

RIGHT SIZE FITS ONE

Getting Started with
Adaptive Learning





JD Dillon

Chief Learning Architect
Founder + Principal





Let's make a stop at
the grocery store ...



Janet



Michael



Adam

... and meet 3 store associates with very different backgrounds + aspirations.

Every employee
is **UNIQUE.**



UNIQUE MOTIVATIONS, GOALS, EXPERIENCES



THE SAME WORKPLACE TRAINING + SUPPORT

L&D is historically challenged with balancing the needs of the individual with the scale of a modern business.





How do we evolve from one-size-fits-all to right-size-fits-one?



BLOG

Personalization is a topic of increasing interest throughout the industry.

L&D GSS 2019: The results

25 JAN 2019

Voting on the 2019 Learning and Development Global Sentiment Survey (L&D GSS) ran for 58 days, from 29 November 2018 to 25 January 2019. Nearly 2,000 individuals from 92 countries participated, casting a total of 5,332 votes. The results are below. Figures in brackets give the 2018 positions.

1	Personalization/adaptive delivery (1)
2	Artificial intelligence (3)
3	Learning analytics (new)
4	Collaborative/social learning (2)
5	Micro learning (5)
6	Learning experience platforms (new)
7	Virtual and augmented reality (7)
8	Mobile delivery (10)
9	Consulting more deeply with the business (4)
10	Showing value (6)

donaldhtaylor.co.uk/ld-gss-2019-the-results





WHO?

WHAT?

WHERE?

To provide personalized support, we must answer 6 questions ...



WHEN?

WHY?

HOW?

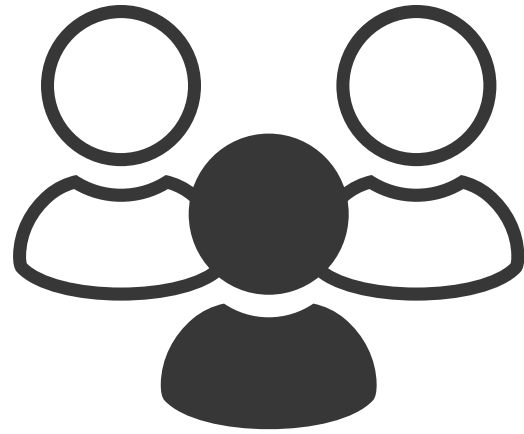


the evolution of
PERSONALIZATION
in workplace learning

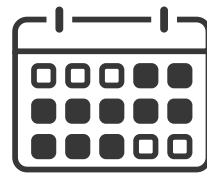
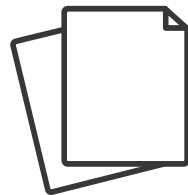


SEGMENTATION

Training can be assigned to individuals based on their employee profile data, such as job title, location, department, tenure, etc.



Department 1, 2, 3
Job Titles A, B, C

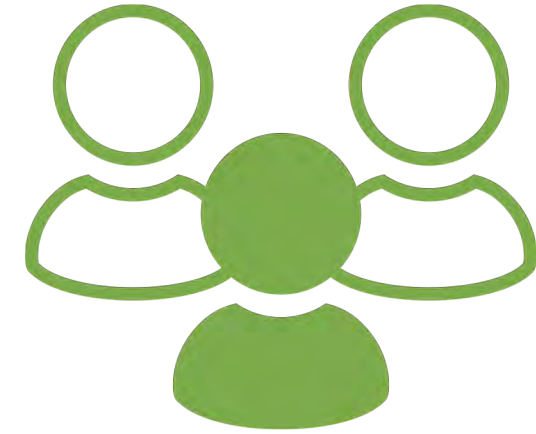


BENEFITS
time savings
reduced clutter

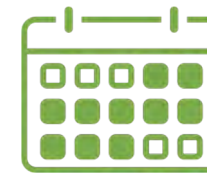
TECH
LMS

DATA
minimal

APPLICATION
easy



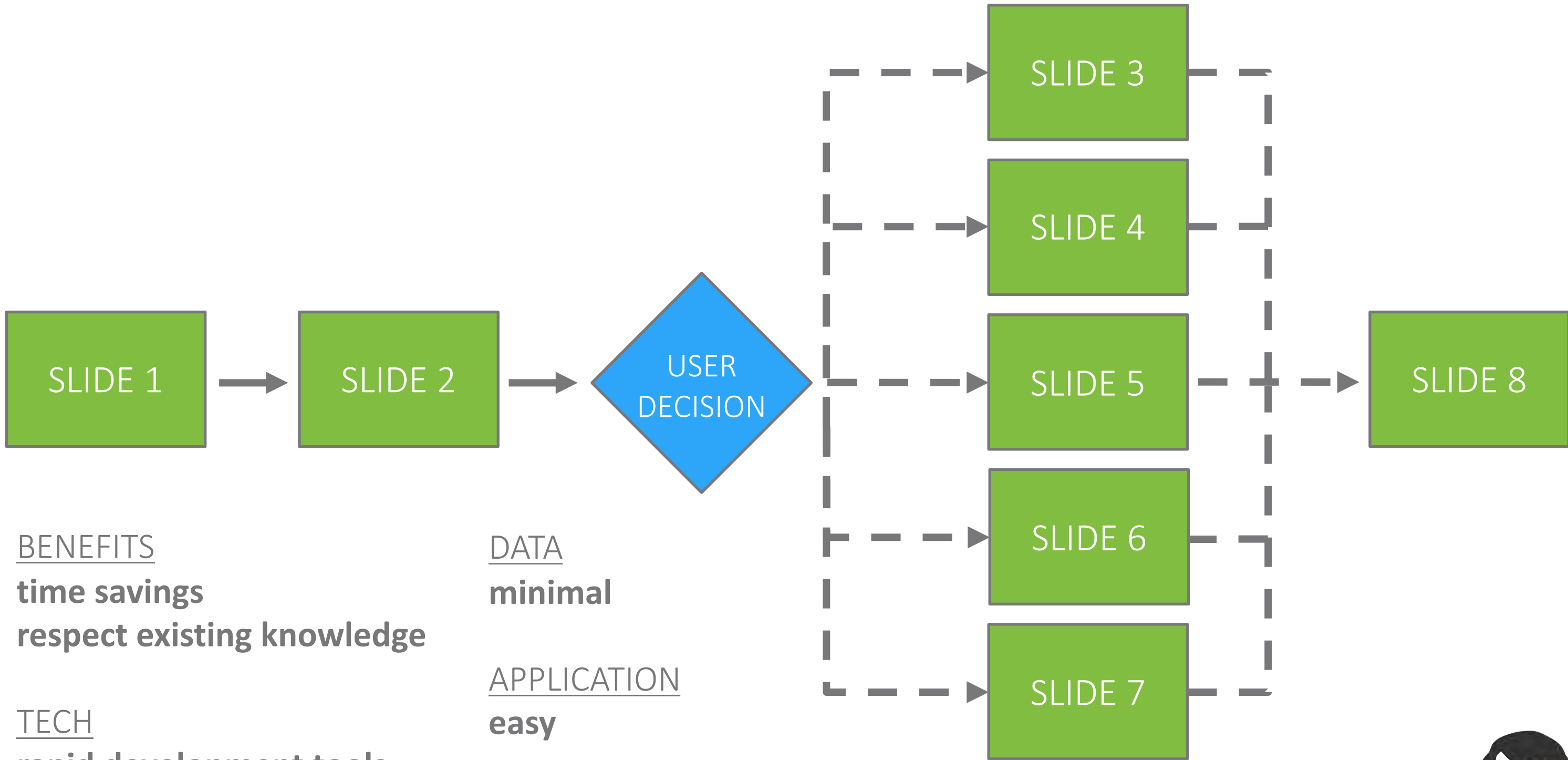
Department 4, 5, 6
Job Titles D, E, F
Tenure > 2 years



CONTENT

Individual content objects can “branch” based on user decisions.
This is a familiar tactic for most learning professionals.





