

Nick Timpson

Learn EMEA Lead

A stylized graphic of a globe, represented by a semi-circle at the top and a semi-circle at the bottom. The globe is composed of various colored lines (blue, green, yellow, orange) that form a network of connections, suggesting a global or interconnected theme.

IBM Smarter Workforce Summit
LONDON





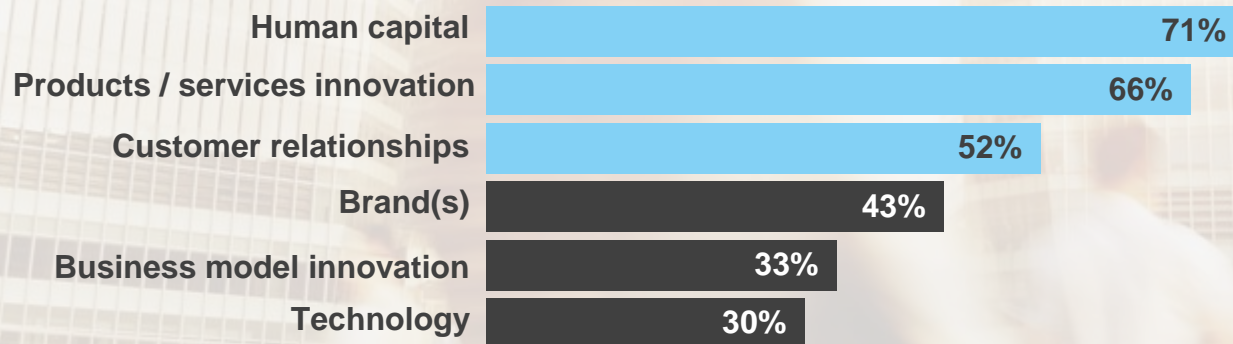






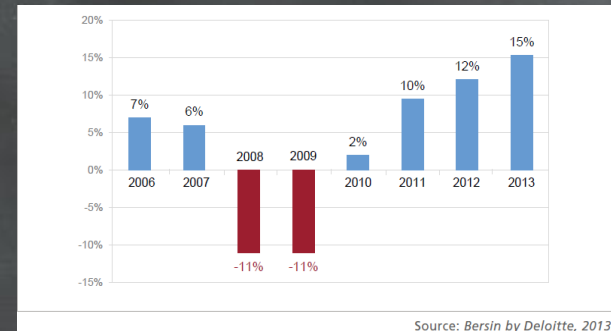
IS YOUR LEARNING STRATEGY ALIGNED WITH YOUR COMPANY'S BUSINESS STRATEGY?

People are the key source of sustained economic value



2012 IBM CEO study: Q24 "What do you see as the key sources of sustained economic value in your organization?"

INVESTING IN YOUR PEOPLE



...the best organisations... invested **15% more** ...to **develop their talent**, in order to remain competitive.

*2014 Corporate Learning Factbook by Bersin by Deloitte

What is IBM Design Thinking?

- Gaining empathy for the user
- Users enjoy experiences – not features
- Need to understand user challenges
- Learn more about the user's environment
- Understand time pressures better
- Who is the ultimate end customer?

