Adding value through learning content curation
Discover 5 Days of Webinars

How We’re Shaping the Future of Learning
Your curators

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Solutions Consultant, Kineo
Agenda:

- The need for curation
- The opportunity for L&D
- A model for curation
- Case Study
- A tool for curation
- Wrapping up
3.5 Billion internet users worldwide in 2016

Over 1 Billion websites on the World Wide Web today

Content on the web is expected to increase by 500% in the next 5 years (2017-2022)

Over 3 Million new blog posts are published a day

Google now processes over 40,000 search queries every second

1.2 Trillion searches per year worldwide on Google alone
What do we mean by content curation?

The process of gathering information relevant to a particular topic, subject or audience and presenting it in a way that allows individuals to quickly and easily find what they need.
How familiar are you with learning content curation?

a) I’m an active curator of learning…

b) I’m interested in the concept…

c) I’m totally new to it and want to know more…

[Answer a, b, or c in the chat window]
The digital blizzard

Curation firmly on L&Ds agenda and standing out from the crowd.

But you want to know what to curate, what models to follow and how to promote content.

Kineo Insights report 2015/16: The digital blizzard
Our survey respondents, this time round, ranked it highly both as a trend they'd noticed and as something their learners have specifically asked for.

Download the Insights report:
http://resources.kineo.com/learning-insights-2017
# Global Sentiment Survey

<table>
<thead>
<tr>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Personalization/adaptive delivery</td>
<td>Collaborative/social learning</td>
</tr>
<tr>
<td>2. Collaborative/social learning</td>
<td>Personalization/adaptive delivery</td>
</tr>
<tr>
<td>3. Micro learning</td>
<td>Consulting more deeply with the business</td>
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<tr>
<td>4. Virtual and augmented reality</td>
<td>Mobile delivery</td>
</tr>
<tr>
<td>5. Consulting more deeply with the business</td>
<td>Micro learning</td>
</tr>
<tr>
<td>6. Showing value</td>
<td>Games/gamification</td>
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<tr>
<td>7. Mobile delivery</td>
<td>Neuroscience/cognitive science</td>
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<tr>
<td>8. Artificial intelligence</td>
<td>Showing value</td>
</tr>
<tr>
<td>9. Curation</td>
<td>Curation</td>
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<tr>
<td>10. Games/gamification</td>
<td>Developing the L&amp;D function</td>
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<tr>
<td>11. Neuroscience/cognitive science</td>
<td>Synchronous online delivery</td>
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<tr>
<td>12. Video</td>
<td>Video</td>
</tr>
<tr>
<td>13. Developing the L&amp;D function</td>
<td>Knowledge management</td>
</tr>
<tr>
<td>14. Personal knowledge mastery (PKM)</td>
<td>MOOCs</td>
</tr>
<tr>
<td>15. Other:</td>
<td>Wearable tech</td>
</tr>
<tr>
<td>16. MOOCs</td>
<td>Other:</td>
</tr>
</tbody>
</table>

Donald H Taylor  
*Global Sentiment Survey*
So why does learning content curation matter?

- Our skills have a shelf-life
- To stay smart, we need to look beyond traditional training
- To stay smart, we need continuous learning
- We learn better together: the power of collective intelligence
- The Content Shock Problem: Too much Content, Too Little Time
Don't wake up dumber than you went to bed!
The opportunity for L&D

Most people are simply too busy to do the digging.

This is where L&D professionals can help.
Not about control

70% of learners curate content for themselves

But only 14% of organizations have a curation strategy in place

TOWARDS MATURITY

Benchmark Report Nov 2016
The business case for curation

L&D can help by providing this service. As curators, you're:

- saving people time
- reducing costs
- giving people what they really want
- helping the organisation to stay agile
- providing a more responsive service
- creating a lasting resource
- supporting continuous learning
- harnessing collective intelligence
- adding value
A skillset for content curation

Seek > Sense > Share model

Personal Knowledge Mastery (PKM).

Harold Jarche

Filter through networks and CoP
Create individually and with teams
Discern with whom and when to share
A framework for content curation

5 key steps to effective curation

- Search
- Aggregate
- Filter
- Add value
- Promote
BDO case study

BDO commissioned Kineo to help them curate web content that mapped against their organisation wide competencies.

Resources were found from a variety of different sources, both free and paid for, and mapped against 6 core competencies.

Resources for each competency were categorised for different levels of experience – from admin to senior leadership. Further organisation of content assigned material to the 70/20/10 model. Duplication/outdated content removed.

Information such as descriptions/context, resource type, estimate of time required and other meta data was added.