BENEFITS

- time savings**
- respect existing knowledge**

TECH

- rapid development tools**

DATA

- minimal**

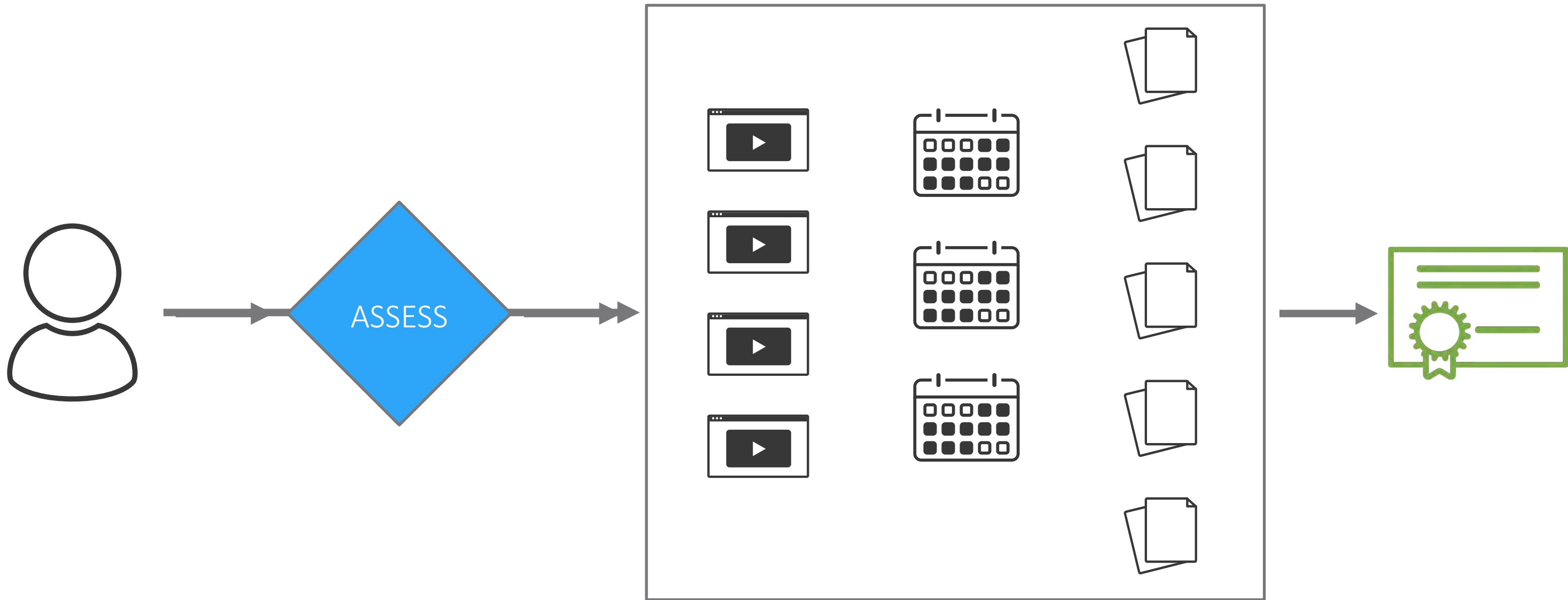
APPLICATION

- easy**



CURRICULUM

Users may be able to skip or “test out” of certain objects based on an assessment. This is also rather familiar but historically difficult to scale.



BENEFITS

time savings
 respect existing knowledge

TECH

select LMS/adaptive

DATA

knowledge and/or
 performance

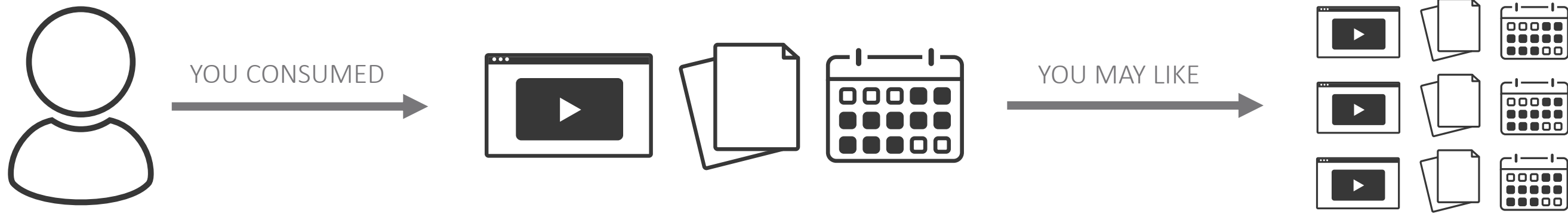
APPLICATION

medium

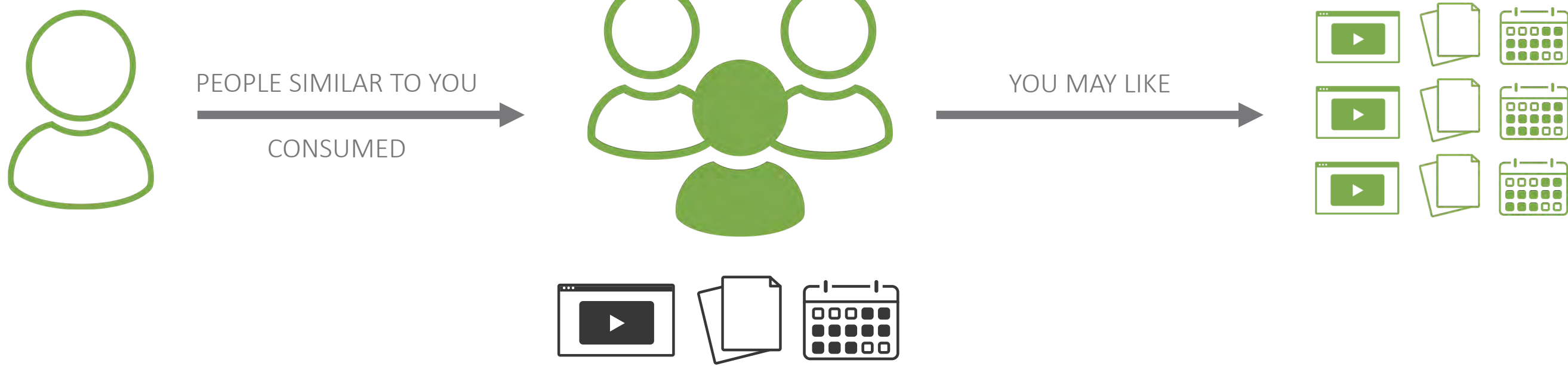


RECOMMENDATION

Users receive recommendations for new content based on past consumption and that of their peers (aka the Netflix of Learning).



AND/OR



BENEFITS
 aids discovery
 user choice

TECH
 LXP

DATA
 consumption
 and/or demographic

APPLICATION
 medium





These approaches still require a content-centric, place-and-time approach to learning.



