



Adding value
through learning
content curation

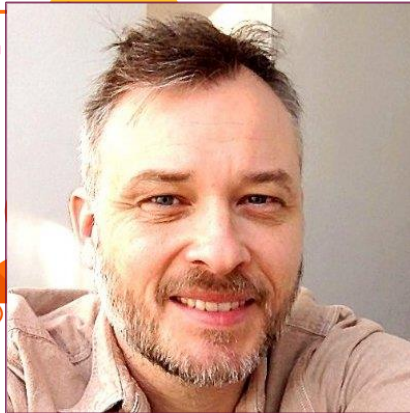


**HOW WE'RE
SHAPING
THE FUTURE
OF LEARNING**

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

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

Content on the
web is expected
to increase by

2022

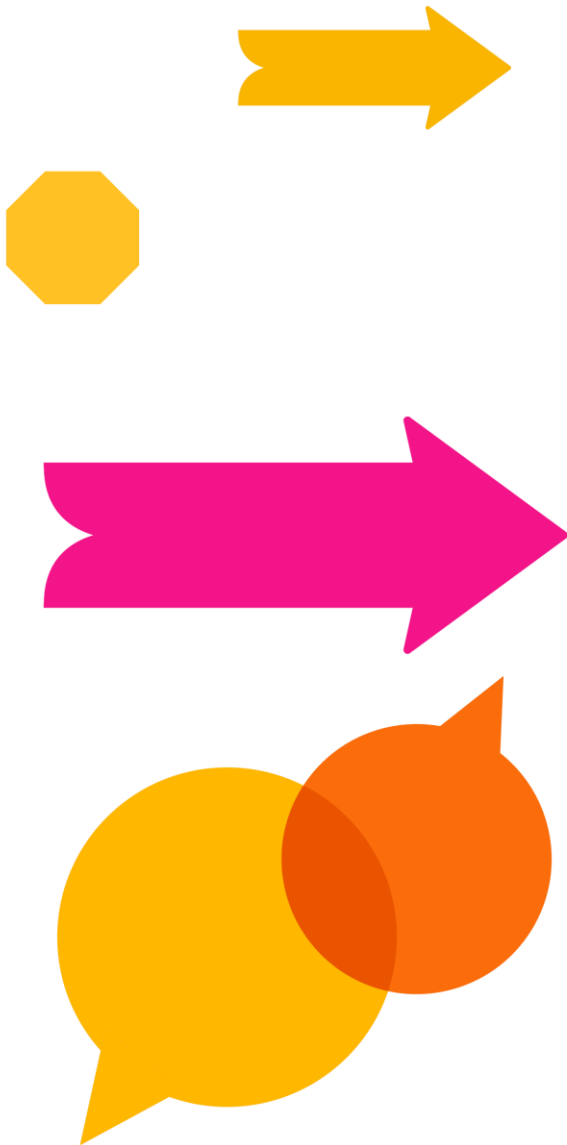
500%

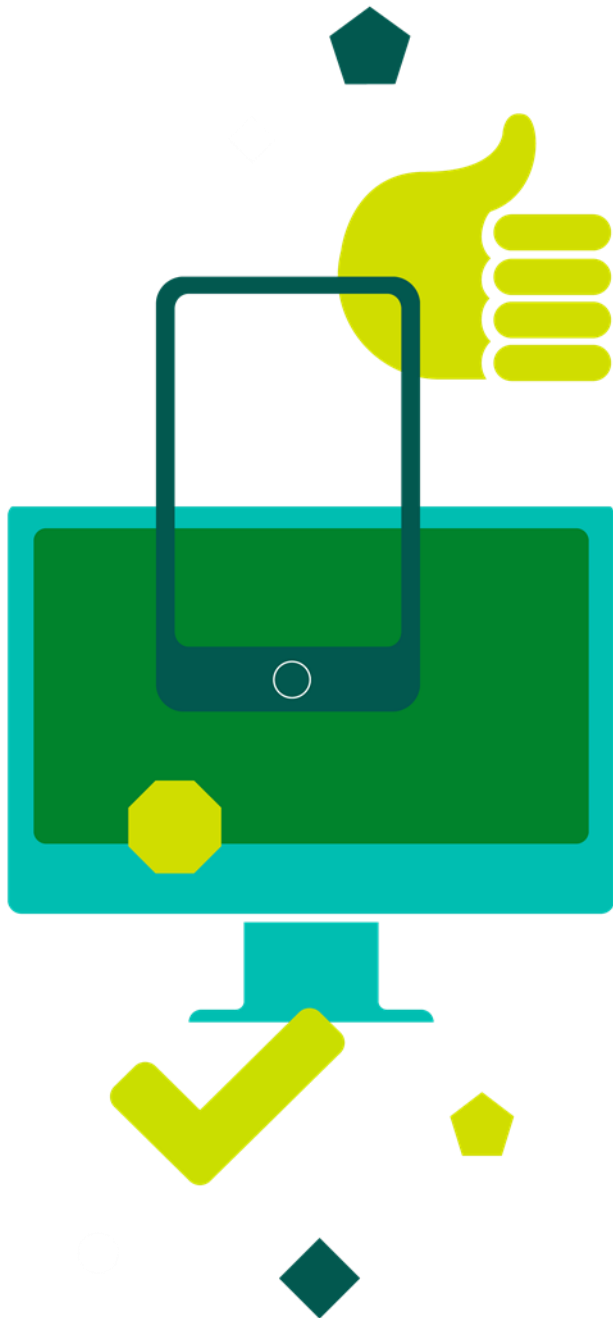
in the next
5 years

2017

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



Curation holding firm

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

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

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.



