Engaging E-Learning

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@TanveerMakhani
Partnering with great companies to improve performance through learning. This is what we do. Welcome to City & Guilds Kineo.

@TanveerMakhani
Your Goals

Create amazing e-learning

Be asked to do it again

Do it effectively

How do we do this?
Three measures of success:

You stayed within the budget
You finished the project on time
You got raving reviews
3 Key Principles

1. Use Learning Models
2. Choose the Right Tone
3. Redefine Interactive
Use Learning Models
Draw a House

(in 60 seconds – go!)
How do we turn this…

HR Responsibility #5 – Managing Issues that Arise During FMLA Leave

RECERTIFICATION –

• May be sought for serious health condition (not for either kind of military family leave)

• May be requested after minimum duration of leave listed in initial certification, but …

• Never more frequently than every 30 days
• Never less frequently than every 6 months
• Must be in connection with an absence
In fact, it’s almost the opposite. **Coaching** is about bringing the answer out of the coachee, rather than them being given the answer.
Up and Out

Your alarm goes off for the fifth time and it won’t snooze anymore. It’s definitely time to get up and get ready for work. But what’s the right way to do this?

Look at the options, select the correct one and click the Answer button.

- Have a shower, do any personal grooming and get dressed in your uniform at home so you can start as soon as you get to work
- Have a shower at home, do your personal grooming, wear your normal clothes and then get changed into your uniform at work
- Have a shower, put most of your uniform on but only put your hat and apron on once you get to work

ANSWER
Use Design Models
Design models target a specific purpose or result. They help us speak a common language so we can create more consistent designs.
So, what exactly is a design model?
One way to describe it...

A learning model is a general, reusable solution to a commonly occurring problem in a given context.

It is not a one-size-fits all solution. Rather, it is a description or template for how to solve a problem, and can be used in a variety of situations.

Models are best practices that the designer can adapt and implement as needed.
The Cognitive Approach to Learning

- Knowledge & Skills Builder
- Guided story
- Mentored task
- Goal-based scenarios
- Show me, try me, test me
- eMagazine
Three main reasons for a learning experience:

To inform or raise awareness
To improve knowledge and skills
To change attitude or behavior
Inform and raise awareness?
Inform and raise awareness?

To share we have a new policy
To share what our division does
To provide an overview of products
An intro to our new 401k program
Give people the chance to explore freely. Think short bits and open navigation.
Welcome to the Competency Today eMagazine.

Just click on Turn page to navigate through the pages.

To exit the eMagazine, select your browser’s ‘X’ button in the top right corner.

To Do
- Pick up mission box
- Review Competencies eMag - 15 mins
- Sector Bd meeting prep
- Lunch with Sonja
Jamaica

With beautiful beaches, outdoor adventures and enough reggae and rum to go around, Jamaica really is the ‘no worries’ isle.

**Fast Facts**
- **Destination Airport:** Montego Bay (MBJ)
- **Flight Times:** Approx. 10 hours 30 mins
- **Time:** GMT minus 6 hours

**Weather**
- It's hot all year round in Jamaica, with temperatures around 29 °C. You can’t rule out a shower but they’re always short lived. It’s driest between November and April.

*A taste of Jamaica*

Select play to find out all about what’s on offer in Jamaica.

**The Hip Strip**

“For a bit of Jamaican nightlife, suggest a trip to the Hip Strip in Montego Bay where the reggae is always playing and the rum is always flowing.”

Tim, Overseas Holiday Advisor

**Jamaica’s resorts**

From relaxed to activity filled, Jamaica’s most popular resorts offer it all. Select the arrow to find out more about them.
Improve Knowledge and Skills?
Improve Knowledge and Skills?

How to use salesforce for data mining
How to operate a ventilator
How to speak to the FAA tower on radio
How to give feedback to new workers
Put it in context. And tell stories.
I'm worried, Fisk. Dr. Zomboi knows we have a weak spot.

My sources tell me she's looking to get her hands on restricted and confidential data!

That's right Data Defenders. I know the difference - but your people don't!

Select NEXT to continue.
Provide plenty of opportunities for practice.
Change Attitude or Behavior?
Change Attitude or Behavior?

Teach how to troubleshoot a process
Teach a new set of behaviors
Change habits or company culture
Improve listening skills
Try branching scenarios, immersive exercises, and ongoing learning campaigns.
Focus on the journey and not the event
The Cognitive Approach to Learning

Knowledge & Skills Builder

Guided story

Mentored task

Goal-based scenarios

Show me, try me, test me

eMagazine
Choose the Right Tone
“As café staff, it’s compulsory that you maintain quality of produce and serve it as specified by the Quality Food Manual. By the end of this training you will understand how to serve every food type according to the standards.”
• “Our specials today are cold baked beans, burnt toast and undercooked potatoes.

• Oh, and we have no soup. (We forgot to make it)

• What would you like to order?”

• Customers expect great hot food at our café - they know it’s made from our own high quality produce. To be a hot food hero, you need to present it, cook it, and serve it perfectly.
Tone Matters

**Tone matters** – no matter what the content.

Here’s a 5 rule framework to help you write engaging, exciting, and yawn proof content:

1. Keep it light
2. Give it spirit
3. Have a conversation
4. Call for action
5. Be adult
Get set

At work, what’s keeping you up at night?