SEGMENTATION



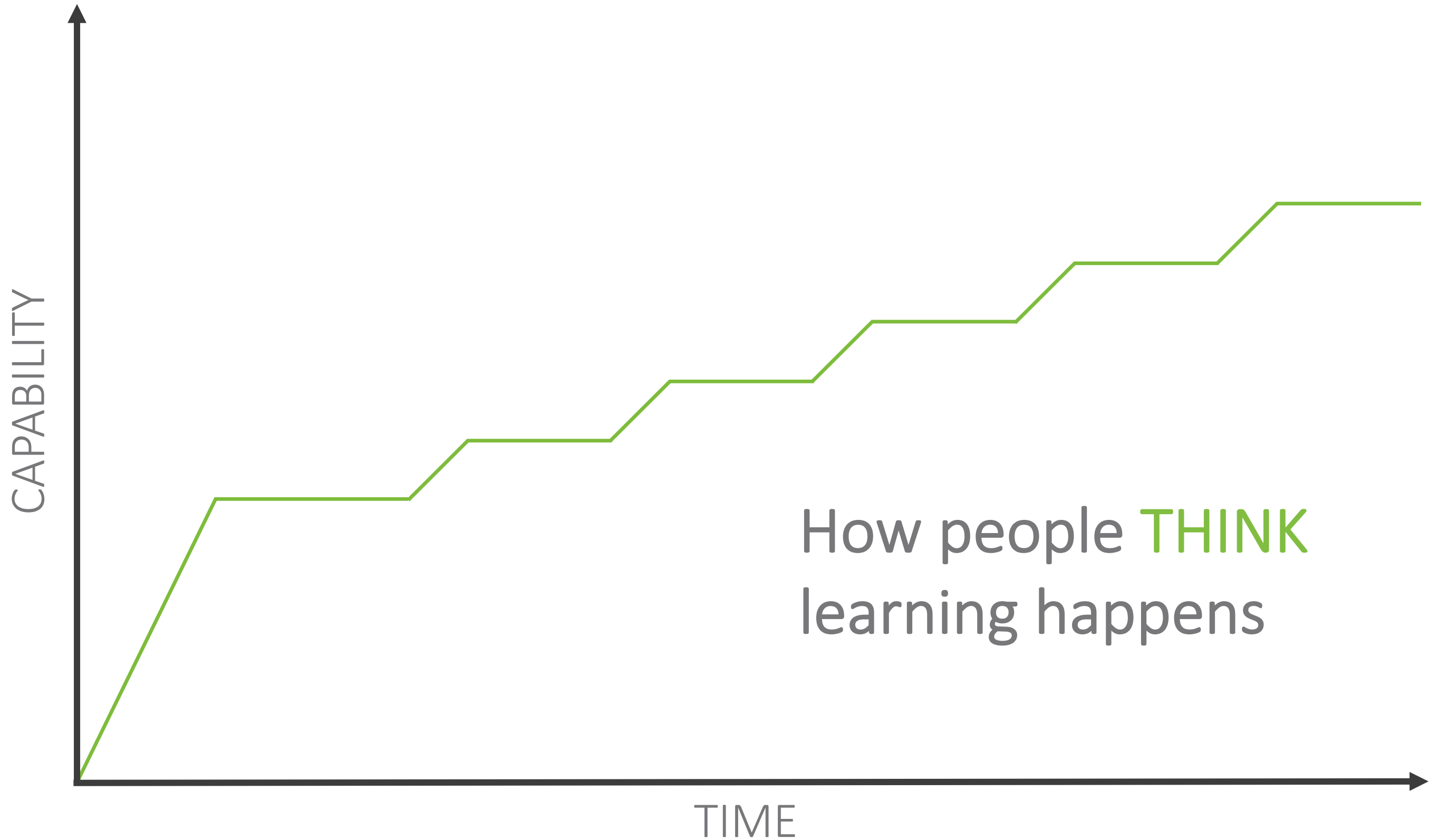
CONTENT



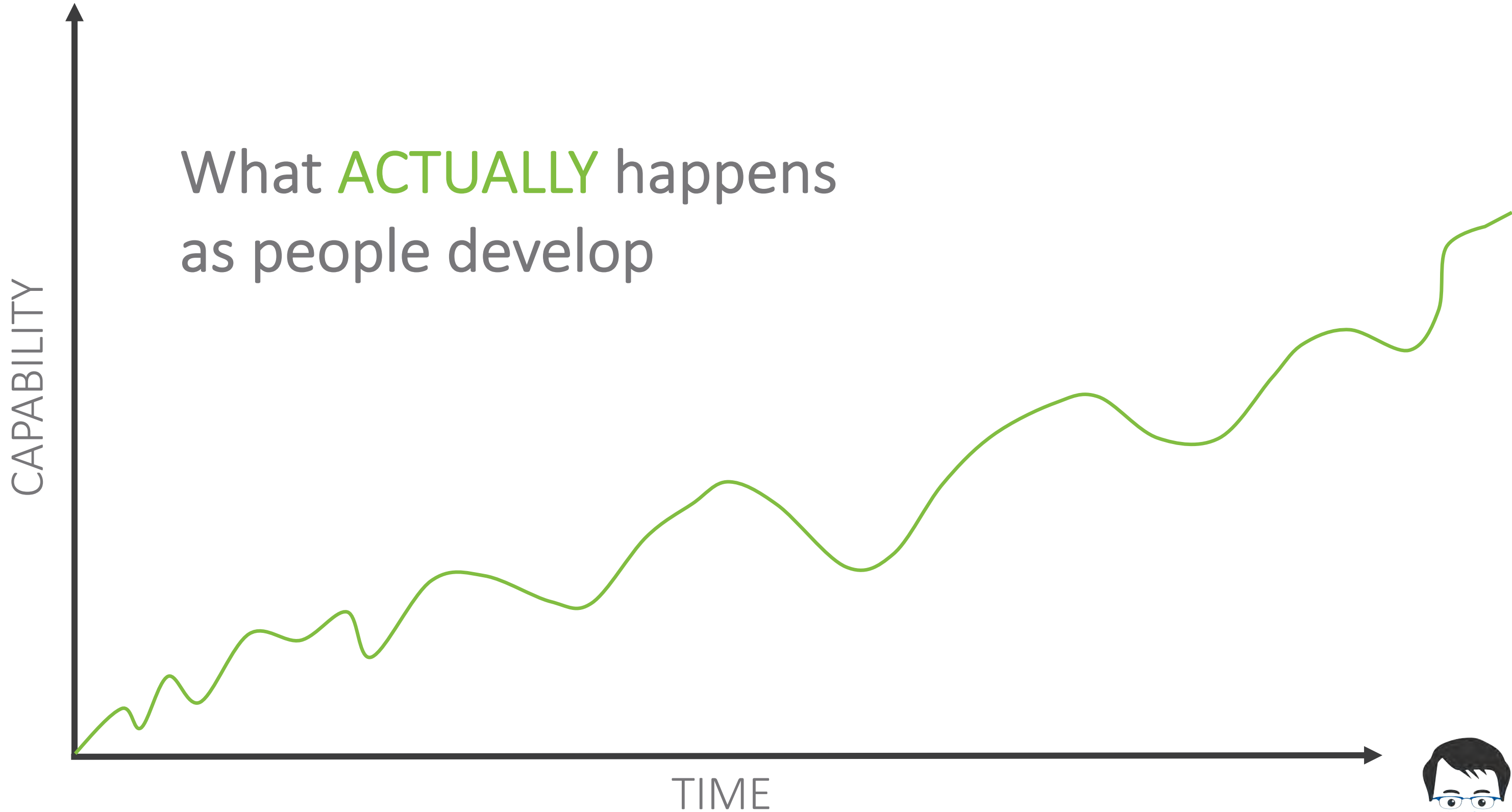
CURRICULUM



RECOMMENDATION



What **ACTUALLY** happens
as people develop

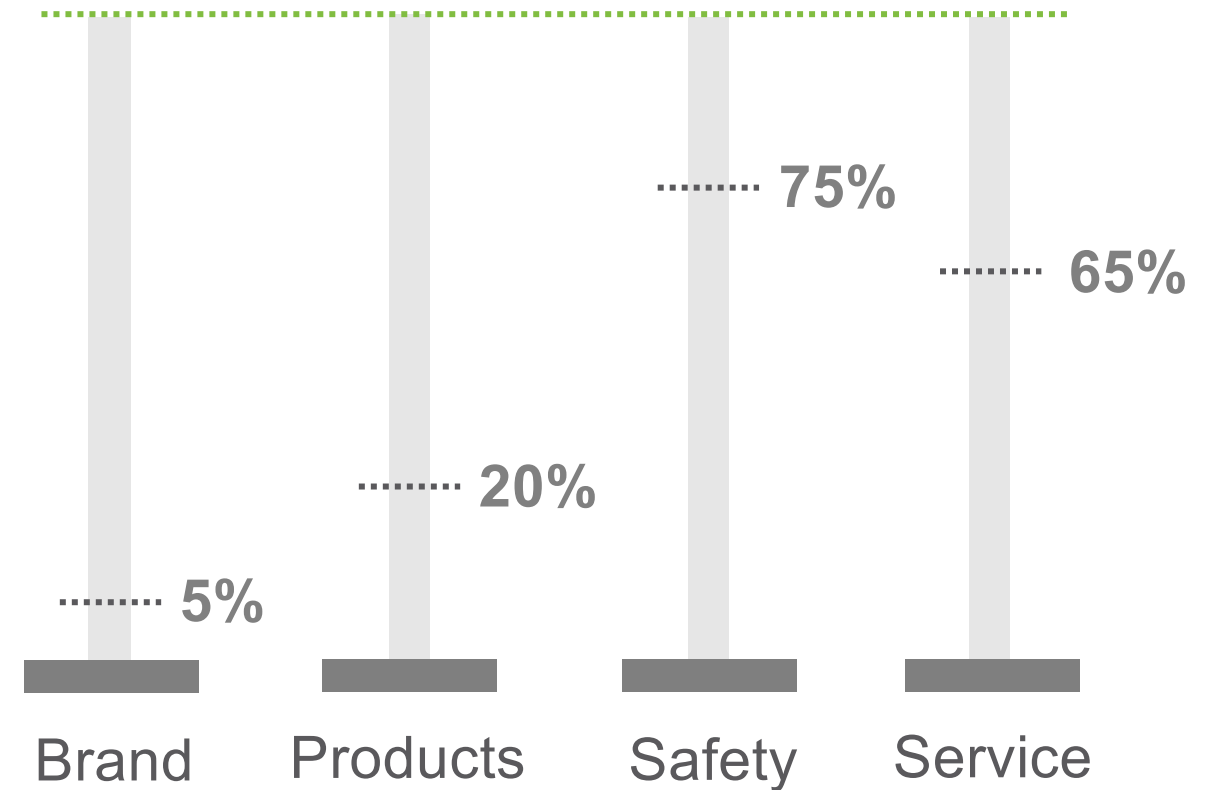
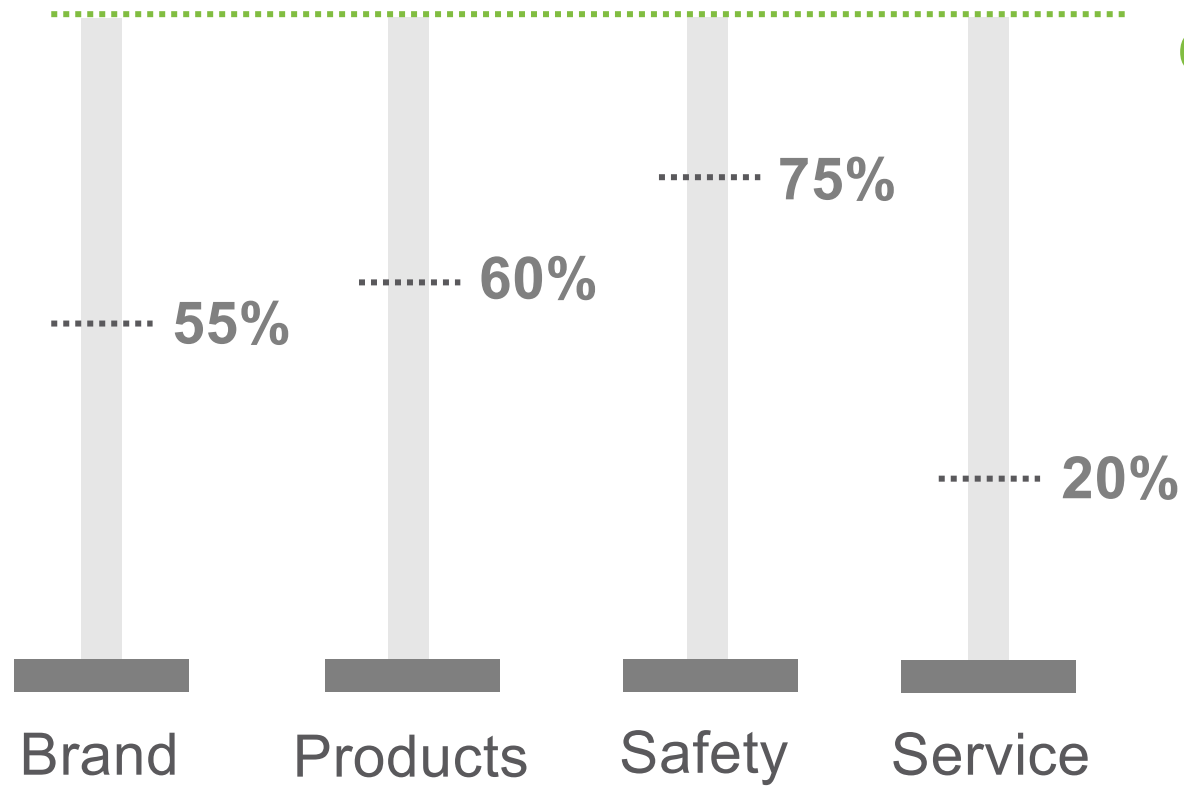




People don't just arrive with different levels of ability. They also progress at their own paces.



