



TRANSFORMING
LEARNING



ATD 2017

21-24 May, Atlanta, Georgia, USA

10000+Attendees

4 Days

400+Speakers

300+sessions



Association for
Talent Development

Content Tracks

- Career Development
- Global Human Resource Development
- Human Capital
- Instructional Design
- Leadership Development
- Learning Technologies
- Learning Measurement & Analytics
- Management
- Training Delivery
- Science of Learning

Industry Tracks

- Government
- Sales Enablement
- Healthcare
- Higher Education

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Fuel your people + Power your organization



Our highlights

Themes

Microlearning

Neuroscience of learning

Gamification

Trust and the science of trust

Mobile and video

Microlearning

Delivering
Bite-Sized Knowledge

WHAT ARE THE MOST USED
DELIVERY MECHANISMS?

79% VIDEO
79% SELF-PACED
E-LEARNING
62% VISUALS

WHO

PARTICIPATED?

596

TALENT DEVELOPMENT
PROFESSIONALS

81%

USE MICROLEARNING TO
REINFORCE OR SUPPLEMENT
FORMAL TRAINING

92%

EXPECT THEIR ORGANIZATION'S
USE OF MICROLEARNING
TO INCREASE IN THE
NEXT YEAR

228

ORGANIZATIONS
THAT USE MICROLEARNING

Microlearning

<https://www.youtube.com/watch?v=AztQKQIjQB8>

IBM Your Learning

Design Thinking example of micro learning content
for IBM <https://www.youtube.com/watch?v=psLjEBUOnVs>

<http://nns.huntingtoningalls.com/employees/pub/watch/ar-demo.html>

Augmented Reality example used by Shipping
company

Video

- By 2019, 72% of Mobile traffic will be video content (Cisco Study)
- The brain processes images 60,000 faster than text
- By 2020, people under 40 will be 50% of the workforce – prefer communication with pictures over words



Gamification

A Definition

Motivational design....

The use of game attributes to drive game-like player behaviour in a non-game context

Richard Bartle – Player types



Killers

Defined by:
A focus on winning, rank, and direct peer-to-peer competition.

Engaged by:
Leaderboards, Ranks



Achievers

Defined by:
A focus on attaining status and achieving preset goals quickly and/or completely.

Engaged by:
Achievements



Socialites

Defined by:
A focus on socializing and a drive to develop a network of friends and contacts.

