

How it's made: Create a Learning and Performance Ecosystem



Ger Driesen

Learning Innovation Leader at aNewSpring



@GerDriesen

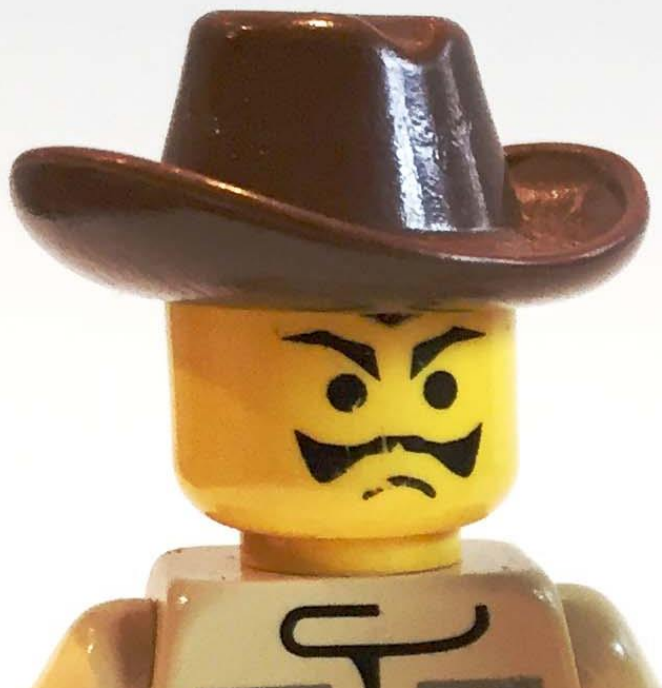
*Inspiring
learning
journeys*

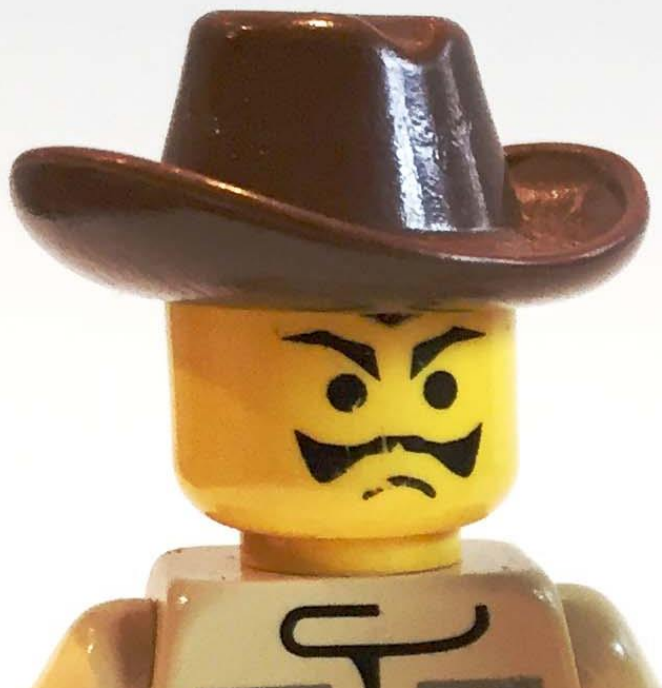
Let's start with a story

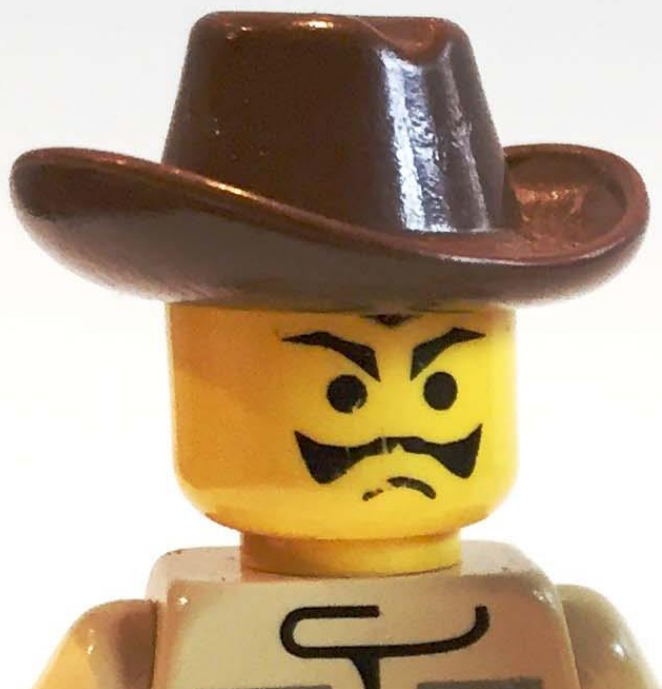
Once upon a time there were three brothers...





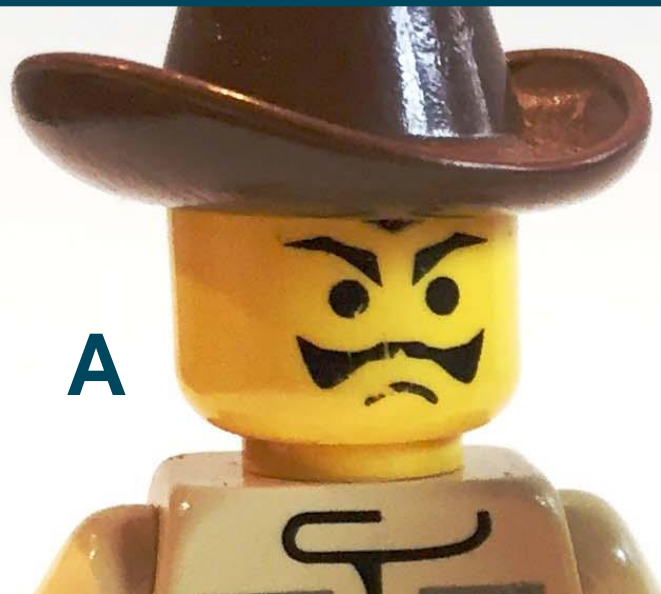








Question: Who resonates best with you and why? Brother A, B or C?



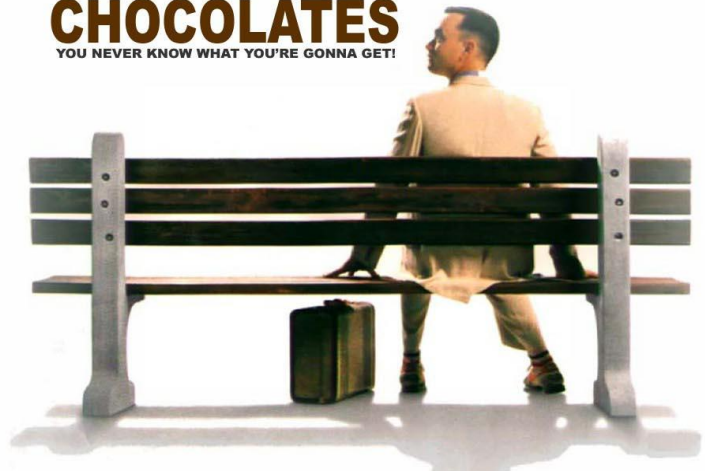


Consequences



Consequences

LIFE IS LIKE A BOX OF
CHOCOLATES
YOU NEVER KNOW WHAT YOU'RE GONNA GET!





Consequences





Consequences





Consequences





Consequences



atd 2017
INTERNATIONAL CONFERENCE & EXPOSITION

MAY 21-24 | ATLANTA, GA
CONTENT • COMMUNITY • GLOBAL PERSPECTIVES

Ecosystem



Ecosystem

- Connected elements, interdependent



Ecosystem

- Connected elements, interdependent
- Stable and evolving



Ecosystem

- Connected elements, interdependent
- Stable and evolving
- Interaction Environment



Ecosystem

- Connected elements, interdependent
- Stable and evolving
- Interaction Environment
- Grow, transform, extinct



Learning & Performance Ecosystem

Partly based on and inspired by the fabulous work of:

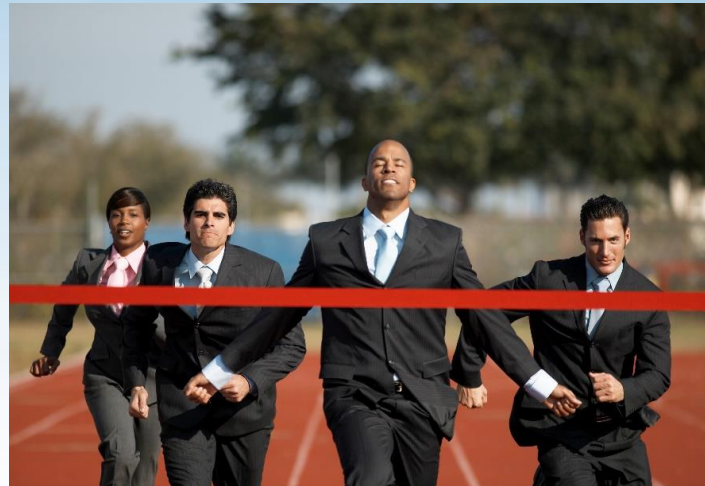
Marc Rosenberg

David Kelly

Catherine Lombardozzi

Arun Pradhan

Learning & Performance Ecosystem Quiz!



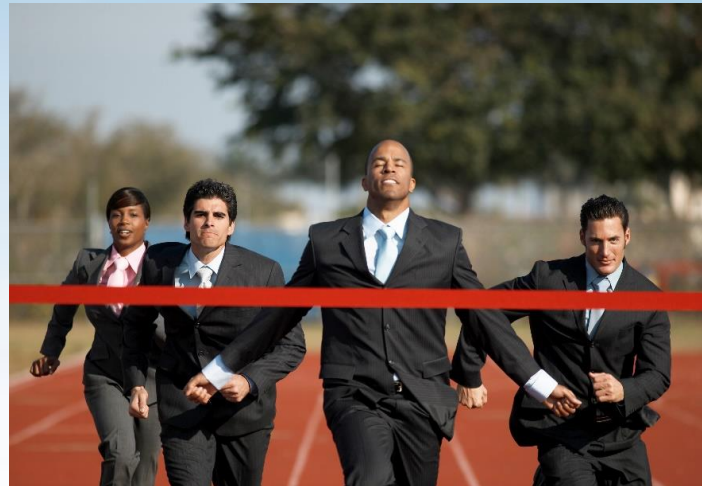
P?

P?

P?

*Inspiring
learning
journeys*

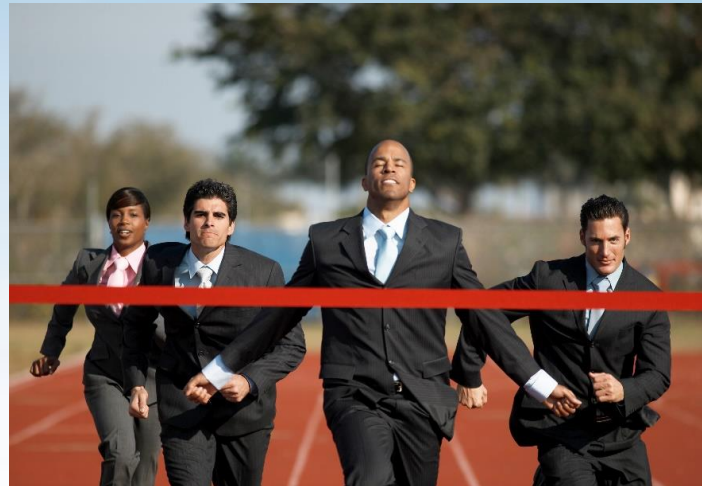
Learning & Performance Ecosystem Quiz!



People
P?
P?

*Inspiring
learning
journeys*

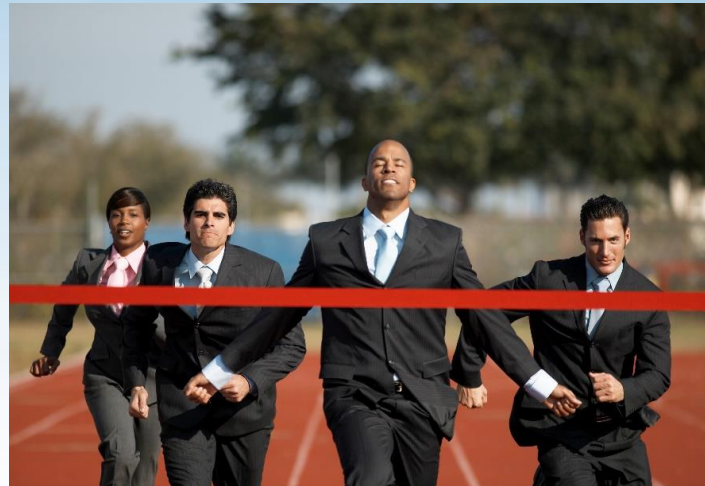
Learning & Performance Ecosystem Quiz!



People
Performance
P?

*Inspiring
learning
journeys*

Learning & Performance Ecosystem Quiz!



People
Performance
Purpose

*Inspiring
learning
journeys*

Insider Tip for Application

Use People, Performance, Purpose for
Focus



Insider Tip for Application

People – the need for a clear target group

‘If it is for everybody, it is for nobody’

Insider Tip for Application

Performance – the need for a clear relation to work that has to be done

'If it doesn't help me getting my (future) job done, why use it anyway?'