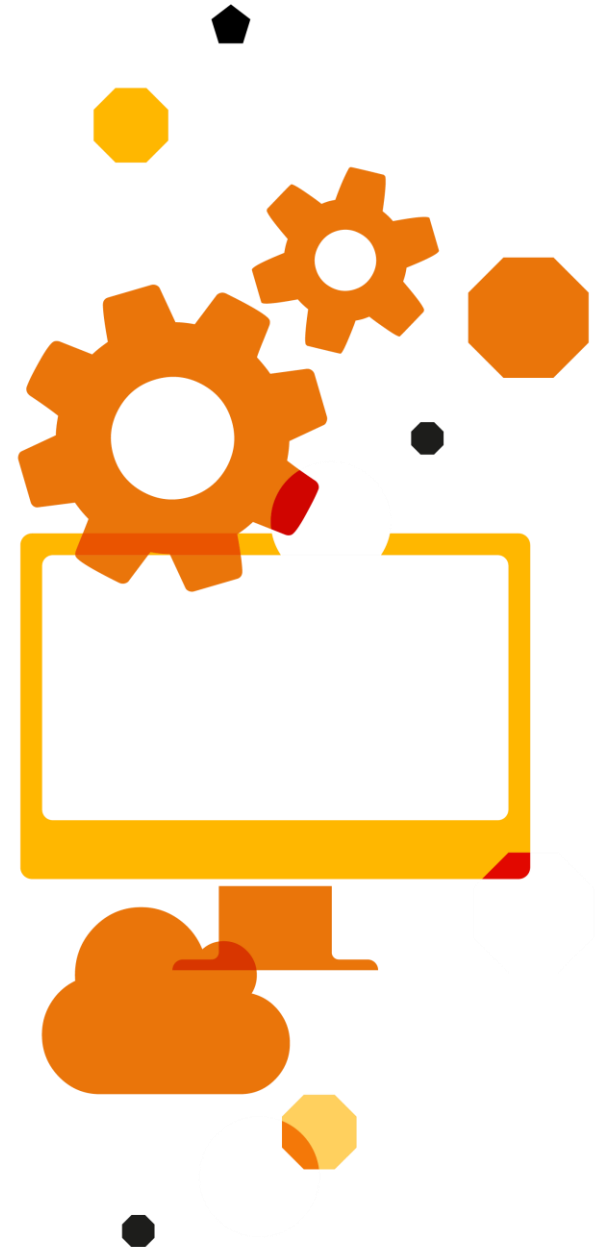
Not about control

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



Source: jarche.com

Filter



Create



Discern

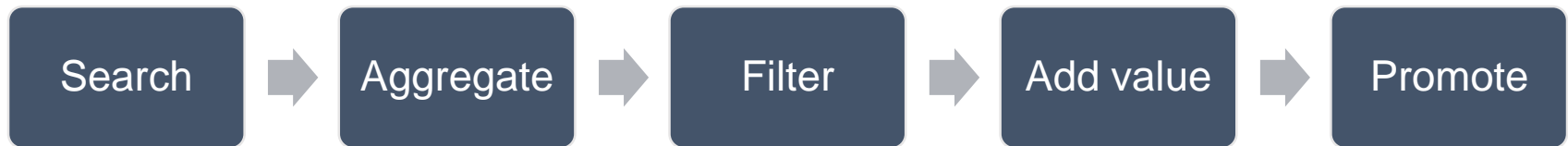
through networks and CoP

individually and with teams

with whom and when to share

A framework for content curation