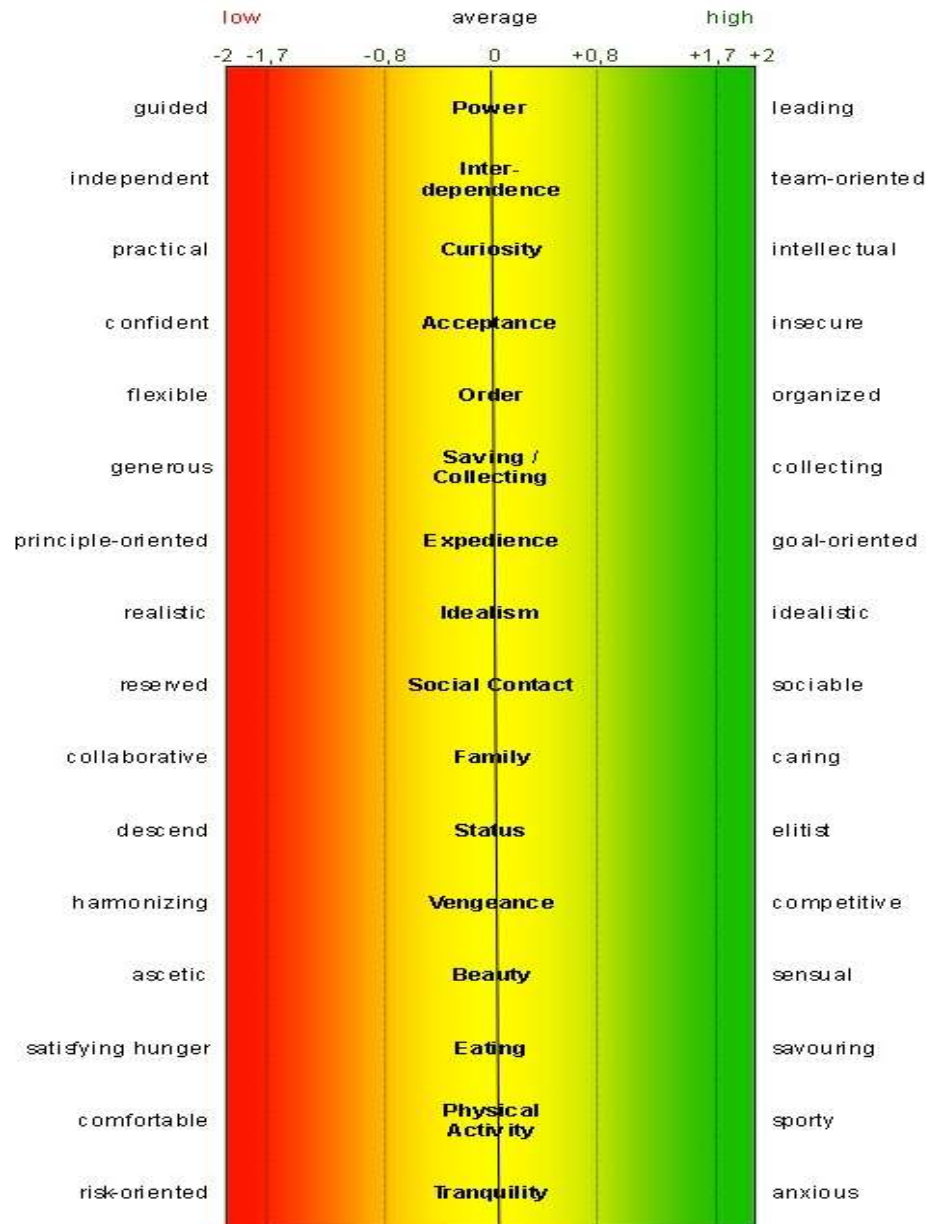
Engaged by:
Newsfeeds, Friends Lists, Chat



Explorers

Defined by:
A focus on exploring and a drive to discover the unknown.

Engaged by:
Obfuscated Achievements



Once you find out who you are designing for.....
 then you need match the mechanics

Mechanics

- Leader board
- Challenge/quest
- Badges
- Points
- Progress bars

Find the mechanics used in this game with Coca Cola Zero launch with Skyfall movie

<https://www.youtube.com/watch?v=LMLSMxi99xk>

How could we gamify....

- Team meetings
- Learning Syndicates
- Peptalk

Mark and Scott Kelly



Kelly McGonigal



What is your stress mindset?

- Stress is negative and should be avoided.
 - Stress depletes my vitality.
 - Stress inhibits my learning.
 - Stress impairs my performance.
- Stress is positive and can be harnessed.
 - Stress improves my vitality.
 - Stress facilitates my learning.
 - Stress enhances my performance.

Crum, Salovey, & Achor 2013
Yale University, Department of Psychology

Virtual Learning – Cindy Huggett

- Typical virtual class is.....approx. 60mins...15 learners
- Every 4mins participants should interact/engage
- Engage through poll, chat, screenshare, breakouts, hand up, questions, etc.
- Set expectations – screen shows groundrules/suggestion

Spaced Learning

- If you are designing a learning program with spacing in mind, you will present learners with a concept or learning objective, allow a period of time to pass (days, weeks, or months) and then present the same concept again. This might involve a few repetitions, or many, depending on how complex the content is.
- Little and often
- Connect to emotions
- Minaturise what you're building

The Neuroscience of trust

Paul Zak

OXYTOCIN

Ovation

Recognize Excellence



61%

Ovation explains **61%** of organizational trust.

Ovation is best when:

Unexpected
Tangible
Public

| eXpectation

Design Challenges



72%


eXpectation explains 72% of organizational trust.

eXpectation is best when:

Identify concrete goals.
Induce challenge stress.

| Yield

———— Crowd Source Processes



57%


Yield explains **57%** of organizational trust.

Give control of projects to others.

Allow learning through mistakes.