Insider Tip for Application

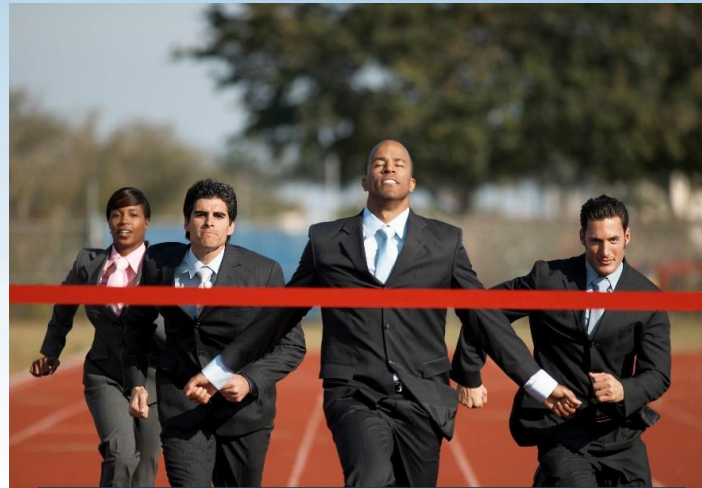
Purpose – get an answer on the ‘Why?’ for the added value, relevance, meaning

‘If it has no connection with purpose, it is a hobby and won’t last long’

Components

Of a Learning and Performance Ecosystem

Components Ecosystems for Learning & Performance



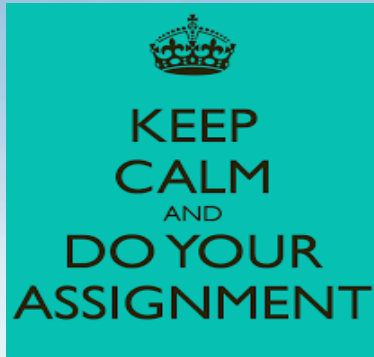
People
Performance
Purpose

Components Ecosystems for Learning & Performance



People
Performance
Purpose

Components Ecosystems for Learning & Performance

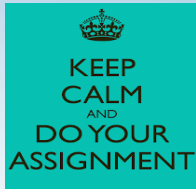


Assignments
(Learning from the job)



People
Performance
Purpose

Components Ecosystems for Learning & Performance



Assignments
(Learning from the job)

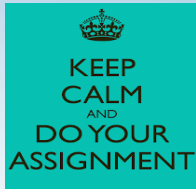


Training
(Improve)



People
Performance
Purpose

Components Ecosystems for Learning & Performance



Assignments
(Learning from the job)



Training
(Improve)

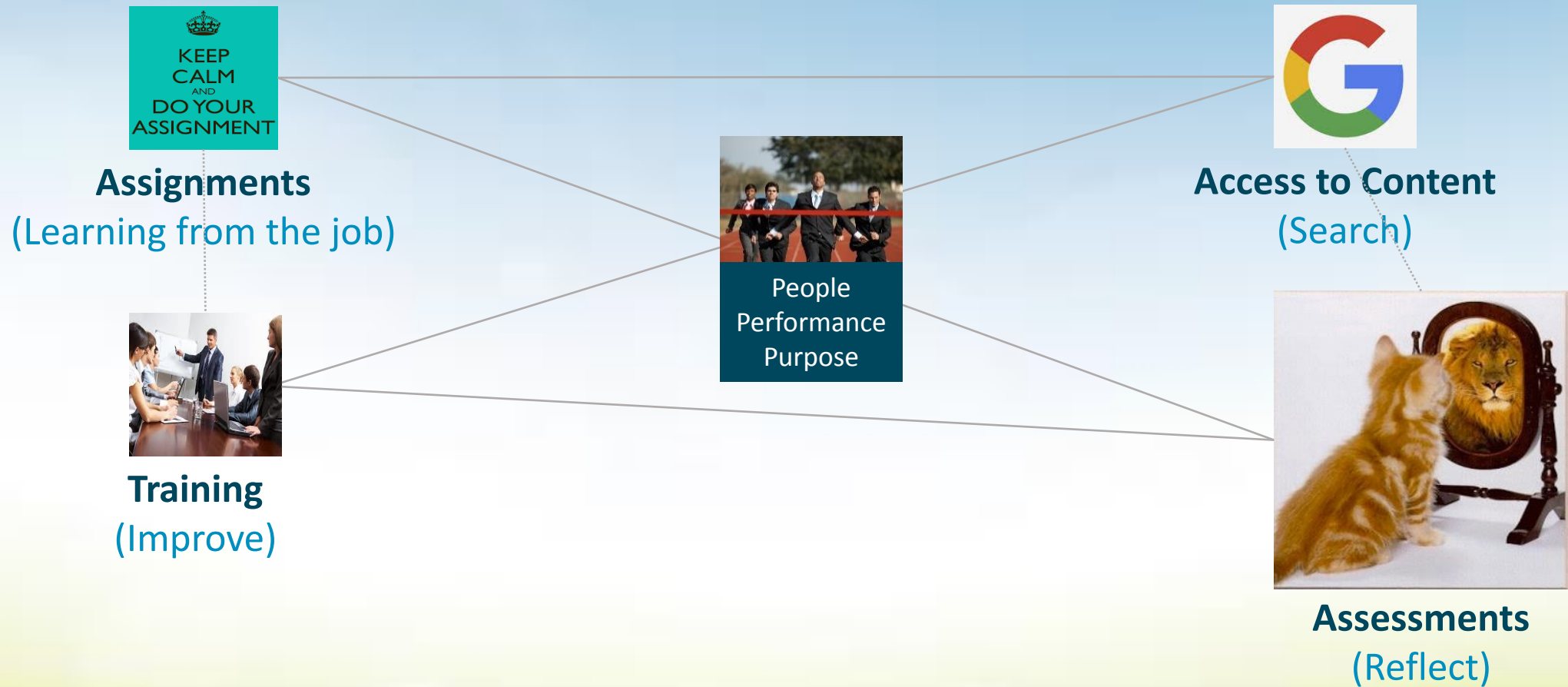


People
Performance
Purpose



Access to Content
(Search)

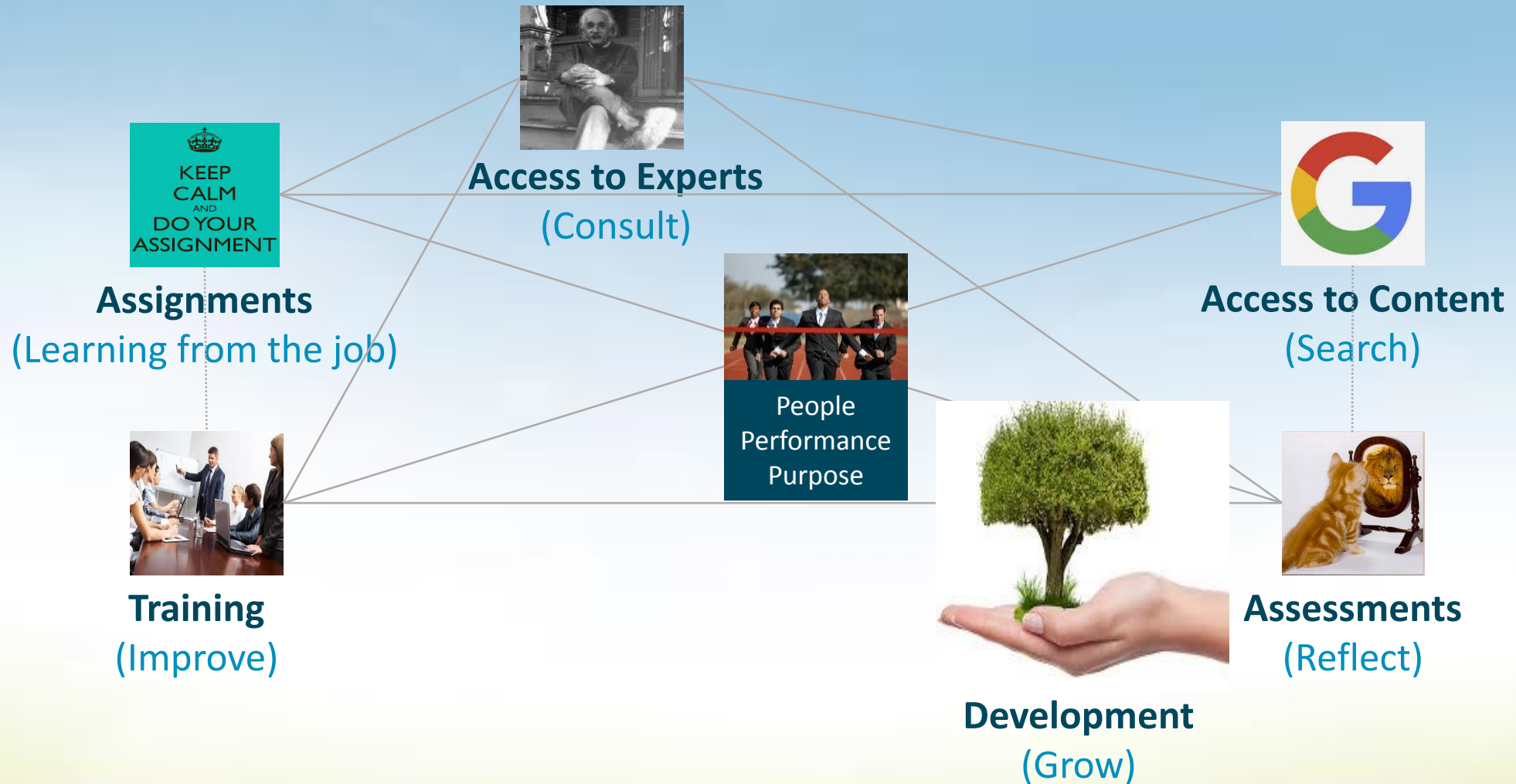
Components Ecosystems for Learning & Performance



Components Ecosystems for Learning & Performance



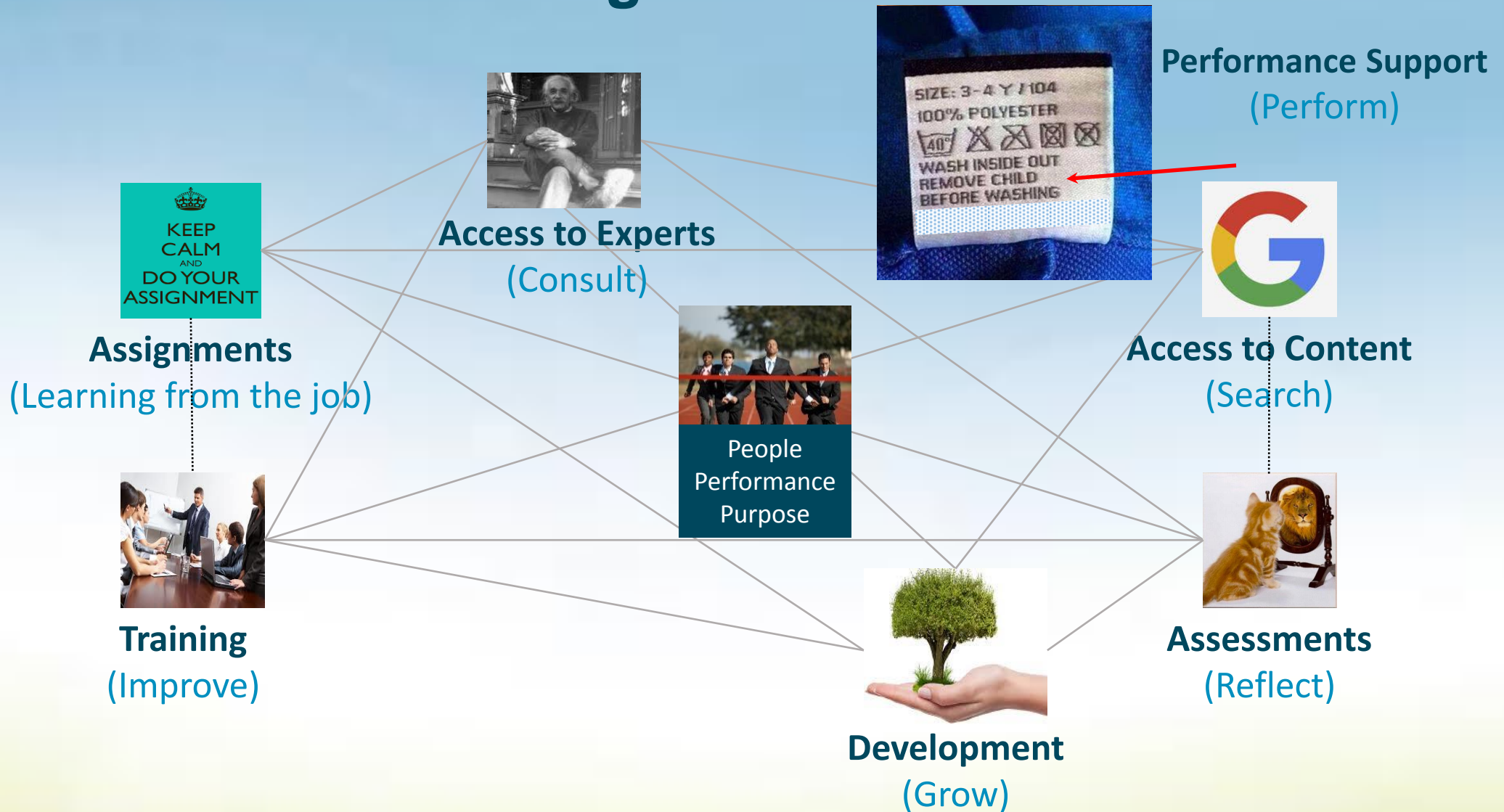
Components Ecosystems for Learning & Performance