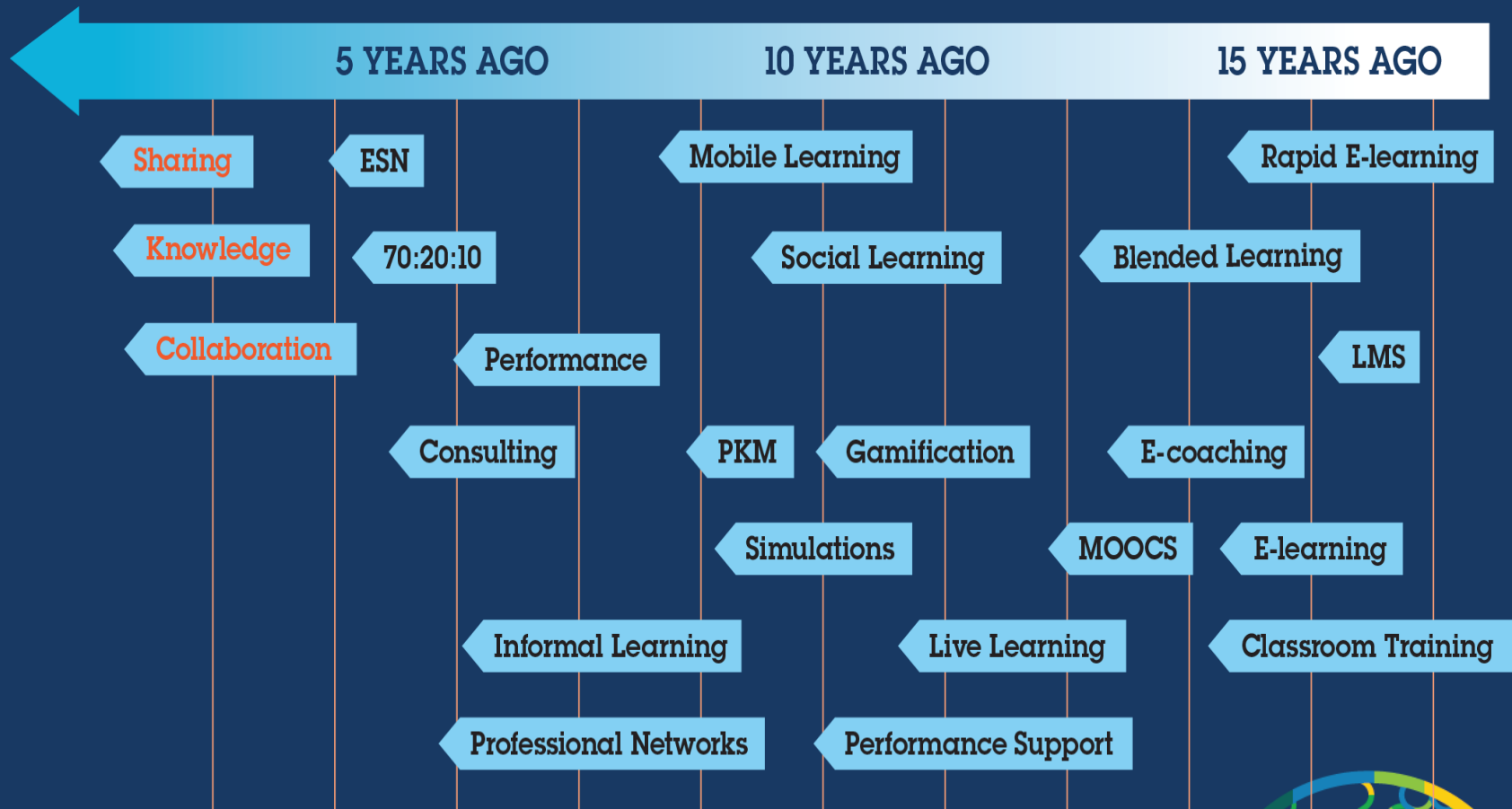


How do you like to learn?

- E-learning module
- Face to face training (on/off site)
- Virtual
- Internet
- You Tube
- Ask your colleagues/Line Manager
- Blogs, Wikis, Connections
- Email announcements
- Internet



The changing Ecosystem of Learning



IBM LEARNING SOLUTIONS

Your Learning Ecosystem

LMS

- Innovation
- Business Momentum
- Return on Investment

LCMS

- Innovation
- Business Agility
- Fiscal Responsibility

Social Learning

- Innovation
- Business Collaboration
- Optimized Experience

IBM Learning Services

- Analytics
- Strategy
- Design
- Content
- Delivery
- Administration
- Experience
- Technology



IBM LEARNING SOLUTIONS

Your Learning Ecosystem

LCMS – Development environment

LMS – Delivery environment

Social Learning – Video Learning



Flexibility without chaos:

What is an LCMS?

Different Outputs,
Not a Different
Interpretation

Update
Once



Author
Once



LCMS

Single
Source

Multiple
Source

WEB



MS APPLICATION



PERSONALISED DELIVERY



STANDARDS



PRINT



MOBILE



CD

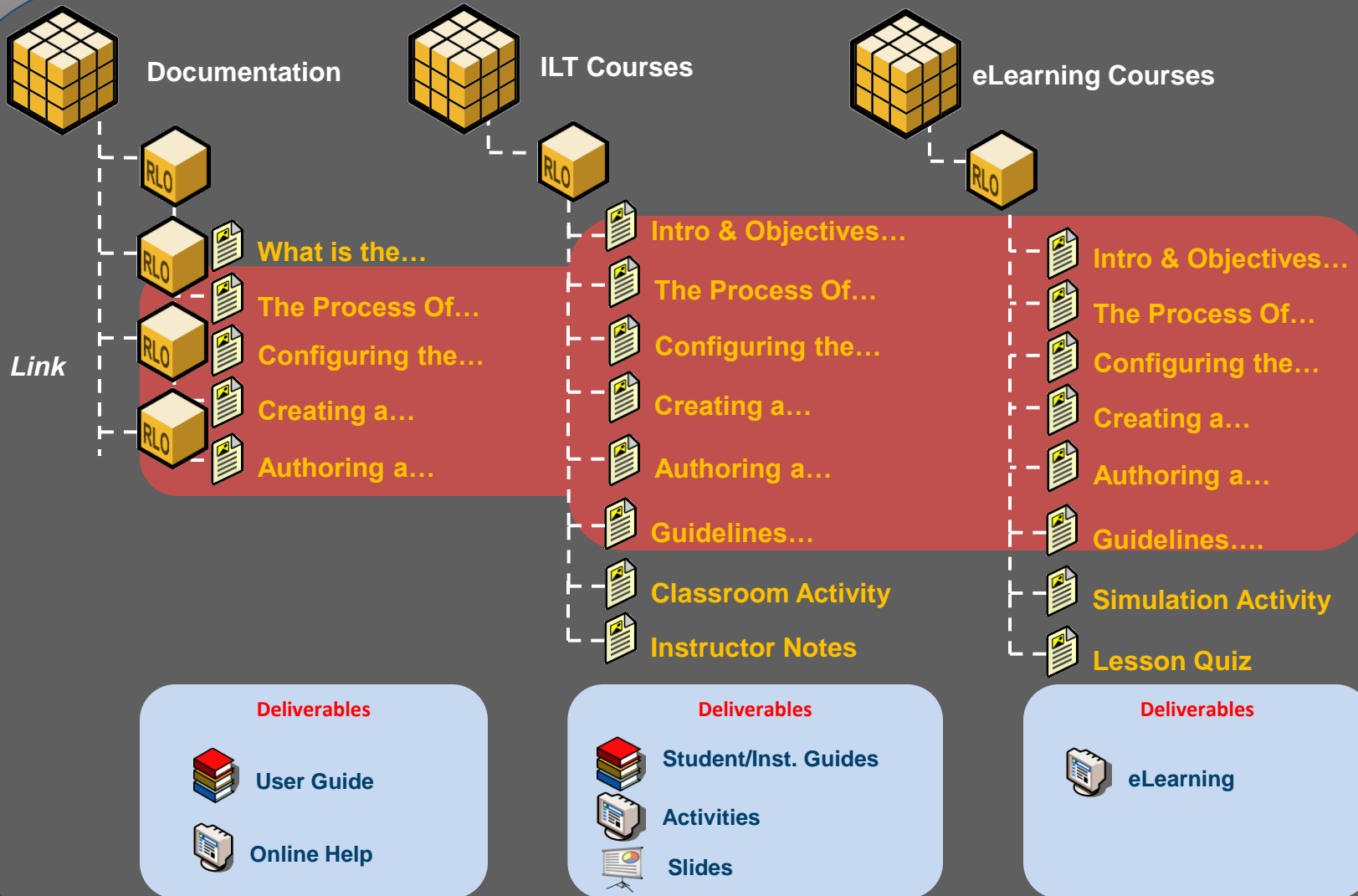


A hand on the left points towards a smartphone held by a hand on the right. The background is a soft-focus image of a person's arm. Several icons, including envelopes and speech bubbles, are scattered across the scene, some appearing to float or be projected. A dark horizontal band is overlaid across the middle of the image, containing the text.

