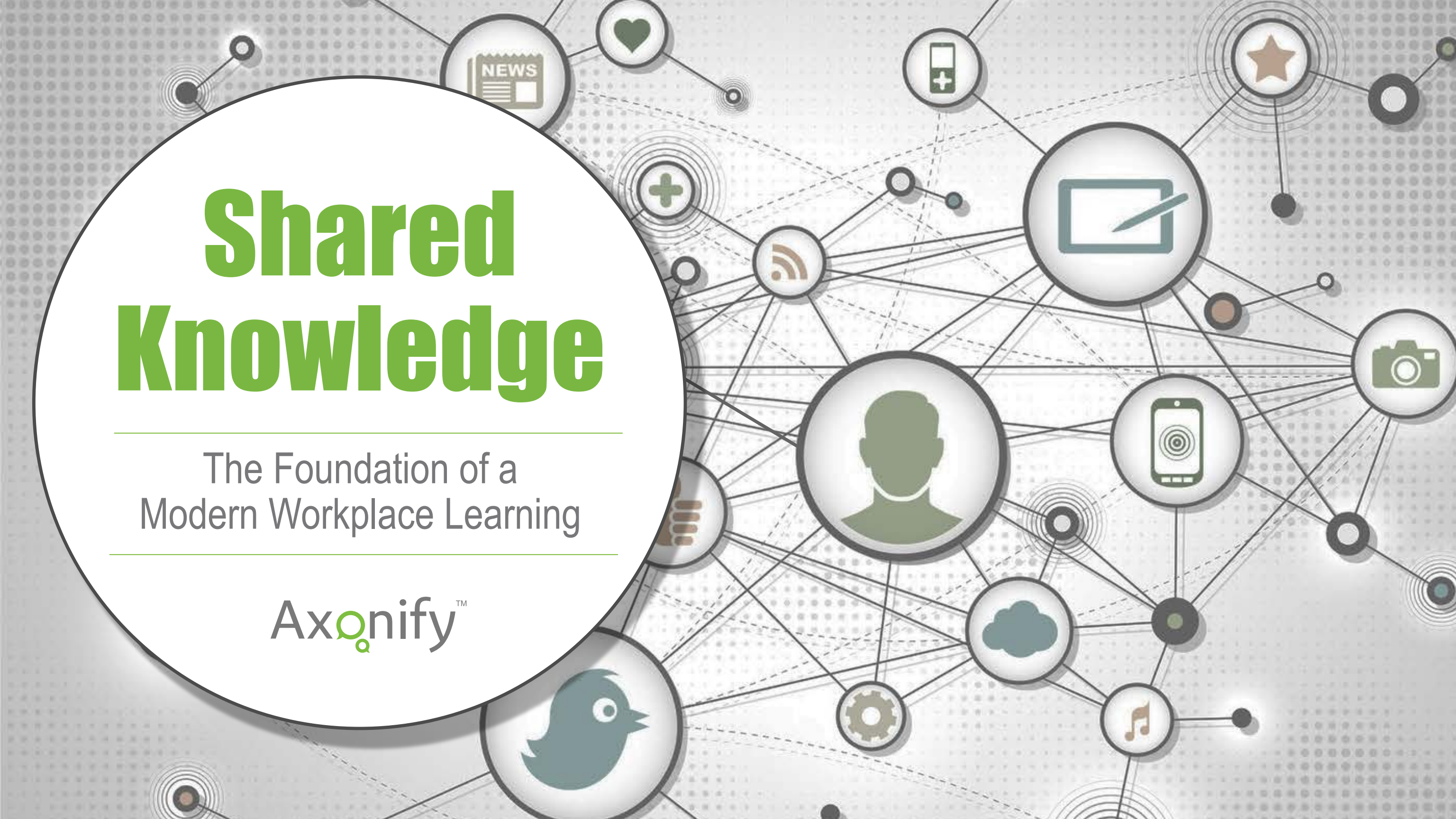


Shared Knowledge

The Foundation of a
Modern Workplace Learning

Axonify™





JD Dillon

Chief Learning Architect
Founder + Principal

Axonify™

Disney

KAPLAN

AMC
THEATRES

Brambles



Why should shared knowledge be a priority for L&D?

Learning in the Workplace Survey (Jane Hart)

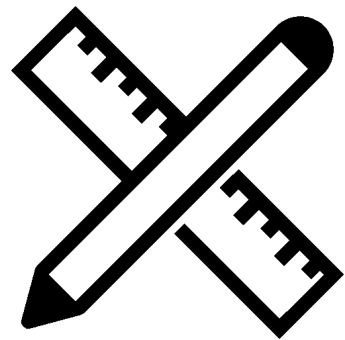
			Not important %	Quite important %	Very important %	Essential %	VIP + Essential %
1	Daily work experiences (ie doing the day job)	DOING	1	6	29	64	93
2	Knowledge sharing with your team	DISCOURSE	1	7	33	59	92
3	Web search (eg Google)	DISCOVERY	3	20	31	46	77
4	Manager feedback and guidance	DOING	5	20	38	37	75
5	Web resources (articles, videos, podcasts, etc)	DISCOVERY	3	24	41	32	73
7	Coach or mentor feedback and guidance	DOING	7	23	45	25	70
6	Your professional network (aka PLN)	DISCOURSE	5	29	40	26	66
8	Company resources (eg documents, job aids)	DISCOVERY	7	31	35	27	62
9	Blog posts and news feeds	DISCOVERY	13	44	29	14	43
10	E-Learning (eg online courses)	DIDACTICS	17	44	27	12	39
11	Conferences and other professional events	DISCOURSE	18	51	26	5	31
12	Classroom training	DIDACTICS	28	42	23	7	30

The informal stuff
ranks as more
essential ...

... than the structured
stuff we usually rely on
within L&D.

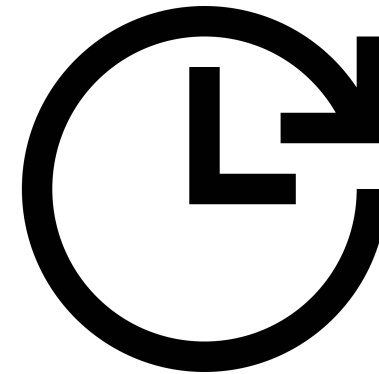
The working world is rapidly evolving ...

... but our ability to support it hasn't kept pace.



90%

of organizations are in the process of redesigning jobs¹



76%

of employees prefer to work in organizations that provide future skills development³



54%

of the world's workforce will require significant reskilling²



90%

of employees believe the ability to access information anytime/anywhere is important³

¹ Deloitte 2019 Human Capital Trends Report

² World Economic Forum 2019

³ Axonify 2019 State of Frontline Training Report



L&D must narrow the gap between ...

