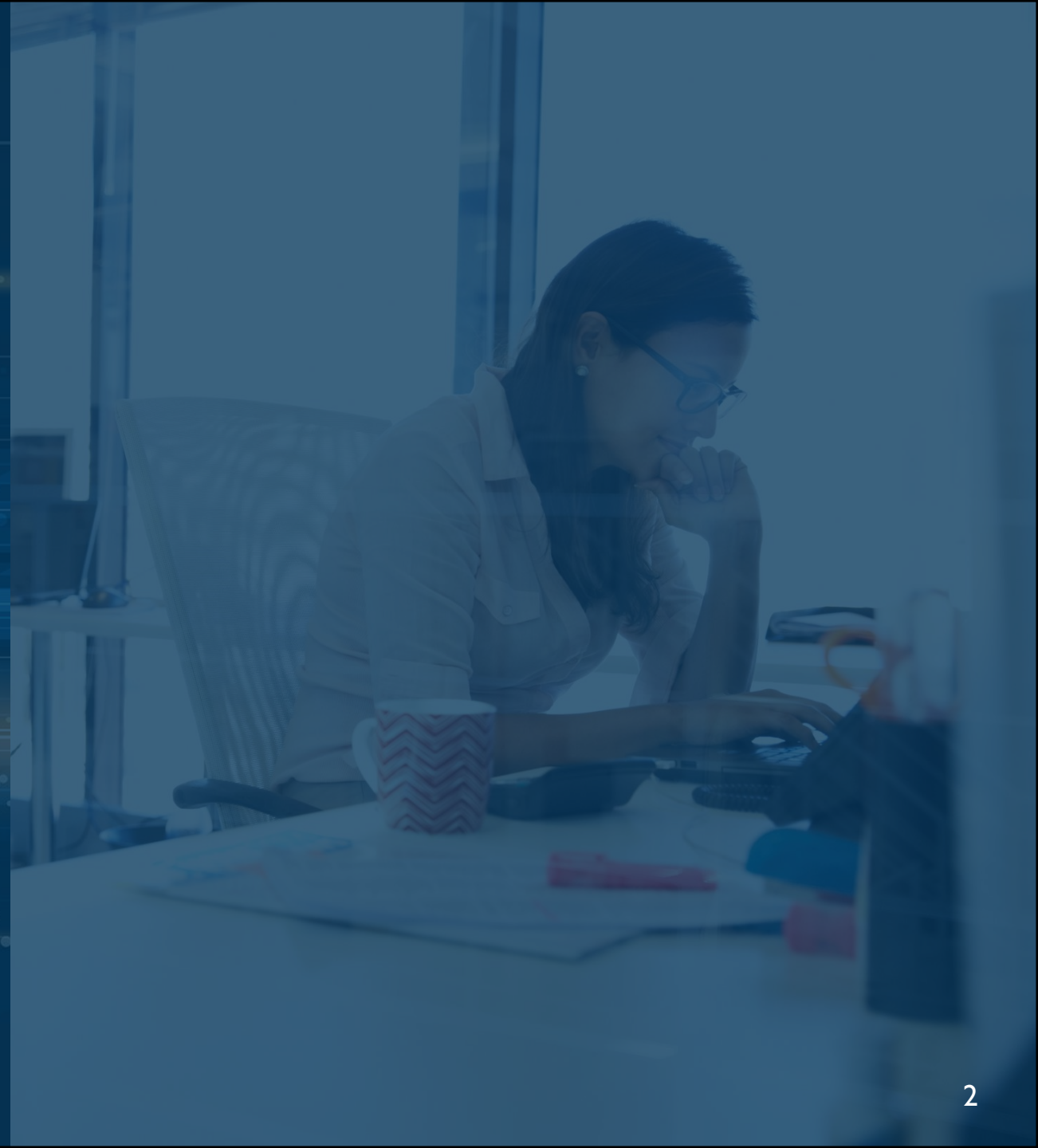


3 **WAYS** TO BUILD A KNOWLEDGE-**ABLE** CULTURE

Jacqueline Beck

AGENDA

- > Welcome
- > What is **Knowledge-Able**?
- > **3 ways** to make your workforce Knowledge-Able
- > Putting the 3 elements together for a winning strategy
- > Take-Aways
- > Q&A



WHAT IS KNOWLEDGEABLE?

