

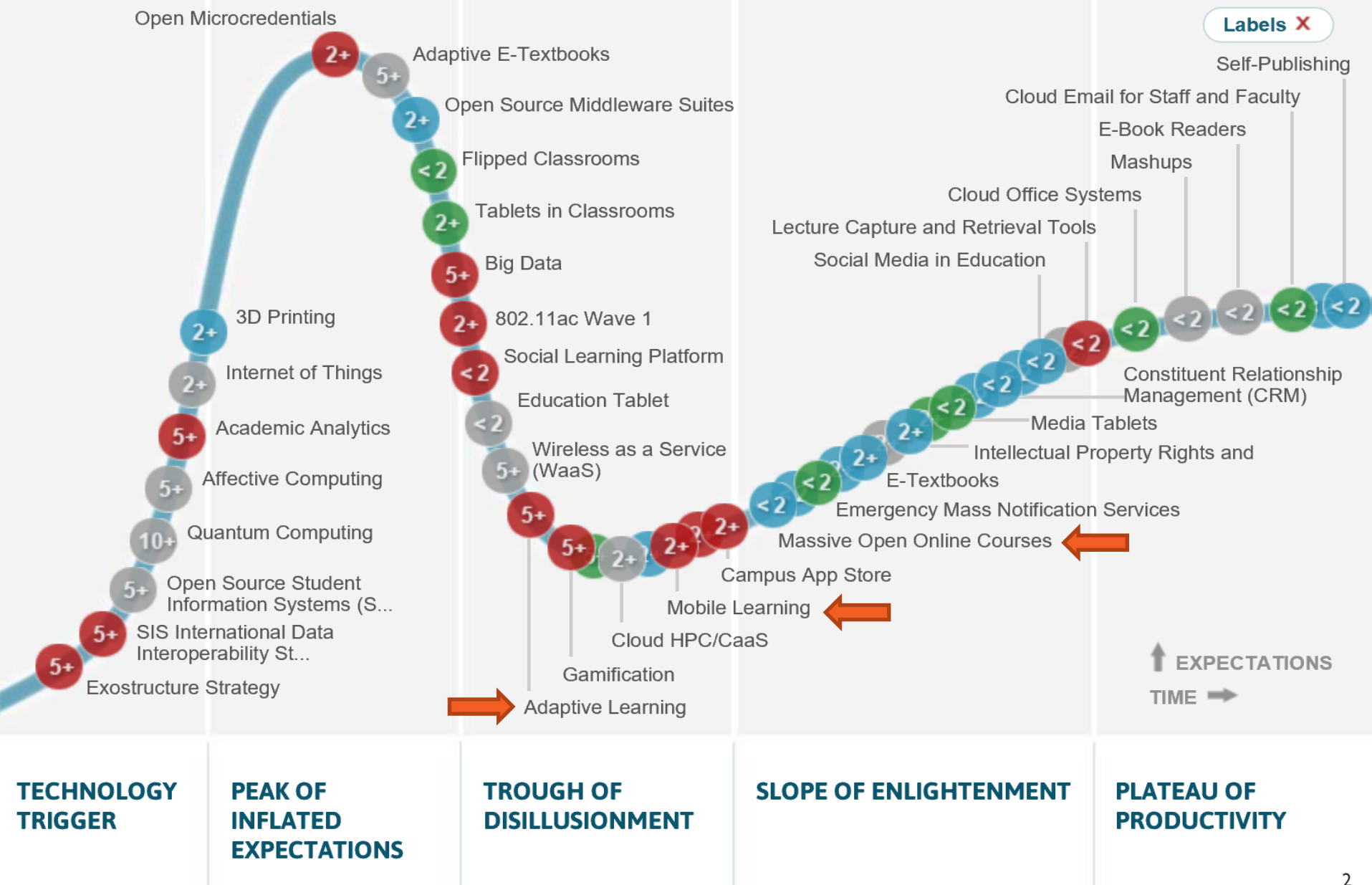


Forecasting Success: Learning Trends for 2017

January 24, 2017



Hype Cycle for Education – University of Minnesota



Learning Trends **AGENDA**

- Corporate MOOCs
- Content Curation
- Micro-Learning
- Spaced Learning
- Adaptive Learning
- Corporate Learning Applications
- Virtual Reality
- Machine Learning



Corporate MOOCs

TREND 10

- Part of a new choice of modalities to supplement ILT, VILT, WBT, blended learning
- On-demand
 - OR
- 100% online, asynchronous but time-bound
- High learner satisfaction

