Beyond Content: Using Mobile to Foster and Manage Informal Learning

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Mobile applications are uniquely positioned to help manage learning integrated into work.
How I Learned My First Job
On-the-Job Training, the Navy Way
My On-the-Job Training….after the Navy
Workplace Learning: the 70-20-10 Model

Regardless of the percentages, on-the-job experience represents a large segment of workplace learning because we don’t really “get it” until we “do it.”

“For the things we have to learn before we can do them, we learn by doing them.”

Aristotle, The Nicomachean Ethics
Workplace Learning: the 70-20-10 Model

There are unique challenges to guiding and supporting learning in the 70%.

- Hard to manage unstructured activities
- Hard to keep employees accountable
- Hard to provide support and coaching
Tools That Support the 70%

• Go where the learning is.
• Help people learn from work activities.
• Help people get immediate feedback crucial to learning.
A common scenario . . .

Larry, shadow Casey for the next 3 months. Do whatever she does.

Casey, show Larry the ropes and get him ready for his first call.

Larry the Learner

Matt the Manager

Casey the Coach
Larry the Learner’s Challenges in the 70%:

• Where do I start?
• How should I prioritize my time & effort?
• What do I need to know and who besides Casey can help me learn it?
• What can I do today to make progress towards my long-range goals?
• How can I show my manager that I’m making progress?
• How can I productively use the unstructured time in my day?
Matt the Manager’s Challenges in the 70%

• What’s Larry working on now?
• What did he learn today or yesterday?
• Who’s helping him besides Casey?
• How much progress has he made so far? Is he falling behind?
• Will he be ready for his 1st sales call?
• How can I encourage him to keep learning?
Casey the Coach’s Challenges in the 70%

- Does my manager know how often I’ve been helping learners?
- Does my manager know that I support a learning culture?
- Do other learners know who I am or how to reach me?
- Do other learners know how I can help them?
- Do other learners know when I’m available to help?
- What are all those other learners working on anyway?
How Can Mobile Help Meet the Challenges of the 70%?

**Go Beyond Content Delivery:**

- Provide continuous access to work-based “learning path.”
- Match learners with experienced peers as coaches.
- Validate learners’ progress as they practice.
- Record learners’ and coaches’ participation in the learning culture.
- Provide real-time accountability and insight for managers.
Example from the Field: Sales Training

Larry has completed a training class. He consults his mobile app to see what learning tasks he needs to accomplish on the job to practice and master sales skills.

The mobile app also points him to resources and coaches who can help him.
Example from the Field: Sales Training

Casey the coach gets an invitation on her mobile app from Larry to help him with a practice presentation. She observes and offers feedback on his work.

She uses the mobile app to sign-off his progress.
Example from the Field: Sales Training

Matt the manager checks in to see how Larry is coming with his tasks. He pulls up the real-time report on his mobile app and notes that Casey has been helping Larry.
Example from the Field: On-boarding

As new employees dive into their jobs, they use an always-available mobile app to build a support network, locate key resources, and learn corporate policies. They have the autonomy and accountability to ensure a great start.

Mobile app for on-boarding
- Provides a list of people to meet, their contact info, and *an excuse to call them*.
- Points to crucial resources.
- Lists key policies or tasks they need to master (e.g. expense reports).
Tools You Can Use

- Calendars
- To-do lists
- Video/Photos/Documents on shared storage
- Spreadsheets
- Pract.us – tool designed to manage work-based learning
Parting Thought

“In theory, there is no difference between theory and practice. In practice, there is.”

Yogi Berra
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