Learning at **HOME**



Learning at **WORK**

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L&D must also account for
the biggest obstacle to
workplace learning: **time**.



A place-and-time approach is not the answer.

Before we evolve our
learning **practices** we have
to shift our learning **mindset**.



Every workplace has a **learning ecosystem**.

People learn + develop in a variety of ways using a multitude of tools and tactics.





Modern Learning Organization **Mindset**

a critical part of the **workflow**

takes advantage of the full **ecosystem**

applies **data** to guide and accelerate
decision-making

provides a **personal** experience at scale

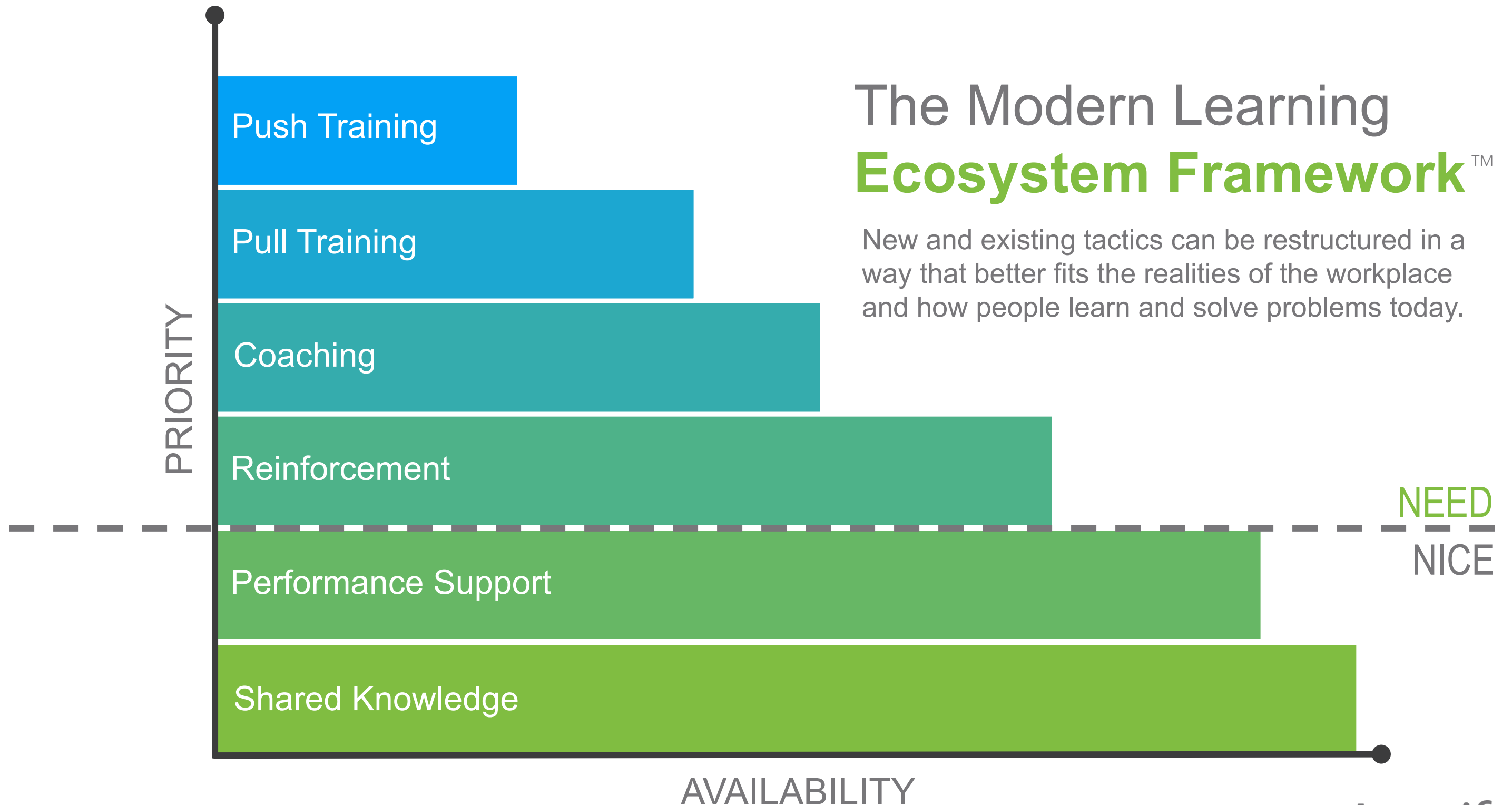
drives clear business **impact**

fosters ongoing organizational **agility**

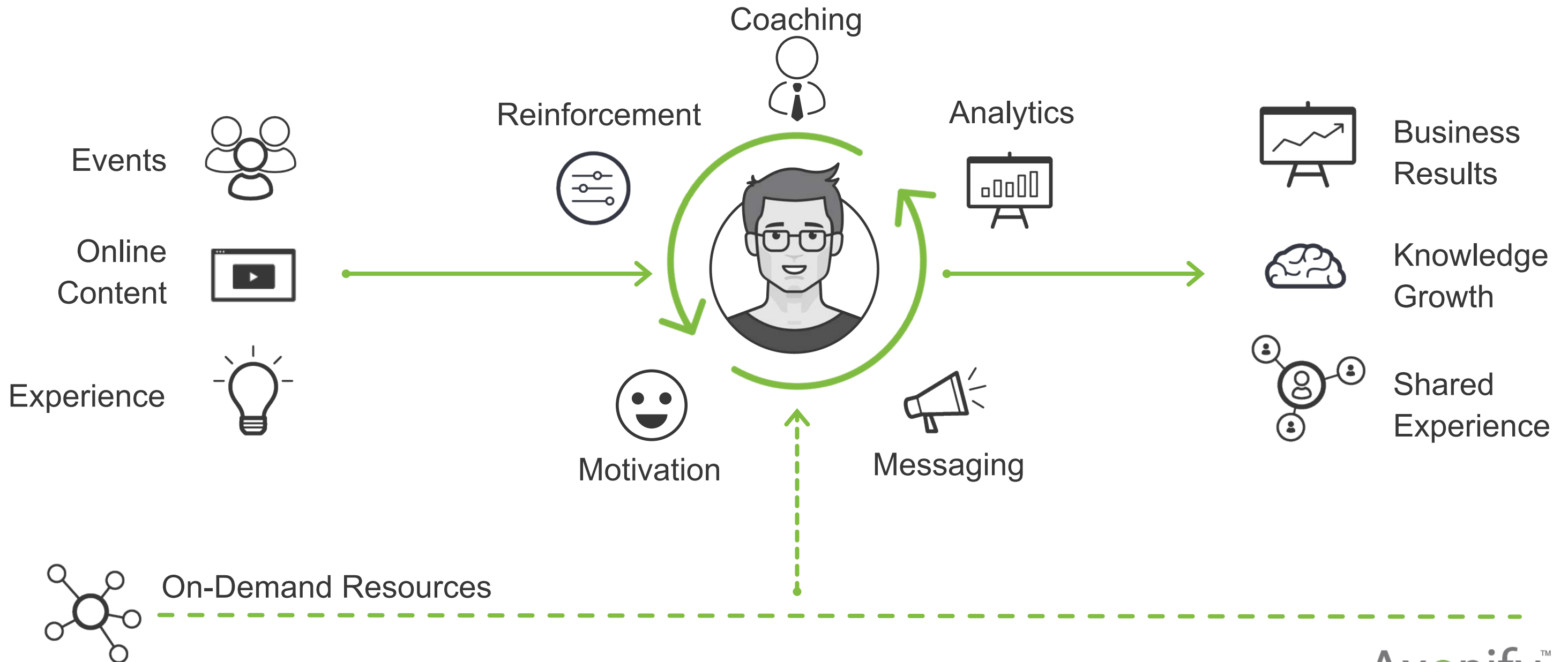
L&D must enable a **consistent support** experience for **every employee** that **fits** into the **reality** of the workplace.