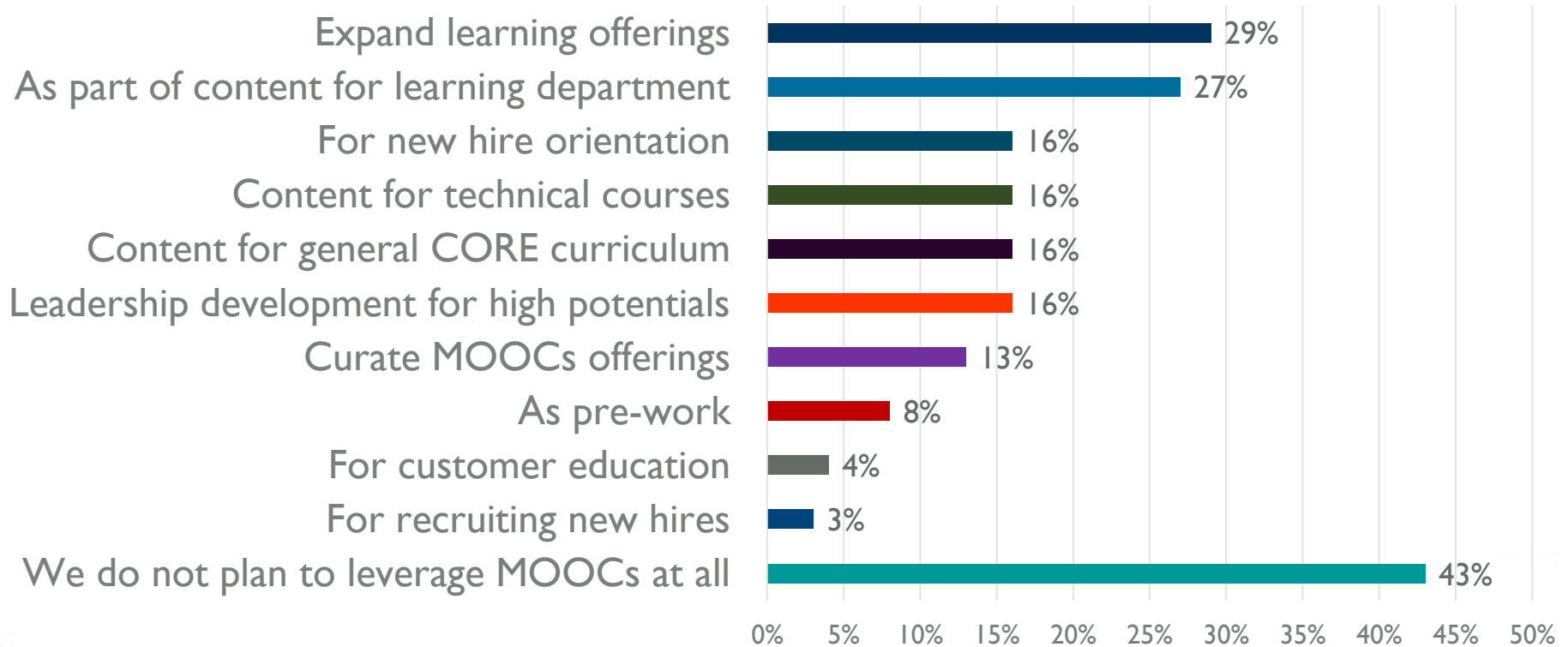
MOOCs

Expanding the Scope of Organizational Learning

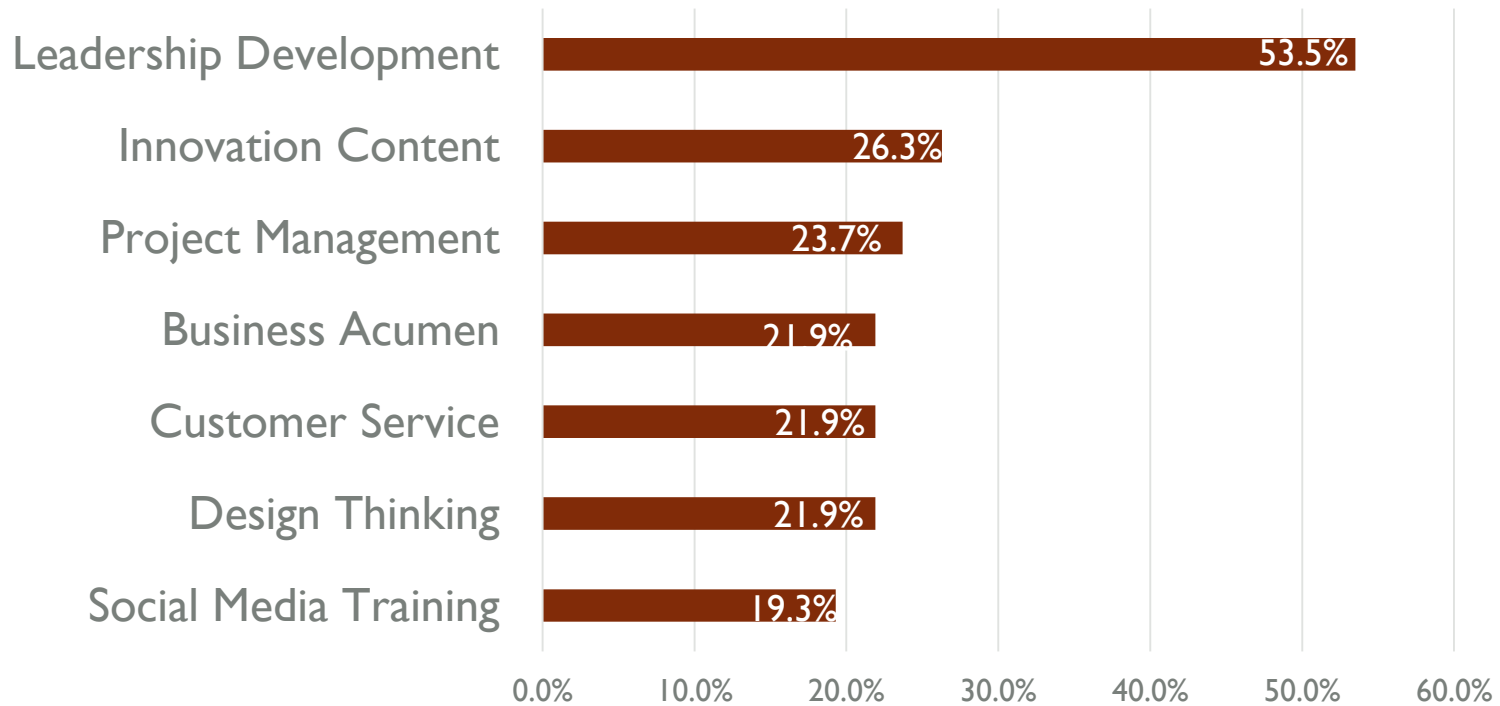
WHITEPAPER



How Organizations Plan to Leverage MOOCs (Massive Open Online Courses)



Leadership Development and Innovation Are Top Competencies for MOOCs



Question to ponder: What competency areas in your organization would curation of MOOCs have the most value?