Multiple Outputs

The medium matters, but it's still about the message

LCMS - The Power of Re-Use



Build it once, build it right, keep it right

A single source of truth

MANAGE YOUR CONTENT...

Don't let your content manage you

It can't help you,
if you can't find it

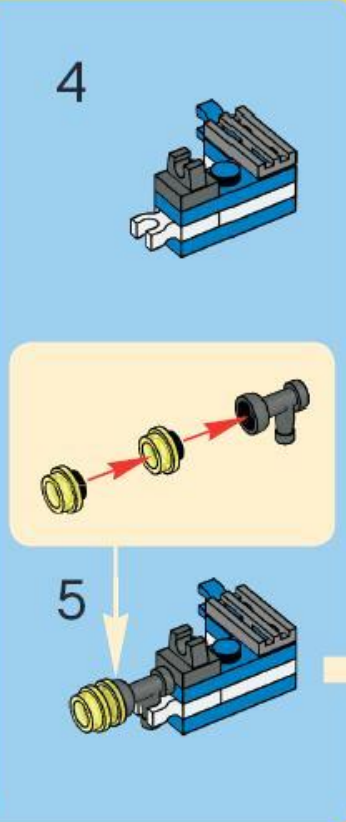
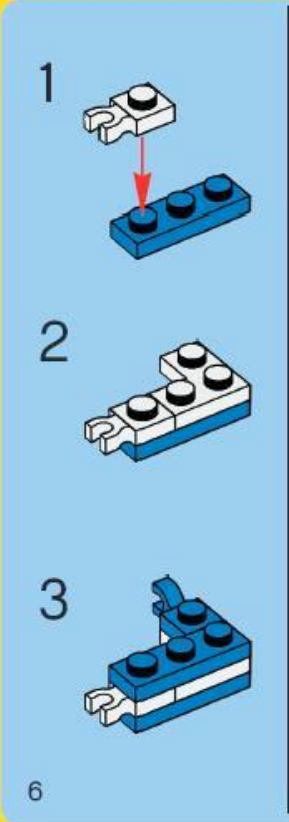


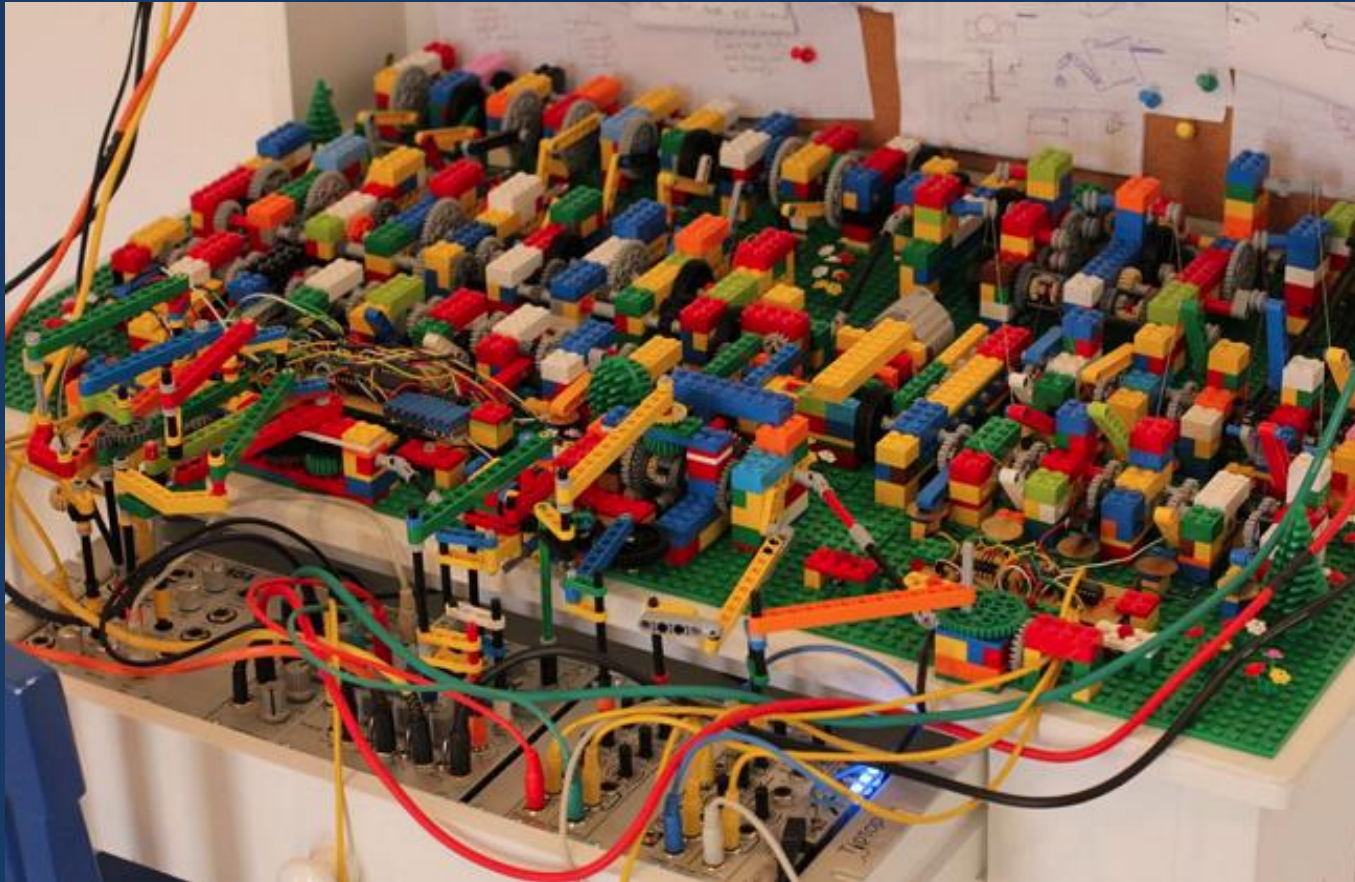
SO WHAT'S THE PROBLEM?