SUSTAINED CAPABILITY

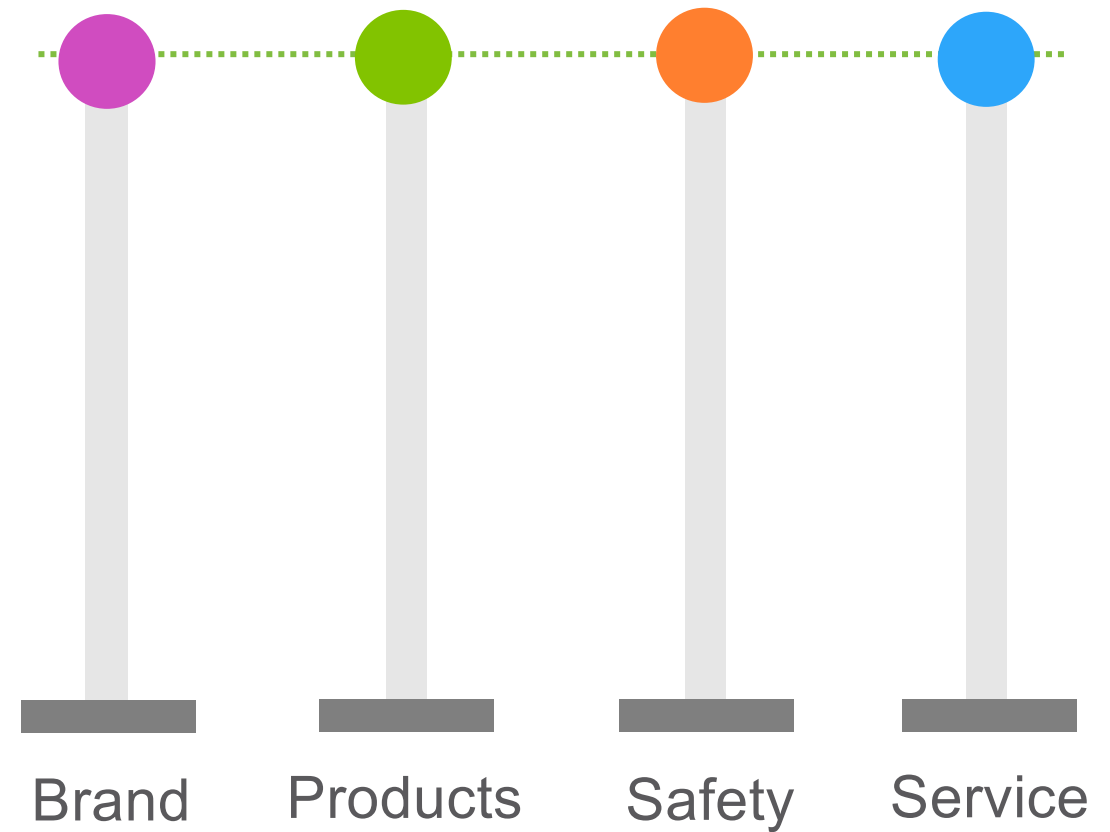
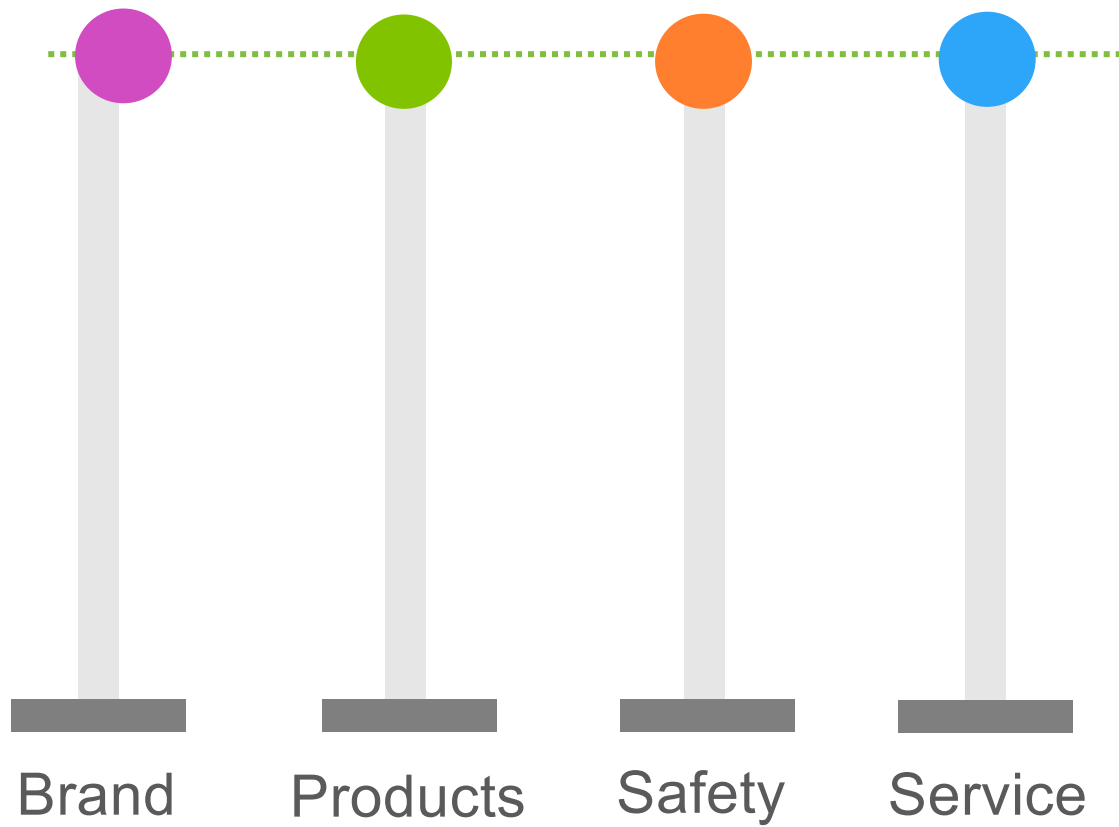




The goal is to enable AND sustain mastery for the duration of the person's time in the role.



**SUSTAINED
CAPABILITY**





To provide **right-fit support**, we must **shift** how we **think** about the **experience** of workplace learning.



People are always learning.
Learning is always personal.

L&D must enable continuous personalized learning.

ADAPTIVE EXPERIENCE

Shaping the entire learning and support experience around the context and always-changing needs of the individual.





MICRO

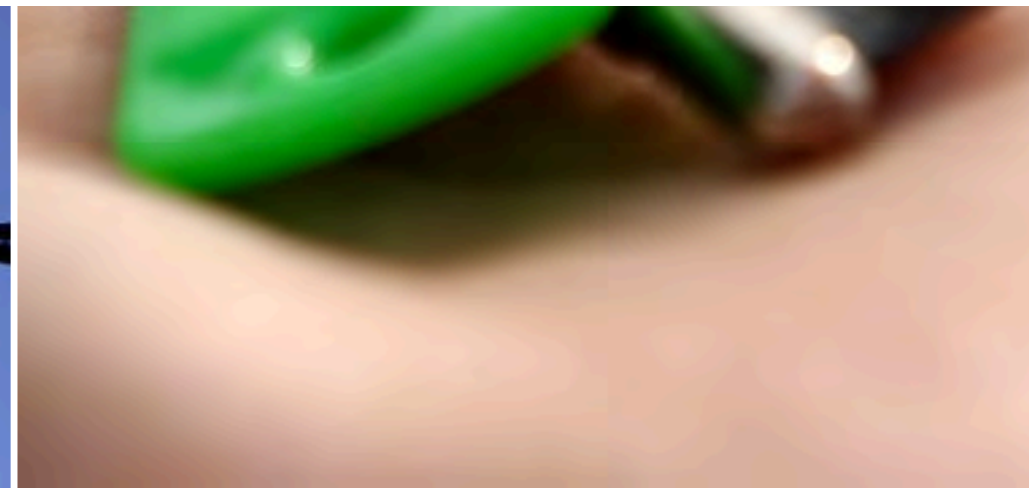


SELF-DIRECTED



DATA

These concepts are paving the way for the growth of adaptive experiences.





ADAPTIVE LEARNING

The purposeful use of data, technology and content to provide the right support at the right time and help an individual employee improve their workplace performance.



