JUNE 2018

FREDRICKSON
L E A R N I N G

COMMUNITY
NEWSLETTER

2018 Learning
Technology Showcase

Our 2018 Tech Showcase earned a triple-EEE rating: it was energetic, educational, and entertaining! Thank you to all who attended, and to the six teams of presenters who shared their experience and insights. Curious about

what was shown at the event? We created an interactive video that profiles four of the presentations.

The goal of our Learning Technology Network is to build a community of practitioners (at all levels) interested in learning technology. Check out this community if you want to network, talk shop, and learn from others in the field.

KALTURA, RAPT MEDIA, AND INTERACTIVE VIDEO

Our tech showcase video, featured above in this newsletter, is hosted by Kaltura on its MediaSpace Video Portal. We developed the buttons and hotspots--that give the video its interactive features--using Kaltura's video editing tools.

A little background: Early in 2017 we started an R&D effort to learn about producing and delivering interactive video. We believe interactive video will play a growing role in L&D's movement toward micro and social learning.

Two immediate questions came up: What authoring tool do we use? And how do we host the videos?

Our research led us to Rapt Media, a company that offered a very promising solution for authoring and hosting. In the meantime, Kaltura, a company with a broad presence in the higher education world, bought Rapt Media. Kaltura is incorporating the Rapt platform into its suite of products.

The tech showcase video is our first chance to work with the Kaltura team and start learning their platform. Our experience has been very good; Kaltura's response to our questions has been quick and personable. We are looking forward to

exploring an additional feature of the platform: the ability to collect and analyze viewer metrics from the video.

Later this summer we will share a more detailed article about our experience creating the tech showcase video and working with Kaltura.

ARE YOU READY FOR FLASH TO GO AWAY?

For the past several years, we've been hearing about the demise of Flash. Recently, however, several in our community were given directives to eliminate Flash content from their learning ecosystems.


With renewed attention to the demise of Flash, the impetus to clean up our content libraries and courses may seem overwhelming. There are several things to consider when approaching the problem, and multiple ways in which you may choose to deal with the issue. However, one thing is for certain -- we are all going to have to do something, especially with the content we want to keep.

So, where to begin? We first recommend that you determine what time table you are dealing with -- do you have a two-year horizon, or is it shorter? Then, there are two things you can do to help understand your situation. First, find out what your company, your IT department, and/or service provider is setting as a sunset date. Second, if they don't know, or if you own it yourself, the attached PDF summary regarding our understanding for the Discontinuation of Flash in Browsers document may help.

Finally, know you aren't alone in figuring this out. We've worked with several clients to convert content from Flash and we can help to figure out your strategy for getting it done. Contact us if you'd like to discuss your situation.

A "POWERFUL AND INFLUENTIAL" ROUNDTABLE EVENT!

On May 17, Vlad Griskevicius (below), chair of the Marketing Department at the Carlson School of Management led us on an engaging and humorous exploration into how social norms influence our behavior.
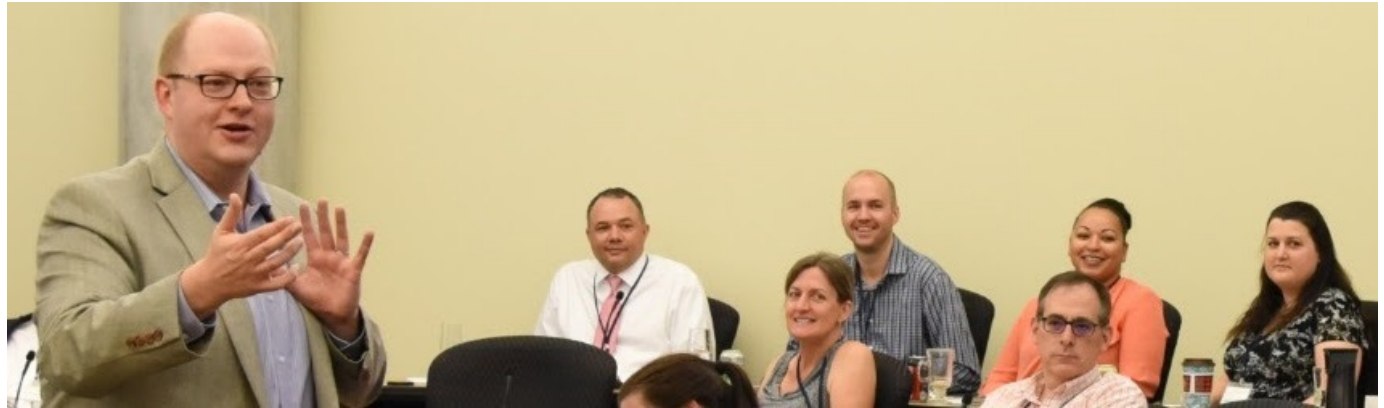
Rather than just report to you on key points of the event, we thought it would be fun to have some of the attendees share their takeaways:

from Kimberly Yazbeck, Ecolab
"I would be happy to share some of my key takeaways from Vlad's presentation as I thought the entire presentation was very impactful.