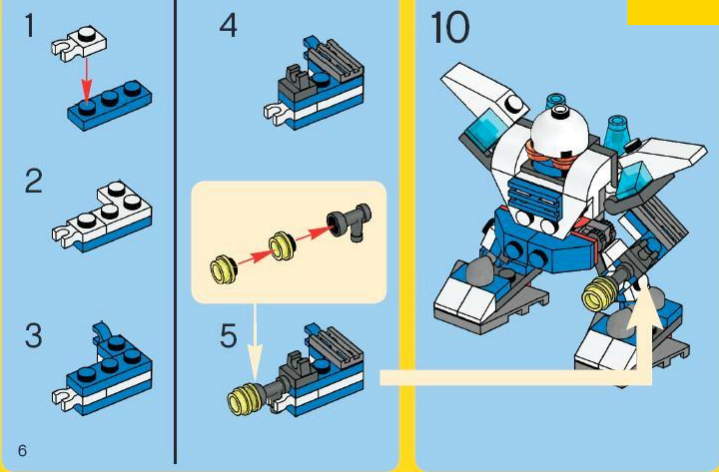
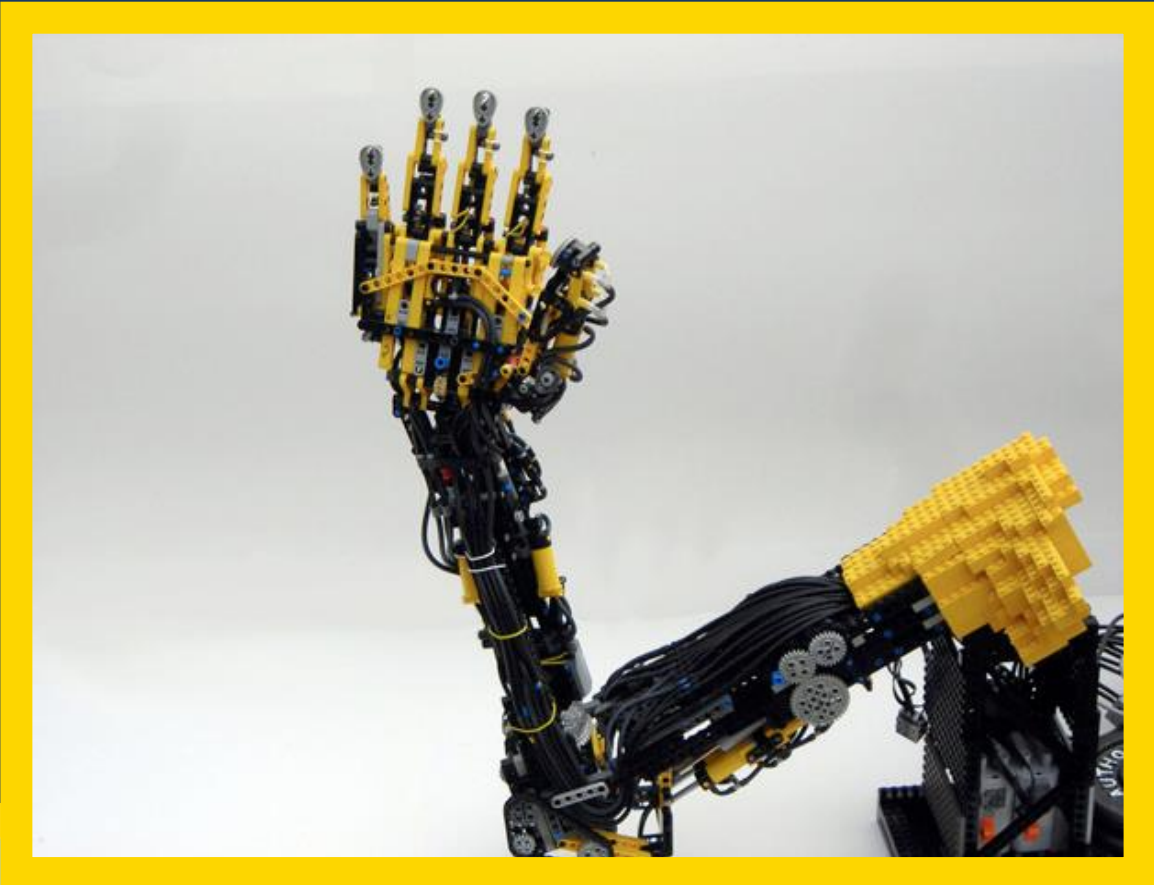