Business Strategy and Financial Acumen

- **8-week online course**
- **Asynchronous**
- **Multiple sessions to over 3,000 Microsoft sellers**
- **Professors from INSEAD**
- **Intrepid corporate MOOC platform**
- **LinkedIn certificate from INSEAD**



INSEAD

The Business School
for the World™





Week 8: Dec 1 - Dec 7



Competitive Advantage

VIEW CONTENT

Assignments

YOUR ACTIVE ASSIGNMENT
"7. Evaluating Your Customer's Financial Decisions "

ASSIGNMENT

Start Assignment



MY ASSIGNMENTS

Previous Weeks 1-7



**WEEKS
1-7**

Available Here

VIEW CONTENT

Leaderboard

1500

Meet Up



Technical Support



**TECHNICAL
SUPPORT**

85%

COMPLETION



95%

Said the course will improve how they perform their job



99%

OVERALL
SATISFACTION
RATE



INSEAD

The Business School
for the World®



Are you planning on using corporate MOOCs?

1. Currently using/developing
2. Plan on using/developing in 2017
3. Not planning on using/developing



Content Curation

TREND 20

- Content curation can reduce or eliminate the need for paid off-the-shelf courses
- What competencies are fundamental to learner development?
- What capabilities does the organization promote?



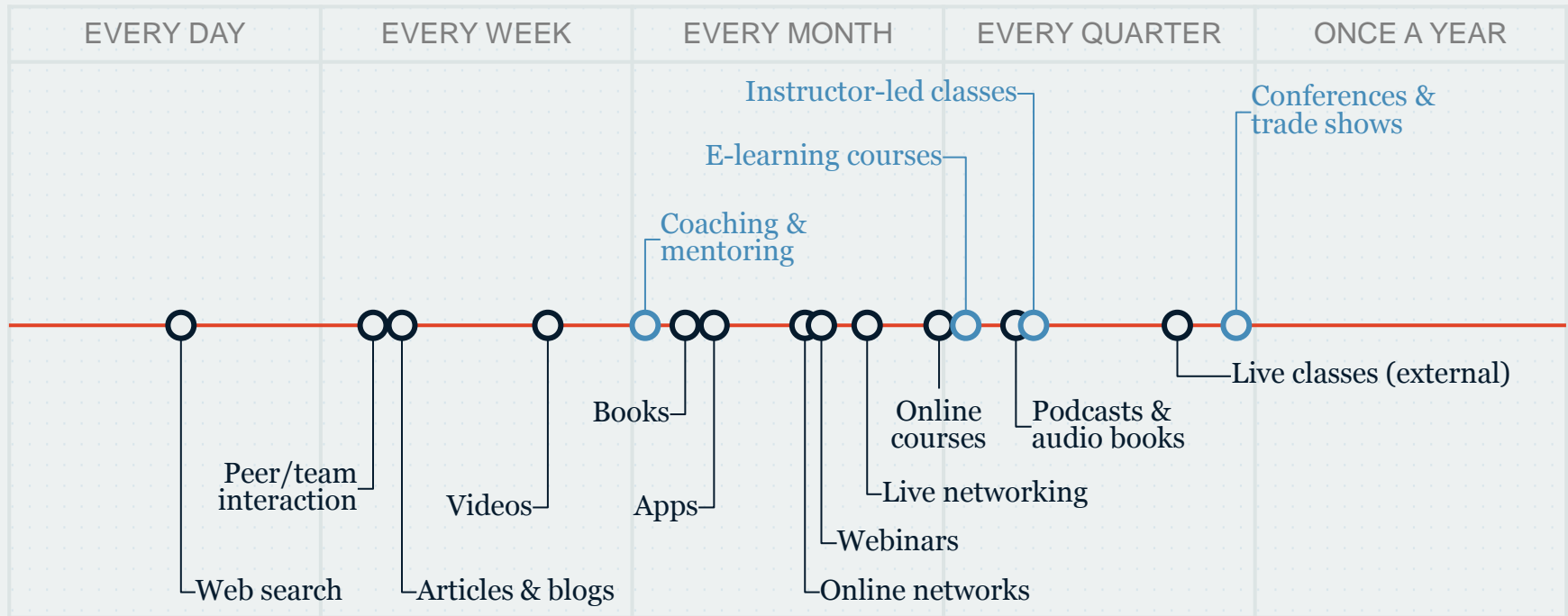


CAN YOU BUILD IT ALL?

People are looking *beyond* L&D for their learning and development.

L&D-LED

SELF-DIRECTED



Source: Degreed, *How the Workforce Learns in 2016*, 1/2016

Your Cigna University LANDING PAGE

Your Cigna Life | Modell, Micah G (CTR) HHH | Global Phone Directory | Search: Enter search words

Enterprise | Workplace & Culture | Careers & Performance | Self Service

Your Cigna University | Your Cigna Life > English > Careers & Performance > Your Cigna University

Search Cigna University

Great Places to Learn | **Your Learning Transcript Employee** | **Your Learning Transcript Manager**

Jane Doe | Current Learning

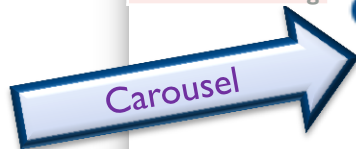
Learning Activity	Type	Start Date	Rating
Business Acumen	Invitation Only		☆☆☆☆☆ (2)
Customer-Centricity: Journey Mapping	Invitation Only		☆☆☆☆☆ (5)

Learning & Development Opportunities

Required Learning | Recommended Learning | What's New | Top Rated | Completed Learning

Easily find and access your required learning activities. Items you will typically find here include annual compliance, Cigna-required, or other mandated courses.