- One amazing point: people think they are immune to social norms, and this is not the case. Vlad gave the example of the musician in the subway and the 800% increase of donations when the person in front of them gave money. The people tried to rationalize their action(s) when asked 'why'...when in reality, it was based on social norms.
- Another key takeaway was incredible impact of peer norms. Vlad gave another effective example with teen smoking. The increased chance of a teenager smoking was 1,000% if two friends smoked and 2,400% if three or more friends smoked. Having a four-year-old daughter of my own made me open my eyes to the incredible impact of social/peer norms and the want to pay close attention to the happenings around us every day. In this example the parent influence is one thing but the peer influence is entirely different!"

from Helene Mann, Federal Reserve Bank, Minneapolis
"The Roundtable was really good--it was great to see all the usual Fredrickson people. Since I need to sell/influence daily in my job, I've done a lot of reading on this topic and was already familiar with Vlad's work. He is SUCH a good teacher and his way of presenting is exceptionally memorable. The session made me stop and reflect on what I knew already-and those principles were reinforced. It was very helpful." (Click here to see the rest of the takeaways.)

2018 LEARNING LEADERSHIP SUMMIT
JULY 20

We are looking forward to our 2018 Learning Leader Summit and spending the morning with Brandon Carson, author of Learning in the Age of Immediacy.
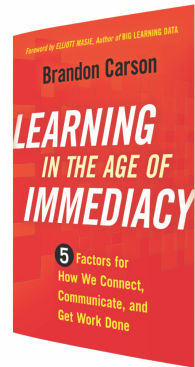
[Click here for more Summit information.](#) Registration is open and seats are filling fast. More than 120 learning leaders have already signed up.

CONVERTING SME-CREATED CONTENT INTO EFFECTIVE LEARNING EXPERIENCES

Our Learning Team collaborated to write this post.

More and more we encounter clients who want to take knowledge from a subject matter expert (SME) and publish it as a learning piece. This makes sense, as we hear from our clients that it is a way to capture knowledge and transfer it to a wider audience. However, we often find this produces the kind of learning that is a series of bullets on PowerPoint slides that are just read aloud to you. So while the knowledge is captured, learners become bored and disengaged.

This doesn't have to be the case. With a little extra effort, that information can be captured in a way that engages learners **and** becomes part of your knowledge management library. The secret? Knowing what to put where and working with the SME to make it happen. Here are the top three tips that we find to be valuable ways of working with SMEs to create effective and engaging learning experiences.

Tip 1: Start with a conversation
When you set aside time to meet with a SME and review the content, don't start by reviewing the material they've already put together. Instead, engage with them by asking them to tell you about how they learned this content when they first started. If the SME has trouble remembering this, ask them to relate an experience about training a new person on the content. Probe for the stumbling blocks-what are the common mistakes or difficult areas for people to understand? What are the things that can just be referenced or looked up? SMEs often feel everything about their topic is relevant, important, and necessary to go into a learning piece. Taking the time to help them sort out the difference will pay long-term dividends. **(Click here to read the rest of the post.)**

RECENT FREDRICKSON EVENTS

Young Learning Leaders Forum

"Business Acumen"
March 2018

Erik Wakefield facilitated a discussion on business acumen, and shared why this is an essential skill for every learning professional. We discussed what business acumen is and why it's important for an

L&D career, especially in terms of people's current role in their organization.

Topics:

- Understand why business acumen is important in L&D
- Begin understanding business acumen in terms of your current company.
- Know how to relate L&D priorities/projects in terms of the business

Click here to learn about this community.

Healthcare Learning Leaders Forum

"Trends and challenges in healthcare"
April 2018

We planned some great activities and discussions meant specifically for learning professionals in the healthcare industry. Attendees had an opportunity to shape the future of this community.

Healthcare learning leaders networked and discussed future topics and speakers that interested them most, and they got to discuss current trends, challenges, and successes in the industry.

Click here to learn about this community.

Twin Cities Articulāte User Group

"Simon Taghioff from Articulāte"
May 2018

This meeting featured Simon Taghioff, Director of User Experience and Product Manager at Articulāte. He specializes in user experience and product development, with a focus on startups.

Simon spoke about productivity tips, software features in development, and broad visual/UI design principles that can be applied to eLearning - and he led the session with great energy and humor.

Click here to learn about this community.

UPCOMING LEARNING OPPORTUNITIES
IN THE TWIN CITIES

Professional Association for Computer Training (PACT)
Changing the Face of UI Design for eLearning

June 8, 8:30 am-11 am, The Metropolitan Ballroom & Clubroom, Golden Valley

Melissa Milloway is a senior instructional designer at Amazon, where she specializes in designing and developing digital learning experiences. She was selected as a "30 Under 30" learning leader for Elliott Masie's Learning 2014 conference and is also an avid blogger in the industry.

Take a new look at the design process for digital learning products. Discover the important role UI design plays in creating effective learning experiences. Throw out those complex menus, boring templates, and next buttons. Scale your designs while focusing on creating exciting user experiences and designing effective learning content.

- Why learning teams should adopt UX/UI design practices
- How design systems help scale learning products
- Where to find free and cheap resources for designing

Check out this event.

MnISPI Banquet & Book Exchange

Minnesota Chapter
International Society for Performance Improvement ®
WHERE KNOWLEDGE BECOMES KNOW-HOW

Tuesday, June 26, 2018

We will offer free appetizers and play a "Mystery Member" game. Open to MnISPI members and guests. Feel free to bring your spouse/significant other. You can join us anytime that night. Most buy drinks & dinner.

Check out this event.

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