> knowl·edge·a·ble

> ADJECTIVE

> **knowledgable** (adjective)

> intelligent and well informed:

> "she is very knowledgeable
about livestock and pedigrees"

> synonyms: well informed ·
learned · well read · educated
· well educated · erudite ·
scholarly · cultured ·
cultivated · enlightened ·
acquainted with · familiar
with

WHAT IS KNOWLEDGE-ABLE?

> Knowledge-able

> ADJECTIVE

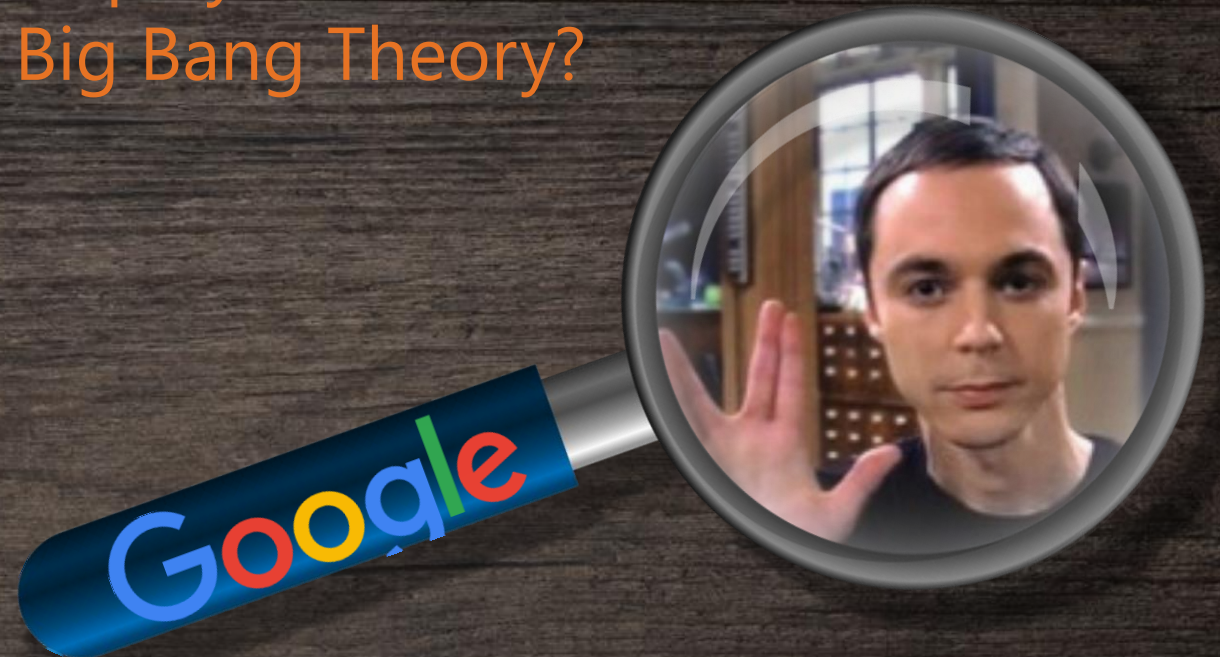
- > Able to find knowledge quickly; At your fingertips
- > Teaching employees **HOW TO LEARN** and **HOW TO FIND ANSWERS**
- > Knowing how to search, where to look and who to contact to find the answers to their questions



Poll > Use your smart phone to find the answer

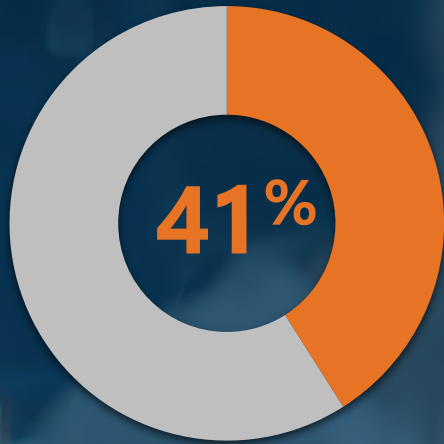
What is the actor's real name who plays the character "Sheldon Cooper" on Big Bang Theory?