Transfer

Enable Self-Management




54%

Transfer explains **54%** of organizational trust.

Colleagues bid to do work.
Transfer increases energy and health.

Openness

Transparent Decision-Making




63%

Openness explains **63%** of organizational trust.

Communication is key.
Explain why something is done.

Caring

Intentionally Build Relationships



45%

Caring explains **45%** of organizational trust.

Recognize the emotions of others.

Allow your emotions to show.

Invest

Help Colleagues Grow x 3



49%

Invest explains **45%** of
organizational trust.

Whole person growth.
Forward looking reviews.

| Natural

Be Vulnerable



46%

Natural explains **46%** of organizational trust.

Ask for help.
Imperfection is appealing.

How trust creates joy

Experiments show that having a sense of higher purpose stimulates oxytocin production, as does trust.

Trust and purpose then mutually reinforce each other, providing a mechanism for extended oxytocin release, which produces happiness.

So, joy on the job comes from doing purpose-driven work with a trusted team.

simply ask, “How much do you enjoy your job on a typical day?”

Leadership Energy

Rejeev Peshawaria

The Iclif Leadership and Governance Centre or Iclif was created and Funded by Bank Negara Malaysia (The Central Bank of Malaysia) in 2003 as an independent non-profit organisation

Truly great leaders work to create a better future, but what makes them stand out is their ability to keep going in the face of overwhelming odds. Somehow, great leaders are able to summon a deep strength to go on when many others would simply give up

Work and Life in the 21st Century

Knowledge / Information >>> Googled

Taxis >>> Ubered

Communication >>> Whatsapped, Twittered, Messengered

Memories >>> Instagramed

Life / Relationships >>> Facebooked

Work >>> Bangalored

Employees >>> Free Agents

Leadership is the
art of **harnessing**
human energy
towards
the creation of a
better future