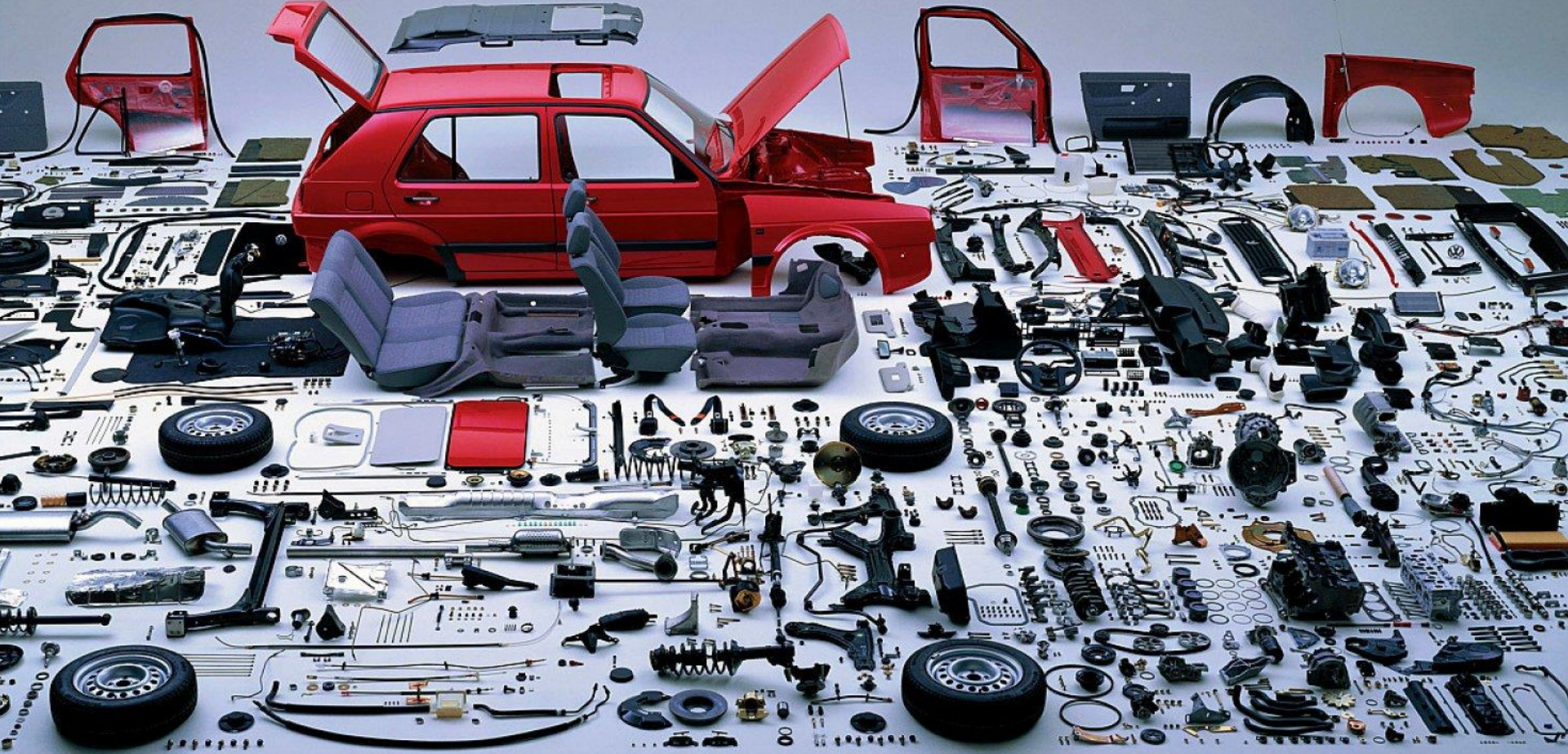
IBM Smarter Workforce Summit
LONDON



Designing the Experience



Designing the System



Value of the IBM LCMS Platform

- How can I manage all my delivery outputs in a centralised manner
- Our trainers provide their own messaging. How can I mitigate this?
- We are undertaking a rebrand. This will take MONTHS!
- ABC needs updating. How can I find all reference material
- We provide training externally but our clients want their brand
- We are dependent on external providers to update our courses



Meet Nicki

Nicki is a training developer working within an HR organisation.

She's responsible for building compliance, how to, soft skill and many other types of training content.

Her primary mode of delivery is e-learning. She wants a tool to make her life easier.