Want to get rid of those problems for good?

Want to be more effective and have more job satisfaction?

Your CI project could change your world of work and our business forever…
M&S: Creating the ultimate experience

Increasing hero skills > Bakery basics
Ready to rise to a new challenge?

Ooh...what’s that smell?
Can you smell that?

You can’t beat the smell of freshly baked pastries and cakes. It’s one of the biggest attractions to our customers.

It’s all about theatre, darling...

Click Next to find out more.
I want to get people to buy into my ideas.
Redefine Interactive
What is interactivity? What does interactive e-learning mean to you?
Is this what you mean?
1. Two things that work together

2. Inputs and outputs of human to device contact

3. Human to human connection
Interactivity lives on a spectrum
Why do we need it? Why does e-learning need to be interactive?
Why?

1. Stakeholders ask for it!
2. It’s more fun!
3. It’s more engaging!
4. It helps us learn better!
5. It’s clicking and clicking is good!

Right?
Avoid interactivity for interactivity’s sake

- Fatiguing
- Distracting
- Doesn’t promote deeper understanding
Interactivity without context endangers impact and dilutes meaning.
Don’t forget about the best tool we have

Make ‘em cogitate!
1. GET THEM REFLECTING
GET THEM THINKING. ASK THEM QUESTIONS.

Question...
How could food poisoning affect our restaurant’s reputation?
The Behavior in the Workplace Policy only applies to conduct in the workplace.

- True  - False

That's right. In fact, the policy applies to conduct in the workplace and situations that are considered extensions of the workplace, such as a happy hour with colleagues, as well as Firm related events.
PROVOKE DEEPER THINKING

Sharing your dilemmas

There may be times at work when you find yourself feeling unsure about how to act. For instance someone might be offering you a gift to show their appreciation for the work you have done together.

If you are in a situation where you have any doubt about how to act, how confident do you feel about knowing who to talk to?

Move the slider to the point on the scale that is right for you, then select Submit.

Submit  Show feedback
HAVE THEM WATCH A SCENARIO, RATE THE PERFORMANCE, AND PROVIDE THEIR RATIONALE.
2. GET THEM FEELING
Emmanuel’s dilemma

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi.
What's your info security status?

My passwords are...

- The same for everything
- Easy to remember
- As complex as I can make them!

I'm happy to use my credit card details...

- Over the phone
- On websites
- Over email

PUT THEM IN THE STORY
AND MAKE IT A GOOD STORY
THEN MAKE THEM THINK ABOUT THE STORY. DON’T BE AFRAID TO MAKE YOUR LEARNER UNCOMFORTABLE.
3. GET THEM ACTING
Build in Deliberate Practice — In the Real World

Interview Team Members

Get Input from Team

Before jumping in to improve how you set expectations, it helps to get a handle on where you are now. Download the Giving Feedback - Guide to Team Input to interview up to three of your team members. After you have run these interviews, enter the insights you gained to share them with your manager.

(Estimated time: 1 hour)

What insights did you gain?
GET THEM INTO THE ACTION AND HAVE THEM ASSESS WHAT’S GOING ON
PUT THE CHALLENGE IN CONTEXT

CREW CHALLENGE

Let the challenge begin
Twenty customers, some tricky orders and you’re tight on time. Use your life lines, bonuses and know-how to crank up your score.
Roll over the icons below then click START to begin the challenge.

Life lines

Bonuses

START
GIVE THEM CHOICES
ARE YOU READY FOR A NEW DAWN?

It's time to find out by putting your sales skills to the test and scoring high in all three of the challenges to complete the course.

Feeling confident? Then take the challenge. Want to find out more? Then discover the allure of Dawn in some short tutorials. If you're not sure how to get around the course, then select 'Discover the Allure' on the top navigation bar to find out more.

TAKE THE CHALLENGE

DISCOVER THE ALLURE
4. Get them connecting with other human beings
LET THEM HEAR FROM REAL PEOPLE
Give them assignments to upload for peer review

2. Create your own graphic organizer
   1. Click on the link below to create your own graphic organizer

3. Share ideas for helping scholars learn
   1. Click the link below to share your ideas

4. Support your ELL scholars in reading
   1. Click the link below to share ideas for ELLs

5. Make a public commitment
   1. Click on the link below to commit to using these new skills
GIVE THEM COACHES AND MENTORS

- Getting started
  15 mins

- Exploring exceptional communication
  2 hours

- Meet with my manager to discuss my business challenge

- My business communications challenge
  20 mins

- I want to get people to buy into my ideas.

- Maintaining momentum
  15 mins

- Get feedback on my communication skills

- Me and my communication
  45 mins
MAKE THEIR MANAGER ACCOUNTABLE AND PART OF THE LEARNING JOURNEY
GET THEM TALKING TO EACH OTHER

How did you do it?

Here’s what I did that really worked.

What did you think?

Here’s what I did that really didn’t work.
3 Key Principles

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Questions?

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