4 dimensions of
ADAPTIVE LEARNING

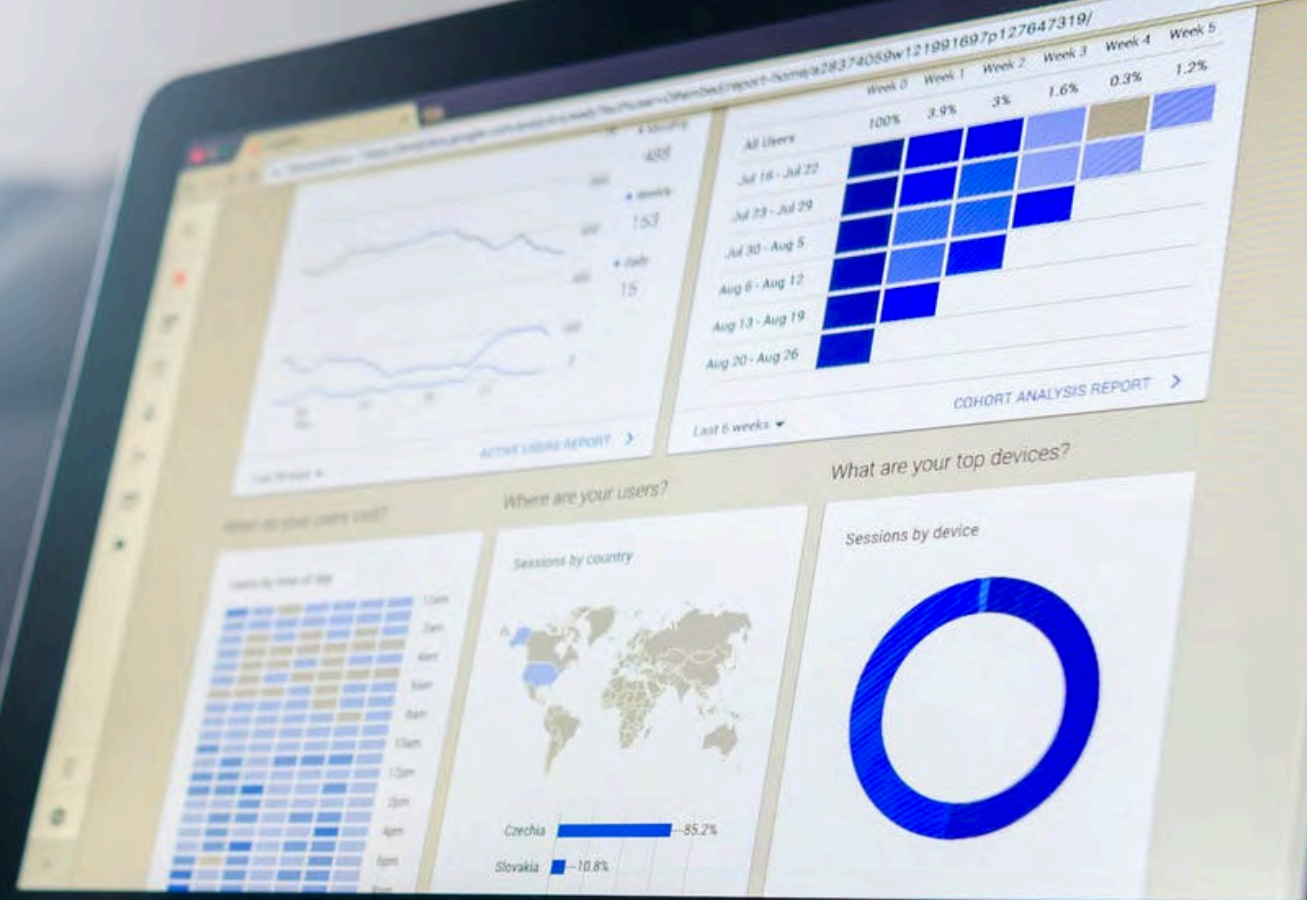
DATA

CONTENT

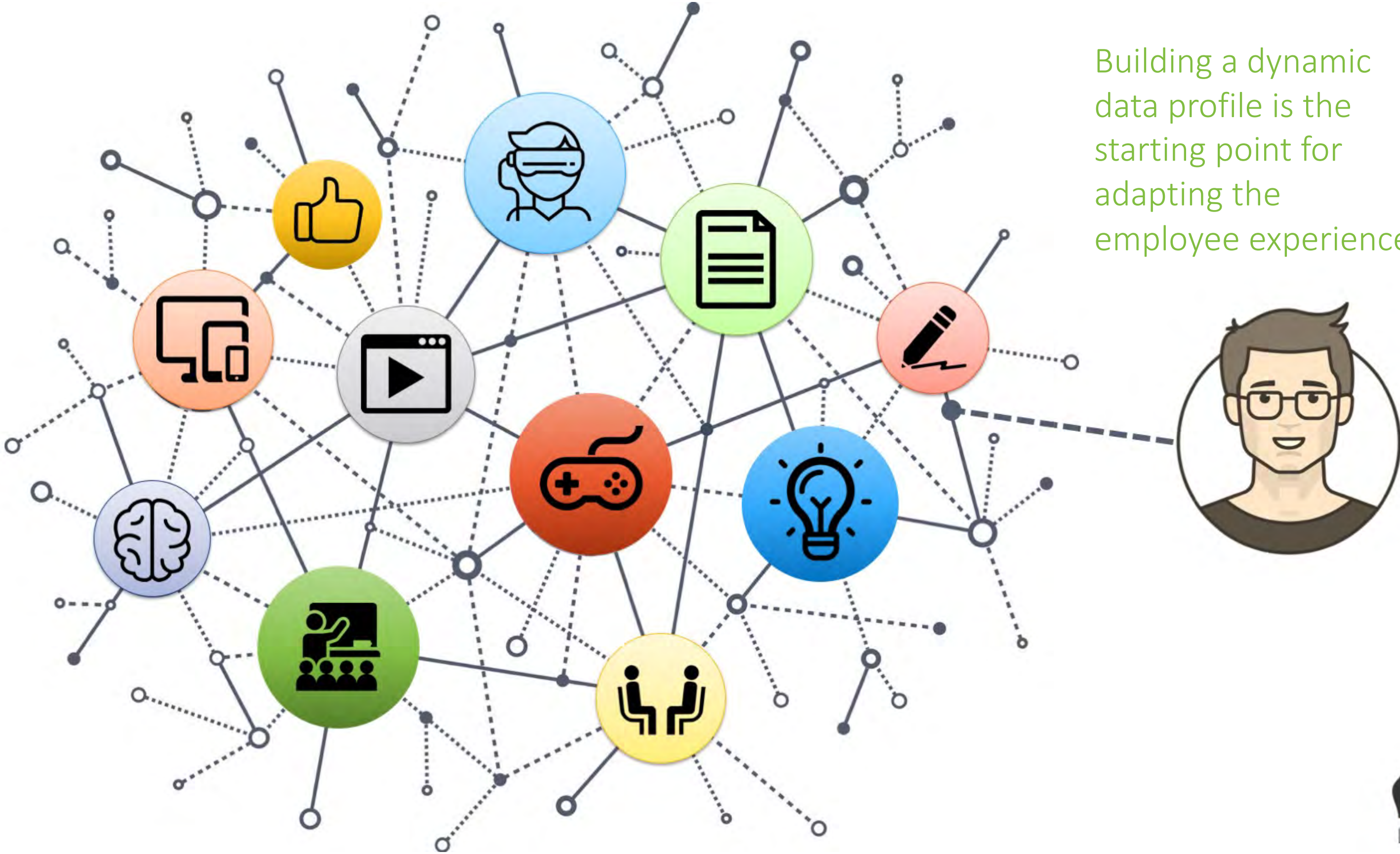
TECHNOLOGY

PEOPLE

DATA

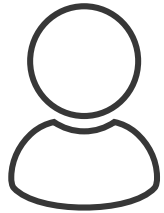


Building a dynamic data profile is the starting point for adapting the employee experience.



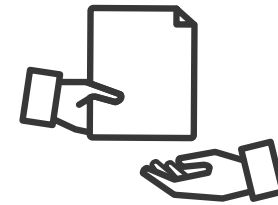


Multi-Dimensional **DATA** Profile



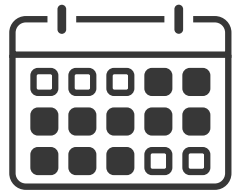
Demographic

Who is this person?



Consumption

What has this person reviewed?



Context

What else is happening around this person?



Knowledge

What does this person know right now?



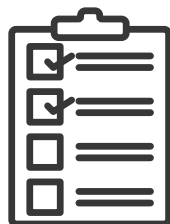
Connections

How does this person engage with the org?



Behavior

What is this person doing on the job?



Feedback

What does this person say they want/need?



Results

What impact is this person having on the business?





L&D must consider all relevant data sources – including manual observation and automated collection.



CONTENT



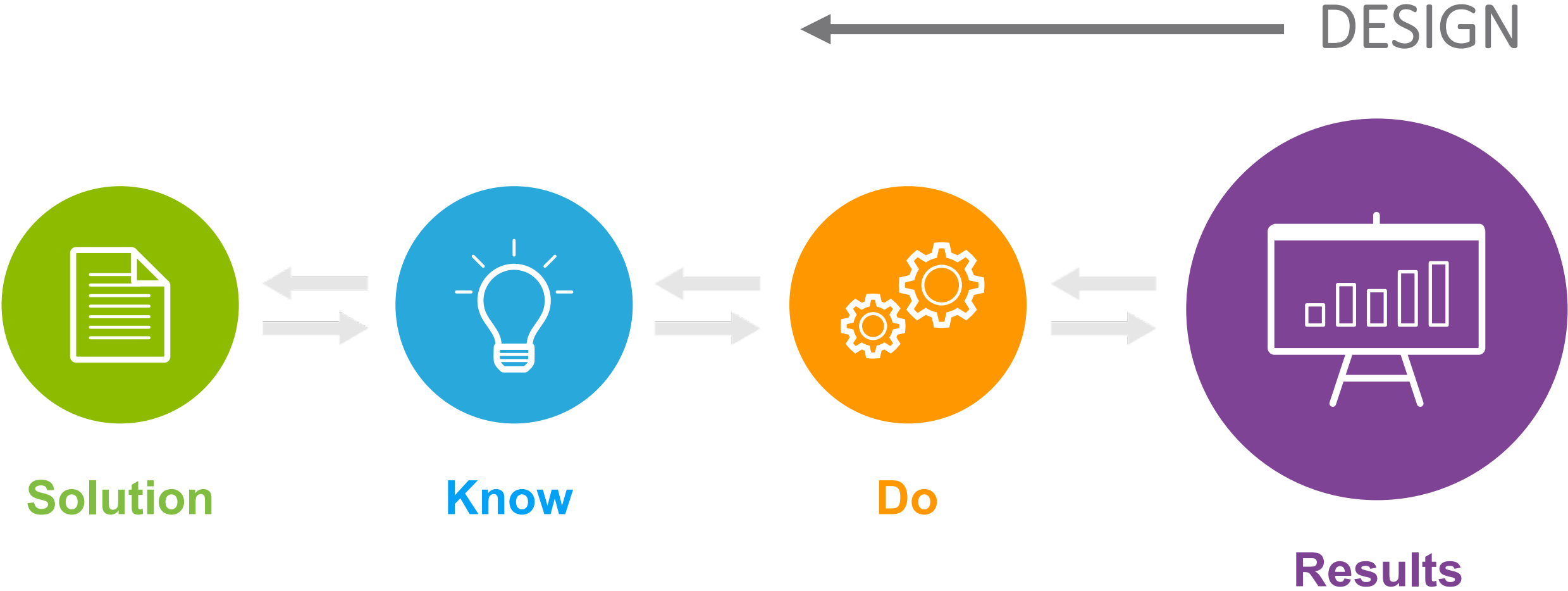
Traditional course structures are not flexible enough to support adaptive learning.