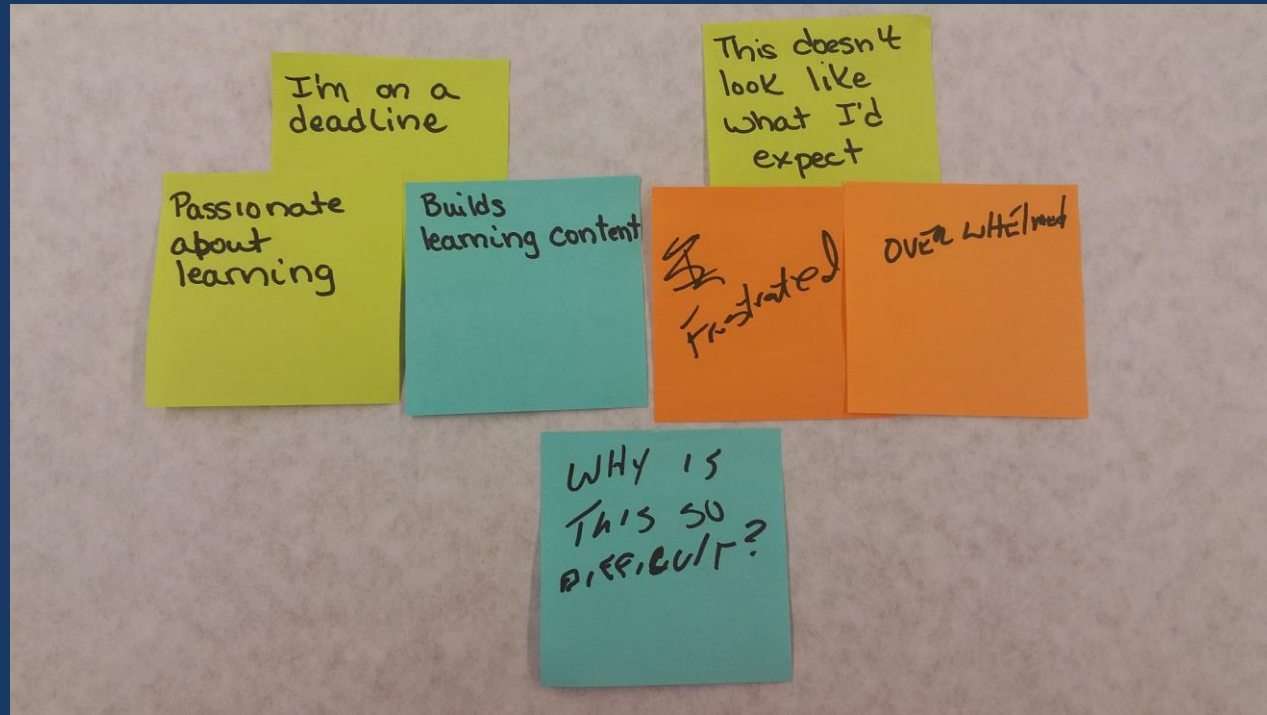


Enter the IBM Learn Design Team



IBM Smarter Workforce Summit
LONDON

We build an Empathy Map of Nicki

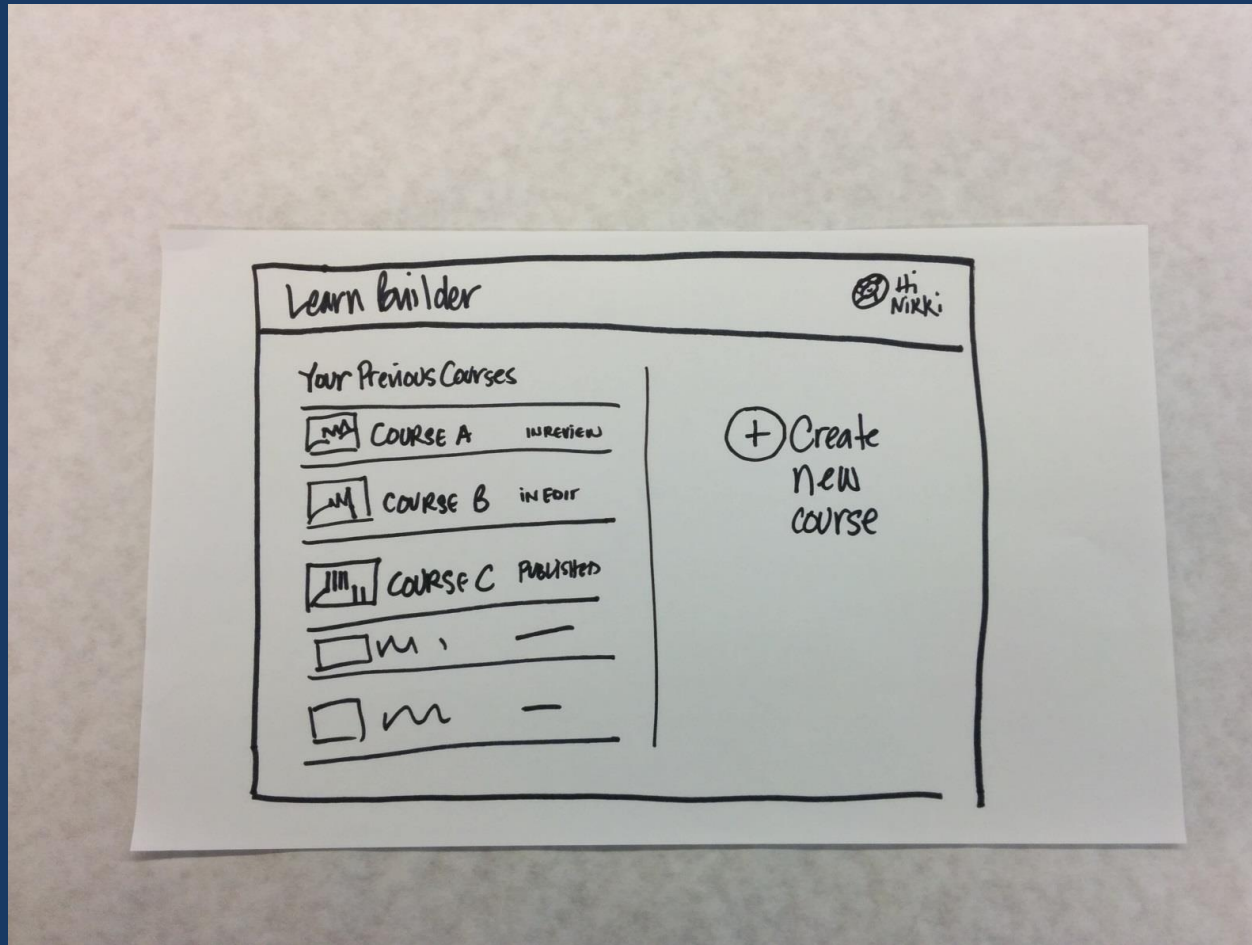


We build a Mission Statement

With an hour or less of application training, Nicki a new author can gain empathy for her learners and create the expected learning experience