Learning Activity	Type	Due Date	Discussions	Rating
You do not have any required learning activities to complete at this time.				



- Competency-based learning
- Great places to learn
- Learning self-service
- Online books, videos, and periodicals
- Your learning transcript
- Your upcoming sessions

Cigna's Journey – Teach.Learn.Share.



Great Places to Learn

Resources at Your Fingertips

Finding Resources

Dedicated to showing how to search for learning resources on Your Cigna University



Finding Resources

Want to know how to find resources on Your Cigna University?

[Click here!](#)

Spotlight Topic

Dedicated to highlight a hot topic every quarter



SPOTLIGHT TOPIC

PERSONAL BRAND

Collaboration Corner

Dedicated space for users to recommend resources found on their own



COLLABORATION CORNER

Have you viewed a video, read a book, or visited a website you found interesting?

[Share it with us!](#)

What's Trending

Dedicated to highlight top 5 open source items accessed via Your Cigna University



Excel 2010 Tutorial For Beginners #1
Decision-Making: 10 Dimensions of Good Decisions
10 Effective Time Management Tips
7 C?'s of Effective Communication
10 Ways to Improve Your Listening Skills

Competency-Based Curated LEARNING

Competency-Based Learning



This page contains recommended content that is external to Cigna. Use the Search Cigna University field above for a complete search of all Cigna University resources.

Title ▼	Description	Type	Competency
.NET Design Patterns	Article presenting links to examples of a number of code patterns	Article	Technical Learning
.NET Design Patterns Tutorial for Beginners and Professionals	Article on popular design patterns. Contains links to numerous other articles and examples	Article	Technical Learning
10 Strategies for Success Abroad	Working across cultures requires a diverse skill set and a different approach from business in general. Regardless of which cultures are being bridged, certain strategies are crucial to international business success. Here are our top ten strategies for interacting with people from different cultures.	Article	Cross-Cultural Agility
10 Communication Secrets of Great Leaders	Article presenting essential Communication skills for leaders and why they are important.	Article	Directing Others
10 Effective Time Management Tips	Review this webinar that outlines the 10 effective time management tips.	Course	Priority Setting
10 Hot Careers in the Health Industry	Everyone knows that the health industry has career options that provide exceptional pay and superb stability. This article describes some hot careers in the health industry that you'll want to consider.	Article	Career Ambition
10 Steps to Effective Listening	Online Article on 10 steps to becoming a better listener. Methodology and tips.	Article	Interpersonal Savvy
10 Strategies for Overcoming Language Barriers	Language barriers are a common challenge in international business settings—and a two-way process. What native speakers often don't realize is that frequently it is not the other person's	Article	Cross-Cultural Agility

Curated Content in Specialized PLATFORM



Home Browse Profile

Search



Don
0 pts

Featured Content



ARTICLE
| FROM THE PATHWAY THOUGHT
LEADERS: CHANGE MANAGEMENT

Leading Change (Step 5): Empower Broad Based Action

In my previous posts on John Kotter's Eight Steps for Leading Change, I covered the roles of senior leadership and the guiding coalition in preparing the organization for a major change effort. From creating a sense of urgency to communicating the c...



ARTICLE
| FROM THE PATHWAY THOUGHT
LEADERS: CHANGE MANAGEMENT

Leading Change (Step 8) - Anchor Change in the Culture

Few outcomes are worse for an organization than devoting significant resources and time to an institutional change effort only to have the enterprise ...

[#change management](#)



ARTICLE
| FROM THE PATHWAY THOUGHT
LEADERS: FOCUS ON THE CUSTOMER

Why it pays to profile your customers Marketing Donut

Establishing a customer profile can give you the information you need to generate business from new and existing punters. Tom Whitney finds out how t...

[#customer focus](#)



ARTICLE
| FROM THE PATHWAY THOUGHT
LEADERS: CHANGE MANAGEMENT

Building the Team You Need to Drive Change

Major organizational change is not something that can be driven from the top down by the CEO alone. It requires a team of people powerful and account...

[#change management](#)

Are you planning on curating content?

1. Currently curating content
2. Plan on curating content in 2017
3. Not planning on curating content



Microlearning

TREND 30

- Microlearning uses short learning bursts instead of one-hour online courses
- How long will it take me to complete this learning?



Product Learning BURSTS

- Improve customer interactions by better positioning products
- Quick bursts of learning to fit audience
- Branded to market training
- Templated approach for speed to market

Military Banking

Positioning: Serving the Unique Needs of Military Families
Our program features product discounts and special rewards. Whether customers have served in the past or are active service members or reservists, we are here to help our customers achieve the financial goals that matter most.

Who to Target **What to Say** **Resources**

Click each image to learn more.

Introduction

Savings and Liquidity

Savings and Liquidity: A Win for the Customer and Bank
values its customer relationships, delivering expertise and resources that enable clear money management and individualized guidance to assist customers in making the most of their savings and achieving financial well-being.

Characteristics **Conversation** **Resources**

Click each image to learn more.