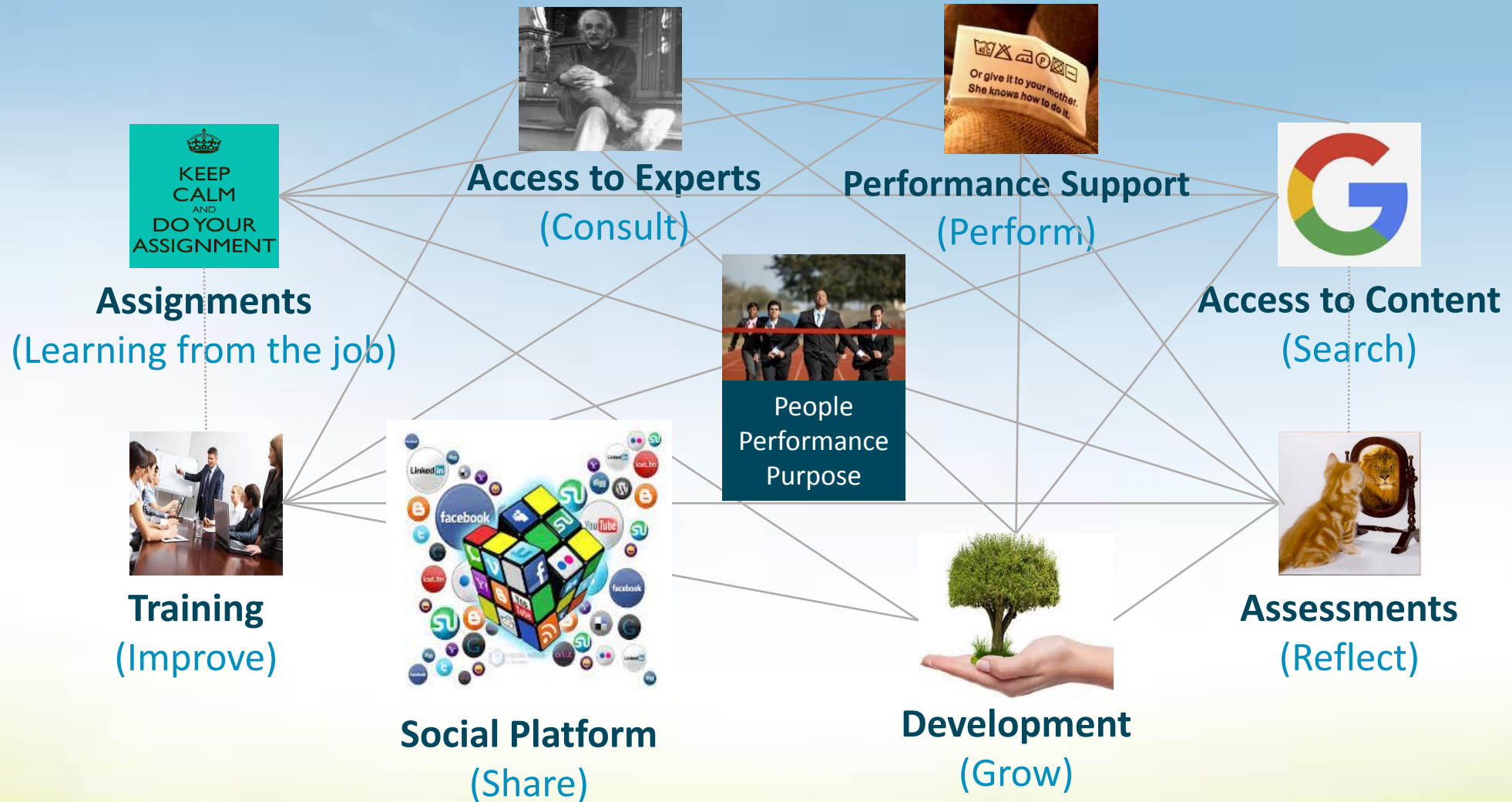
Components Ecosystems for Learning & Performance



Components Ecosystems for Learning & Performance

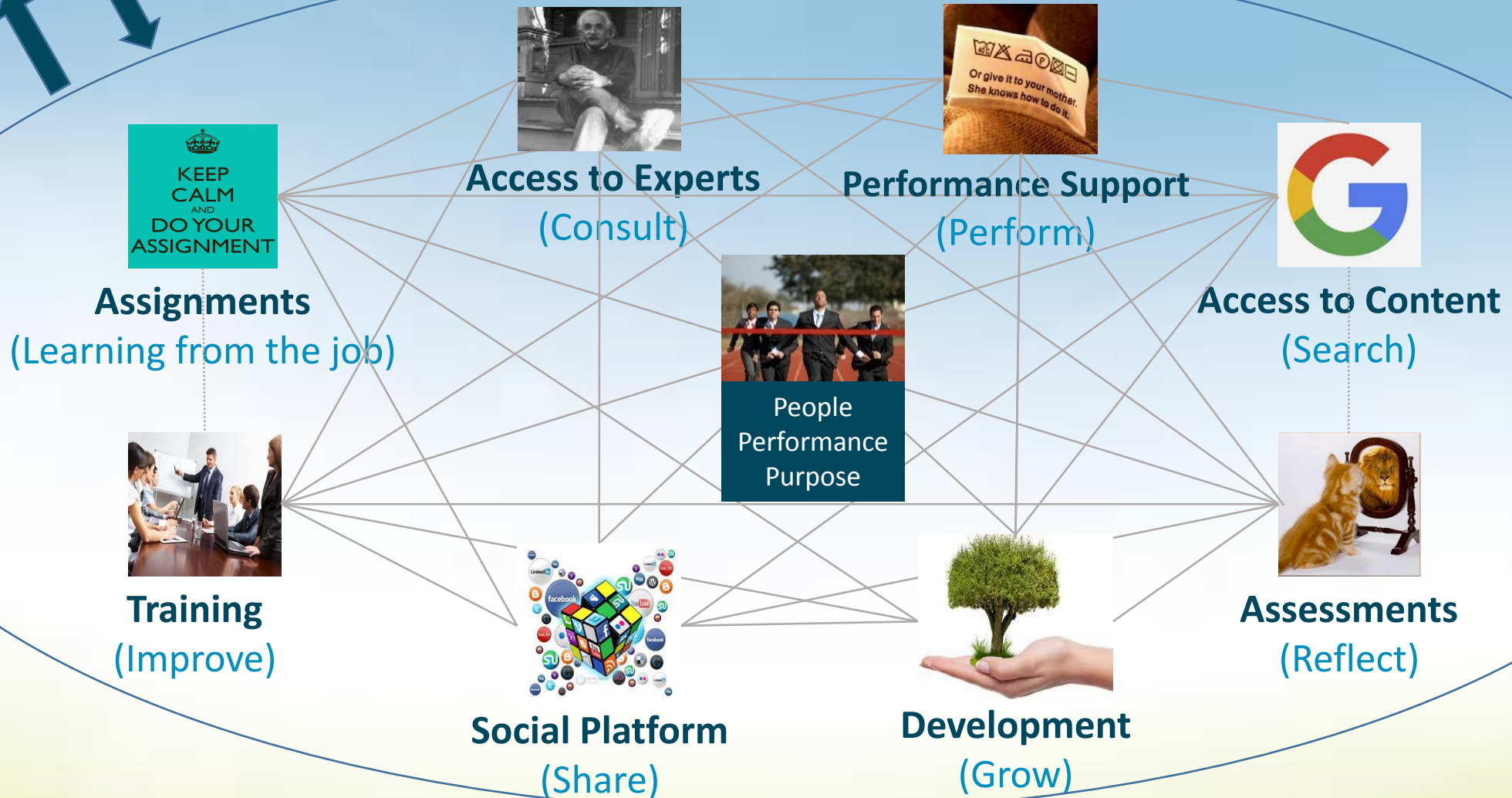


Components Ecosystems for Learning & Performance



Components Ecosystems for Learning & Performance

Context



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INTERNATIONAL CONFERENCE & EXPOSITION

MAY 21-24 | ATLANTA, GA
CONTENT • COMMUNITY • GLOBAL PERSPECTIVES

Some Examples

*Inspiring
learning
journeys*

Graduate Future Leader Program

- Aerospace Industry
- Best Program Benelux 2013
- Started small in 2000
- Ownership senior management
- 'Gardening' via Senior Management Council
- Highly interconnected approach of building blocks



Railway Learning & Performance Support

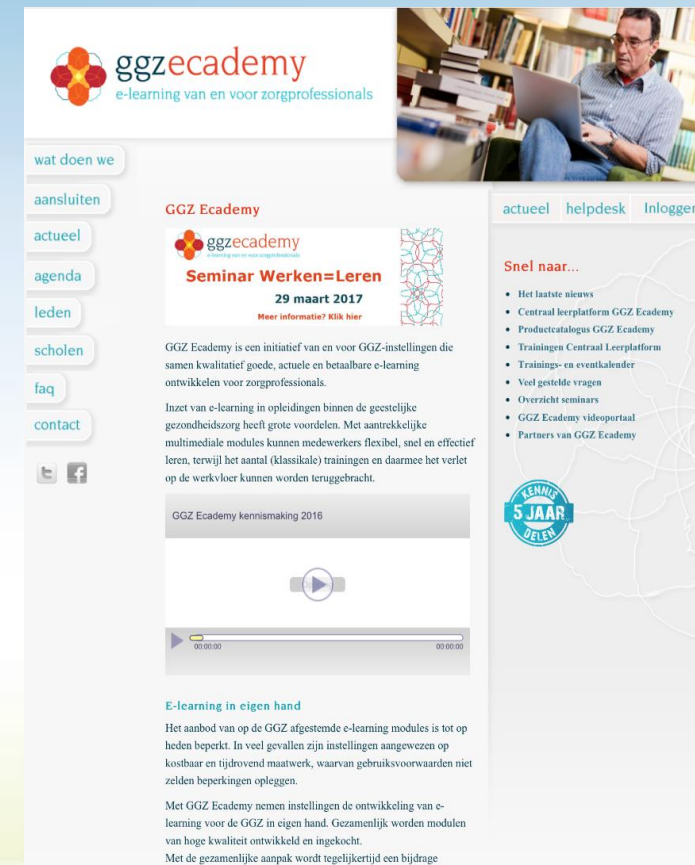
- Learning on the job + mentor
- Combined with performance support
- Online learning + assignments
- Blended learning platform
- Certification 2,5 times faster
(compared to classroom approach)

The screenshot shows the 'rail center' website interface. At the top is a dark blue header with the 'rail center' logo and a menu icon. Below the header is a grid of 12 course cards, each featuring a small image and a title with a code. The courses are:

- (Her-)instructie Veiligstellen 25kV bovenleiding bij calamiteiten (code 185)
- Achtergrond energievoorziening voor hbo'ers (code 603)
- ATB Nieuwe Generatie (code 332)
- ATB Verbeterde versie (Vv) (code 334)
- ATM Inbedrijfstellen (code 563)
- ATM Interfacing (code 567)
- Basis 25 kV (code 167)
- Basis Treinbeveiligingstec (code 701)
- Basisopleiding Bovenleiding (code 100)
- Basisopleiding EMC (code 345)
- Basisveiligheid VCA (B-VCA) (code 961)
- Begeleiden in de praktijk (code 065)