The Prototype



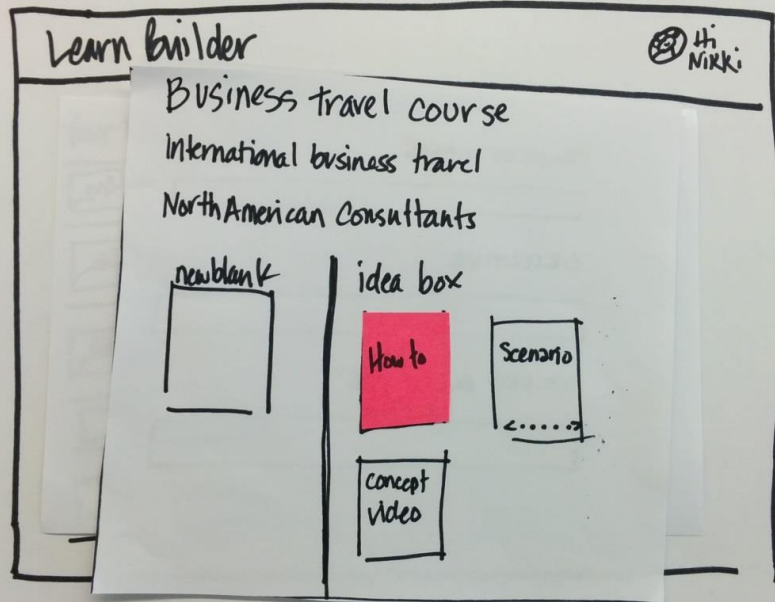
Learn builder Hi Nikki

PROJECT NAME

OBJECTIVE

TARGET AUDIENCE

CONFIRM



Learn builder

Hi
NIKKI

Intro

objects

ADD



STEVE
THE
CONSULTANT

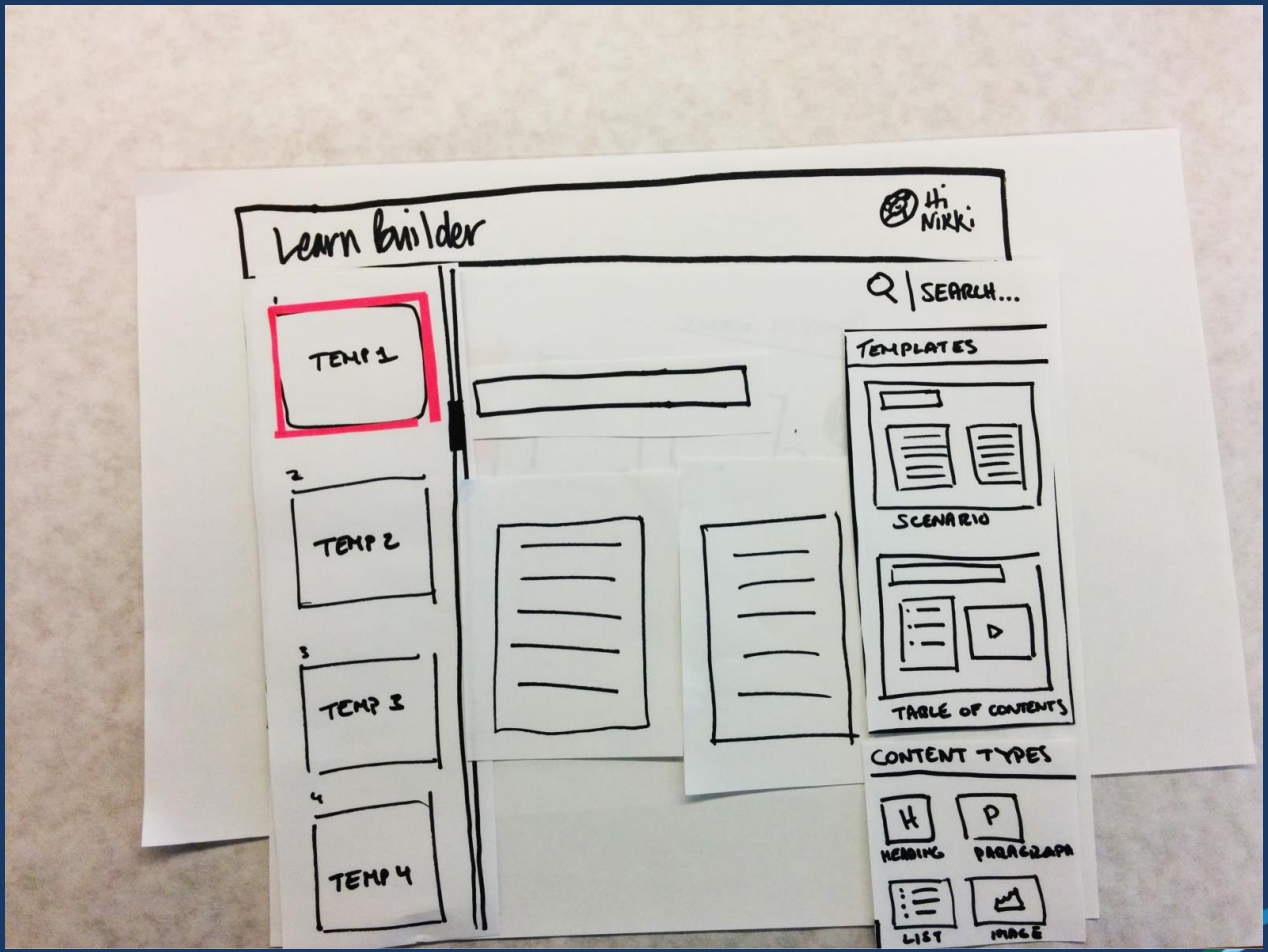
STEP 1

STEP 2

STEP 3



SALLY
THE
TRAVELER



Firming up the Storyboard

EVOLUTION LCMS



The image shows a navigation menu for 'EVOLUTION LCMS' with five main categories: Content, Media, External Content, Metadata, and Storyboards. Below these are four sub-sections: 'Create Content', 'Open Existing', 'Import Content', and 'How To'. Each sub-section lists specific actions available to the user.

 Content	 Media	 External Content	 Metadata	 Storyboards
Create Content <ul style="list-style-type: none">Create New...Create from Storyboard...Create from Criteria...	Open Existing <ul style="list-style-type: none">Browse All...Browse Workspace...	Import Content <ul style="list-style-type: none">Word...PowerPoint...Media...External Content...	How To <ul style="list-style-type: none">Create a Course...Create a Storyboard...Create a Layout......	