Introduction
Value to Our Customer
Standard Savings
Premiere Money Market
Positioning
Next Steps

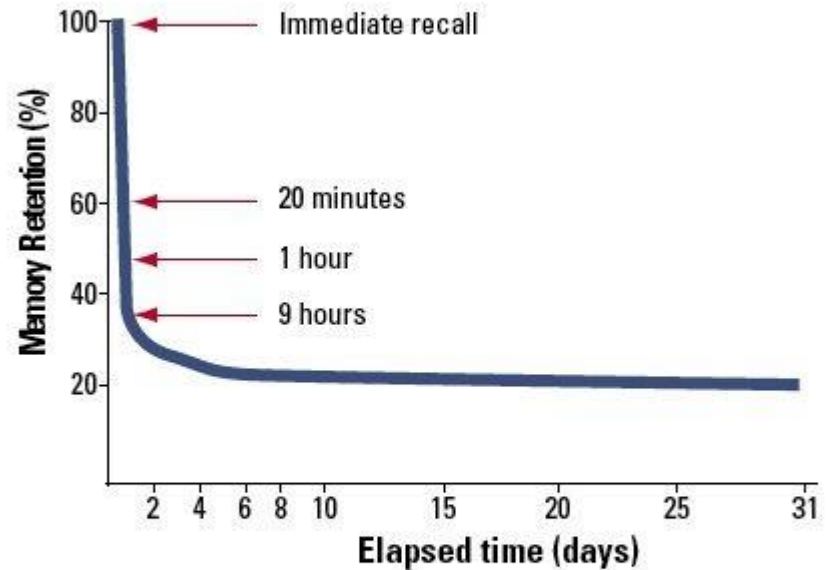
EXIT | NAVIGATION

The image shows two overlapping screenshots of a product learning interface. The top screenshot is for 'Military Banking' and the bottom is for 'Savings and Liquidity'. Both screenshots show a navigation menu on the left, a main content area with a title and description, and a grid of images with a 'Click each image to learn more.' prompt. The bottom screenshot also includes a footer with 'EXIT | NAVIGATION'.

Spaced Learning

- Spaced repetition is a learning technique that incorporates increasing intervals of time between subsequent review of previously learned material in order to exploit the psychological spacing effect

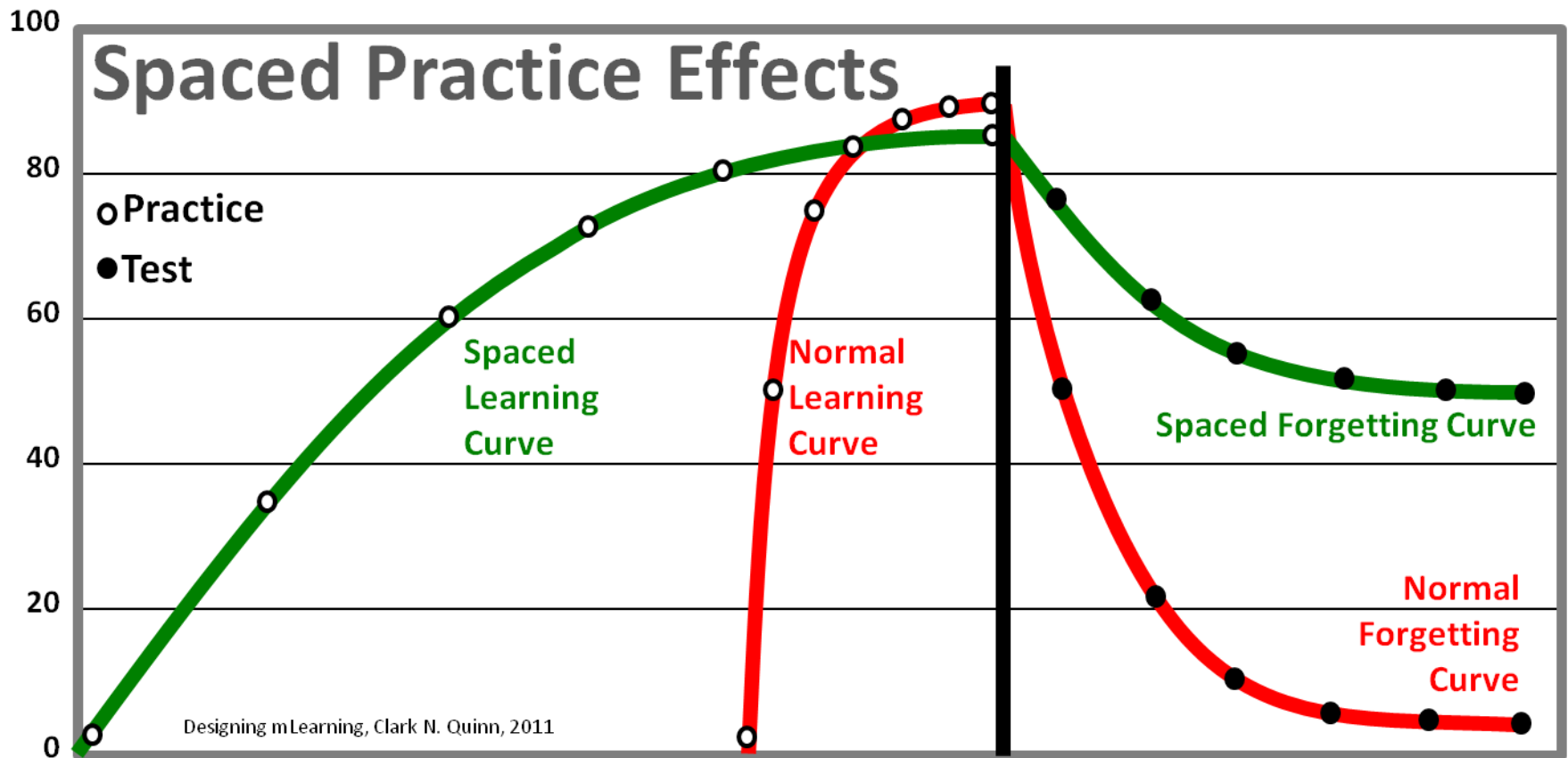
FIGURE 1.
The forgetting curve



The “forgetting curve” was developed by Hermann Ebbinghaus in 1885. Ebbinghaus memorized a series of nonsense syllables and then tested his memory of them at various periods ranging from 20 minutes to 31 days. This simple but landmark research project was the first to demonstrate that there is an exponential loss of memory unless information is reinforced.