- Kevin Bacon
- Jim Parsons
- Zac Efron
- Michael Wallace



MEET THE MODERN LEARNER

> *Workers are overwhelmed...*



Workers spend 41% of their time on things that offer little personal satisfaction and do not help them get work done

NUMBER OF TIMES ONLINE EVERY DAY

> Early days of the internet



5



27



> today

> *Workers are distracted...*

- > Knowledge workers are constantly distracted with millions of websites, apps, and video clips.



- > People unlock their smartphone up to

9 times
every hour



- > Workers now get interrupted as frequently as **every**

5 minutes—
Ironically, often by work applications and collaboration tools



> *Workers are impatient...*

- > Most learners won't watch videos longer than

4 minutes



- > Online designers have between

5-10 seconds

to grab someone's attention before they click away



2/3 of knowledge workers actually complain they don't have time to do their jobs



> The reality of learning today...

Only **24**
minutes a week

1%

Of a typical work week is
all that employees have
to focus on training and
development



> How do you combat these challenges?

#1 CREATE LEARNING THAT IS HABIT FORMING

- > **Habit forming** is the process by which **new behaviors become automatic**.
- > How do you create habit forming learning?
 - Write simple, clear instructions
 - Be transparent about the effort required
 - Show samples and post results
 - Create a “sticky” learning path
 - Reward routine
 - Design a Feedback System to drive engagement



#1

THINGS TO CONSIDER TO CREATE HABIT FORMING LEARNING





➤ What is going to deliver the value for your learning portal?



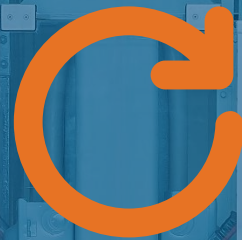
➤ What is the feedback you need to drive success?



➤ Will a point-system do the job or just give short-term success?

The background image shows three women in a modern office lounge. One woman is sitting on a light-colored sofa, another is sitting on the floor with a laptop, and a third is sitting in a blue armchair. They are all looking towards the right. A large window in the background shows a city street. The entire image has a blue tint. An orange circular arrow icon is positioned above the text.

Can you develop a community with your habit forming strategy?



> Do you have an elevator pitch?



➤ What is the simplest way to get “**super fans**” or early passionate learners?

#1 HABIT FORMING DESIGN TIPS

- > Design the experience to evolve over time
- > Create short chunks of learning
- > Tell them what they are in for—time and learning objectives
- > Use the data to understand where learners drop off and where engagement peaks
- > Be part of your own pilot, test your own system
- > Get feedback from pilot participants
- > Continually improve and refresh content (and contests)
- > Remove outdated content to keep it current

#1 HABIT FORMING TECHNIQUES FOR LEARNING

> Onboarding Techniques

- Create an experience where your learner is getting smarter
- Use other learner successes to market to new learners—rating system or testimonials

> Piggy back on existing habits to gain deeper habits

- Reward repeat learners who come back frequently
- Data does not lie—look at the content with high engagement and model around those assets

> Optimize search—make it easy to find assets and rank them by keywords

A top-down view of a wooden desk. In the upper left, a portion of a white keyboard is visible, showing keys like 'alt', 'ctrl', and 'shift'. To the right of the keyboard is a white computer mouse. Further right is a blue saucer with a white cup of coffee. A brown pencil lies diagonally across the desk surface.

Question Pane:

Share any habit forming examples that you currently are using in your learning environment?



Gamification

is the application of game-design elements and game principles in non-game contexts....to improve user engagement and organizational productivity



GAMIFICATION ELEMENTS

> Add PBLs (points, badges and leaderboards) to “gamify” learning to...

