

Helping Learners Learn in the Digital Era

Building a Foundation for Success

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Session Topics

- Understanding the digital competencies required for learning success
- Creating a digital learning culture
- Assessing employees' baseline competencies
- Increasing digital literacy through both formal and informal learning
- Identifying and promoting subject matter experts and digital mentors
- Creating an infrastructure for ongoing digital development





LEARNING AND DEVELOPMENT IN THE DIGITAL ERA

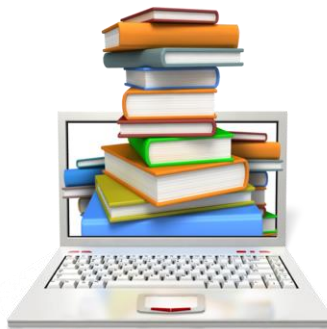
New Employee Orientation

- Self-paced online orientation programs
- Virtual cohorts
- Digital buddy systems
- New hire wikis



Digital Learning

- E-learning and online learning platforms
- Videos
- MOOCs
- Tablet-based and other mobile learning
- Simulations and games



Skills Management

- Skills assessment
- Enhanced skills database through user-generated profiles
- User-generated learning and development plans



Social Learning

- Adding social elements to learning platforms
- Informal learning and social learning
 - **Where:** Private social networks, intranets and other internal business systems
 - **How:** Advanced search features, identified subject matter experts, digital communities of practice, wikis



Leadership Development

- Leadership blogs
- Support and mentoring groups
- Shared best practices
- Individual e-mentoring
- Leadership wikis





ARE YOUR LEARNERS READY TO LEARN?

Digital Literacy

- The new digital divide is based on knowledge and use
- Even “digital immigrants” need to learn how to function like “digital natives”
- Addressing digital literacy and digital competency issues is increasingly important
- An LIY (learn it yourself) approach to new technologies is no longer effective (if it ever was)
- Employees must be “taught how to learn”

When Learners are Poorly Prepared

1.



This looks interesting...

2.



Go here! Do this! Wait, no this!

3.



Huh? I'm so confused!

4.



I'm going back to what I know!

Logic and Concepts

*Training is necessary to create strong users, and the required training should not just focus on the **literal** aspects of how to use specific tools and platforms. Rather, there needs to be an emphasis on understanding the underlying **logic** behind new technologies and developing transferable skills that can be used across a wide range of platforms.*

From “Digital Era Success: 5 Building Blocks”



Digital Competency Areas

- Digital Era Concepts
- Digital Tools and Systems
- Social Technology Features, Platforms, and Tools
- Digital Engagement Skills and Tactics
- Management
- Leadership

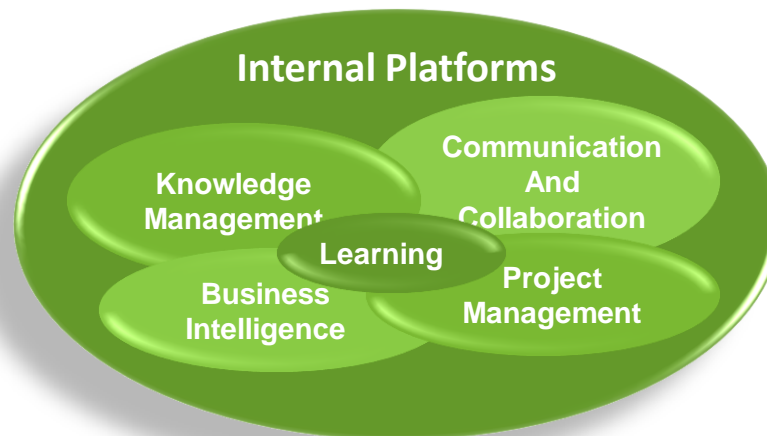
Digital Era Concepts

3D Printing
Augmented reality
Biometrics
Bitcoin
BYOD
Channel
Cloud computing
CMS
Community of practice
CRM
Crowdsourcing

