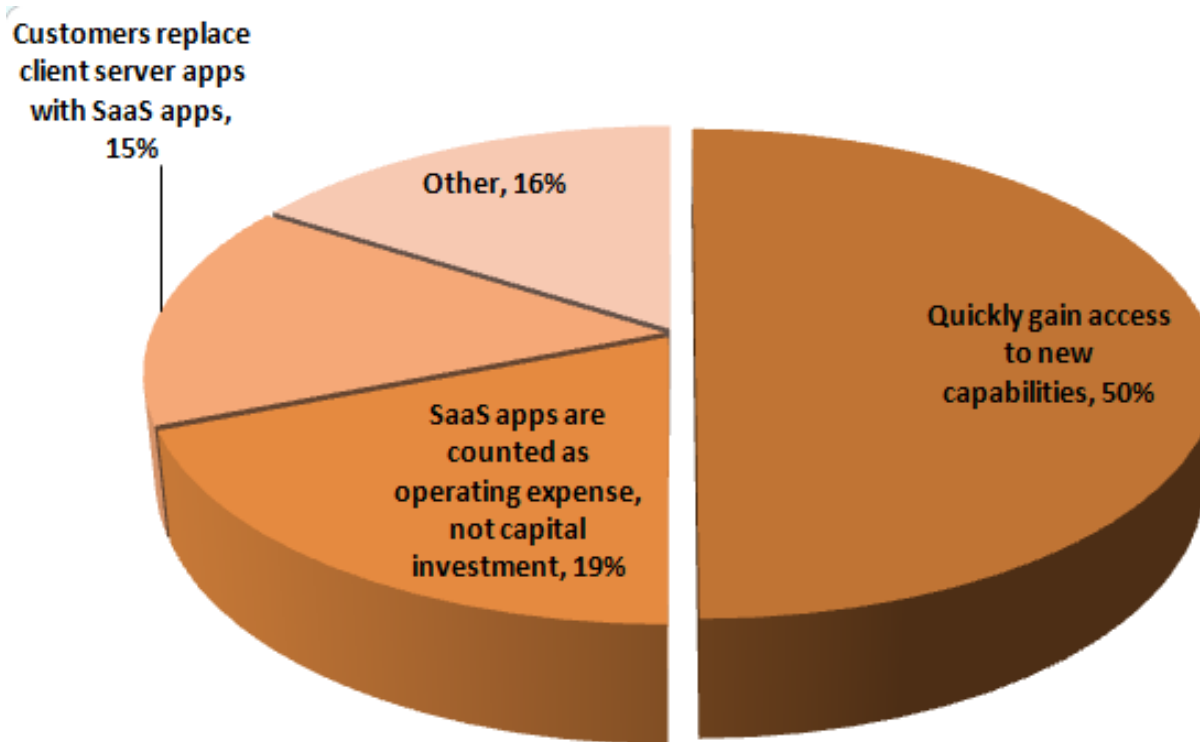
Provide metrics to create business value by helping decision making

- Data driven into reporting system capable of integrating learning, performance and other business metrics
- Provides a broader vision of the organisation
- Key task is to maintain the integrity and relevance of these metrics

“Of course we have to demonstrate ROI – but these metrics are about much more just demonstrating the directorate’s success... We must be certain that we ready to the next business challenge... fundamental to keeping a business ahead of the game. The real life solution to that is to integrate learning and development data, via an MIS, with other real life departmental business metrics to create a broader picture of the company’s genuine human resources.”



Why do People choose SaaS?



Source: 2009 Softletter SaaS Report



Why company's use SaaS

1	Low start-up costs. No capital expense, no software purchase - only the monthly service fee and a small initial setup fee
2	No upgrade costs to keep the software up-to-date
3	Reduced risks inherent with new software acquisition
4	Predictable software costs
5	Little or no burden to your IT department
6	Fast start for a quick ROI and a great TCO
7	Flexibility to increase or decrease usage as business demands change
8	Scalability. Sign up for a minimum number of users and add more whenever you need to
9	Great way to test new software before you decide to install and support a new, on-premise application
10	No hidden costs such as hardware, annual maintenance fees, or internal support personnel



- ‘SaaS Market Will Near 100% Growth in Just Three Years’: [Infotech](#)
- SaaS growth to exceed 40% in 2009, up for 36% as previously forecasted in July of 2008: [IDC](#)
- 55% of US businesses have deployed at least one SaaS application. Europe is close behind at more than 40%: [Analysts Perspectives 2008](#)



Five new 'must haves' for learning management technology in a Web 2.0 World

- 1 The learner facing home page must be dynamic and active, rewarding visitors with new, interesting and relevant data each time they visit making it a 'must-go to' site, not a training chore.
- 2 Your learning technology must be capable of managing your formal AND informal learning tools to reduce time spent by learners multi-tasking between applications.
- 3 Your system must enable learners to communicate new ideas and thoughts to each other – and contribute their own learning evidence and information.
- 4 Your system must be able to define and record personal skills and competencies, set training interventions against them, and measure the results.
- 5 Your system should report in depth, not just on training and performance data, but also against other key company metrics such as sales and health & safety records.