The Modern Learning Ecosystem Framework™

New and existing tactics can be restructured in a way that better fits the realities of the workplace and how people learn and solve problems today.



continuous **learning** experience



The Modern Learning **Ecosystem Framework**[™]

PRIORITY

The foundation of modern workplace learning is the ability to curate and share information so people can easily access it when and where problems arise.

Shared Knowledge

AVAILABILITY



IDC
Atlassian

2.5

HOURS / DAY

wasted looking for
information

65

PERCENT

of information is
shared via email

25

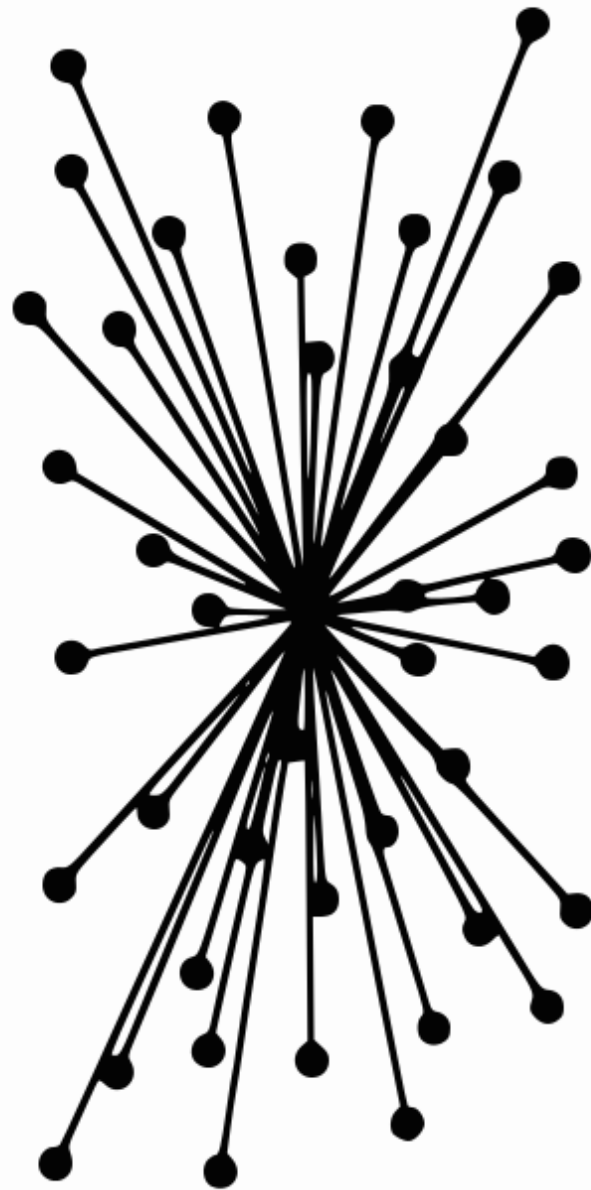
MINUTES

to return to task
after interruption

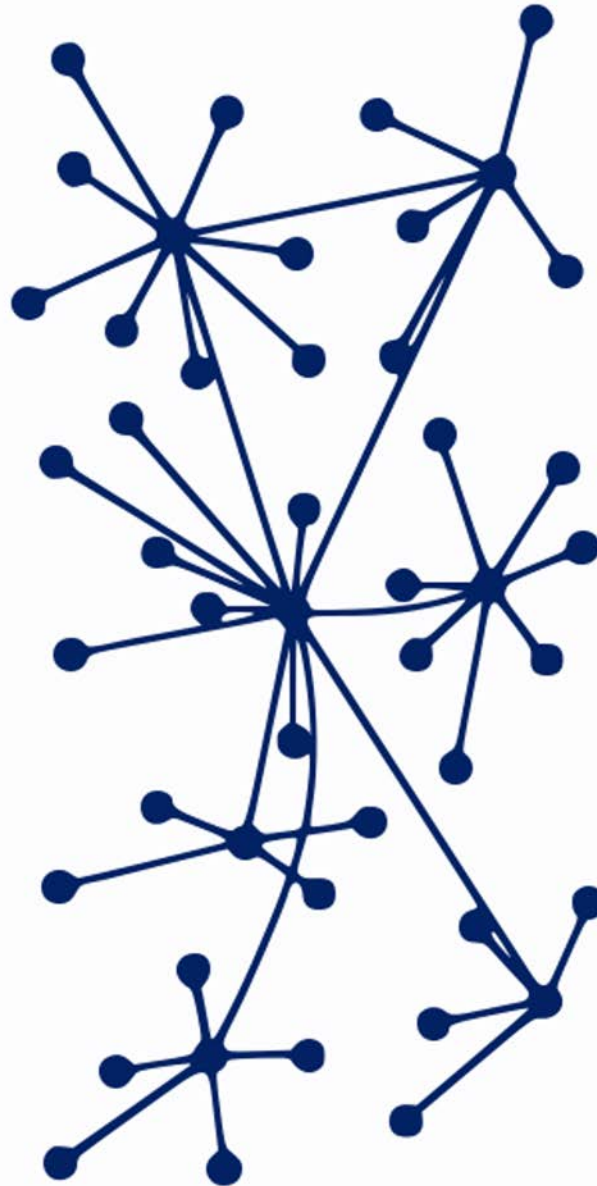


Years of tactic knowledge are **lost** due to turnover and poor engagement.