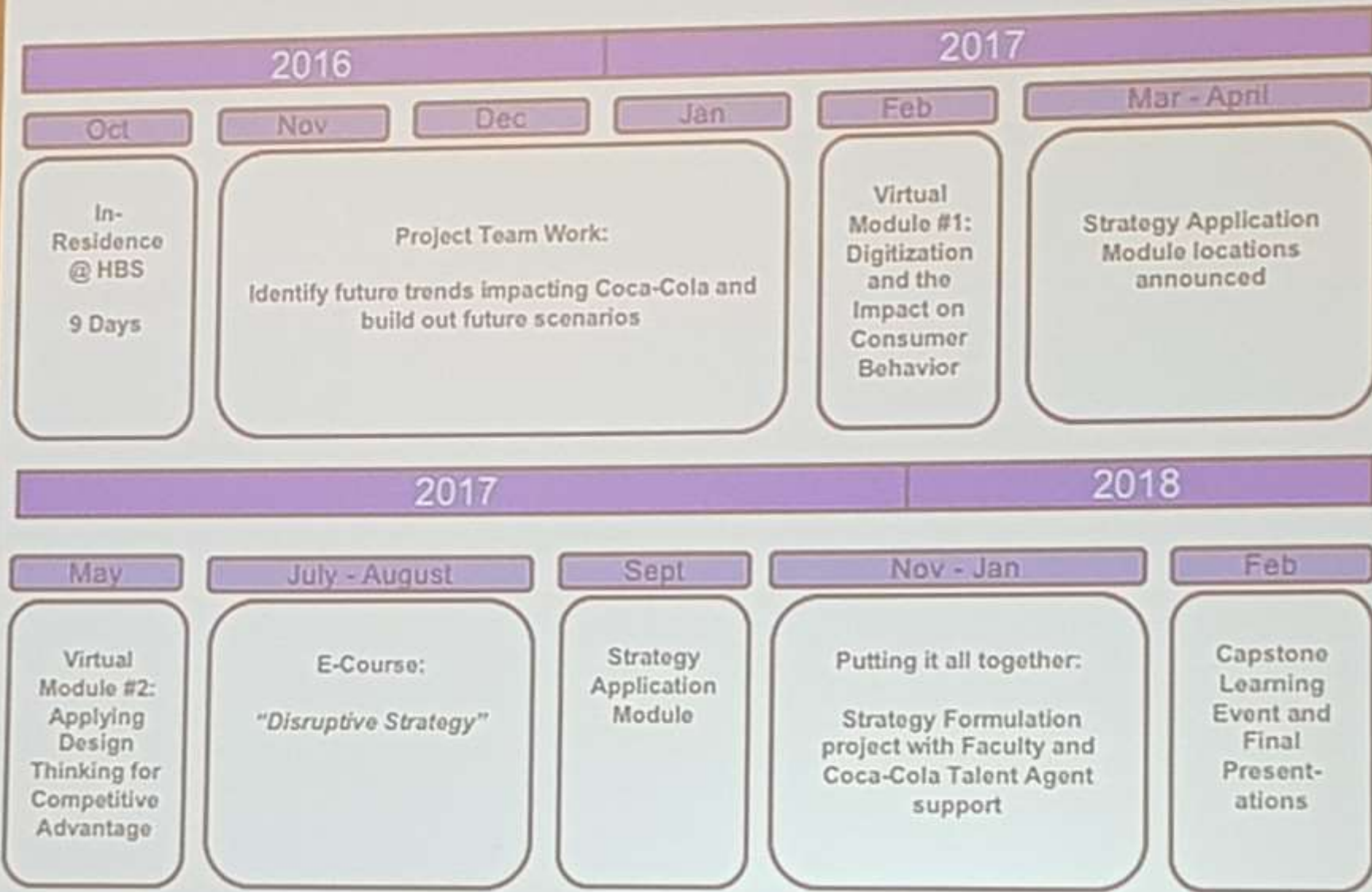
Leadership energy

Leadership energy must be self-discovered
though deep reflection;
through clarifying your intrinsic values,
identifying your life-purpose,
and developing the power of your mind.

Coca Cola and Harvard

- External focus
- CEO,ELT, Board input
- In 3-5 years what do leaders need to successful
- Discomfort from Harvard on WIP as they learn from learners and then evolve the curriculum
- New Coca Cola CEO has an agile philosophy

The Coca-Cola Contour Experience

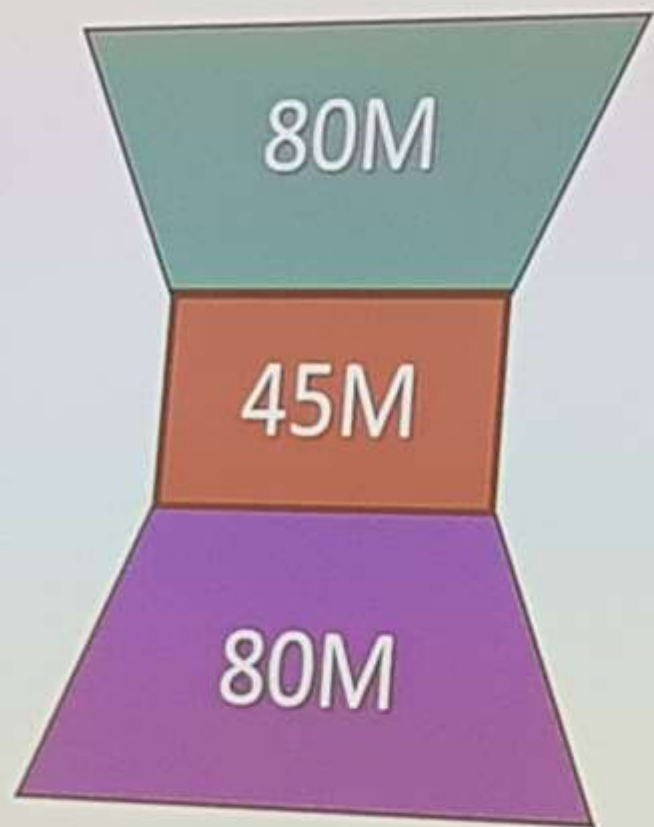


➤ Participants supported by Assessments and Talent Coaches

Harvard's fancy video conference facility

<http://www.hbs.edu/news/releases/Pages/hbx-live.aspx>

The U.S. Workforce Shift



Baby Boomers

GenXers

Millennials