Content must be targeted to very specific topics and needs.

Content must be built to solve specific problems.



TECHNOLOGY





Algorithms + Machine Learning

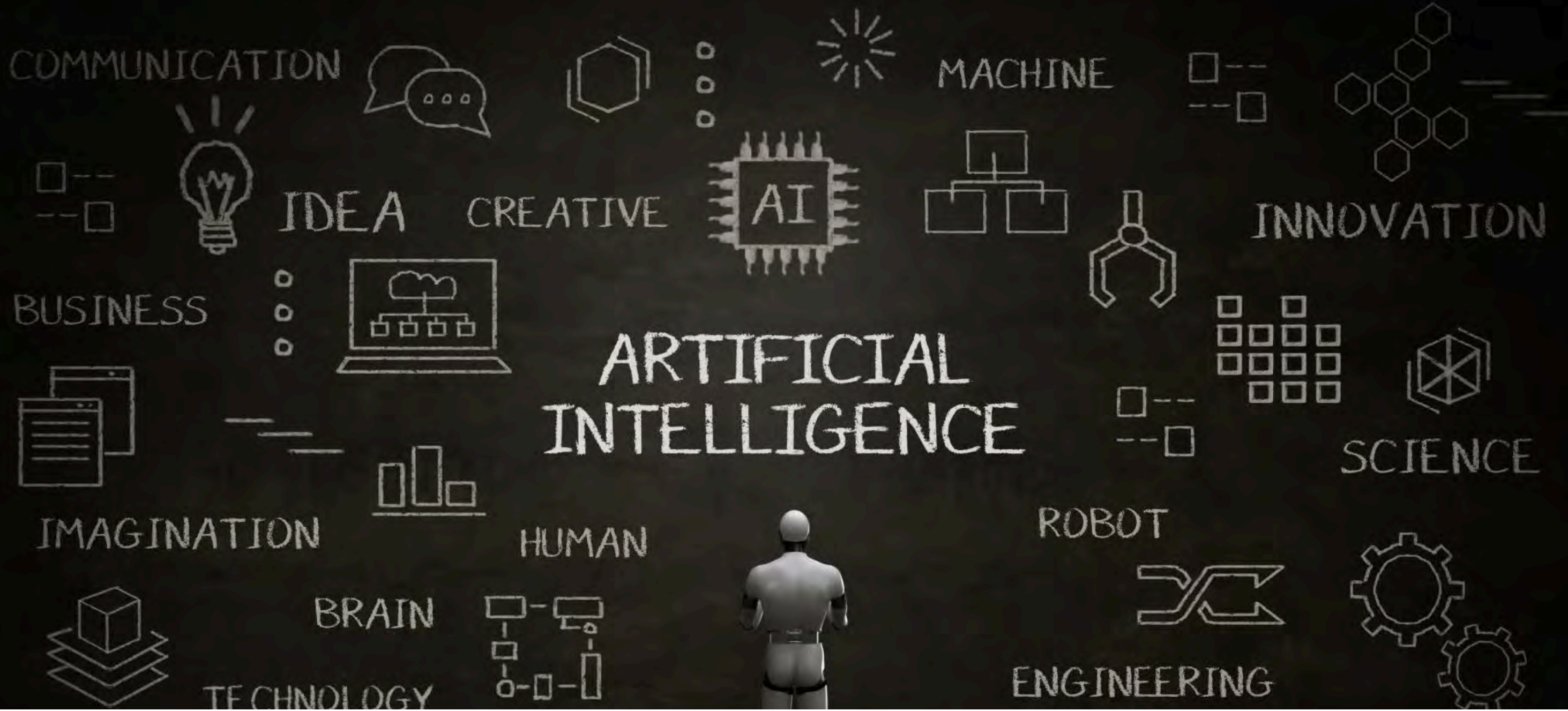
Variety in Content Format

Continuous + Engaging Experience

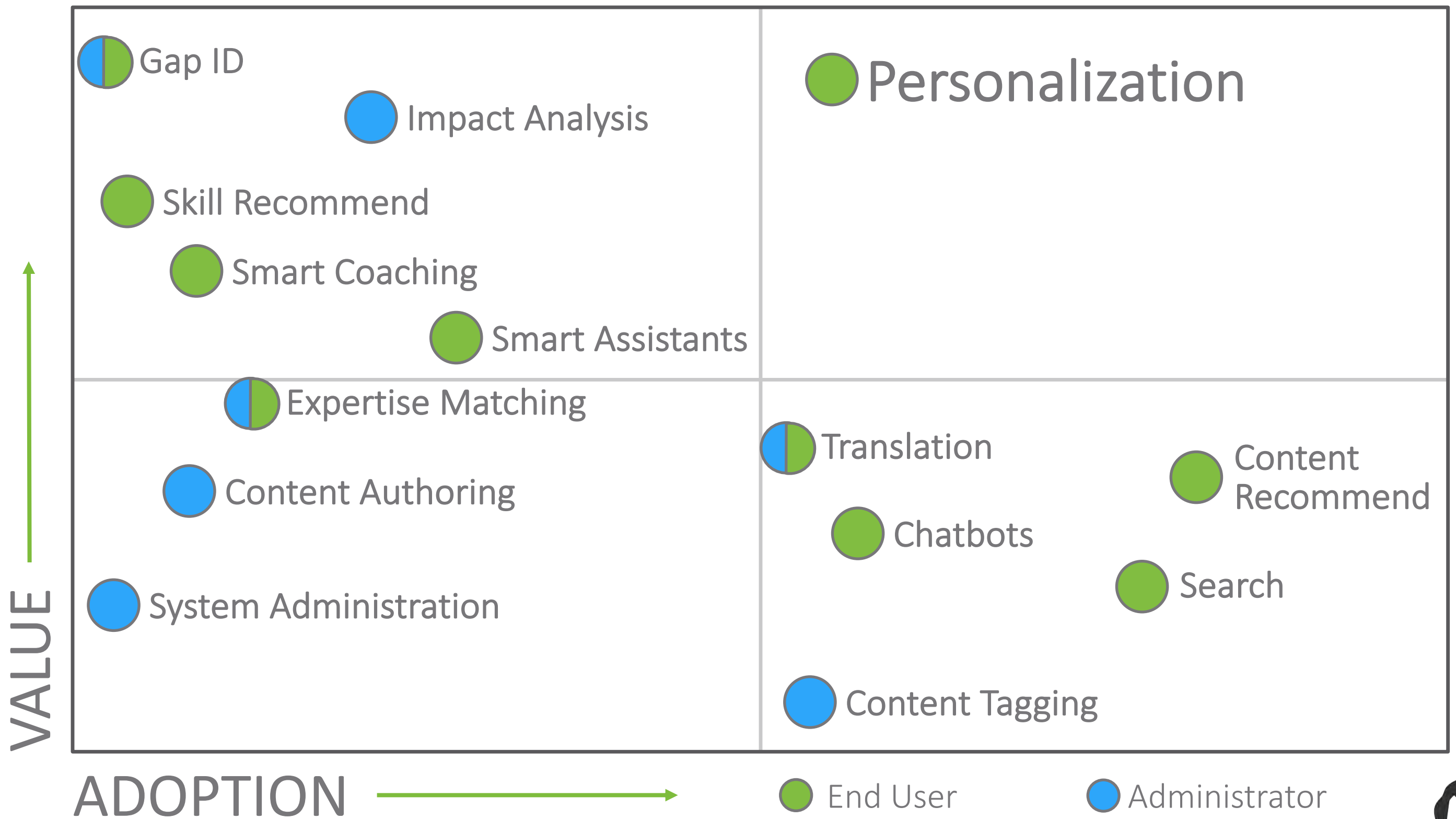
Data Collection Options

APIs

Advanced technological capability is required to scale ongoing adaptation.



AI can take L&D's ability to adapt learning and support options to another level.