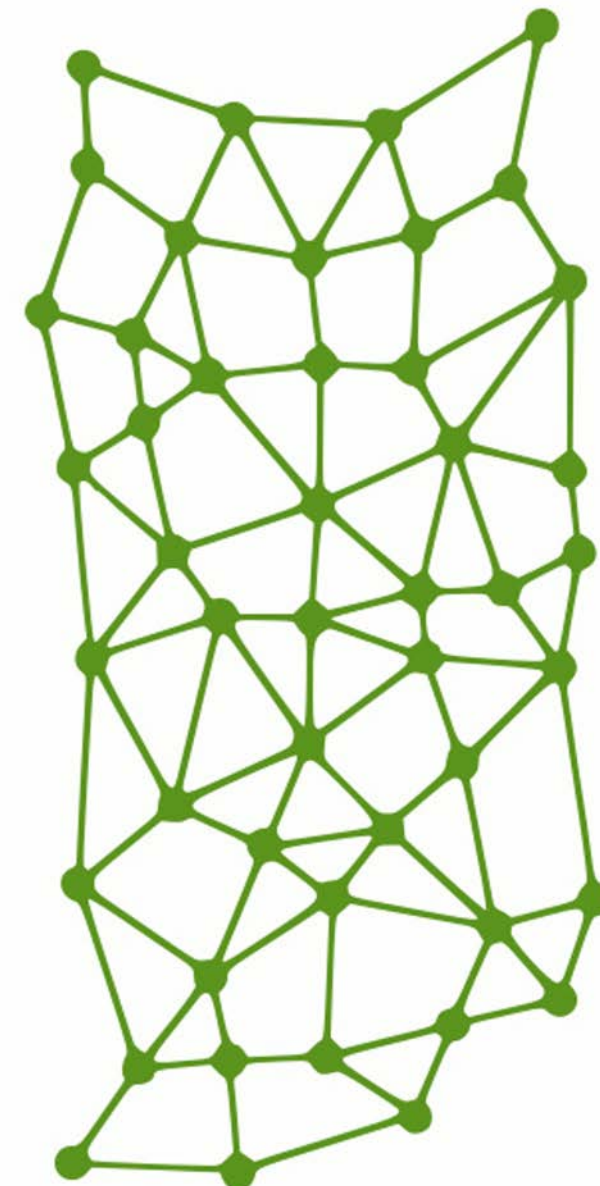
Work no longer functions in a centralized manner
but knowledge remains locked in hierarchical **SILOS**.



Centralized



Decentralized



Distributed



Social platforms remain **empty** as organizations fail to replicate the impact of consumer social technology.



PROVEN PRINCIPLES FOR ENABLING SHARED
KNOWLEDGE IN THE MODERN WORKPLACE

Start with a
simple **QUESTION**.

“

What information is already accessible on this topic?

”



Make someone **ACCOUNTABLE.**

Consider installing a dedicated curator to promote your desired knowledge sharing behaviors and protect the overall user experience.



Acknowledge the 1% reality.

You don't need EVERYONE to share in the same ways to have an impact. Find people who already demonstrate desired sharing behaviors. Enable them as your champions



Align sharing with the **WORK.**

Make shared knowledge an integral part of the job – not an extra.

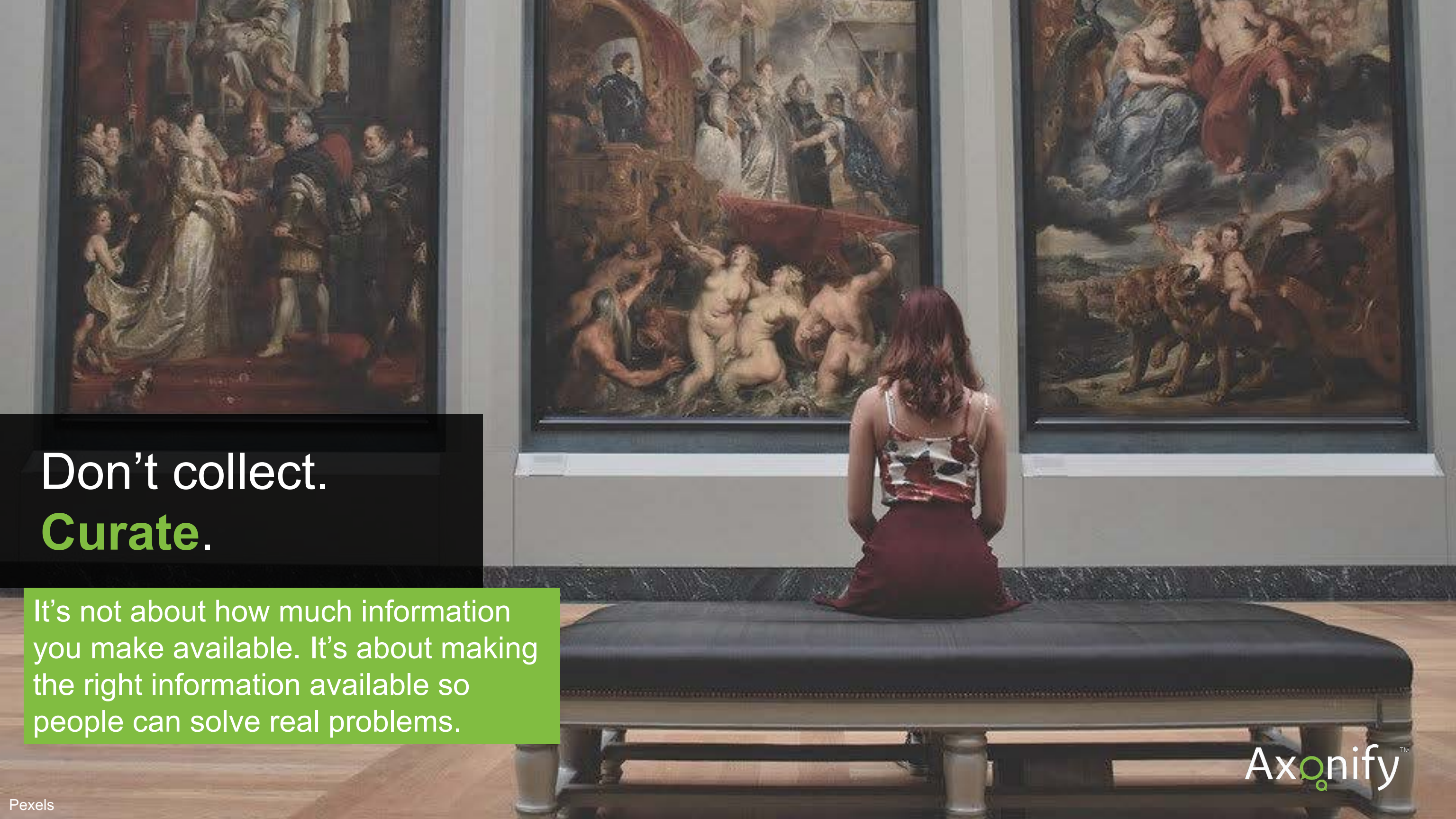
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Keep sharing **SIMPLE.**

Help people find and share information as quickly and easily as possible in the way you design your technology and processes.