5 key steps to effective curation



BDO case study

Search



Aggregate



Filter



Add value



Promote

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

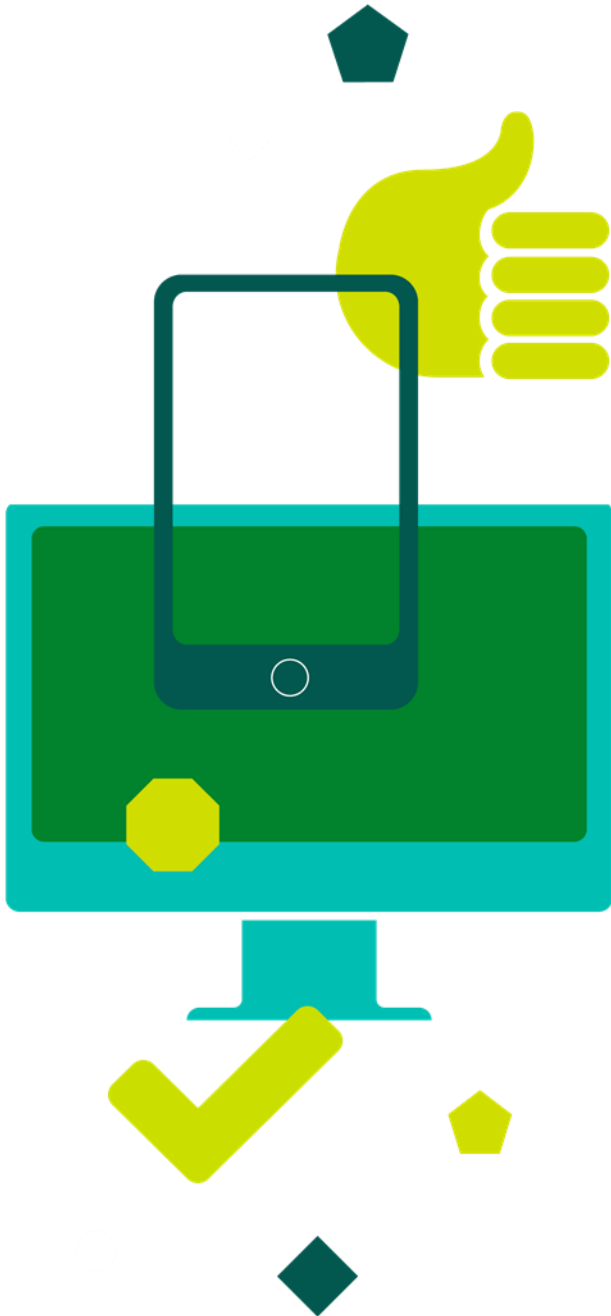
Curated material to be made available on the BDO LMS and its existence communicated to all 3,500 learners.