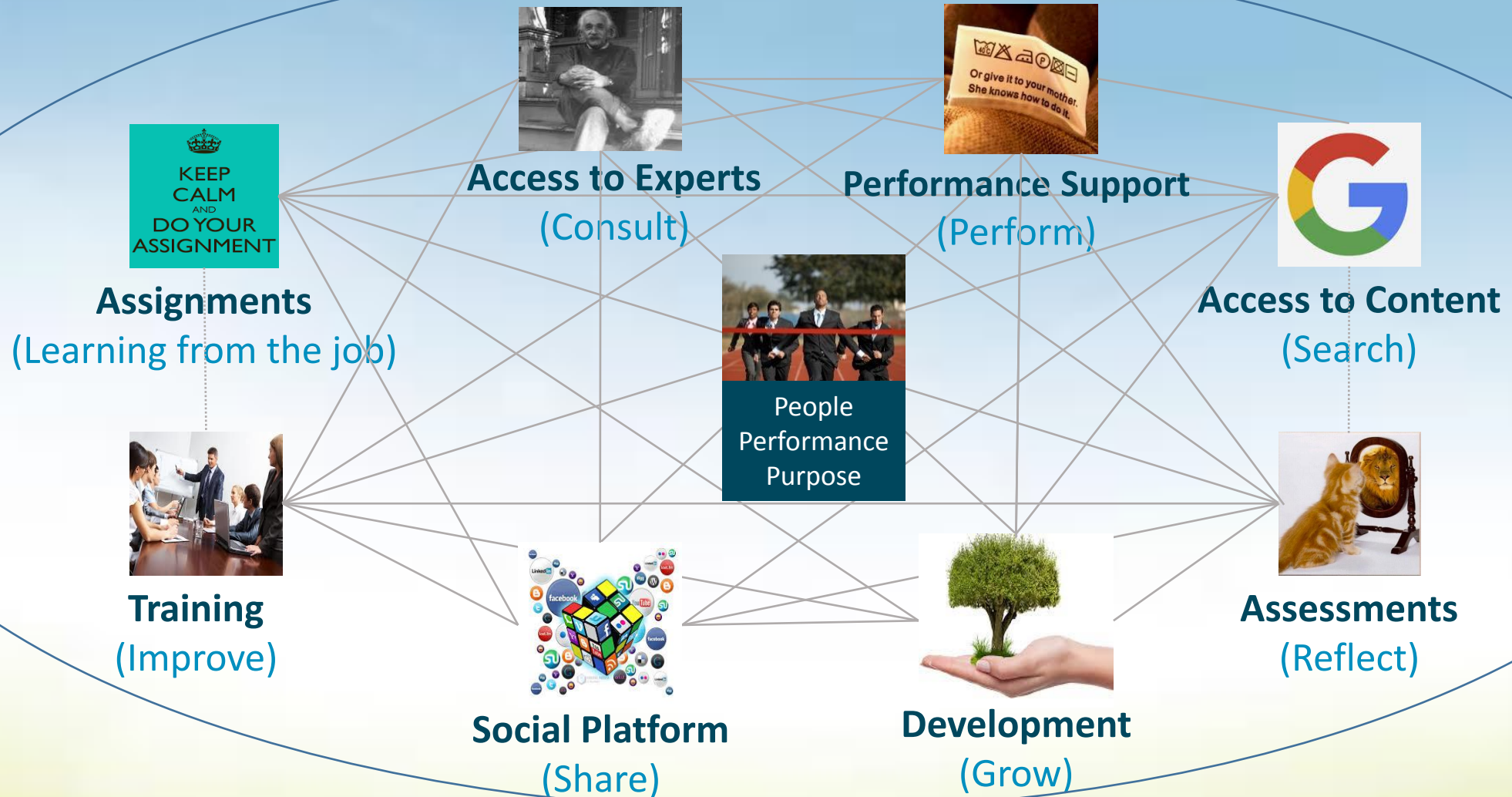
Mental Healthcare 'Industry' Ecosystem

- 50 member organizations
- One platform (since end 2016)
- Joint efforts – design and hosting
- Interchangeable
- Local 'look & feel'



The screenshot displays the GGZ Ecademy website interface. At the top left is the logo for 'ggzacademy e-learning van en voor zorgprofessionals'. A navigation menu on the left includes links for 'wat doen we', 'aansluiten', 'actueel', 'agenda', 'leden', 'scholen', 'faq', and 'contact'. The main content area features a 'Seminar Werken=Leren' announcement for '29 maart 2017' with a 'Meer informatie? Klik hier' link. Below this is a video player for 'GGZ Ecademy kennismaking 2016'. A sidebar on the right contains 'actueel', 'helpdesk', and 'Inloggen' links, along with a 'Snel naar...' section listing various resources like 'Centraal leerplatform GGZ Ecademy' and 'Productcatalogus GGZ Ecademy'. A 'KENNIS 5 JAAR DELEF' badge is visible in the bottom right corner.

Check Components and Interconnections



Personalized Experience

- One Ecosystem for the whole target group, but
- ‘Just for me’ Personalized Experience
- By the use of smart technology

User centric Adaptivity

- From 'one size fits' all
- To 'one size fits one'
- Personalized + relevant
- Personal memo training
- High engagement

ADAPTING TO LEVELS IN LEARNERS

The results of personalized learning in the financial industry ↓
Traditional e-learning Yr.1 vs **Adaptive e-learning Yr.2**

PARTICIPANTS & MODULES



STUDY TIME IN HOURS



SUCCESS RATE



COST PER MODULE



Total amount of money saved in Yr.2: **\$1,116,000.00**

Yr.2: 'Just for me' resulted in high learner engagement!

Location based Adaptivity

- Performance support and micro-learning
- Access to Experts
- Location 'filters' availability and ranking

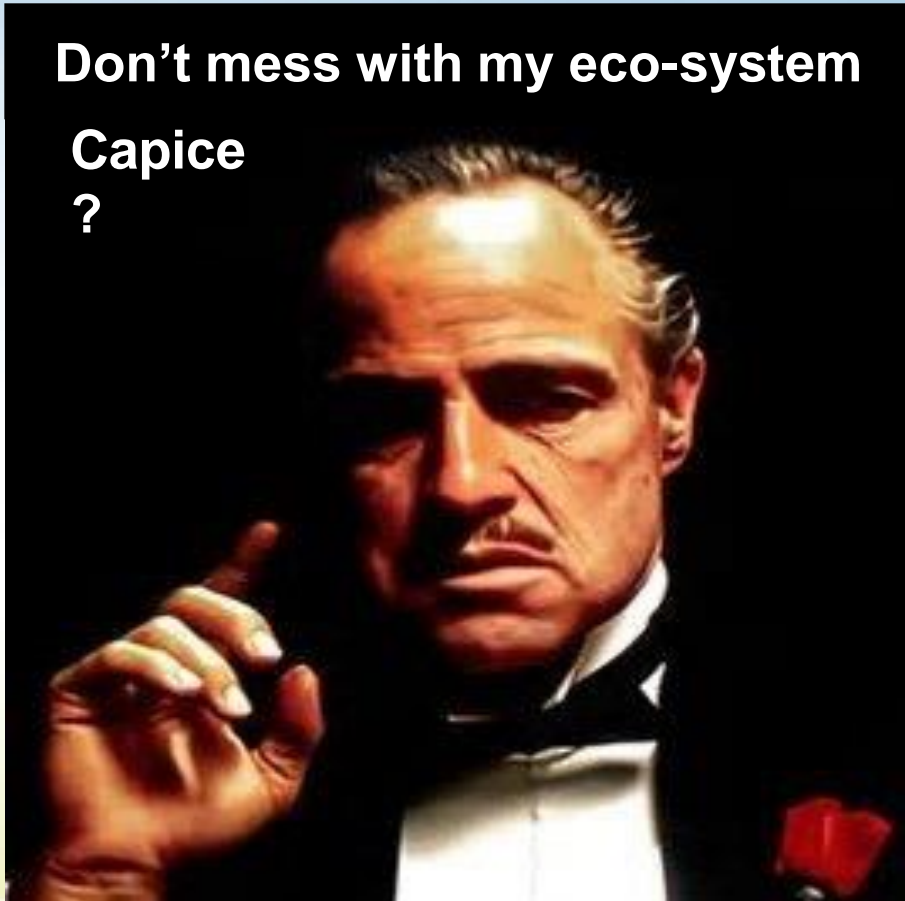


Two approaches

Don't mess with my eco-system

Capice

?

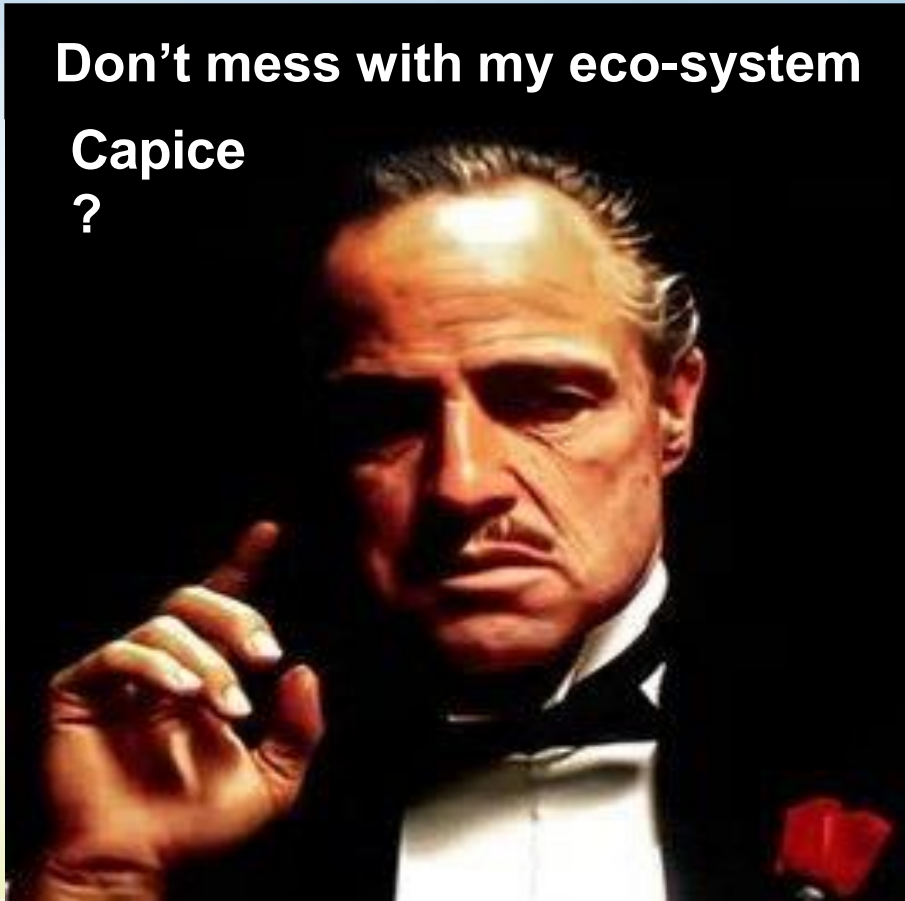


*Inspiring
learning
journeys*

Two approaches

Don't mess with my eco-system

Capice
?



Inspiring
learning
journeys

Steering by Nurturing

You need good Gardeners

- Sow
- Irrigate
- Fertilize
- Weed
- Prune
- Replace



Final tips, remarks

1. Start small and let it grow - experiment

Final tips, remarks

1. Start small and let it grow - experiment
2. Look what is already out there + use

Final tips, remarks

1. Start small and let it grow - experiment
2. Look what is already out there + use
3. Accept/Support 'user generated' elements

Final tips, remarks

1. Start small and let it grow - experiment
2. Look what is already out there + use
3. Accept/Support 'user generated' elements
4. Be patient and stay alert on purpose

Final tips, remarks

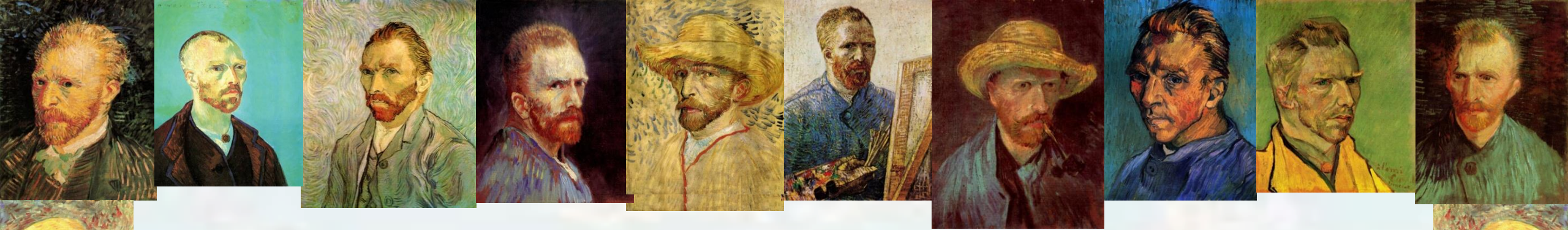
1. Start small and let it grow - experiment
2. Look what is already out there + use
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4. Be patient and stay alert on purpose
5. Optimize interconnections (1 trick pony's)

Final tips, remarks

1. Start small and let it grow - experiment
2. Look what is already out there + use
3. Accept/Support 'user generated' elements
4. Be patient and stay alert on purpose
5. Optimize interconnections (1 trick pony's)
6. Have enough Gardeners

Final tips, remarks

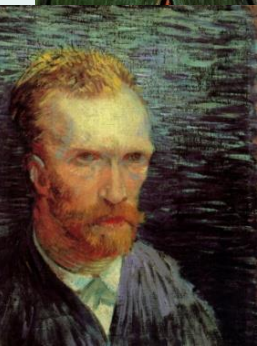
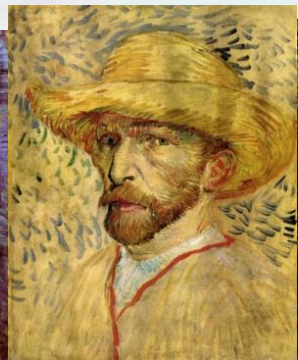
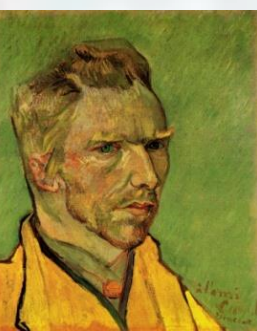
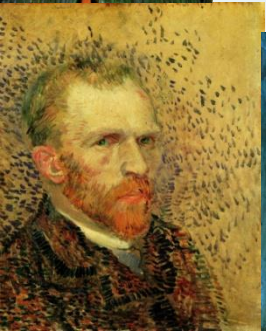
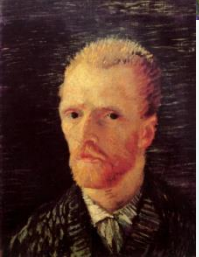
1. Start small and let it grow - experiment
2. Look what is already out there + use
3. Accept/Support 'user generated' elements
4. Be patient and stay alert on purpose
5. Optimize interconnections (1 trick pony's)
6. Have enough Gardeners
7. Accept many owners



*Learning like Van Gogh:
The 7 Principles That Made Him a Mega Master*

Session TU318 – 8 May 3:00 pm

Ger Driesen | aNewSpring





AWESOME APPS

for trainers to create infographics, web stories, animated videos, and more

DANIEL JONES • ATD ICE 2018 PREVIEW WEBINAR FOR EUROPE

A BIT
ABOUT ME



WHAT CAN YOU CREATE?