Stahl SM, Davis RL, Kim D, et al. *CNS Spectr.* Vol 15, No 8. 2010.

Leverage SPACED LEARNING

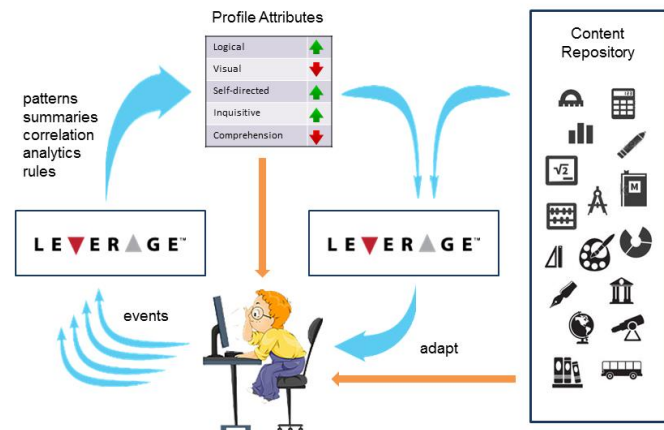


Adaptive Learning

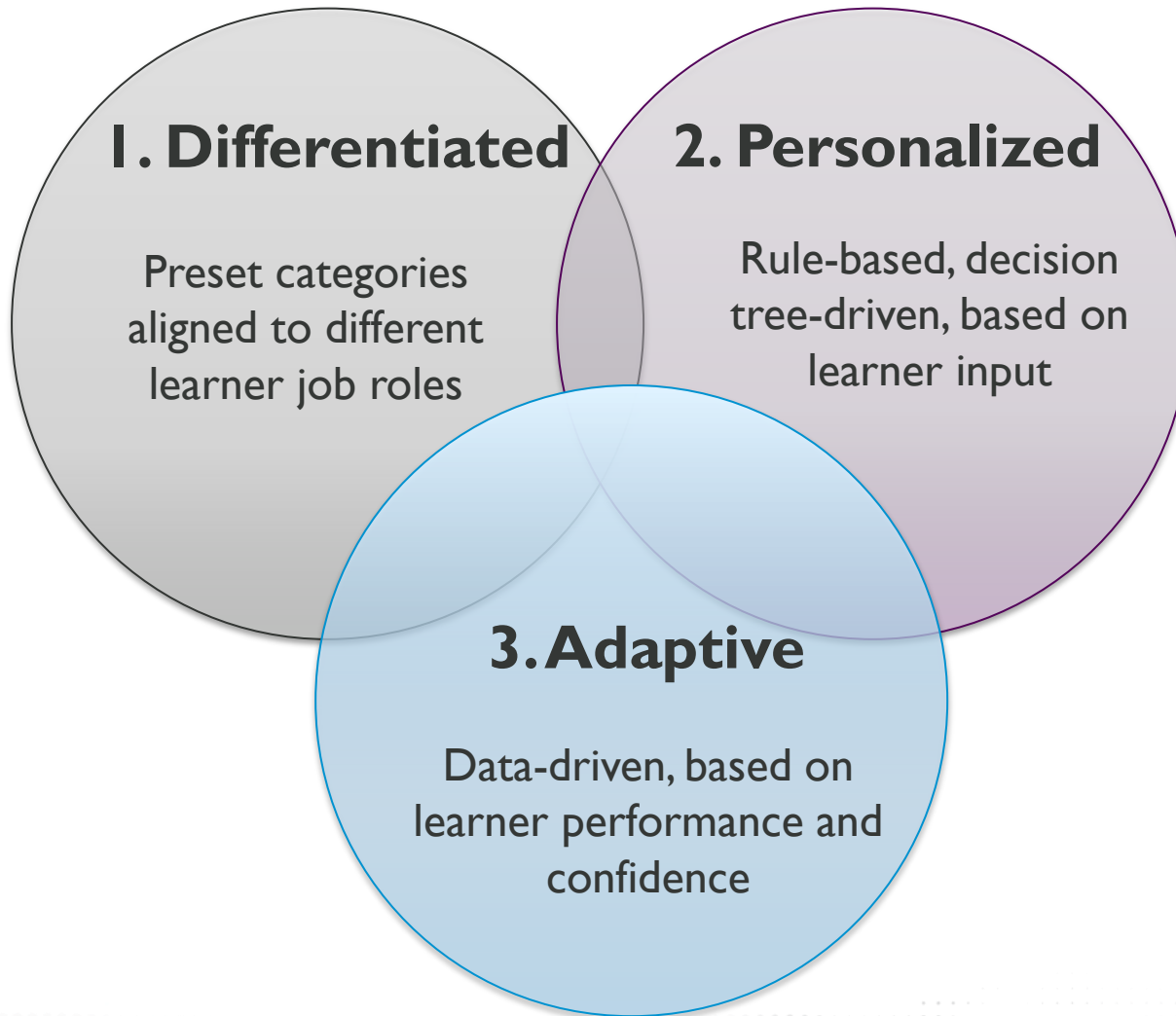
- Adaptive learning is an education technology that can respond to a student's interactions in real time by automatically providing the student with individual support



Leverage Adaptive Learning



Different Types of Learner-Centric **APPROACHES**



Adaptive Learning **PRINCIPLES**

Adaptive learning means understanding at a granular level what each piece of content is supposed to be doing.

