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Social learning

Support your learners 100% of the way

Before we start, take a moment… why <u>is</u> there so much fuss about social learning in the workplace?

1. It's in fashion

2. Low cost

3. It's encouraged by the organisation

4. People are doing it anyway
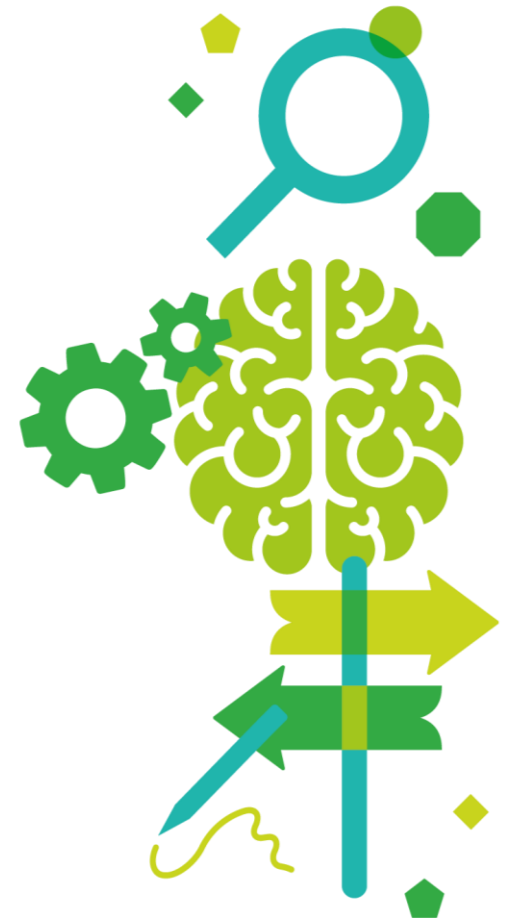
5. Availability of social tools & software

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Welcome…

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Head of Consulting

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Head of
Learning Design

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What is social learning?

What does 'social learning' mean to you?

Our definition of social

Our starting point is to look to the definitions of the words 'Social' & 'Learning':

Social /ˌsəʊʃəl/

Adjective
1. Relating to society or its organisation
2. Needing companionship and therefore best suited to living in a community

Noun
1. An informal social gathering, especially one organised by members of a particular club or group

Learning /ˈlɜː(r)nɪŋ/

Noun
1. The acquisition of knowledge or skills through study, experience or being taught

Source: Oxford English Dictionary

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The Kineo definition of social

"How knowledge and skills are acquired as a result of the social interaction with others."

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70/20/10 thinking…

Where do you think social learning takes place within the 70/20/10 framework?

1. 70 = Informal, situated learning
2. 20 = Collaborative, supported & facilitated learning
3. 10 = Formal, didactic style learning
4. All of the above

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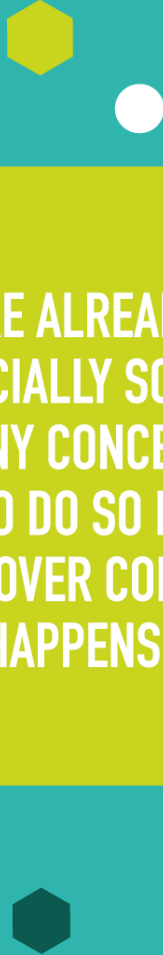A City & Guilds Group Business

So where does social learning take place in 70/20/10?

Isn't the answer 100?

- To learn socially is a part of what it means to be human
- To a lesser or greater extent we are doing it everyday
- To try and categorise and control it is missing the point
- To truly create social learning requires a recognition that people want and need to share and that the modern context is adapted around technology

100%

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IT SEEMS HUMANS ARE ALREADY PRETTY GOOD AT LEARNING SOCIALLY SO LET'S NOT GET HUNG UP ON ANY CONCEPTS OF 'SOCIAL LEARNING'. TO DO SO IS TO RISK OVER ENGINEERING OR OVER COMPLICATING SOMETHING THAT JUST HAPPENS NATURALLY.

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DIY social

In groups:

- Imagine you're together in the same organisation

- Pool your resources like technology, devices, people, experience etc

- Based on what you've got what could social learning look like?

- **Sharing** skills, experience, knowledge, etc..

- Is there anything else you would need?

- How will you get it off the ground?

Feedback – headlines by group

Round-up

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How

Our Experience… a positive story

Making Social Learning Work – Case Study

The problem:

Specific areas of customer service provision had been highlighted as requiring improvement.   Pockets of good practice existed, but were finding it difficult to share across the national network of staff.

The objectives:

- Enable colleagues to share best practice across the whole business

- Support colleagues to build and utilise new colleague networks

- Increase the recognition and value of collective problem solving

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Making Social Learning Work – Case Study

The approach:

- Working with the client we identified the nub of the problem was the need to be 'social & collaborative' versus the need to acquire 'knowledge and understanding'.

- Not re-invent the wheel, utilise the tools that were already embedded and working elsewhere within the business.