The learner facing home page must be dynamic and active, rewarding visitors with new, interesting and relevant data making it a 'must-go to' site,

1. Easiest way to discover what I want to know
 - Easy access to relevant formal and informal learning?
 - Useful communications tools?
 - Opportunities to ask questions?
2. Opportunities to discover things I didn't know I needed to know
 - News
 - New articles
 - Other formal learning opportunities
3. Personal progress information
 - Tutor feedback
 - Reports



Your learning technology must be capable of managing your formal AND informal learning tools to reduce time spent by learners multi-tasking

- *“28% of all employee work is wasted by people multi-tasking between email, Google, and various other forms of “informal learning... An average employee visits 45 websites every day”*

Basex Research , May 2009



Your learning technology must be capable of managing your formal AND informal learning tools to reduce time spent by learners multi-tasking

- *68% of knowledge workers now feel that their biggest learning problem is an “overwhelming volume of information.” This information exists in many formats, it is often out of date, and they are not sure how to find what they need.*

Bersin June 2009



Your system must enable learners to communicate new ideas and thoughts to each other and contribute their own learning evidence and information.

- In the past, LMS's tended to be a one way path: delivering learning
- Learner input was very much about assessment choices
- In that learners (and others) now contribute to that process, your system must enable learners to
 - Discuss information with tutors
 - Communicate with external authorities
 - Communicate with other course members
 - Contribute their own learning evidence and information



Your system should define and record personal skills and competencies, set training interventions against them, and measure the results.

WHY?

- In an informal world, learning comes from many sources.
- ‘Courses completed’ is no longer an effective measurement of learning
- Your system must be able to define and record personal skills and competencies, set training interventions against them, and measure the results.

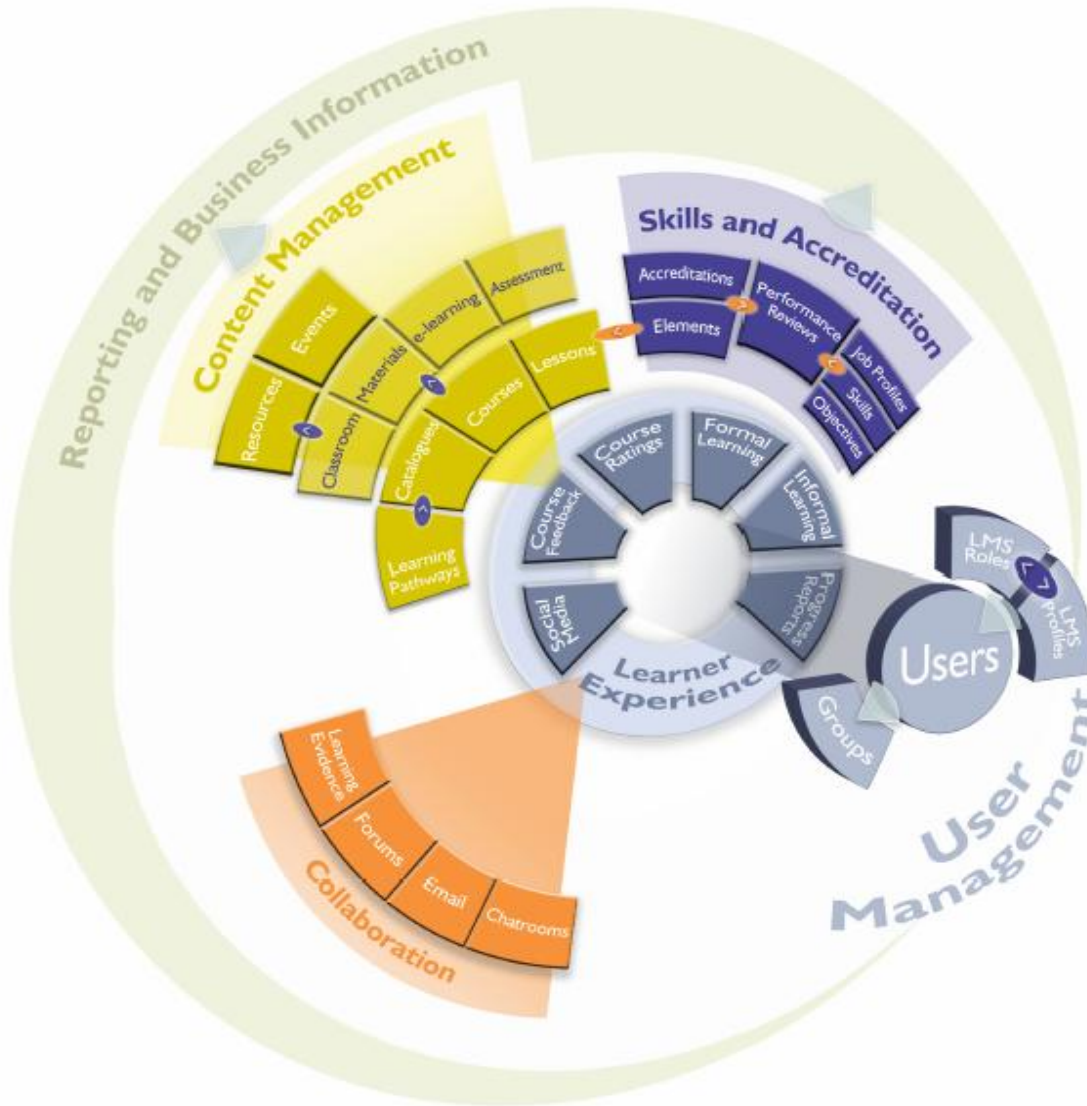


Your system should report, not just on training and performance data, but also against other company metrics such as sales and health & safety data

- Huge growth in MIS and ERP system marketplace
 - increases demands from learning professionals to demonstrate their achievements
 - Increases necessity to have data which is can be integrated with other comp[any metrics
 - Increases management faith and dependency on metrics
- Decision time!



LMS Functionality



Learner Experience



Thank you for listening

- More information
 - Email: martin.belton@e2train.com
 - Web: www.e2train.com
- Questions?

