905
Mobile Mindset: Alternate Delivery Method or Fundamental Shift in Education?

Brenda Enders, Enders Consulting

Austin, TX • June 8 – 10, 2016
Mobile Learning:
an Alternate Delivery Method or Fundamental Change in Adult Education?

• Enders Consulting, President
• Consultant / Advisor
• Author
• Workshop Facilitator
• Certified Technical Trainer
• Two Decades of Experience in Learning & Development

Brenda Enders
Technology = Delivery of Course Content

Formal Courses

Anywhere & Anytime Access

Mobile
What is Mobile Learning?

“Leveraging ubiquitous mobile technology for the adoption or augmentation of knowledge, behaviors, or skills through education, training, or performance support while the mobility of the learner may be independent of time, location, and space.”

Source: Advanced Distributed Learning (2015)

“Any activity that allows individuals to be more productive when consuming, interacting with, or creating information, mediated through a compact digital portable device …”

Anywhere / Anytime vs. Just In Time
Workplace Learning Opportunities

**70:20:10 framework**

- **70%**: LEARN & DEVELOP THROUGH EXPERIENCE
  - on-the-job experience
  - applying new learning in real situations
  - solving problems, special assignments
  - project reviews, reading guides & manuals,
  - new work within role, increased span of control,
  - exposure to other departments and roles
  - stretch assignments, community activities

- **20%**: LEARN & DEVELOP THROUGH OTHERS
  - mentoring, reverse mentoring,
  - coaching, informal feedback
  - internal and external networks
  - teamwork, professional associations
  - action learning

- **10%**: LEARN & DEVELOP THROUGH STRUCTURED COURSES & PROGRAMS
  - structured programmes
  - activity-based workshops
  - seminars and masterclasses
  - professional development, business schools
  - eLearning modules and courses

---

Proprietary and Confidential 2016 © Enders Consulting
All other trademarks and copyrights are the property of their respective owners. All rights reserved.
Mobile Impact

- **70%** Learn & Develop Through Experience
  - Applying new learning in real situations
  - Solving problems
  - Special assignments
  - Project reviews, reading guides & manuals
  - New work within role, increased span of control
  - Exposure to other departments and roles
  - Stretch assignments, community activities

- **20%** Learn & Develop Through Others
  - mentoring, reverse mentoring
  - Coaching, informal feedback
  - Internal and external networks
  - Teamwork, professional associations
  - Action learning

- **10%** Learn & Develop Through Structured Courses & Programs
  - Structured programmes
  - Activity-based workshops
  - Seminars and masterclasses
  - Professional development, business schools
  - eLearning modules and courses

Proprietary and Confidential 2016 © Enders Consulting
All other trademarks and copyrights are the property of their respective owners. All rights reserved.
“Learning and innovation go hand in hand. The arrogance of success is to think what you did yesterday will be sufficient for tomorrow”

William Pollard
The World of Mobile

Information  Context  Data Capture  Collaboration / Social

Proprietary and Confidential 2016 © Enders Consulting
All other trademarks and copyrights are the property of their respective owners. All rights reserved.
Mobile Affordances

- Just-in-time, (right time and right place)
- Contextual communication channels
- Unique features of mobile devices
- Content embedded in authentic contexts
- Integrated channels for collaboration
- Real-time data capture, reporting, and analysis
- Remote tracking and assessment
Micro Learning is the way through which we can deliver the content through small and specific chunks that in turn reduces the burden and stress on the learner.
Increasing Effectiveness of 12 Week Entrepreneurship, Personal Finance and Business Skills Curriculum

- Text Message Coach
- Reinforcing Key Content
- Setting Personal Goals
- Accountability for Goals
- Data Capture and Analysis
Mobile: An Opportunity to Increase Retention

Proprietary and Confidential 2016 © Enders Consulting
All other trademarks and copyrights are the property of their respective owners. All rights reserved.
Reinforcing Formal Course (After Event)

Supporting Program Directors Post Certificate Program Technical, Finance, Compliance and Leadership Training

- Text Message Coach
- Spaced Content Refreshers
- On-going Quiz to Reinforce
- Critical Thinking & Applying
- Data Capture / Analysis
Augmented Reality

Overlaying digital assets onto the real world

StarWalk
Interactive Campaigns

• Augmented Reality in meaningful use scenarios
• Interactive campaigns
• Rich and dynamic media
• Multi-platform

“The Million Hearts initiative is unprecedented in its scope and its determination to conquer cardiovascular disease. The American Heart Association is proud to partner with Million Hearts as we work together to prevent 1 million heart attacks and strokes by 2017. To achieve this goal, we are committed to working with patients and a broad range of private sector and public health partners to implement proven clinical care and community health strategies that serve as the foundation of Million Hearts.” Nancy Brown CEO American Heart Association
The Ebola Crisis

Ebola deaths
Figures up to 29 March 2015

10,460
Deaths - probable, confirmed and suspected
(Includes one in the US and six in Mali)

4,332 Liberia
3,799 Sierra Leone
2,314 Guinea
8 Nigeria

Source: WHO
Preparing Practitioners

Aiding in Clinical Diagnosis
Augmented Reality: Access to the Latest Guidelines

Ebola (Ebola Virus Disease)

Signs and Symptoms

Symptoms of Ebola include:
- Fever
- Severe headache
- Muscle pain
- Weakness
- Fatigue
- Diarrhea
- Vomiting
- Abdominal (stomach) pain
- Unexplained hemorrhage (bleeding or bruising)

Proprietary and Confidential 2016 © Enders Consulting
All other trademarks and copyrights are the property of their respective owners. All rights reserved.
Performance Support Aiding in Diagnosis

Proprietary and Confidential 2016 © Enders Consulting
All other trademarks and copyrights are the property of their respective owners. All rights reserved.
Questions and Comments

Micro Learning is the way through which we can deliver the content through small and specific chunks that in turn reduces the burden and stress on the learner.

Just-in-time, right-in time, right place

- Contextual communication channels
- Unique features of mobile devices
- Content embedded in authentic contexts
- Integrated channels for collaboration
- Real-time data capture, reporting, and analysis
- Remote tracking and assessment

Proprietary and Confidential 2016 © Enders Consulting
All other trademarks and copyrights are the property of their respective owners. All rights reserved.
Questions and Comments

Email: Brenda@BrendaEnders.com  
Twitter: @BrendaEnders  
Office phone: 314-334-8222

• Enders Consulting, President  
• Consultant / Advisor  
• Workshop Facilitator  
• Certified Technical Trainer  
• Author  
• Two Decades of Experience in Learning & Development