INFOGRAPHICS

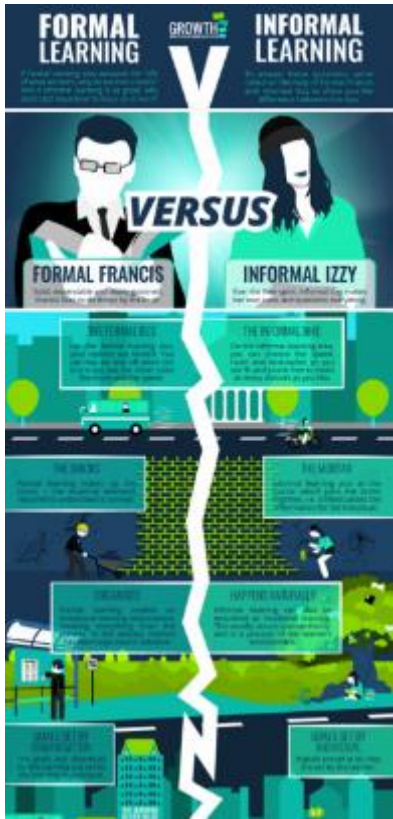
PRESENTATIONS

SOCIAL MEDIA
IMAGES

GRAPHICS

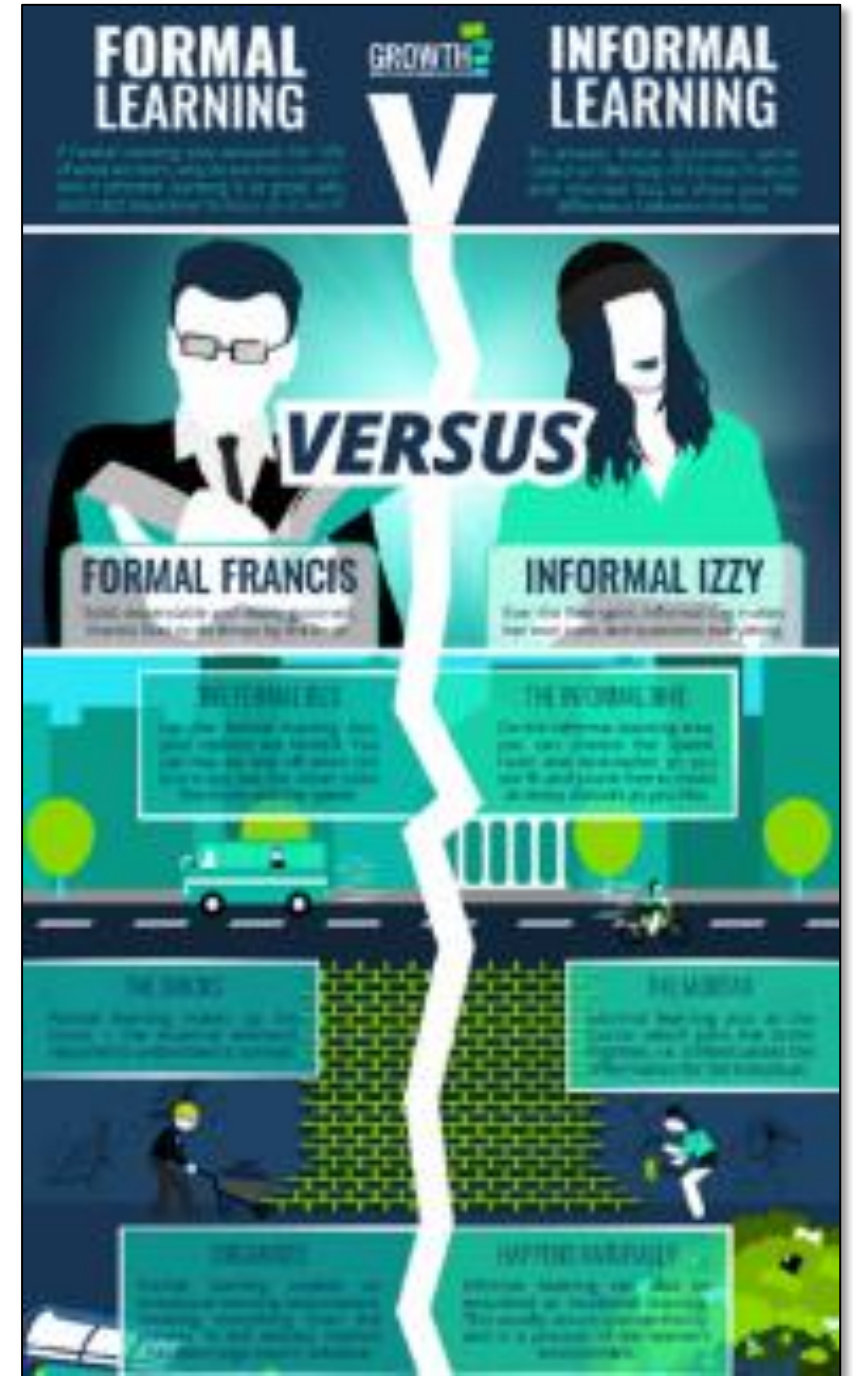
WEB STORIES

VIDEOS



INFOGRAPHICS

- Preview your course
- Summarize key concepts
- Spark discussions
- Share knowledge
- Promote training programs
- Illustrate processes
- Simplify complex concepts
- Serve as a checklist
- Substitute for slides
- Fill in the blank exercise
- Reinforce learning



PRESENTATIONS

Present in a classroom or webinar

Share an interactive presentation

Repurpose as a video, show, or ebook



AWESOME APPS
for trainers to create infographics, web stories, animated videos, and more
DANIEL JONES • ATD ICE 2018 PREVIEW WEBINAR FOR EUROPE

SOCIAL MEDIA IMAGES

Attract attention to social media posts

Brighten email messages

Dress up you social media home page

Advertise a class or webinar

Reinforce a learning point

Illustrate a concept



WEB STORIES

- Combine words, photos and videos
- Produce layouts that glide across screens
- Introduce training topics
- Stimulate thought
- Replace standard presentations
- Have learners create stories
- Reinforce concepts
- Share new information



VIDEOS

Motivate participation

Link learning to business goals

Advertise your course

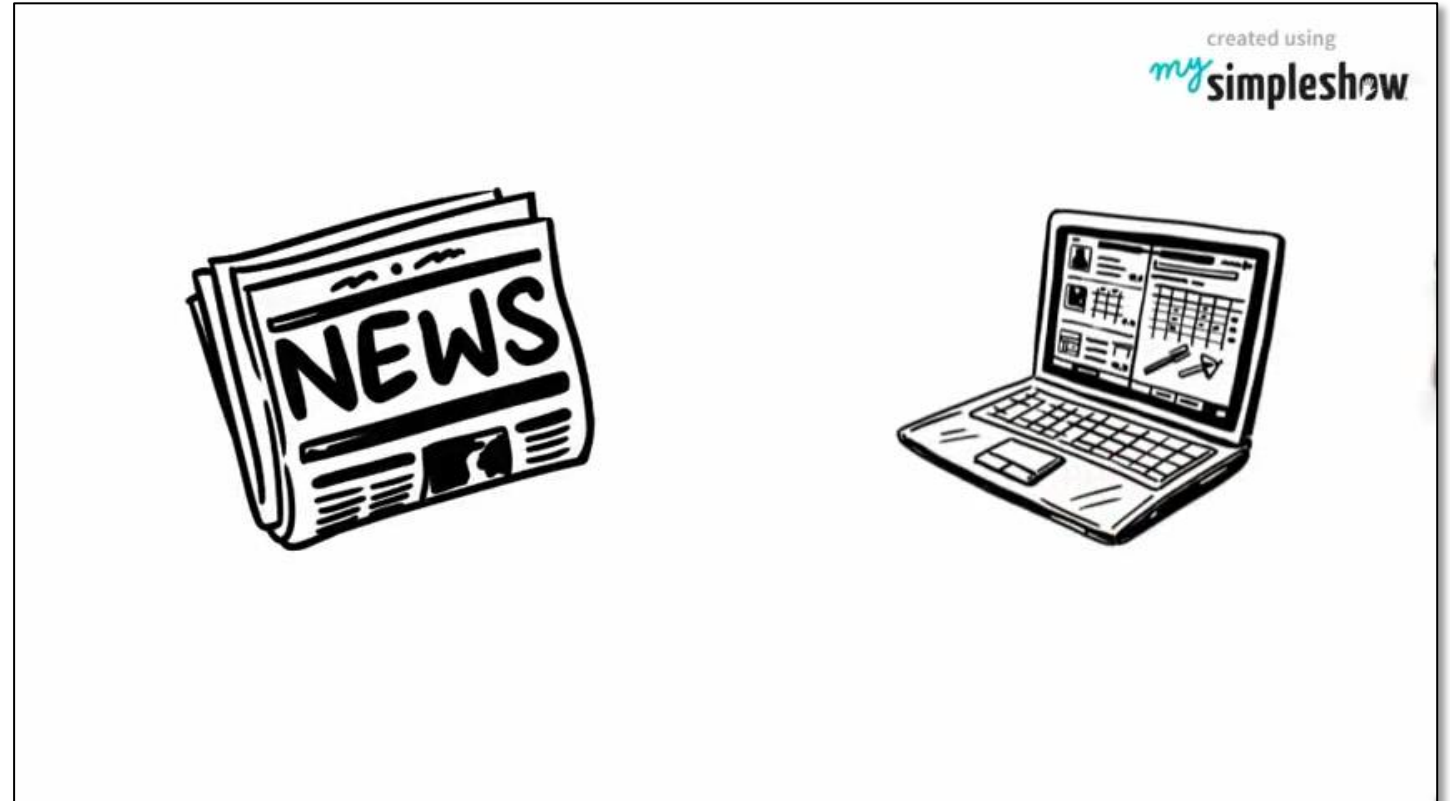
Replace lectures

Serve as a microlearning module

Share news

Summarize key points

Create animated or explainer videos





ASSEMBLY



CANVA



FLOWVELLA



GOANIMATE



HAIKU DECK



IMOVIE



INFOGRAM



LUCIDCHART



MAGISTO



MOOVLY



MY SIMPLE SHOW



PIKTOCHART



POPBOARDZ



POWTOON



PREMIERE CLIP



SPARK PAGE



SPARK POST



SPARK VIDEO



STENCIL



SWAY



VENNGAGE



VISME



WHOM



WORDLE



ASSEMBLY

Create scalable vector graphics, stickers, icons, and logos





CANVA

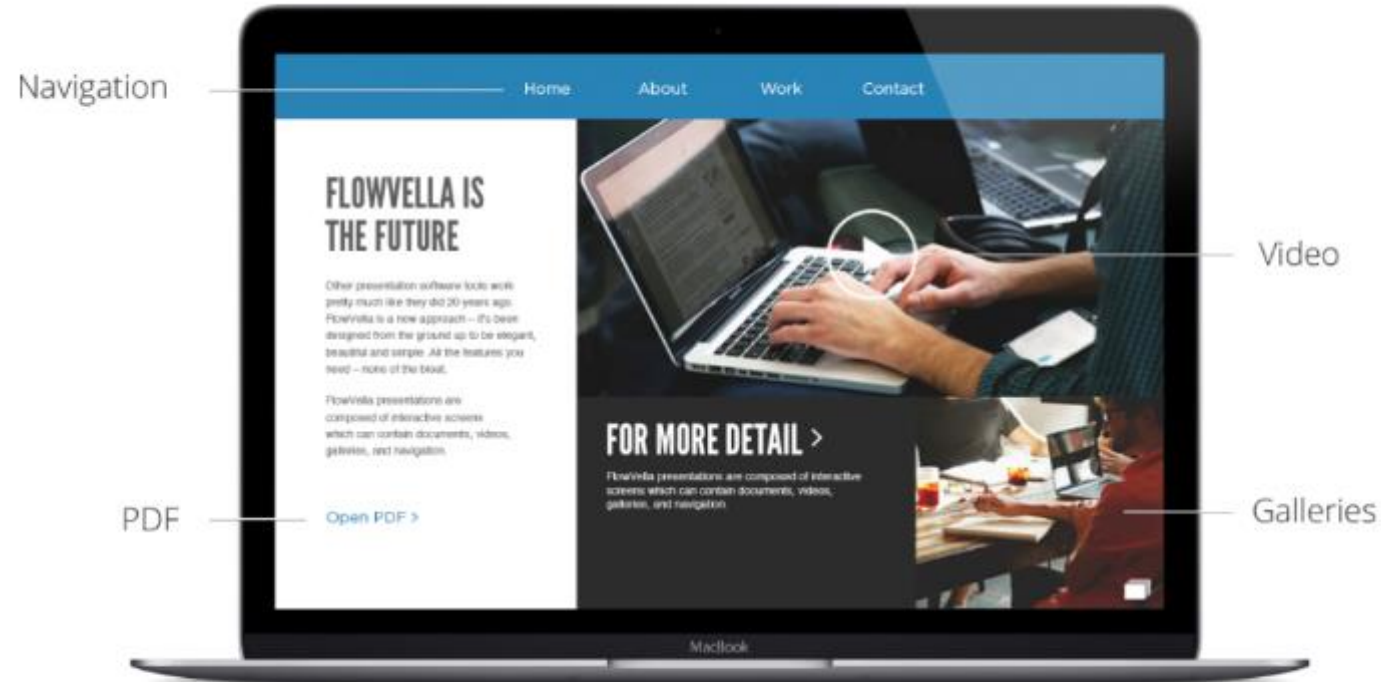
Create presentations, posters, and social media graphics in your browser or iPad





FLOWVELLA

Combine words, images, videos, and PDFs into interactive presentations



FlowVella presentations feel like interactive apps.