- Foster competition
- Reward positive behavior
- Create competition by showing your learners who is at the top
- Make learning fun

- Keep it simple
- Make it easy to find and easy to learn
- Reward repeat users and learners that come back > badges



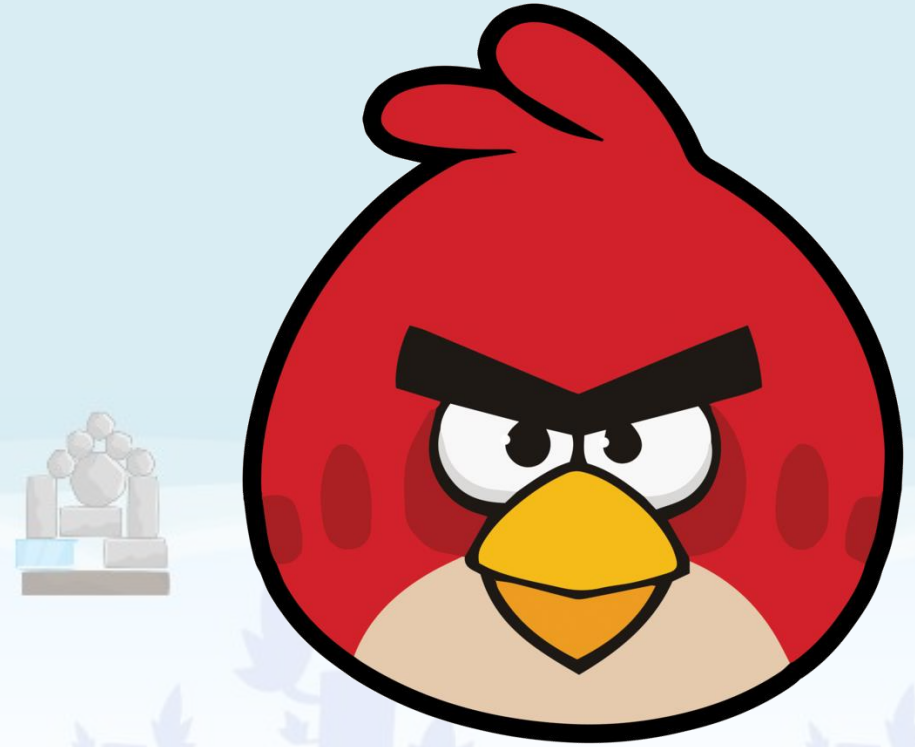
THE NUMBERS DON'T LIE...

Cityville: Launched by Zynga

> 41 days to 100 million registered users

Angry Birds: 11 Billion Hours Annually

- Online games are growing faster than all other games
- 44% of all US citizens have played a mobile game in the last month