- You have to understand and have real data on content
- You really have to have a detailed understanding of how the content is working:
 - Is the instructional content teaching what it was intended to teach?
 - Is the assessment accurate in terms of what it's supposed to assess?
 - Can you calibrate that content at scale so you're putting the right thing in front of the learner, once you understand the state of that learner **in real time?**

Adaptive Learning PLATFORM



Adaptive TESTING



Multiple Choice

Which screen can an Android phone owner use to quickly see information that's important to them, such as destination searches, recent phone calls or the day's weather?



- The Android Auto App screen
- Android Auto home screen
- The Android Auto What's New screen

How confident are you?

Low

Medium

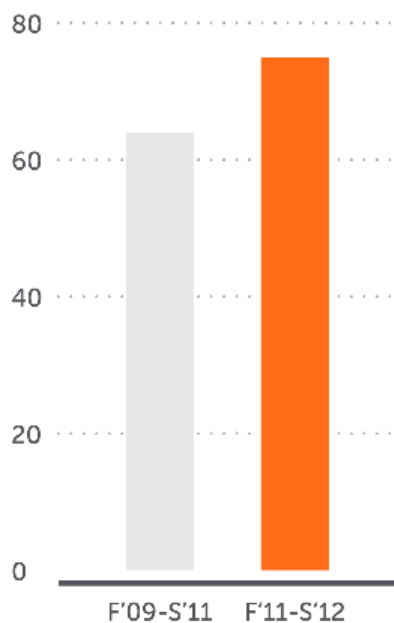
High



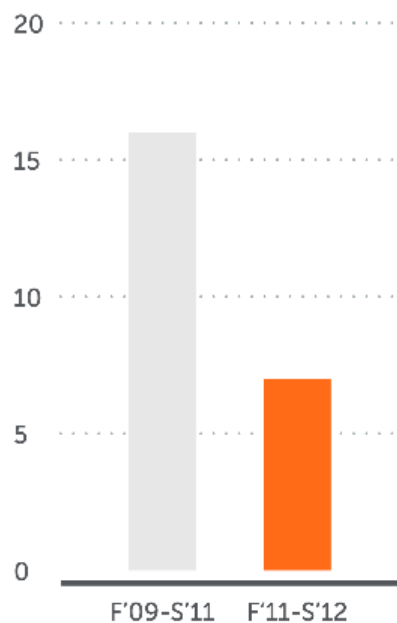
Adaptive Learning **EFFECTIVENESS**

Arizona State University Math Courses

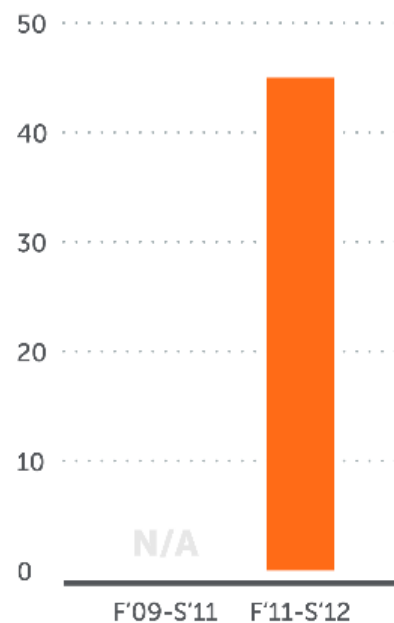
Pass Rate
17% increase



Withdrawal Rate
More than halved



Early Completion Rate
Finished 4 weeks earlier



Source: Arizona State University and Knewton evaluation

Corporate Learning Apps

TREND 6

- More than 100,000 learning apps available on app stores
- Corporate app stores?
- How do we develop, control, and use apps for learning?



Virtual Reality

TREND 70

- Virtual reality headset allows you to seamlessly look around the virtual world just as you would in real life
- Opens up a whole new world of training opportunities



Machine Learning

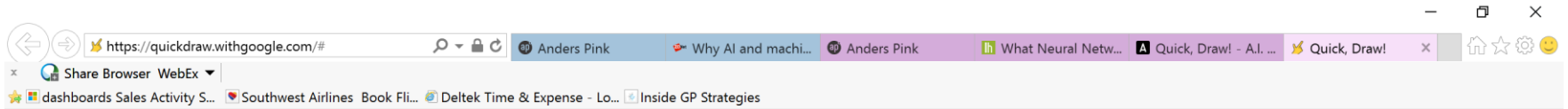
TREND 8

- Machine learning is a type of artificial intelligence that provides computers with the ability to learn without being explicitly programmed
- What impact can machine learning make on learning?



Google Quick Draw

<https://aiexperiments.withgoogle.com/quick-draw>



Can a neural network learn to recognize doodles?
See how well it does with your drawings and help teach it,
just by playing.

Let's Draw!

This is an
A.I.
Experiment

Made with
some friends from
Google

[Privacy & Terms](#)



Google Quick Draw

<https://aiexperiments.withgoogle.com/quick-draw>

Well drawn!

Our neural net figured out 4 of your doodles.
But it saw something else in the other 2.
Select one to see what it saw.