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Don't collect.
Curate.

It's not about how much information you make available. It's about making the right information available so people can solve real problems.

NETFLIX ORIGINAL STRANGER THINGS

95% Match 2017 2 Seasons 4K Ultra HD 5.1

When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and one strange little girl.

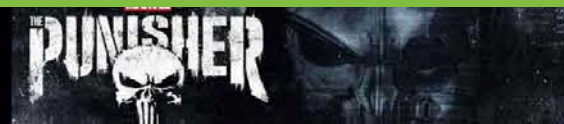
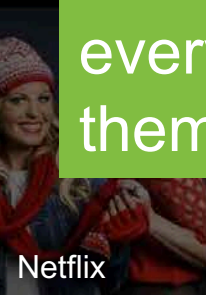
Winona Ryder, David Harbour, Matthew Modine
TV Shows, TV Sci-Fi & Fantasy, Teen TV Shows



Popular on Netflix

Balance **FINDABILITY**
with **DISCOVERABILITY**.

Make it easy to find what people need to do their everyday jobs, but don't forget about the value of helping them expand their knowledge beyond familiar topics.





Confront organizational **FEAR**.

Talk to your legal, HR and compliance teams early to make sure you know where to draw the line when it comes to how information can be shared.

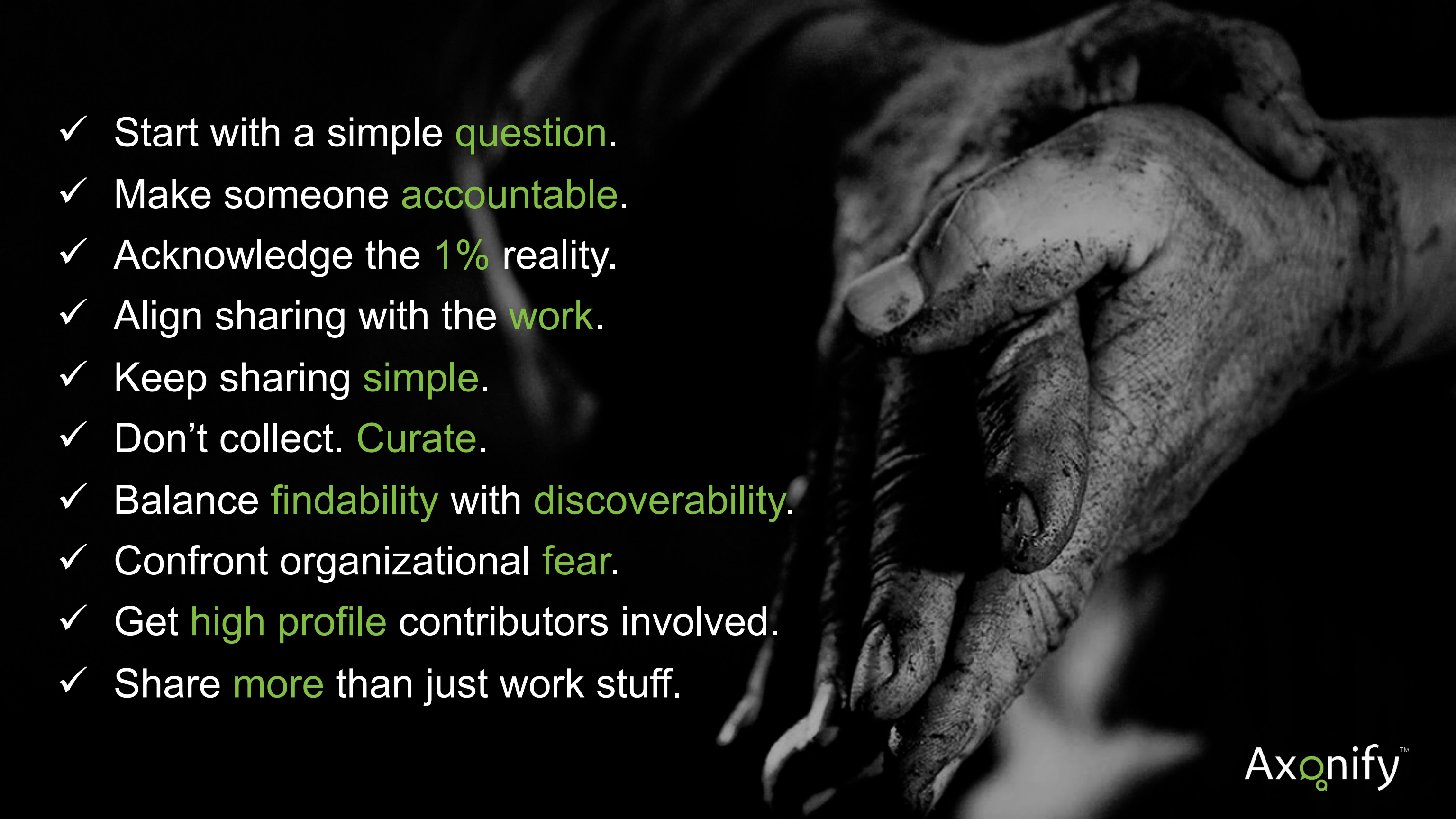
Get **HIGH PROFILE**
contributors involved early.