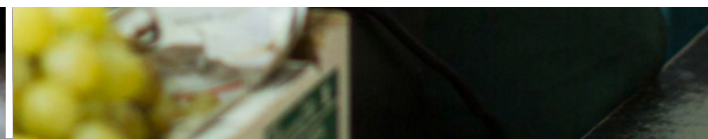
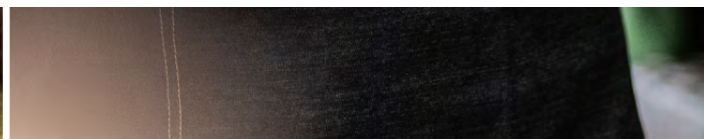


PERSON



- Respect
- Trust
- Transparency
- Mindset
- Value
- Agency

L&D must influence stakeholders and employees to shift learning mentalities and demonstrate the value of adaptive experiences.





4 dimensions of
ADAPTIVE LEARNING

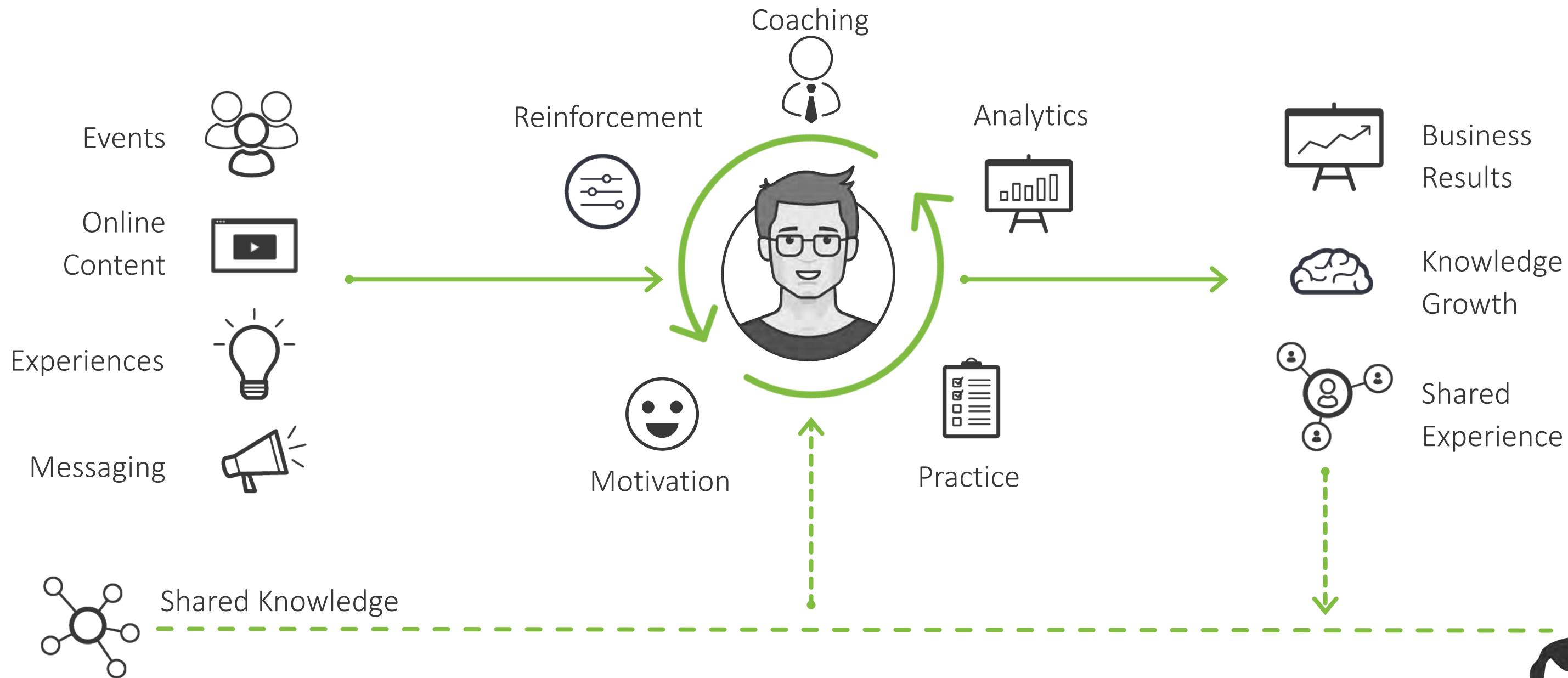
DATA

CONTENT

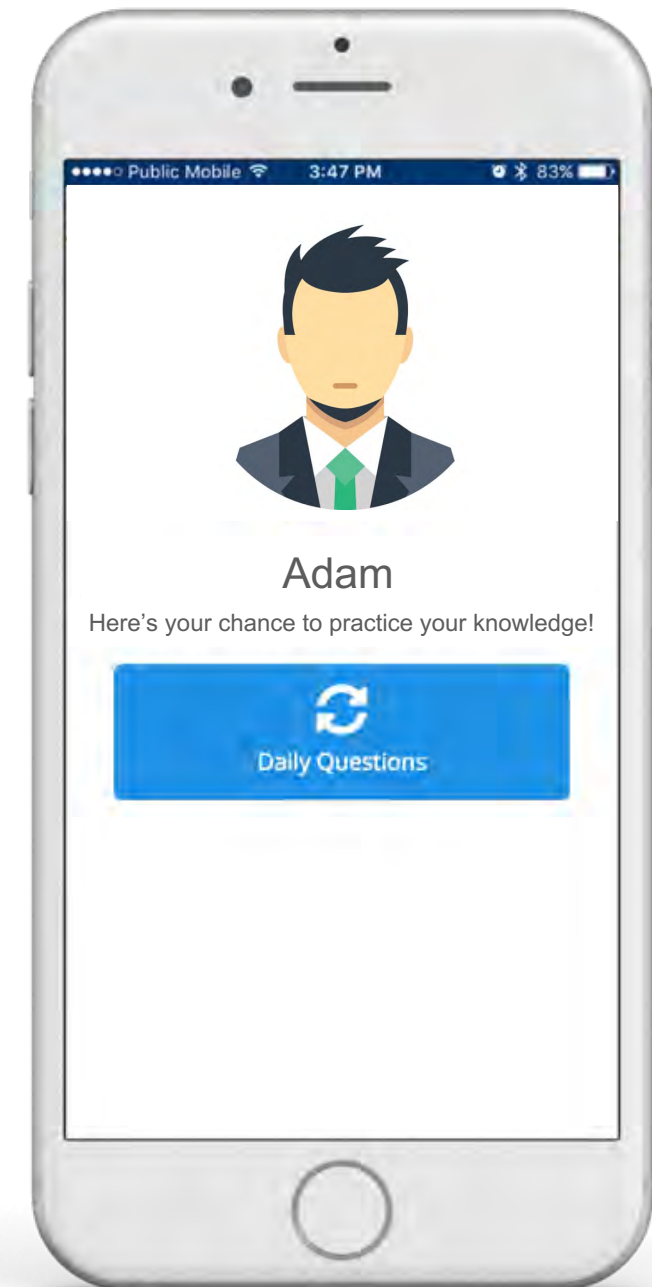
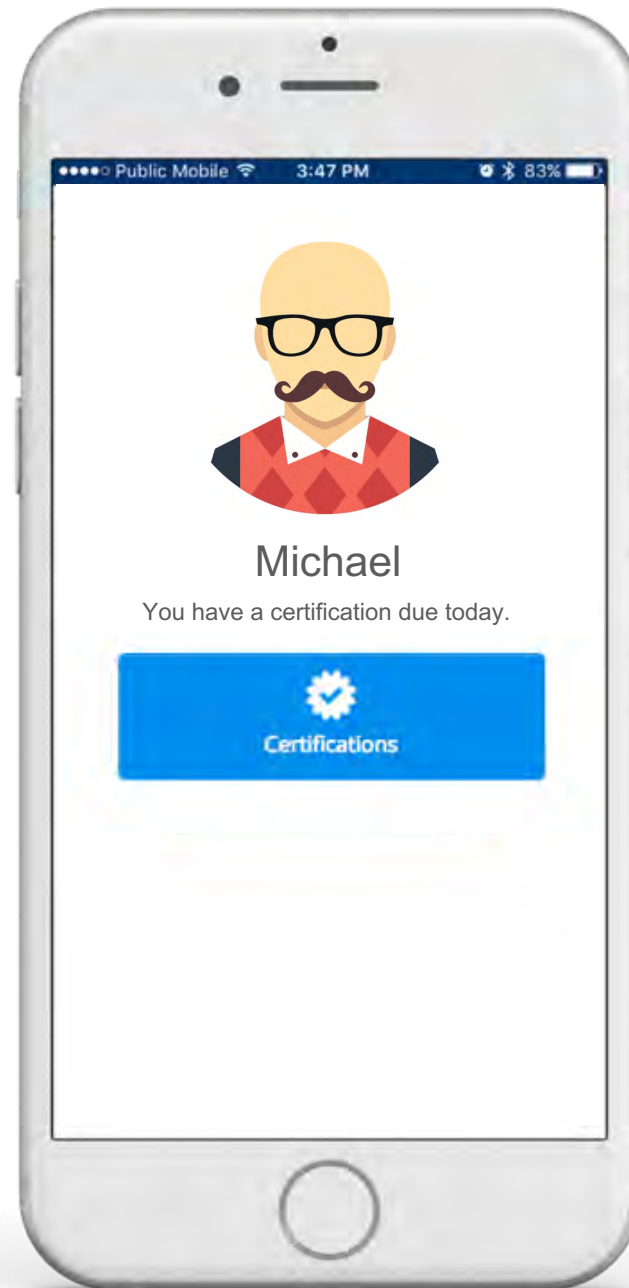
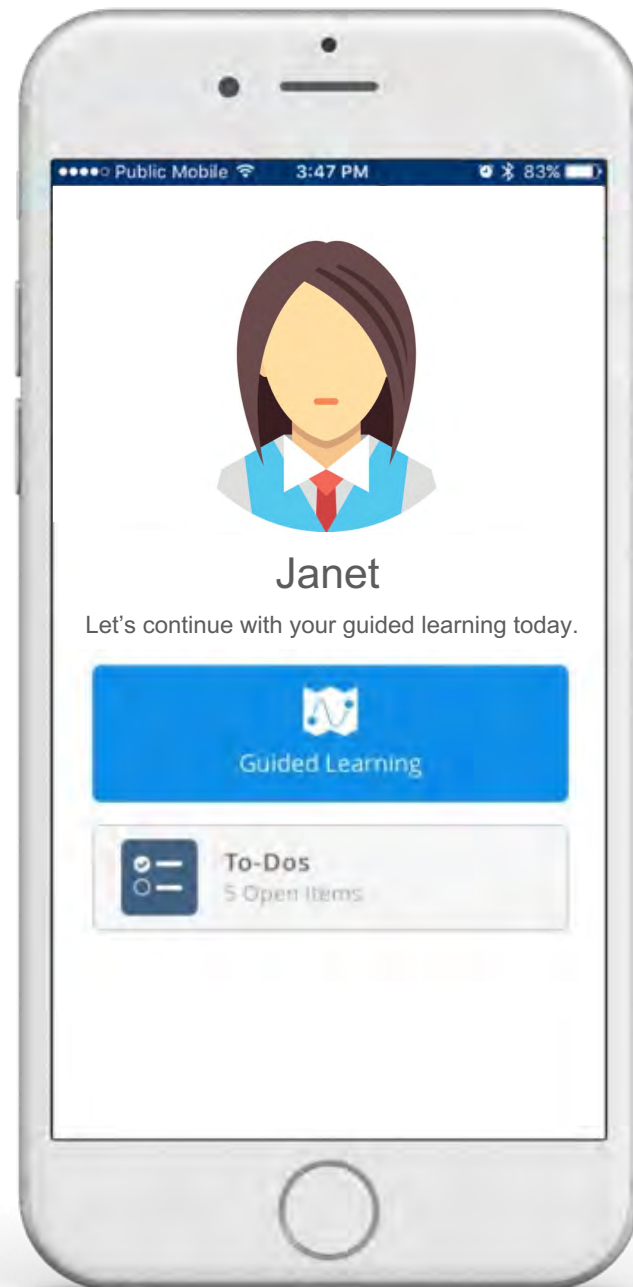
TECHNOLOGY