GOANIMATE

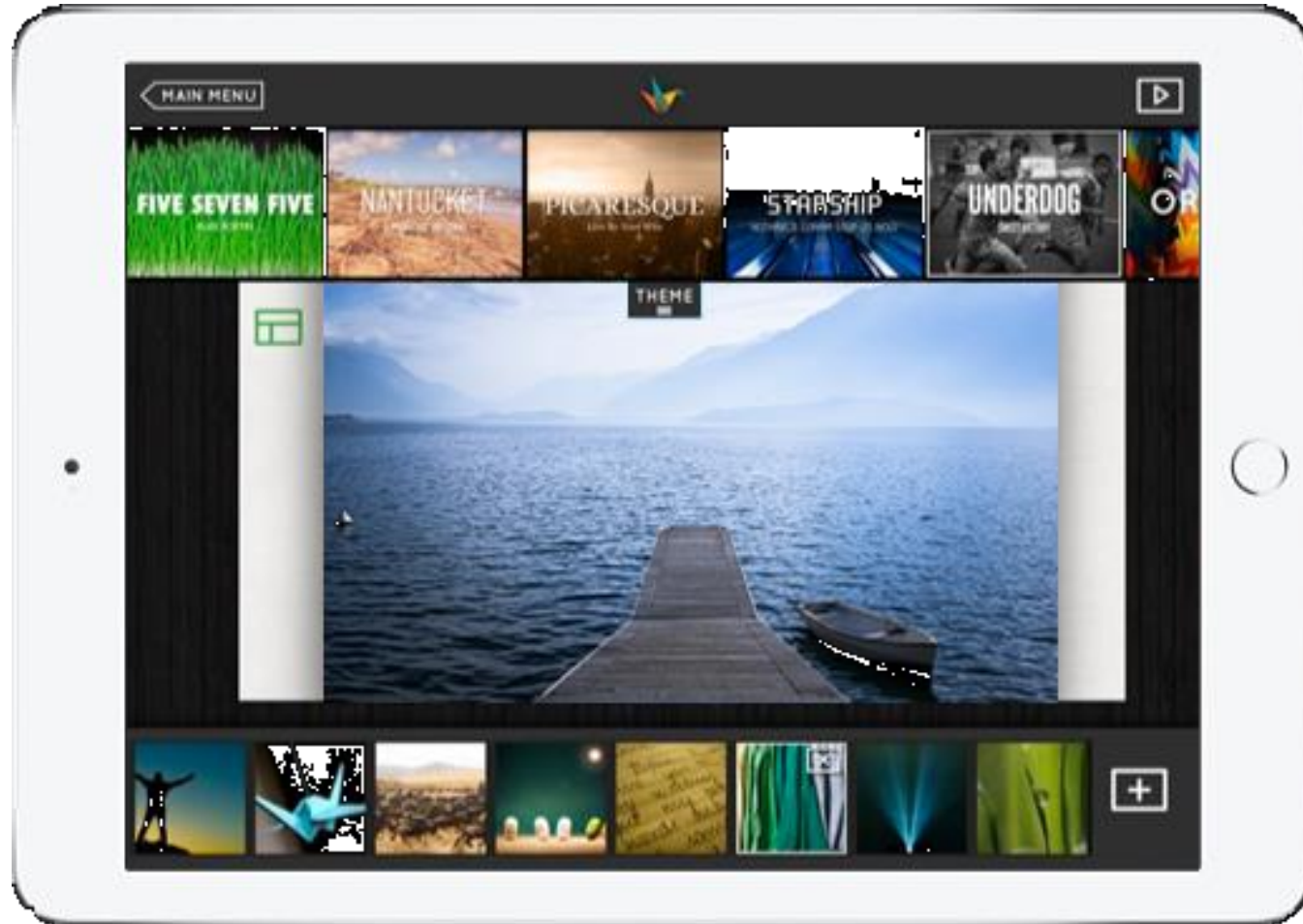
Make videos with animated characters, graphics, and lip-synch narration





HAIKU DECK

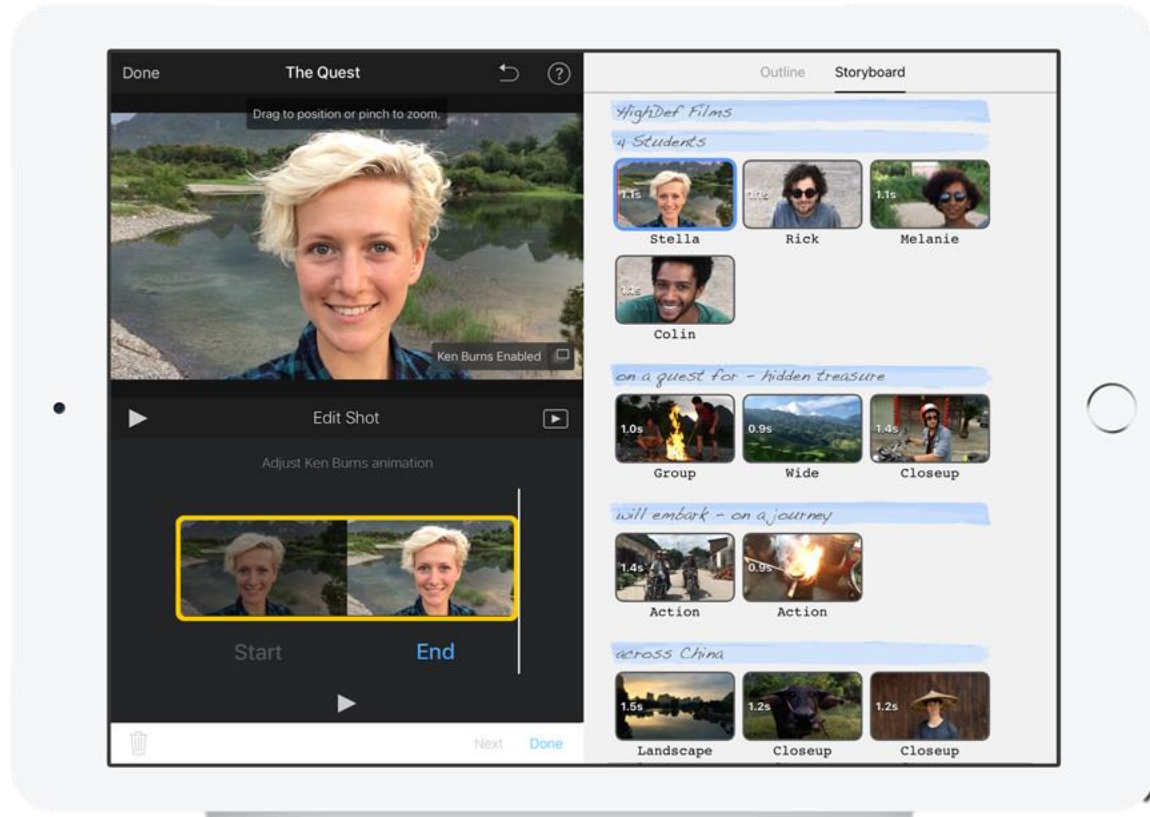
Create presentations on the web, iPad, or iPhone, and share them from the Cloud





IMOVIE

Create movies from clips and photos with voiceover recording, music, and titles





INFOGRAM

Make professional charts and infographics, and share interactive data visualizations

The screenshot displays the Infogram web editor interface. At the top, there is a navigation bar with a 'Draft' tab, the title 'Untitled infographic', and buttons for 'All changes saved', 'Download', and 'Share'. On the left, a vertical toolbar contains icons for home, undo, text, image, video, and a grid. The main workspace shows a white infographic template with the following content:

- Title: "Double-click to add title"
- Quote: "Write an interesting quote" with the subtext "Who's the author of the quote?"
- Chart: A line chart with multiple colored lines and a 'Change' button below it.

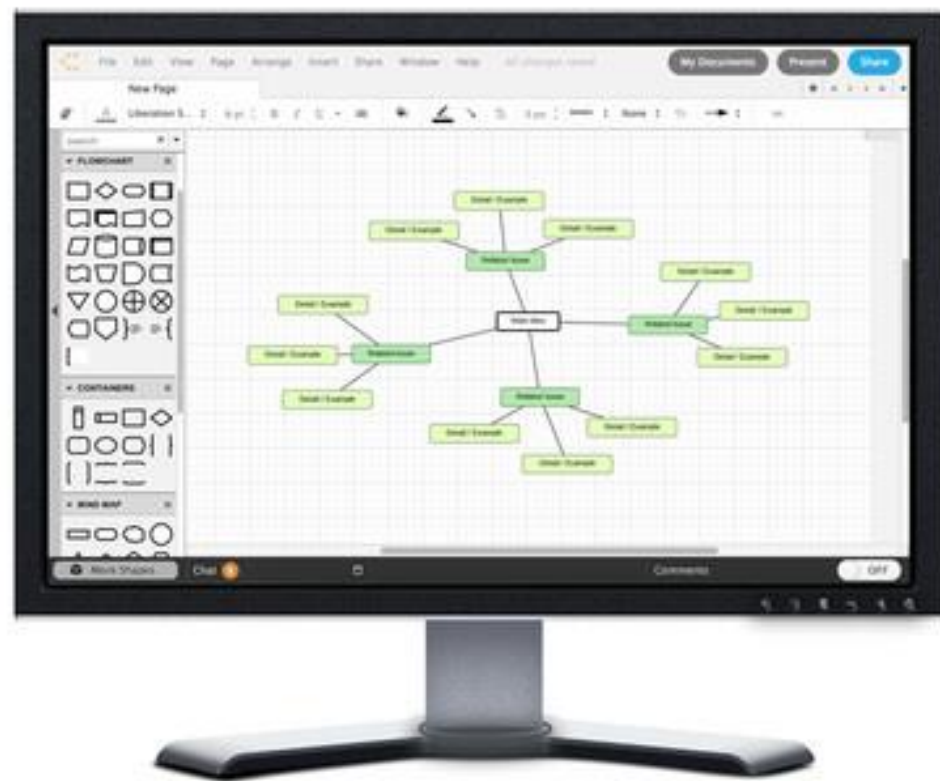
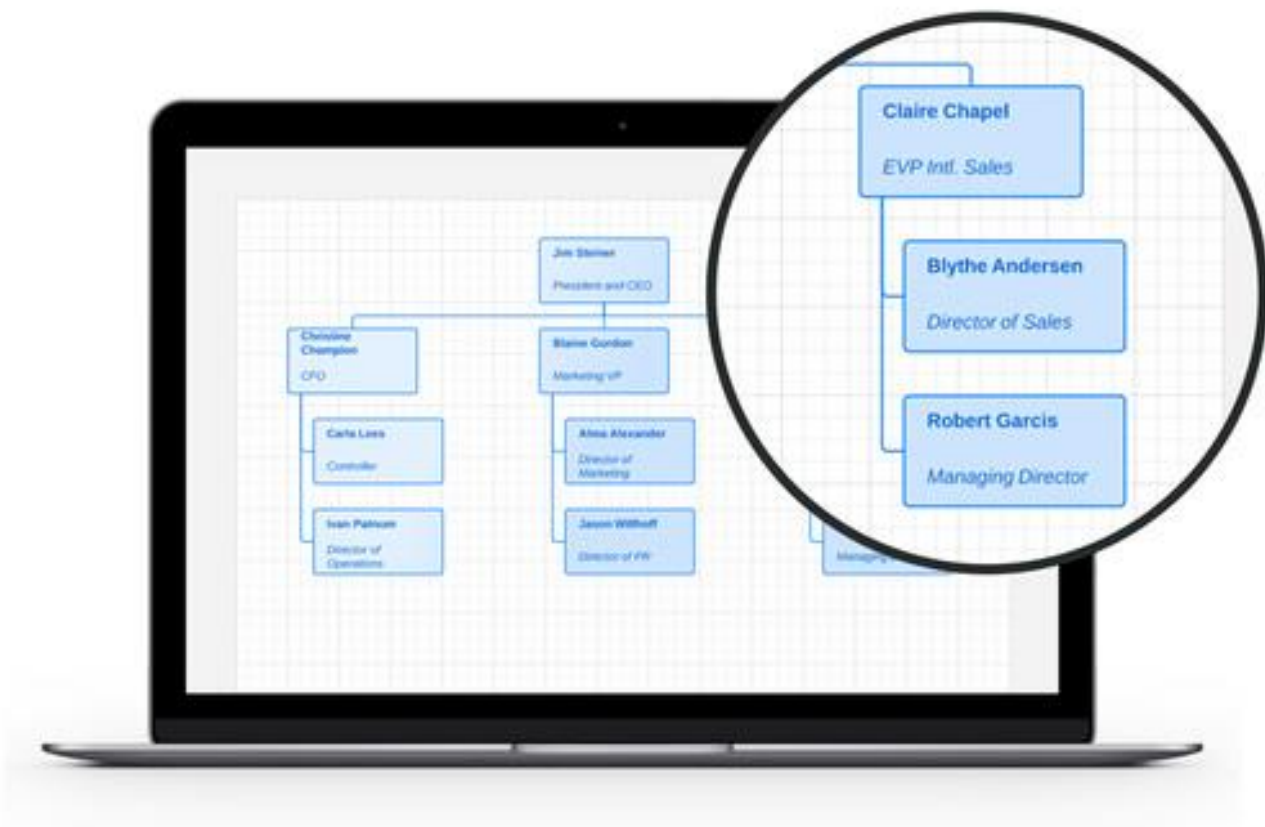
On the right, the 'Infographics settings' sidebar is visible, containing the following sections:

- Theme:** A preview of the infographic with a 'Change' button.
- Width (px):** A slider set to 550.
- Footer settings:** Includes 'Custom Logo' and 'Share button' dropdown menus.
- Other options:** Includes checkboxes for 'Right-to-left text', 'Transparent embed', and 'Zero padding embed' (which is checked).



