

Social Learning

Effective Learning for the 21st Century Workplace

Social Learning #1
LSD brand in 2016

What's the fuss about?
74% of people think training at work is essential to their development.

Why is training seen as essential by staff?

- Better productivity**
More efficient at their jobs
- Improved development**
They enjoy learning new things
- Competitive edge**
Staying on top of their skills

But with so many types of training there is a lot of confusion around terminology and buzzwords.

Where do you start?

Find out what your staff look for in training

67% **Relevance**
being able to track at times that suits me

59% **Personalisation**
having training tailored to your specific needs

52% **Expertise**
being able to bring in outside expertise

How can you effectively deliver training?

What do we mean by social learning?

It's about helping people learn from one another as they work together, in a more digitally connected world.

What do the experts say about it?

This is an essential and defining point about social learning. It's not about the concept of 'learning' as it's used in a traditional setting. It's not about a person, but about individuals being the ones to share and learn from each other, with today's processes made more quickly and efficiently than before.

The Social Learning Headlines
Zena Egan

At its most basic level, new social learning and tools typically leverage their inherent ability to make processing and learning with others. It's something that learning happens with our digital counterparts, as a matter of participation or connectivity, not just for acquiring knowledge.

The New Social Learning
Meredith Corbett and Emily Bergham

How could you use social learning in the workplace?

- Create and link content** with specific pieces of learning content.
- Have a **variety of content** including video, articles, text, articles linked to comments and discussion.
- Use **technology as a platform** to deliver social learning at scale.
- Enable users to **review each other's assignments** - peer reviews.

How can social learning benefit you in the workplace?

- Improves knowledge retention
- Provides conversation
- Improves employee retention
- Increases knowledge sharing
- Creates new connections
- Allows for cross cultural
- Learning experiences
- More ways of thinking
- Continuous learning
- Open to peer feedback
- Learn from your customers
- Everyday continuous learning

A more engaged learner

What are the key implementation challenges?

Knowledge
A lack of understanding about what social learning is and what it means for your learning function.

Time of priority
You don't need about any form of social learning.

Culture
Creating a collaborative internal culture both at an individual and organisational level.

Trust
Trust is a prerequisite for employees to share their knowledge and expertise. But just 20% have the reputation to offer their own.

mindset
Organisations need to change.

Social learning is **transforming your business**.

Resources
Lack of experience and skills to deliver social learning.

Tips for implementing social learning

- Assess the **skill levels** of your L&D team to determine if social learning is feasible.
- Design learning approaches around **content** designed to foster discussion both inside and outside the workplace.
- Help employees become **self-directed** and autonomous learners through content.
- Social learning works for organisations that **allow autonomy** to employees to share their content.
- Start small and build from the top with a **strongly committed** senior and front line staff.

Discover more about social learning by downloading our new whitepaper on **The Transformational Power of Social Learning**

Future Learn