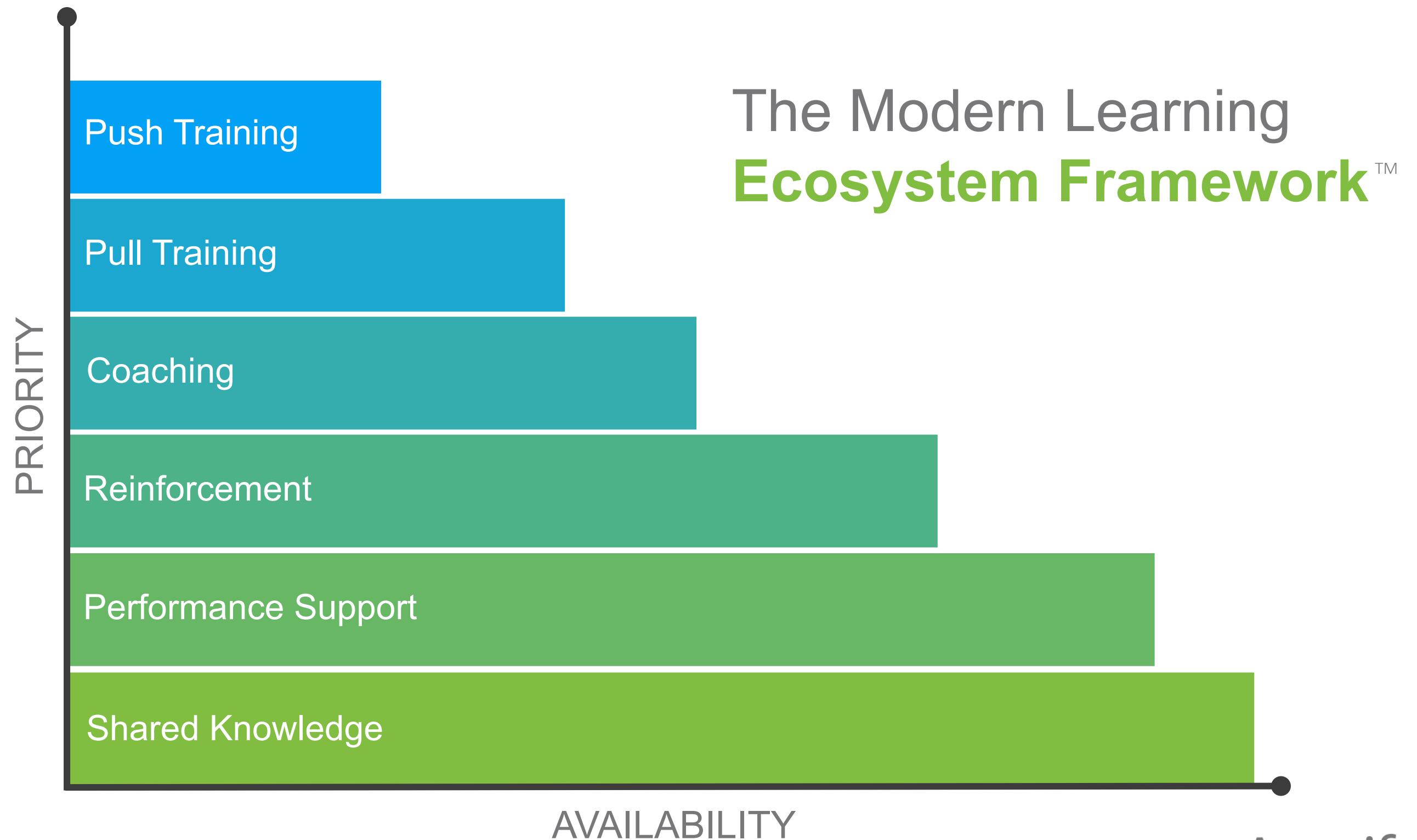
Leverage established voices – such as executives, high performers and product owners – to build fast credibility and early engagement.



Share **MORE** than just work stuff.

Make sharing more interesting than the typical workday.
Give people a chance to be people – not just employees.

- 
- ✓ Start with a simple **question**.
 - ✓ Make someone **accountable**.
 - ✓ Acknowledge the **1%** reality.
 - ✓ Align sharing with the **work**.
 - ✓ Keep sharing **simple**.
 - ✓ Don't collect. **Curate**.
 - ✓ Balance **findability** with **discoverability**.
 - ✓ Confront organizational **fear**.
 - ✓ Get **high profile** contributors involved.
 - ✓ Share **more** than just work stuff.





CONTEXT

when and where does the person need help?

CRITICALITY

how problematic is failure for this topic?

COMPLEXITY

how challenging is this topic to master?

TIMELINESS

how quickly is an intervention required?