- Agreed on a 'social learning campaign' rather than a learning & development initiative.

- Target was to win the 'hearts & minds' of the workforce, blending communications, learning, sharing and celebrating.

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Making Social Learning Work – Case Study

The solution:

1. **Engagement** – recognised established networks and built interconnectivity between teams to share and establish a collective body of knowledge and shared experiences that underpin workplace practices.

2. **Facilitation** – built a sense of community through establishing a common identity by using a range of established media on a range of devices, e.g. photo sharing, storytelling, virtual and real team and individual coaching.

3. **Training & Tools** – Developed a modern blended approach. Using a range of communication channels and methods, email, posters, team briefings, and social media channels, L&D sought to engage hearts & minds of the workforce.

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Making Social Learning Work – Case Study

The results:

- Substantive evidence of increased sharing new ideas, and offering tried and trusted solutions between teams.

- Substantial recorded reduction in customer complaints.

- Massive increase in traffic across internal social channels within and beyond the limits of the programme.

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Performance support

Content

Content aggregator

Search engine

Micro learning

Just in time learning

Curation

Podcasts

Synchronous vs Asynchronous

LRS

Personalisation

Blogs

Chat

Analytics

Yammer   xAPI

Virtual classrooms

Skype

Discussion forum

Totara Social

Email groups

Enterprise social network

Social media (facebook, twitter, Instagram, pinterest etc.)

Community

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WE BELIEVE THAT THE KEY TO ORGANISATIONAL SOCIAL LEARNING LIES WITHIN THE DEVELOPMENT OF BEHAVIOURS THAT ENCOURAGE COLLABORATION AND SHARING, RATHER THAN MERELY ADOPTING THE NEW TECHNOLOGIES THAT HOST IT.

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Contact & LinkedIn

If you're interested in exploring the Kineo perspective on social learning

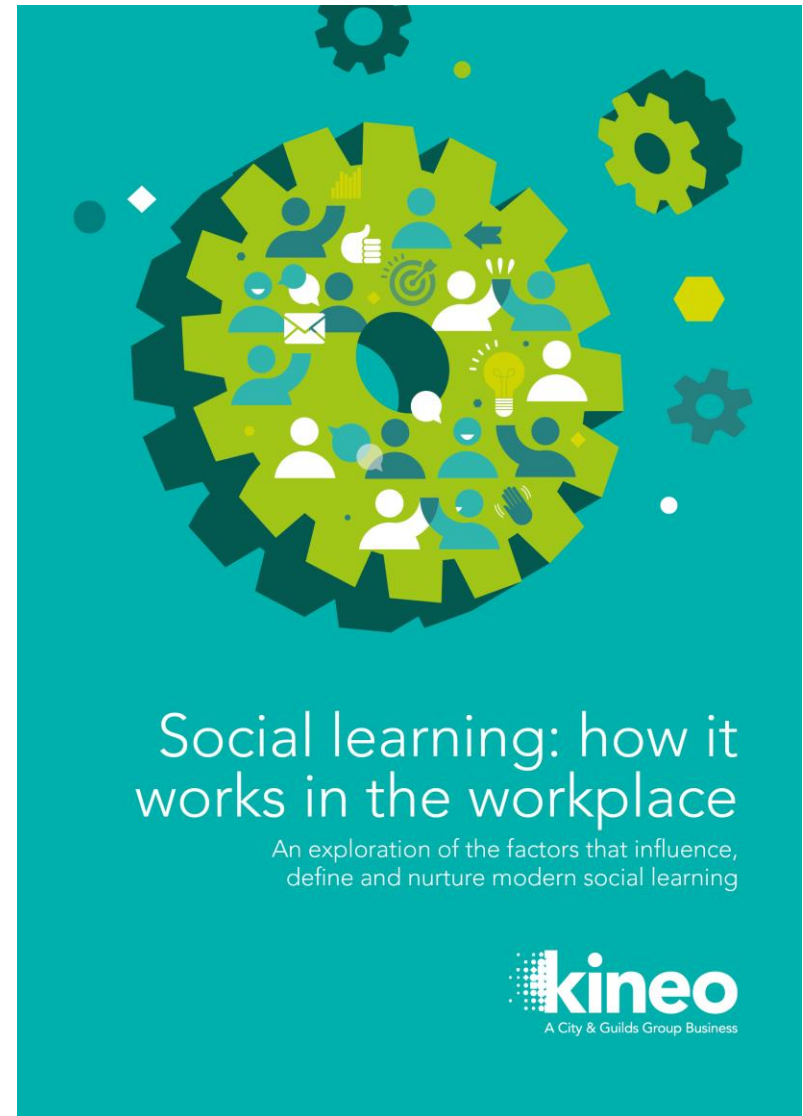Kineo Whitepaper - Social Learning: how it works in the workplace

bit.ly/social-whitepaper

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Social learning: how it works in the workplace

An exploration of the factors that influence, define and nurture modern social learning

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Discover how we're shaping the future of learning

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Discover
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SHAPING
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Learning

BANK

Thank you!