Curation of content
Digitization
DDoS
e-Discovery
Gamification
Hacking
MOOC
Platform
Privacy
SaaS
SEA, SEM, SEO

Digital Tools and Systems

- Digital tools include
 - Email, chatting/instant messaging, the Microsoft Office suite of products (and equivalents)
 - Photo and video editors
- Systems include software applications developed for specific purposes, like accounting, business intelligence, and learning management




















Social Tech Features & Functions

- Blogging (and Vlogging)
- Chatting/instant messaging
- Customized aggregators, dashboards, portals
- Discussion forums
- Email
- Feeds
- File sharing and editing
- Group/subgroups

- Media sharing (photos, videos)
- Microblogging, status updates
- News and event sharing
- Podcasts, videocasts
- Social bookmarking
- User-generated profiles, avatars, virtual identities
- Wikis

Social Media Platforms & Tools

What's Your Social Media Quotient (SMQ)?
Social Media Sophistication Quiz

	1 Can You Name or Describe It?	2 Can You Identify Similar Sites/Tools?	3 Have You Ever Used the Site/Tool?	4 Do You Have an Account?	5 Are You A Regular User?	Totals
						
DISQUS						
ebay						
						
						
						
						
						
NING						
						
						
						
						
						
						
						
						
						
						
						
Totals						

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The Denovati Group, <http://denovati.com>



Digital Engagement Skills

- Knowing the right channel to use for a given communication
- Creating and engaging effectively in discussion threads and forums
- Content curation and validation
- Conducting online searches and vetting results
- Creating and sharing digital content efficiently and effectively
- Using a WYSIWIG editor
- HTML basics



HELPING LEARNERS LEARN

Digital Learning Culture I

Organizational

- Be(com)ing a digital organization
- Digital competencies and digital literacy are important to organizational success
- Individual “preferences” are less important than what’s in the organization’s best interests

Digital Learning Culture II

Individual

- Technology doesn't care how old you are
- No shame in not knowing, and recognition that we often “don't know what we don't know”
- Promoting willingness to seek help
- Developing a “hacker” mentality
- Value of knowledge and expertise sharing

Assessing Baseline Competencies

- Tests of knowledge
 - Concepts
 - Features, functions, and tools
 - Best practices
- Skill assessments
 - Capability
 - Speed
 - Efficiency
 - Effectiveness
- Peer assessments and feedback

Increasing Digital Literacy

- Formal
 - Remedial skills training
 - Advanced skills training
 - General digital education
- Informal
 - Learning by doing (with limits)
 - Participating in communities of practice
 - Leveraging coaches and mentors
 - Capitalizing on teachable moments

Digital Learning Support

- Identification of subject matter experts and digital coaches
- Developing digital communities of practice
- Building responsibility for mentorship and coaching into jobs, including
 - Performance management and evaluation
 - Compensation
- Communicating and promoting the services of digital experts

Ongoing Digital Development

- Stay current by tracking
 - Digital trends
 - Organization's digital transformation
- Communicate to employees
 - Organizational changes
 - Impending competency expectations
- Provide ongoing opportunities for employees to
 - Identify skill and knowledge requirements
 - Continue learning via both formal and informal means
 - Become digital experts, mentors and coaches

Wrapping Up

Courtney Shelton Hunt is the Founder and Principal of The Denovati Group and an international consultant, speaker, teacher, and writer. Her background in business development, communications, human capital management, information technology, and academia, combined with her business acumen, enables her to provide a unique holistic perspective and strategic leadership to organizations.



The Denovati Group (denovati.com) enhances the success of individuals and organizations in the Digital Era through thought leadership and guidance, research, and consulting and training services. We also facilitate the sharing of information and best practices through an active digital network, including a LinkedIn group of like-minded professionals. These objectives are accomplished primarily through:

- SMART Solutions
- SMART Resources
- SMART Courses