LUCIDCHART

Sketch and share professional flowcharts, org charts, mind maps and diagrams





MAGISTO

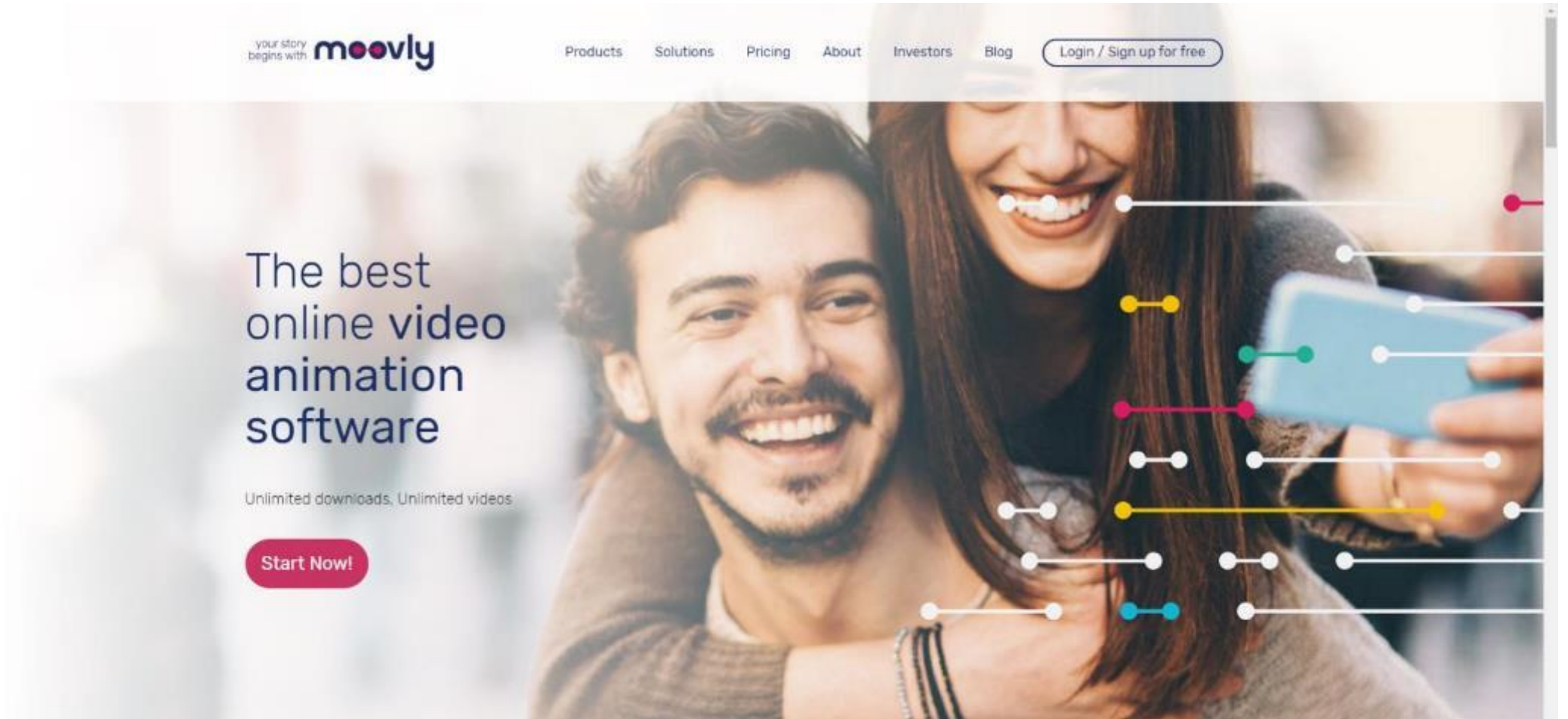
Select the best parts of videos and photos, add music, and splice them into a movie

A screenshot of the Magisto website homepage. The background is a vibrant, colorful explosion of confetti in shades of purple, pink, and blue. At the top, there is a navigation bar with the Magisto logo and links for 'EXPLORE', 'MY MOVIES', 'MY ALBUMS', 'BUSINESS', 'UPGRADE', and 'HELP'. On the right side of the navigation bar are two buttons: 'CREATE MOVIE' and 'LOG IN'. In the center of the page, the text 'STORIES COME ALIVE' is displayed in white. Below this text are two buttons: 'CREATE MOVIE' and 'MAGISTO BUSINESS'. At the bottom left, there are logos for 'Also available on' with 'Download on the App Store' and 'GET IT ON Google play'. At the bottom right, there is a quote: "It's like someone watches your videos and takes all the best parts and creates a fun video. Highly recommend." followed by the text 'August 21 by Dr Bon'.



MOOVLY

Create animated videos that combine photos, text, graphics, narration, and music





MYSIMPLESHOW

Create animated “explainer” videos with narration and music.



✓ Draft

✓ Write

✓ Visualize

Finalize

☰ 1. Title



▶ Play video



Voices	Record	Upload
• Paul		⌵
Brian	UPGRADE	⌵
Emma	UPGRADE	⌵
Joanna	UPGRADE	⌵
Justin	UPGRADE	⌵
Kendra	UPGRADE	⌵

2. Introduction



🎵 Music

A 🗑️ ↻

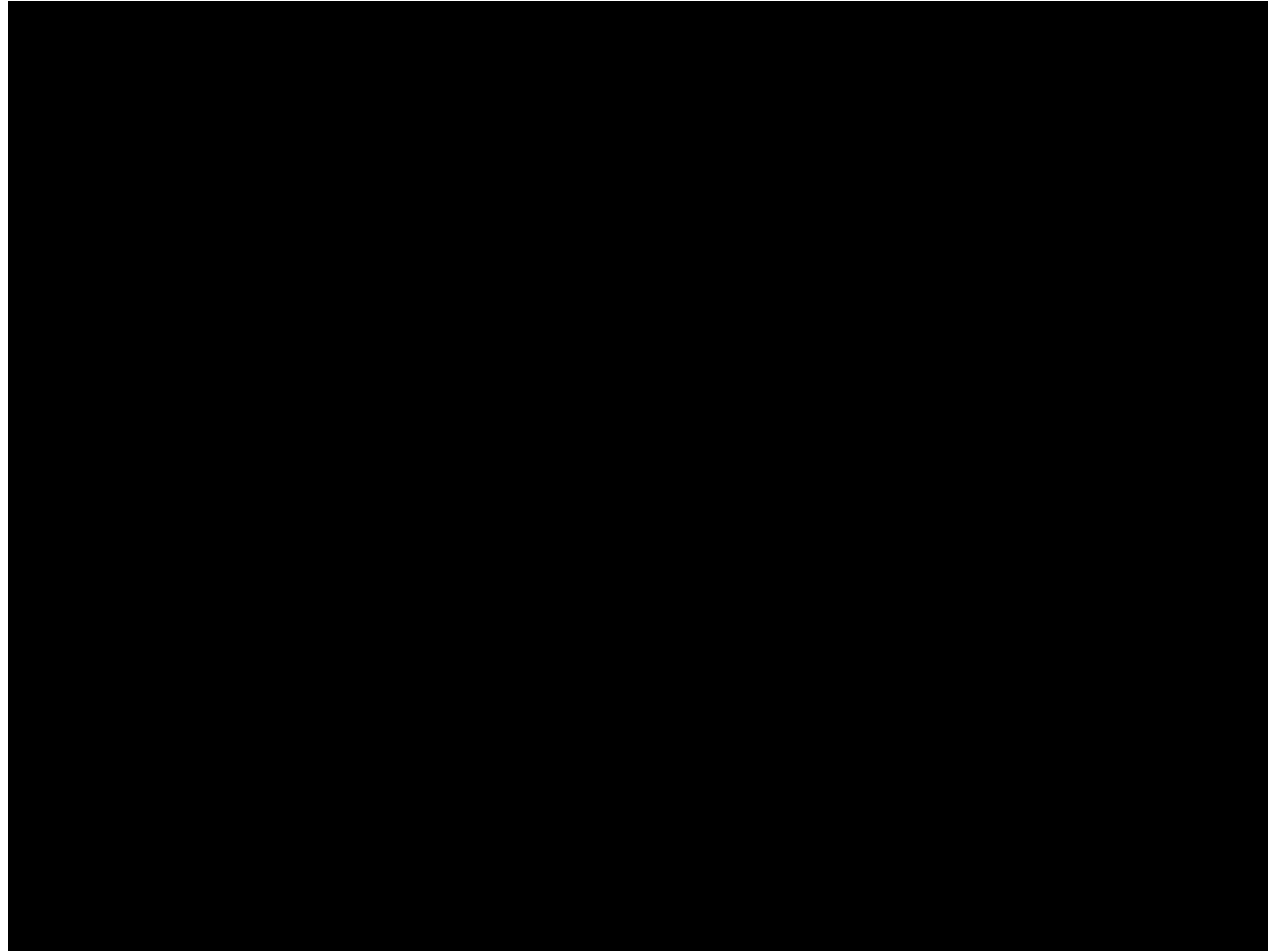
• simpleshow original	⌵
acoustic pop	UPGRADE ⌵
chaplín piano	UPGRADE ⌵
funky groove	UPGRADE ⌵
xylophone tune	UPGRADE ⌵
Upload music file	UPGRADE

➡ Finalize video



PIKTOCHART

Build infographics from professional templates in the app or your browser



Change is always hard to take in especially if it involves the way one earns. For many, adapting to the changing business environment can be quite challenging. Though adapting according to the changing scenario can be quite tough, these are four steps as to how things will turn out well in the end.





POPBOARDZ

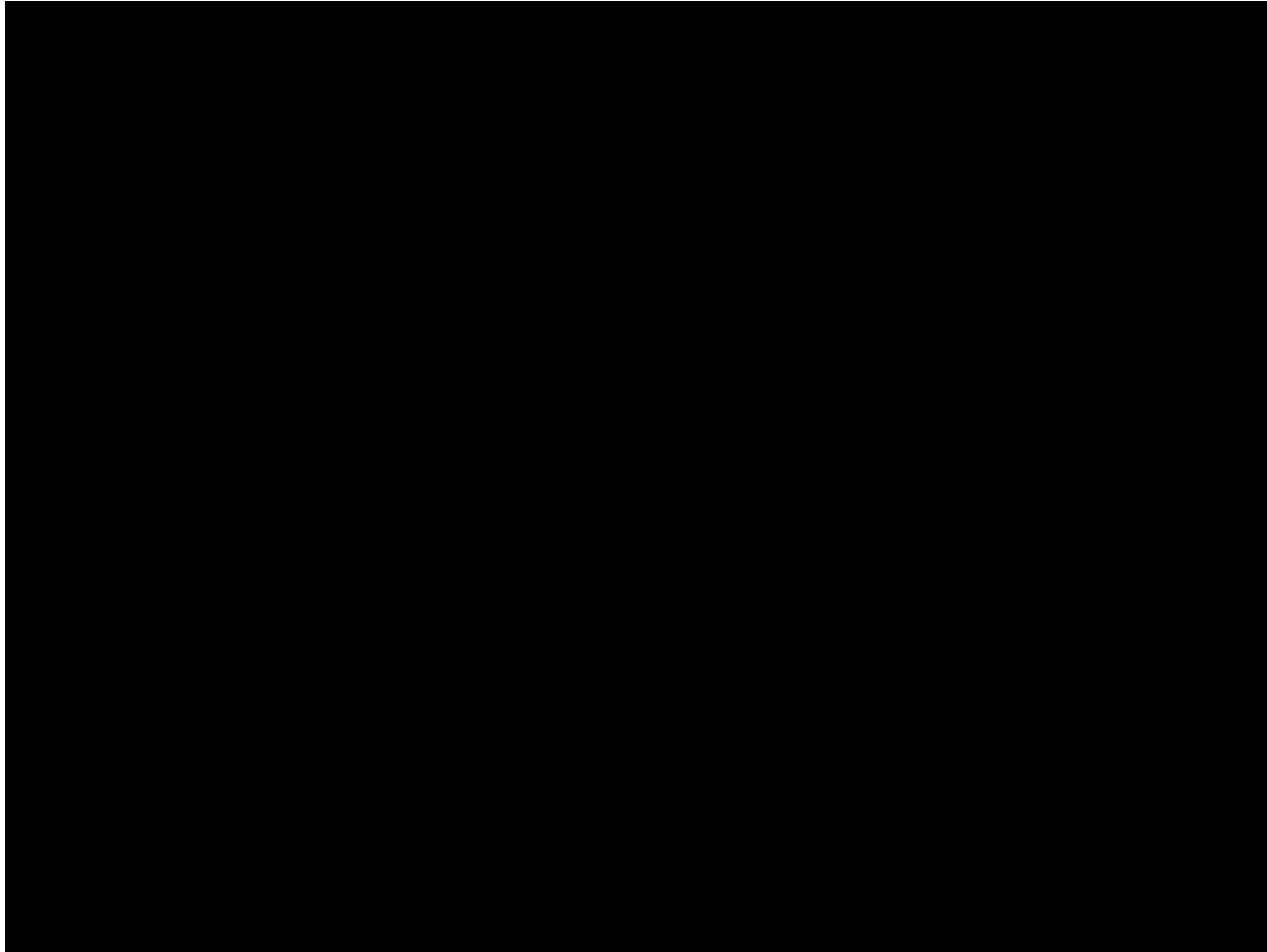
Organize PDFs, videos, photos, and websites into tiled interactive presentations





POWTOON

Create animated videos that combine characters, graphics, narration, and music





PREMIERE CLIP

Create, edit, and share videos from photos and videos, and sync them to music



Premiere Clip in action.