PEOPLE

continuous learning experience



The learning experience can continuously adapt to meet timely, individual needs.



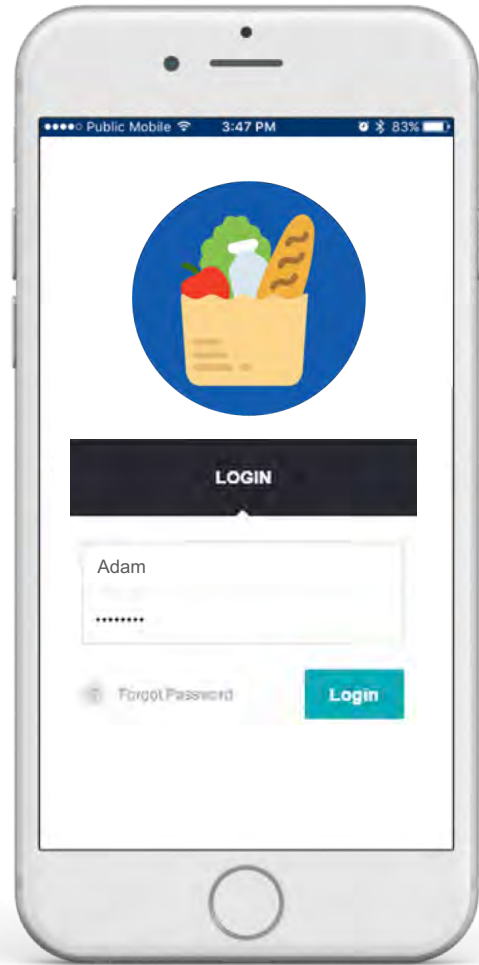


Let's explore the adaptive learning and support experience for Adam.

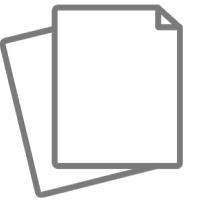
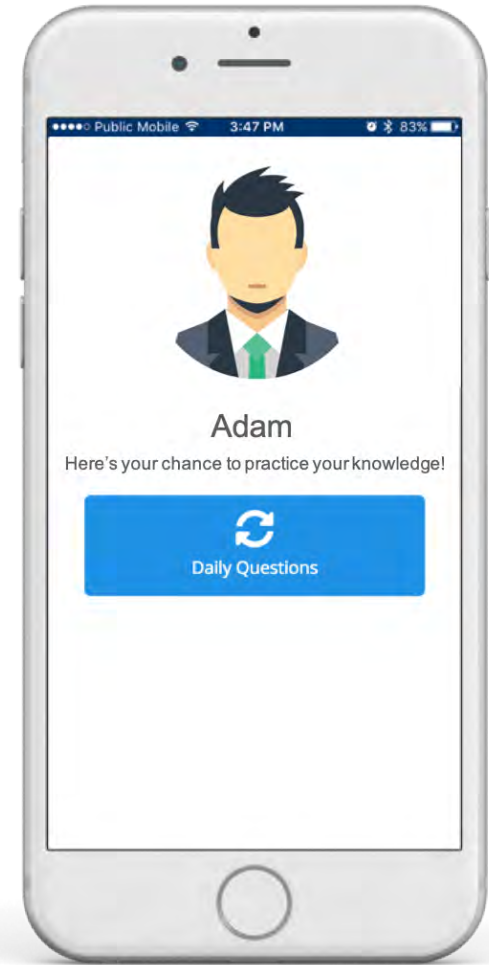




Adam



Identify Priority

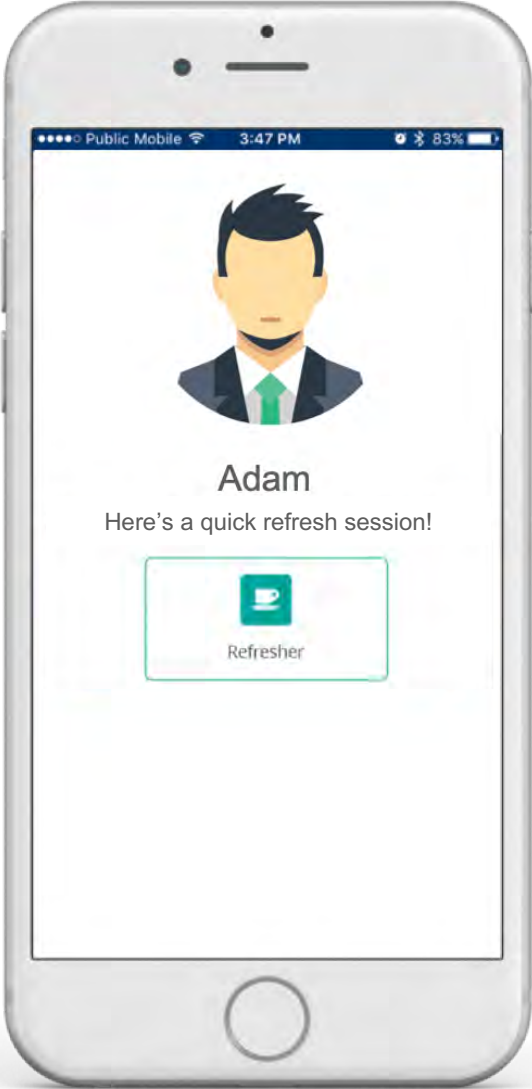


Adam's Manager

Adam receives support on topics based on both business priority and individual need as determined by his data profile.

Adam's support experience includes both digital content as well as in-person coaching through observation and feedback.

Adam's Manager



Adaptive learning can help you **balance** constantly changing **business** priorities with **individual** needs.





CONTENT



RECOMMENDATION



SEGMENTATION



CURRICULUM



EXPERIENCE

Where are you **today**?

Where do you want to go to **best support** your people?

What would be **realistic** in your organization?



Preparing for Personalization

Change the **CONVERSATION**

Craft a continuous **EXPERIENCE**

Find the **DATA**

Make it **OK** to personalize

Adopt a **RESULTS-FIRST** approach

Empower the **PERSON**





The future of workplace learning is personal.



WHO *needs our help?*

WHAT *problem are they facing?*

WHERE *does the problem occur?*

WHEN *do they need help?*

WHY *is this issue important?*

HOW *can we help them?*



TAKE5



Your monthly burst
of microlearning.

Axonify™

How can I **personalize**
workplace learning?



3:52 minute watch

Our everyday digital experiences are increasingly personalized to our needs. But how can we apply this same idea to workplace learning?

WATCH THE VIDEO

Dig deeper

[The Ultimate Guide to Personalized and Adaptive Learning](#) – from Axonify

[The Formula for Personalized Learning](#) – from LearnGeek



**Podcast: Driving Business
Performance with People Data**

David Green shares the best resources on how to improve the use of people data in the workplace. Listen as he chats with Edward Houghton from CIPD.

[Hear the proof >](#)



**The 10-Second Secret to Faster
Learning**

Here's yet another example of scientific research that calls out the faults in traditional learning methods while offering a human-focused alternative.

[Make it quick >](#)

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Adaptive Learning