X cell phone X dragon ✓ wheel ✓ diamond ✓ nail ✓ squiggle

Share your drawings

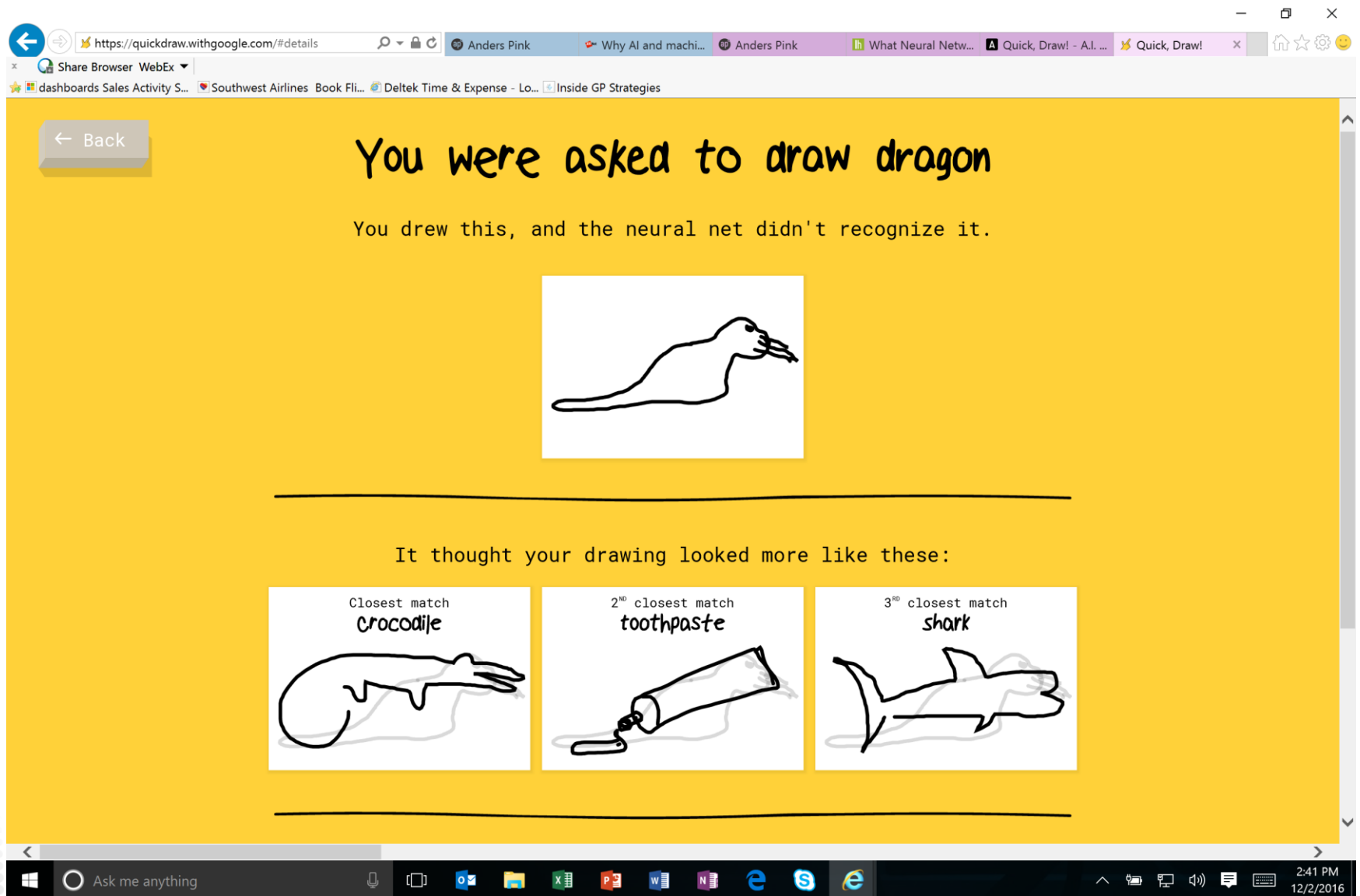
Twitter Facebook Google+

Play Again

2:39 PM 12/2/2016

Google Quick Draw

<https://aiexperiments.withgoogle.com/quick-draw>

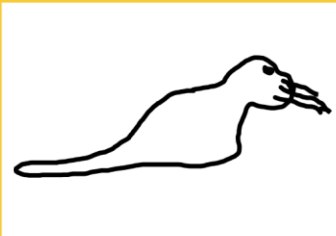


The screenshot shows a web browser window with the URL <https://quickdraw.withgoogle.com/#details>. The page has a yellow background and a "Back" button in the top left. The main heading reads "You were asked to draw dragon". Below this, it says "You drew this, and the neural net didn't recognize it." and shows a simple line drawing of a dragon. A horizontal line separates this from the next section, which says "It thought your drawing looked more like these:". Below this are three boxes, each with a drawing and a label: "Closest match crocodile" (a crocodile), "2nd closest match toothpaste" (a tube of toothpaste), and "3rd closest match shark" (a shark). The Windows taskbar is visible at the bottom of the screen.




← Back

You were asked to draw dragon

You drew this, and the neural net didn't recognize it.



It thought your drawing looked more like these:

<p>Closest match crocodile</p> 	<p>2nd closest match toothpaste</p> 	<p>3rd closest match shark</p> 
--	---	---



gpstrategies.com

Don Duquette

Executive Vice President, Learning Solutions

dduquette@gpstrategies.com

LinkedIn: [linkedin.com/in/donduquette](https://www.linkedin.com/in/donduquette)

Twitter: [@dduquette](https://twitter.com/dduquette)