Familiar Task Ribbon

Seamless blend of
General properties
and Metadata

Navigable Page
Thumbnails

The screenshot displays a software interface for course authoring. At the top, a menu bar includes 'Home', 'File', 'Insert', 'Edit', 'Tools', 'Publish', 'Preferences', and 'Help'. Below the menu bar is a ribbon with icons for various tasks. The main workspace is divided into three sections:

- Left Panel (Project Tree):** A hierarchical tree view for the 'Identity Theft' project. It includes sections like 'Course Introduction', 'What is Identity Theft?', 'Deter Identity Theft', 'Detect Identity Theft', 'Defend Identity Theft', 'ID Theft Activity', and 'Appendix'.
- Center Panel (Page Thumbnails):** A grid of 12 thumbnails representing different pages in the course. Each thumbnail shows a preview of the page content, such as a warning sign, a character, or text.
- Right Panel (Properties):** A 'Properties' panel with sections for 'General', 'Assessment Metadata', 'Print Product', and 'SCORM'. The 'General' section includes fields for 'Label', 'Status', 'Viewer', and 'Search Keys'. The 'Assessment Metadata' section includes 'Difficulty' (Easy, Medium, Hard) and 'Test' (Pre-Test, Post-Test) options.

Home File Insert Edit Tools Publish Preferences Help

Current Project Identity Theft Identity Theft What is Identity Theft? Identity Theft: Q&A Question 1

Identity Theft

- Identity Theft
 - Course Introduction
 - Course Introduction
 - What is Identity Theft?
 - Overview - What is Identity Theft?
 - Instructor Notes
 - Introduction
 - What is Identity Theft?
 - Introduction
 - FTC Video
 - Identity Theft: Q&A
 - Introduction
 - Question 1**
 - Question 2
 - Question 3
 - Identity Theft Q&A - Assess
 - Identity Theft - Knowledge Check
- Deter Identity Theft
 - Deter - Overview
 - Steps to Deter ID Theft
 - Deter - Available Resources
 - Deter - Knowledge Check
- Detect Identity Theft
 - Detect - Overview
 - Steps to Detect ID Theft
 - Detect - Available Resources

Page Edit View

Focus on Page

How Does It Happen?

Title:

How do identity thieves get people's personal information? This is very important information to know. Understanding how your identity may be stolen will allow you to take measures to ensure that it would be unlikely to happen to you.

Title:

Click the blue arrow below for answers to this question.

- They get information from businesses or other institutions by stealing records or information while they're on the job; bribing an employee who has access to these records; hacking these records; corning information out of employees.
- They may steal your mail, including bank and credit card statements, credit card offers, new checks, and tax information. They may rummage through your trash, the trash of businesses, or public trash dumps in a practice known as "dumpster diving."
- They may get your credit reports by abusing their employer's authorized access to them, or by posing as a landlord, employer, or someone else who may have a legal right to access your report.

General

Label: Question 1

Status: Editorial Review Lock:

Layout: IDT - Image bottom-right

Comments:

Viewer:

Search Keys:

Assessment Metadata

Difficulty


Easy Medium Hard

Test

Pre-Test Post-Test

Print Product

SCORM



Why is this important?

IBM

Our own fastest growing customer:

LCMS

LMS

Social Learning

Business Conduct Guidelines Training

90 min / employee
* 430K employees

= 645,000 hours
or 80,625 days

ON ONE COURSE!

Reduce time:
30 min

Dynamic delivery
Pre-assessments

Savings:

430,000 hrs /
53,750 days /
10,750 weeks per
year

Another Example – Social Learning

IBM Social Learning

GREENWELL

Financial Guidelines 0%

Ethics in Finance

1 Like 2

INSIDER TRADING

- Refers to trading on price sensitive information by company employees or individuals closely connected with the firm
- This information has not been disclosed to other market participants

00:41 / 01:44 Chapter 1: Ethics in Finance

Learn about proper conduct in financial planning, presentations, audits and communication about such matters in regards to ethics.

Created by Rochelle Cavanaugh, Esq., CTFA
Last Updated: Jun 17, 2014

Comments

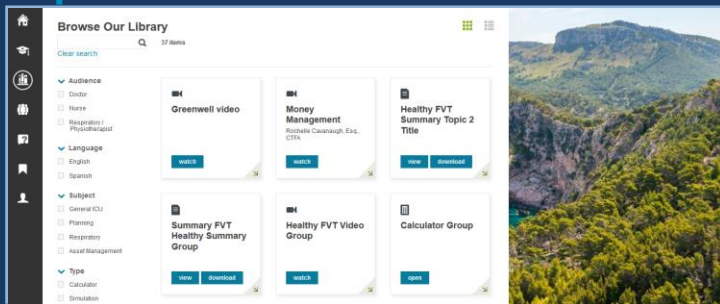
Transcript

Ethics in Finance

Ethics and finance the topics of this course focus I fraud prevention techniques this includes hostile takeovers and insider trading fictitious revenues an asset valuations are of particular importance as an auditor or planner your duty is to provide an accurate financial picture of an organization this picture should always comply with the organizations' standards as represented to its customers in the market at large it's imperative to investigate and document acquisition or restructuring operations these are a few of the definitions you should be familiar with insider trading **refers to trading and price sensitive information** insider trading creates inequality and unjustified advantages

Synchronized Transcript

Social Learning: Design considerations



Personalizing the user experience: You need easy-to-find content as well as collaboration with peers and experts. It's about innovation based on how people actually work, learn, and interact.

Expanding the reach of Social Learning: Work is increasingly global and mobile. You need to connect your people from anywhere to anywhere, literally.



Streamlining content creation, curation, and access: If your content is not up-to-date, relevant, and easy to find your people can't reach their potential.



IBM Social Learning demonstration



Questions

Nick Timpson
Learn EMEA Lead
+44 7834 365 818
Nick.timpson@uk.ibm.com