Curated material to be made available on the BDO LMS and its existence communicated to all 3,500 learners.
<table>
<thead>
<tr>
<th>Level bracket</th>
<th>Title</th>
<th>Keywords</th>
<th>Other competency keywords</th>
<th>Resource type</th>
<th>Description and notes (e.g., publication date)</th>
<th>Source</th>
<th>Estimated learner time</th>
<th>70/20/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>10 Tips for Dealing with Change Positively in Your workplace</td>
<td>change; open mindedness; acceptance; flexibility; adaptability; responsiveness</td>
<td>vision (business thinking); questioning (communicating); emotional awareness; self awareness; managing self (developing self and others)</td>
<td>Article</td>
<td>Explains why humans are naturally afraid of change and provides 10 tips on how to help overcome your own fear of change in the workplace. 23 February 2015.</td>
<td>LinkedIn</td>
<td>6 mins.</td>
<td>10</td>
</tr>
<tr>
<td>1-2</td>
<td>Creative Resilience: 5 strategies to help you thrive during times of transition</td>
<td>change; open mindedness; acceptance; flexibility; adaptability; responsiveness; ideas; approaches; concepts; imagination; pressure; flexibility; adaptability; bounce-back ability</td>
<td>emotional awareness; self awareness; managing self (developing self and others)</td>
<td>Article</td>
<td>Describes what resilience is and describes five techniques for helping to develop your resilience and enhance your creativity, flexibility and positive thinking.</td>
<td>Creativity at Work</td>
<td>6 mins.</td>
<td>10</td>
</tr>
<tr>
<td>1-2</td>
<td>What is continuous improvement?</td>
<td>continuous improvement; productivity; efficiency; effectiveness</td>
<td>strategy; results focused; commercial performance (business thinking); best practice; grow; potential (developing self and others)</td>
<td>Article</td>
<td>Introduces and defines continuous improvement, explains when to use it and how best to practice it.</td>
<td>LeanKit</td>
<td>10 mins.</td>
<td>10</td>
</tr>
<tr>
<td>1-2 3-4</td>
<td>Eight ways to generate more ideas in a group</td>
<td>ideas; approaches; concepts; imagination; initiative</td>
<td>working with others; teams (collaborating)</td>
<td>Article</td>
<td>Discusses a few different techniques for brainstorming ideas as part of a group. (These techniques are also suitable for individual idea generation.)</td>
<td>Innovation: Management</td>
<td>3 mins.</td>
<td>10</td>
</tr>
<tr>
<td>1-2 3-4</td>
<td>Resilience in the workplace</td>
<td>pressure; flexibility; adaptability; bounce-back ability</td>
<td>emotional awareness; self awareness; managing self (developing self and others)</td>
<td>Article</td>
<td>Explores what resilience is, how workplaces can help employees to build their resilience, ways of enhancing your own resilience, and where to get help if you feel that you're struggling with resilience at work.</td>
<td>ABC Health and Wellbeing</td>
<td>6 mins.</td>
<td>10</td>
</tr>
<tr>
<td>1-2 3-4</td>
<td>The surprising habits of original thinkers</td>
<td>ideas; approaches; concepts; imagination; strategy; business thinking; vision</td>
<td>TED Talk identifying the habits of original thinkers, including research studies, and exploring strategies for creative solutions</td>
<td>Video</td>
<td>TED</td>
<td>TED</td>
<td>15 mins.</td>
<td>20/10/10</td>
</tr>
</tbody>
</table>
7 ways to add value

1. Empathy for the learner – what is going to be useful
2. Clear criteria – agree how content will be mapped
3. Identifying the most relevant and important content
4. Seek permission
5. Apply context and meaning
6. Share with the right people at the right time, in the best network for your users
7. Review, maintain and refresh as appropriate
What other ways have you seen curation used?

a) Mapped to programme?
b) Mapped to competencies?
c) Mapped to audiences?
d) Other

[Answer a, b, c or d in the chat window]
Seeking content

You could do this all manually:

• Check preferred sites every day for content
• Check Twitter, LinkedIn
• Set Google Alerts for all your topics
• Monitor RSS feeds
• Manually select the best links
• Copy and Paste into your LMS / Learning Platform

Repeat for every topic, every day...

Do you have the time?
AI is your friend – automate your filtering and aggregation
Anders Pink: Make Curation Easier with Automation

Automated Filtering

Based on your rules: Keywords, domains, Twitter influencers, RSS

Manual curation

Hand picked by you from automated streams and anywhere on the web
Make Curation Easier with Automation
And put it where people want it, using API

Automated Filtering
Based on your rules: Keywords, domains, Twitter influencers, RSS

Manual curation
Hand picked by you from automated streams and anywhere on the web

Learning platform Portal or LMS
Example: Content displayed on a Moodle / Totara LMS / or other learning portal …
10 Practical use cases for content curation

- Briefing internal teams on industry developments and trends
- Supporting blended learning:
  - Keeping staff engaged
  - Essential reading and updates
- Generate daily tips for microlearning
- Supporting social learning with content to spark discussion
- Latest thinking from specific sources – for leadership teams
- Tips on new products & technology for R&D and product launches
- Competitor tracking for sales teams
- Researching customers for sales & marketing
- Keeping customers updated with insights – support social selling
10 tips to take away…

1. Know your audience
2. Know your criteria
3. Use technology to save time
4. Apply context and meaning
5. Share with the right people at the right time, in the best network for your users
6. Agree trusted sources and use recognised influencers
7. Ask for feedback
8. Quality, Quantity and Frequency
9. Keep resources fresh
10. Build a habit, curation is continuous
Were here to help – Curation as a Service

**Curation strategy:**
- Decide what, how and where to curate
- Plan where and how to use curation in blends and wider learning
- Build curation as part of all learning initiatives

**Curation as a Service:**
- Curation set up and scope
- Create briefings and criteria
- Carry out curation as a service

**Anders Pink API:**
- Implement plugin or API to integrate with Totara
- Design layout and location for curated content
- Training to support you using Anders Pink

**Ongoing management:**
- Actively curate new content, monitor and maintain briefings
- Help to measure engagement
CONTENT CURATION FOR LEARNING
THE COMPLETE GUIDE FROM ANDERS PINK

WHY IT MATTERS
HOW TO DO IT RIGHT
TIPS, TOOLS & EXAMPLES

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