A TRUE MASS MEDIUM

XBOX

FEATURED

FRIENDS

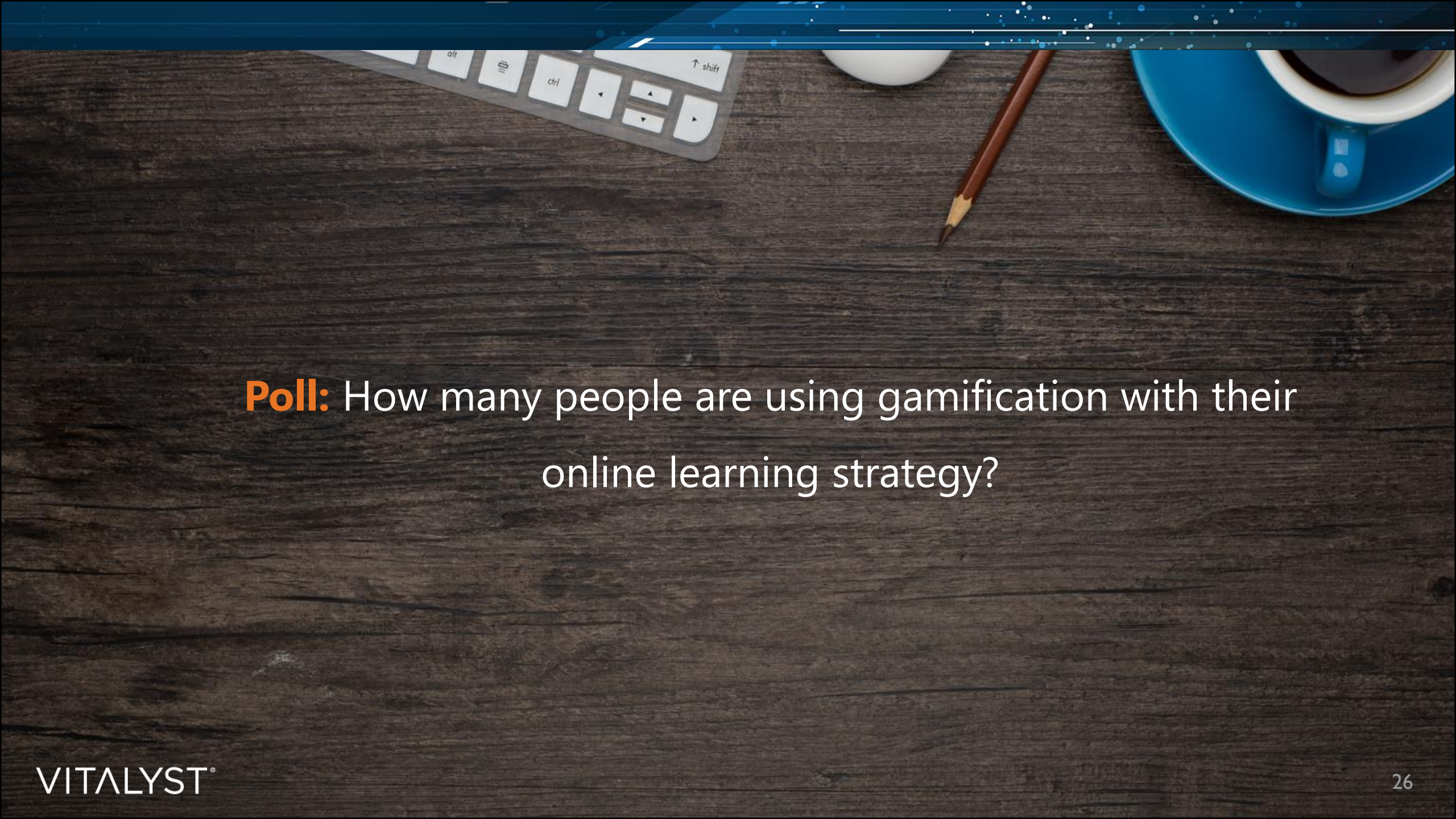


	Users
Activity	Monthly unique Users
Zynga Games	250,000
Angry Birds	100,000
Xbox Live	35,000
World of Warcraft	10,000

	Monthly Minutes (millions)
Xbox Live	120,000
Zynga Games	60,000
World of Warcraft	50,000
Angry Birds	12,000

X-Box = 120 BILLION MINUTES PER MONTH!

35,000 users = Averaging **57+ hours** of engagement per month

A top-down view of a dark wooden desk. In the upper left, a portion of a white keyboard is visible, showing keys for 'alt', 'ctrl', and 'shift'. To the right of the keyboard is a white mouse. Further right is a blue saucer with a white cup of coffee. A brown pencil lies diagonally on the desk between the mouse and the coffee cup. The background is a dark, textured wooden surface.

Poll: How many people are using gamification with their online learning strategy?



WHAT MOTIVATES PEOPLE AT WORK?

Extrinsic motivators

- Prizes
- Days off
- Gift cards
- Praise
- Promotion on website
- More responsibility
- Free conference passes
- Feedback and information
- Corporate citizenship = Take pride in work



#2 BUSINESS VALUE OF GAMIFICATION

When people **participate and engage**, they learn about your business, your products and your services.

- Watching videos
- Viewing photos
- Creating content
- Making a purchase
- Searching for information
- Rating products
- Voting on content
- Writing comments
- Posting to forums
- Visiting repeatedly
- Recommending affiliated sites
- Opting in to email communication
- Answering questions
- Taking quizzes
- Sharing personal info
- Reading articles
- Filling out registration data
- Participating in discussions
- Taking a poll
- Visiting affiliated sites





#3 REUSABLE LEARNING OBJECTS

- Small learning objects or assets, granular 'bites' of knowledge that can be stored in data bases and recycled within organizations.