	A	B	C	D	E	F	G	H	I
1	Innovating and change								
2	Level bracket	Title	Keywords	Other competency keywords	Resource type	Description and notes (e.g. publication date)	Source	Estimated learner time	70/20/10
3	1-2	10 Tips for Dealing with Change Positively in Your workplace	change; open mindedness; acceptance; flexibility; adaptability; responsiveness	vision (business thinking); questioning (communicating); emotional awareness; self awareness; managing self (developing self and others)	Article	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.	LinkedIn	6 mins.	10
4	1-2	Creative Resilience: 5 strategies to help you thrive during times of transition	change; open mindedness; acceptance; flexibility; adaptability; responsiveness; ideas; approaches; concepts; imagination; pressure; flexibility; adaptability; bounce-back ability	emotional awareness; self awareness; managing self (developing self and others)	Article	Describes what resilience is and describes five techniques for helping to develop your resilience and enhance your creativity, flexibility and positive thinking.	Creativity at Work	6 mins.	10
5	1-2	What is continuous improvement?	continuous improvement; productivity; efficiency; effectiveness	strategy; results focused; commercial performance (business thinking); best practice; grow; potential (developing self and others)	Article	Introduces and defines continuous improvement, explains when to use it and how best to practice it.	LeanKit	10 mins.	10
6	1-2 3-4	Eight ways to generate more ideas in a group	ideas; approaches; concepts; imagination; initiative	working with others; teams (collaborating)	Article	Discusses a few different techniques for brainstorming ideas as part of a group. (These techniques are also suitable for individual idea generation.)	Innovation Management	3 mins.	10
7	1-2 3-4	Resilience in the workplace	pressure; flexibility; adaptability; bounce-back ability	emotional awareness; self awareness; managing self (developing self and others)	Article	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.	ABC Health and Wellbeing	6 mins.	10
	1-2 3-4	The surprising habits of original thinkers	ideas; approaches; concepts; imagination; initiative; flexibility	vision; strategy (business thinking);	Video	TED Talk identifying the habits of original thinkers, including research studies, and exploring strategies for generating original	TED	15 mins.	20 (case studies); 10
<div style="display: flex; justify-content: space-between; align-items: center;"> < > 1_business thinking 2_communicating 3_decision making 4_developing self and others 5_collaborating 6_innovating and change > </div>									

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

Update briefing

Save

[Cancel and go back](#)

[Delete briefing](#)

Name & Description

Add keywords (7)

Add influencers

Add domains (7)

Add RSS feeds

Add blocked domains (4)

Share

This is a preview of the type of content you'll see. Save to make your briefing live.



Amazing Power of Video Marketing

Fred G Stabline • linkedin.com • 6:09 PM



Share



Blogging for SEO in Muse 2017

moz.com • 5:13 PM



Share



Content on product category pages

moz.com • 5:13 PM



Share



The Top 8 Social Media Marketing Trends in 2017 [Infographic]

Joimer Gregorio • business2community.com • 3:05 PM



Share



moz.com • 8:11 AM



Share



3 Not-So-SEO-Friendly Trends to Watch Out For

Daniel Marks • moz.com • 8:11 AM



Share



8 Biggest Marketing Trends to Watch in 2017

George Beall • business2community.com • 4:34 AM



Share



10 Simple Tips for Marketing on Instagram

Andrew Medai • business2community.com • 4:12 AM




Share


Example: Content displayed on a Moodle / Totara LMS / or other learning portal ...



Leadership Reading




Like It or Not, You Are Always Leading by Example
hbr.org - 2w




The Attributes of an Effective Global Leader
hbr.org - 1d

One Column
Large images


Driverless Cars




Mercedes-Benz says driverless cars would hit a child on the street to save passengers inside
dailymail.co.uk - 1d



Amazing driverless cars in UK prove zenith of technology - SUCH TV
suchtv.pk - 1d



Obama: Driverless cars need to be able to make moral decisions
businessinsider.com - 2d



Infineon buys Innoluce to make lidars for driverless cars
businessinsider.com - 3d

Two Column
Large images

Top Elearning Blogs

Increase Employee Engagement and Happiness with Training
litmos.com - 15h

3 Skills for Women That Make Huge Organizational Change
opensesame.com - 17h

labouring into the network era
jarche.com - 23h

An Alternative eLearning Development Model for the Social Age
litmos.com - 1d

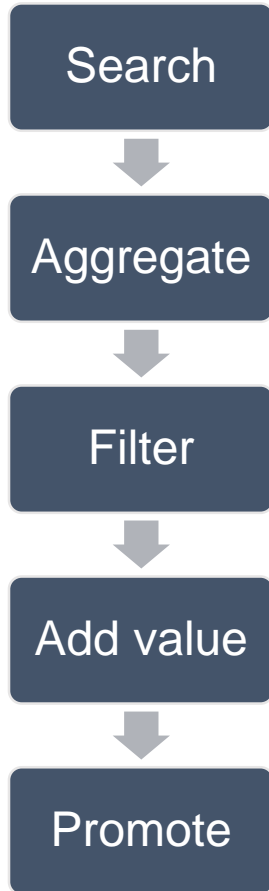
Gaming in Corporate Training: Asset or Liability for Employees?
topyx.com - 1d

One Column
Small images

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

Summary



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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 www.linkedin.com/company/anders-pink

 www.facebook.com/anderspinkcommunity

 www.plus.google.com/+Anderspink

 team@anderspink.com

www.anderspink.com

Q&A





Thank you!