PRIORITY

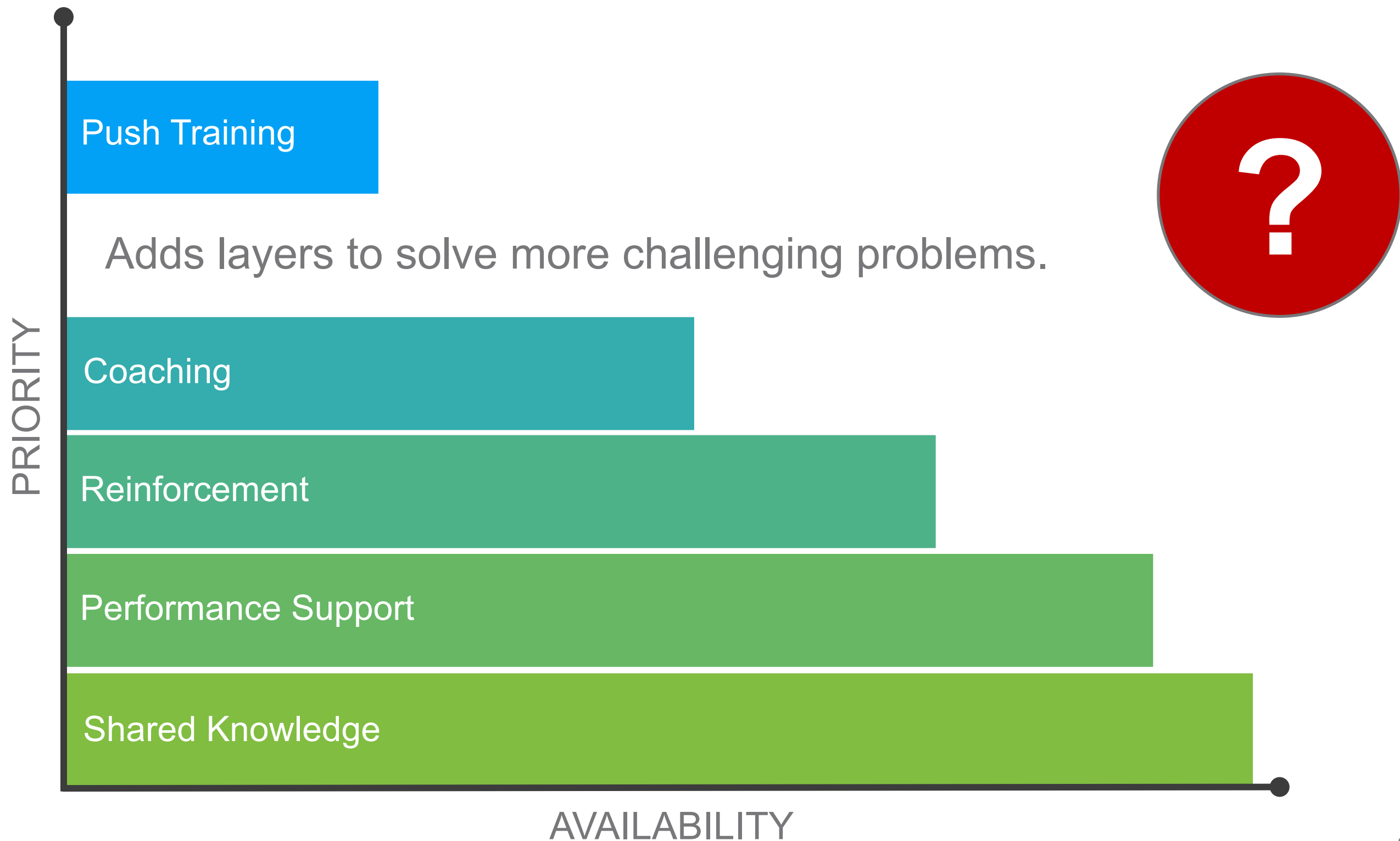


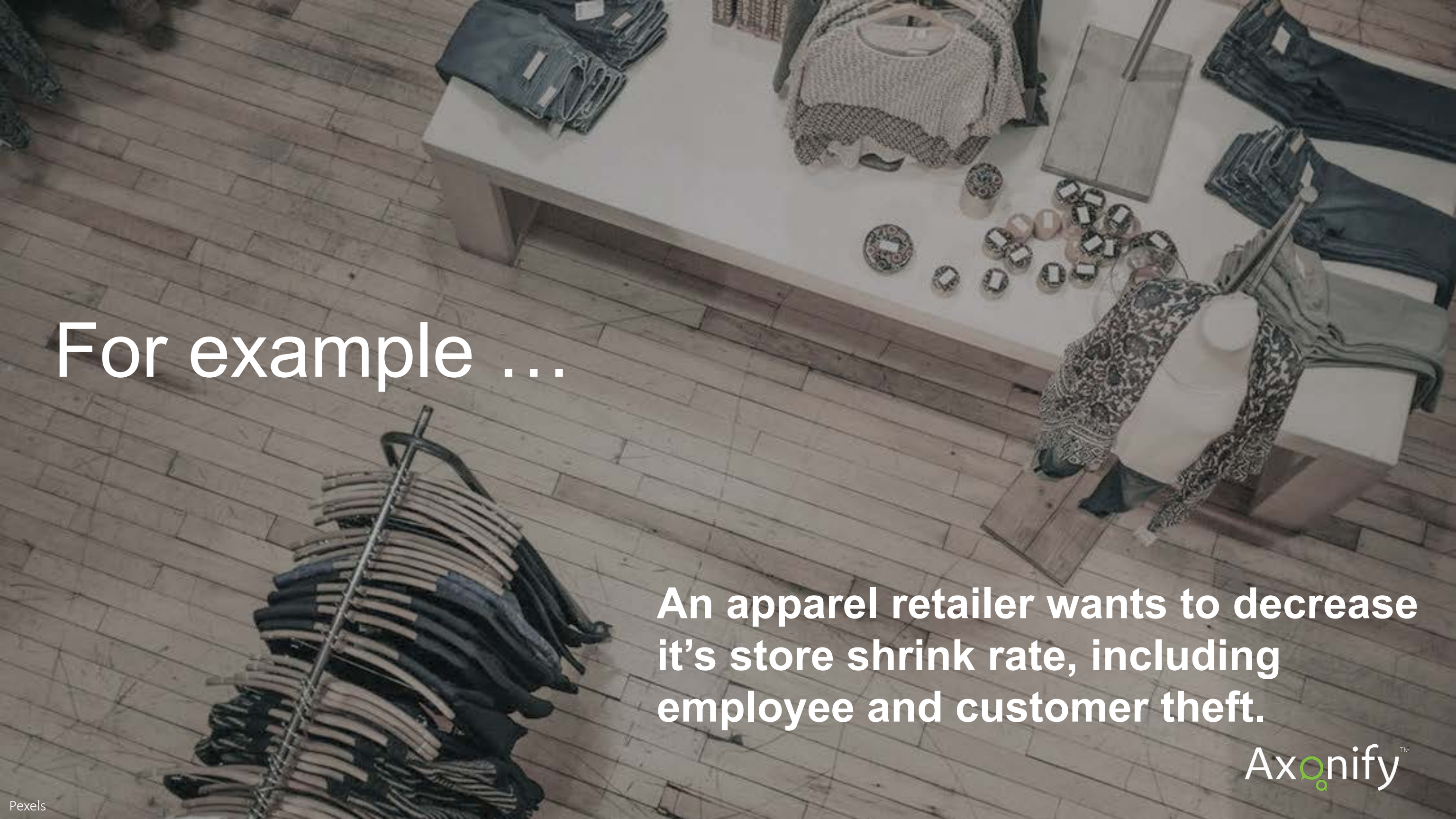
Apply only the right layers + tactics to solve problems based on framework considerations.