#3 DESIGN SHORT REUSABLE LEARNING OBJECTS

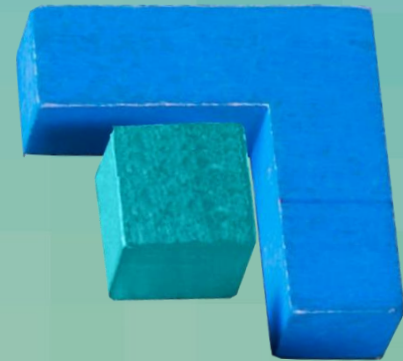
- A Reusable Learning Object (RLO) is the chameleon of eLearning

Definition:

an inventory of small, independent, self-contained chunks of instruction

Contains **1-2 learning objectives**—less is more

1-3 minutes—keep it short and simple



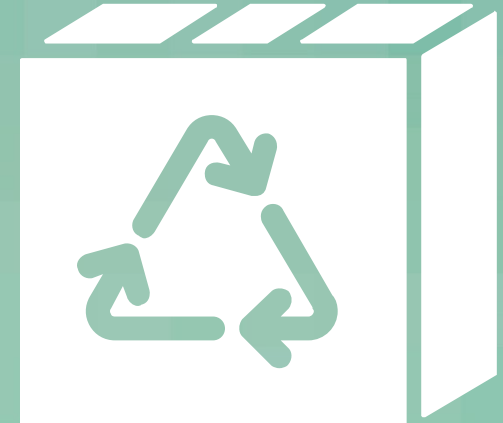
> Benefits of RLOs

They can be reused in a variety of different eLearning activities, modules, and courses.

Each has its own **learning objective**, but can be combined to form a comprehensive eLearning experience.

Allows you to build a support center and an end-to-end training solution for your enterprise

Allows employees to access specific information quickly about the application then apply the skill



> Tips to develop RLOs



Use meta data so they can easily be found in your learning management system or learning portal



Embedding the spoken word into the file expands searching capabilities



Script a clear and concise message and record only the important information.

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Question Pane:
What LMS are you currently using?

**FINAL
THOUGHTS...**



3 KEY WAYS TO MAKE YOUR EMPLOYEES KNOWLEDGE-ABLE



1

Create learning that is
habit forming.



*Make content easy to find and easy to use to
create habits and help employees learn.*

2

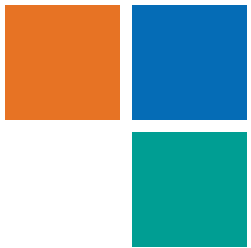
Gamify your strategy and create a rewards program.



This spawns loyalty and repeat visitors to your learning portal.

3

Architect your learning platform with reusable learning objects.



Create content that is short, sweet and to the point.

A top-down view of a wooden desk. In the upper left, a portion of a white keyboard is visible, showing keys like 'alt', 'ctrl', and 'shift'. To the right of the keyboard is a white computer mouse. Further right is a blue saucer with a white cup of coffee. A brown pencil lies diagonally across the desk, pointing towards the bottom left. The background is a dark, textured wooden surface.

REMEMBER....

- *Only 24 minutes a week for learning*
- *Bite size is the right size*
- *Listen to feedback and evolve learning at all times*



knowledgeable

This is the key difference to creating not just a knowledgeable workforce, but a **KNOWLEDGE—ABLE** organization.





THANK YOU

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Infographic will be sent to you – thank you for attending!

[Gamification](#) | By Jacqueline Beck

[Reusable Learning Objects](#) | By Jacqueline Beck

[eLearning Guild Author Page](#) | By Jacqueline Beck

<http://www.Vitalyst.com>



RESOURCES

Amy Jo Kim > Game Thinking Master Class

<https://www.youtube.com/watch?v=YWjbFqwRbKM>

Michael Wesch > From Knowledgeable to Knowledge-Able

<https://www.youtube.com/watch?v=LeaAHv4UTI8>

Jacquie Beck > Adding Gaming Elements to your Training Strategy

<http://www.trainingindustry.com/learning-technologies/articles/gamification-adding-gaming-elements-to-your-training-strategy.aspx>

Jacquie Beck & Dr. Bobbe Baggio > Meeting Training & Learning Challenges with Reusable Learning Objects

<https://www.learningsolutionsmag.com/articles/171/meeting-training-and-learning-challenges-with-reusable-learning-objects>

Christoforos Pappas > Developing Reusable Learning Objects: 9 Characteristics to Consider

<https://elearningindustry.com/developing-reusable-learning-objects-characteristics-consider>