Performance Support

Shared Knowledge

AVAILABILITY



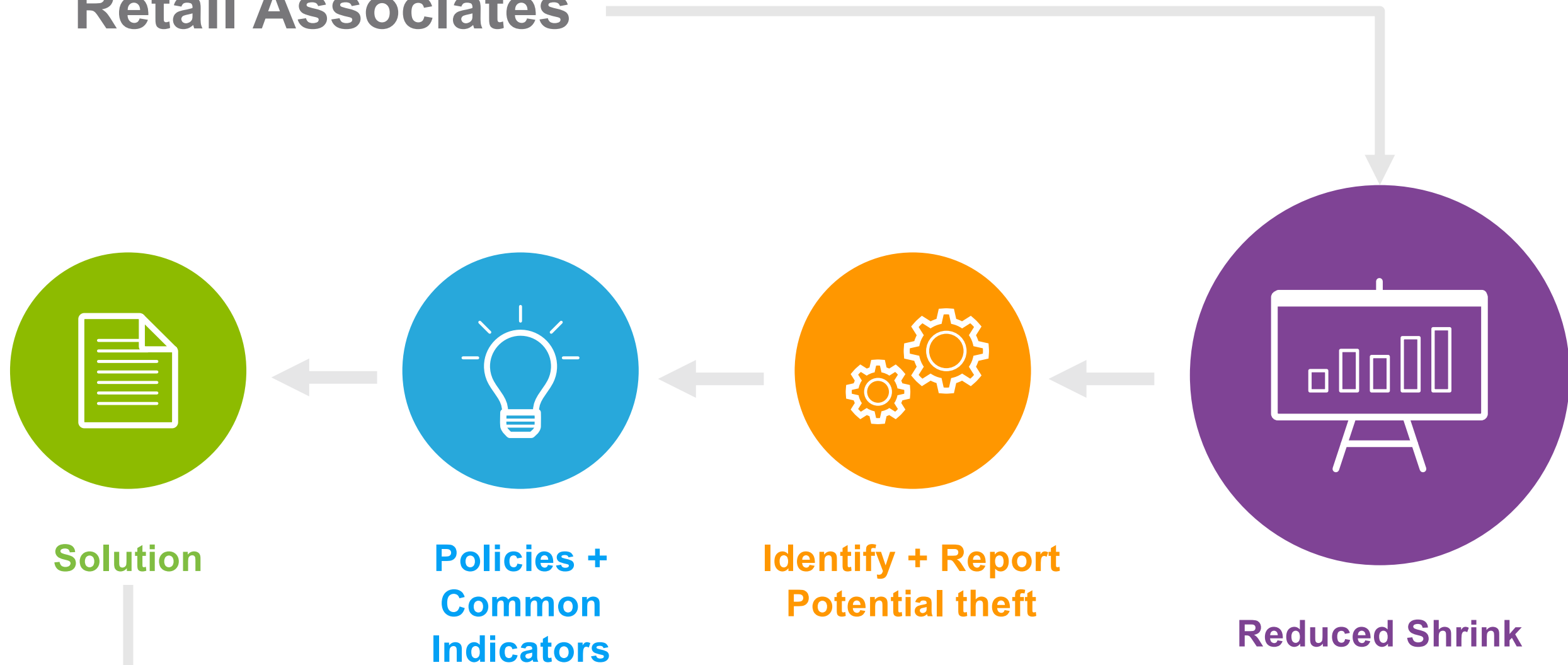


For example ...

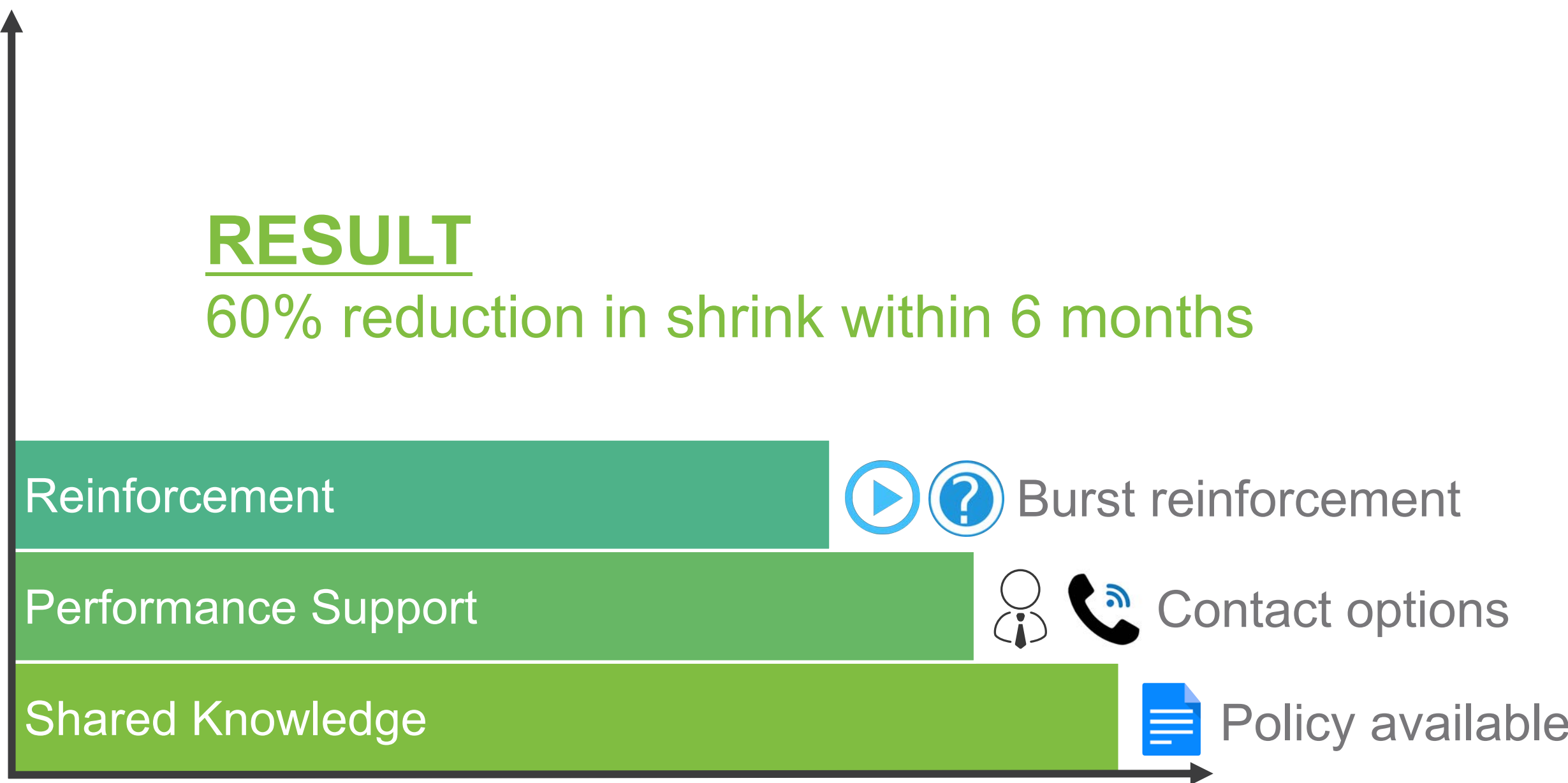
**An apparel retailer wants to decrease
it's store shrink rate, including
employee and customer theft.**

Axonify™

Retail Associates



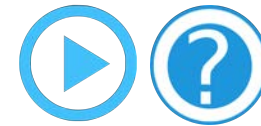
Context | Criticality | Complexity | Timeliness



RESULT

60% reduction in shrink within 6 months

Reinforcement



Burst reinforcement

Performance Support



Contact options

Shared Knowledge



Policy available



“

Before only the veterans knew everything. Now everyone has access to the same information.
Everyone has a voice.

”

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— THE —
80
PERCENT



THE**80**PERCENT

A podcast about the frontline story
and the impact employees have on our
organizations and communities every day.

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Subscribe for new episodes every 2 weeks.



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Spotify

Prepare your people for
what comes next by
joining the only event
focused on the frontline.

September 28 – 29, 2020
Free + Online



axonify.com/conference



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Be well.