Turn the clips you shoot with your Android or iOS device into videos that look and sound incredible. Then share them on your favorite social channels, or sync them to Adobe Creative Cloud to take them further in Premiere Pro CC.



Fast, simple video creation

Create beautiful videos in minutes using photos and clips from your mobile device or Adobe Photoshop or Lightroom collections. Let Premiere Clip do it for you automatically, or customize your video with powerful editing features.

[See how it works >](#)



Videos synced to music

Add your own music soundtrack and sync your videos to the beat of your music.



SPARK PAGE

Combine text, videos, and pictures into fluid web page stories called “Glideshows”

Spark Page

Create beautiful web stories—in minutes

Get started now



Newsletter



Invitation



Travel Journal



Photo Journal



Photo Journal



Announcement



Photo Story

Learn more



See how you can create with Spark Page



SPARK POST

Design custom social media graphics using professional images, layouts, and fonts

Sp Adobe Spark About Inspiration Gallery Blog [Learn More](#) Log In [Start now for free](#)

Spark Post


Create stunning social graphics—in seconds

[Get started now](#)

Flyer

Quote

Advertisement



Meme

Greeting

Advertisement

Presentation

[Learn more](#)

See how you can create with Spark Post



SPARK VIDEO

Combine video clips, photos, and icons in engaging videos in your browser or iPad

Spark Video

Make compelling animated videos—in minutes

Get started now



Advertisement



Social Cause



Recipe



Portfolio



For Fun

Learn more

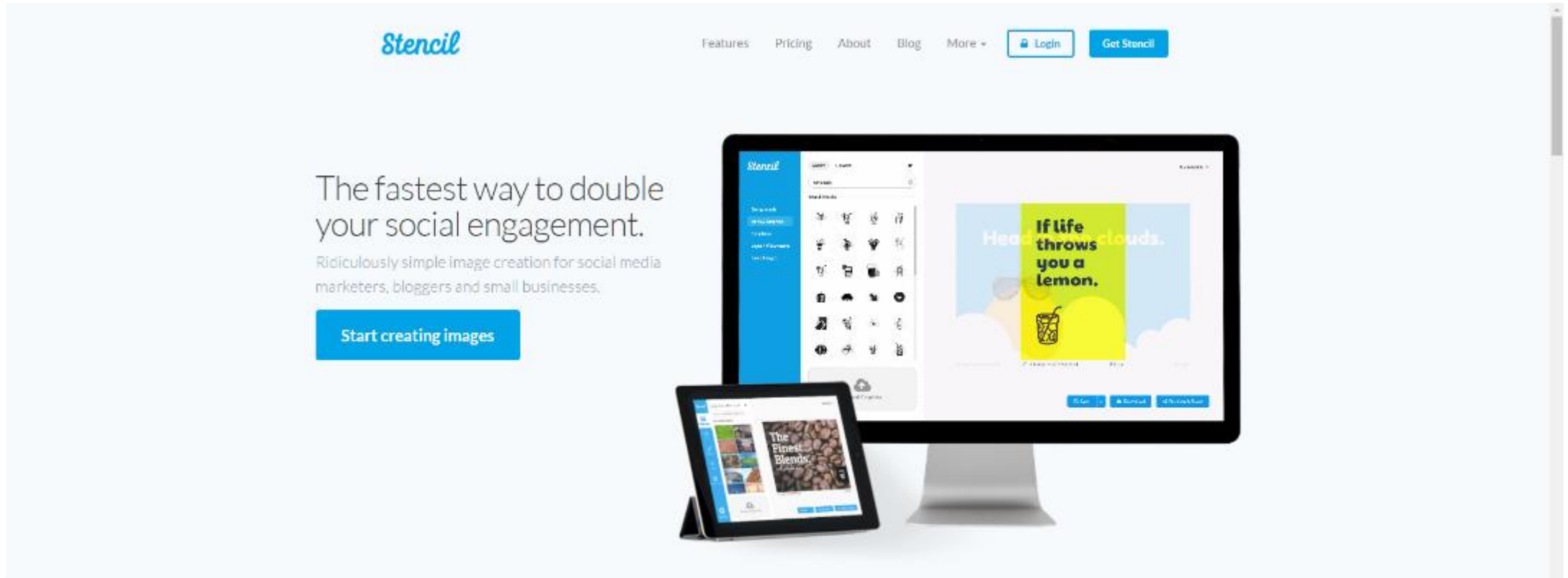


See how you can create with Spark Video



STENCIL

Create social media graphics, ads, and headers in this browser-based app



Helping over 65,000 others create images faster.

We've recently rebranded, you might remember us as Share As Image



SWAY

Share interactive presentations and stories that combine images, video, and text





VENNGAGE

Create infographics, presentations, reports, or social media visuals in your browser

Create your infographics in 3 easy steps

Infographics make data and processes accessible and memorable. Choose from a 100+ infographic templates on Venngage and follow these steps to create your own infographics.



1. Choose a template

Get inspired and create an infographic quickly with one of our professionally designed infographic templates.



2. Add charts and visuals

Visualize your data and information with charts and text. Enhance your infographic by adding icons and images from our library.



3. Customize your design

Customize your infographic design by changing the fonts and colors with our infographic maker. Apply your own style to make your infographic unique.

[SIGN UP FOR FREE](#)



VISME

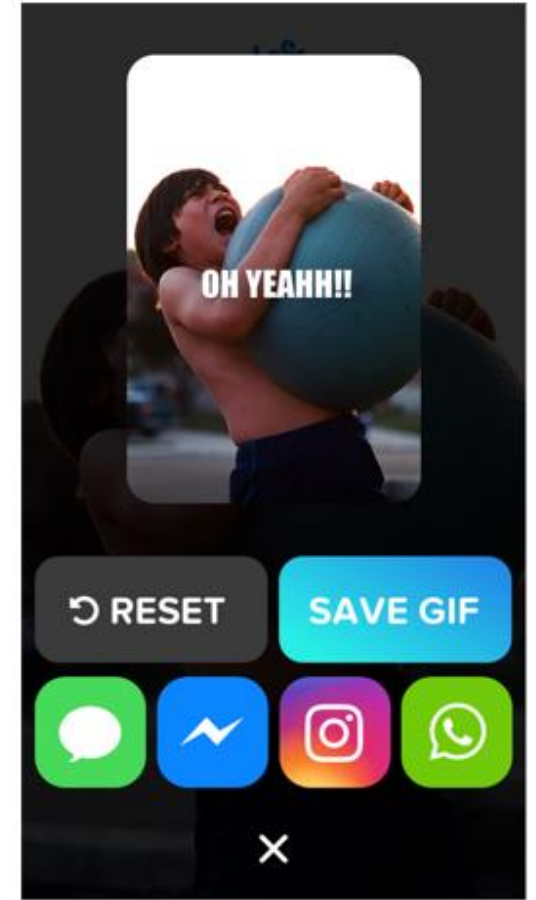
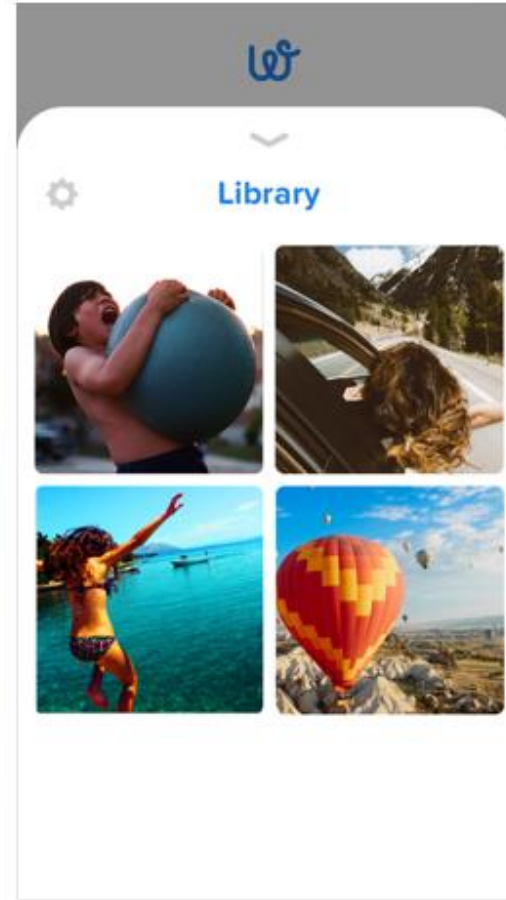
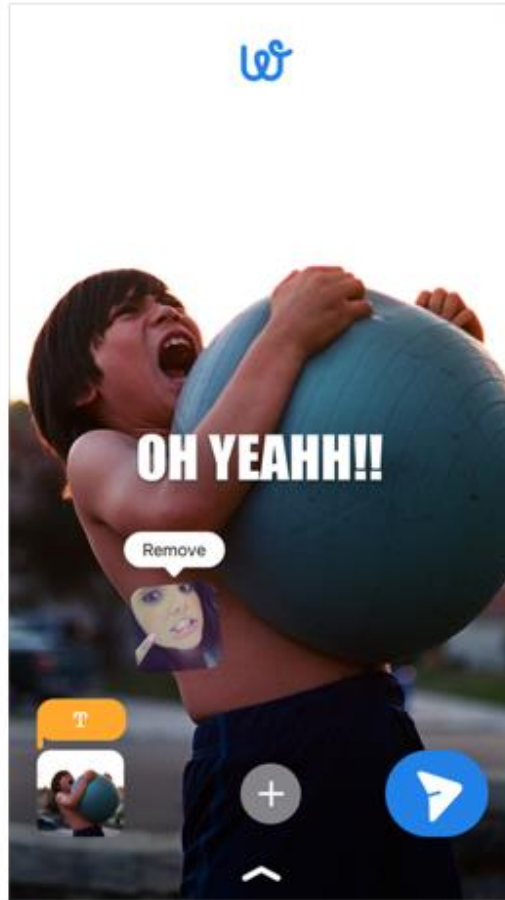
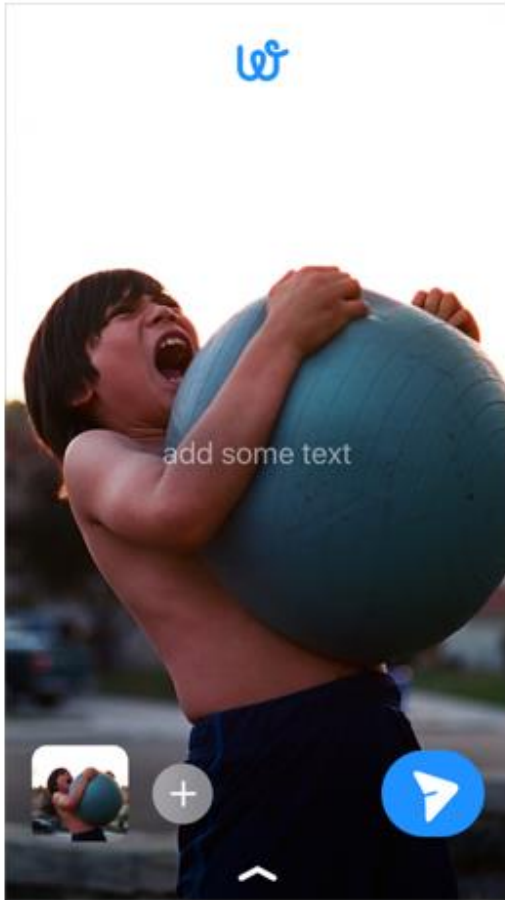
Create presentations, infographics, and other visual content in your browser





WHOM

Create your own GIFs and memes and share them in social media



COME SEE ME IN SAN DIEGO

More Awesome Apps for Trainers
T202 • Tuesday • May 8 • 13:00-14:00

**Microlearning Makeover:
10 Steps to Clear, Concise, and
Comprehensible Instructions**
Saturday • May 5 • 9:00–17:00

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linkedin.com/in/dwjones/



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2018

INTERNATIONAL CONFERENCE AND EXPOSITION

May 6-9, 2018 | San Diego, California

↗ Content ↗ Community ↗ Global Perspectives





10 Conference Tracks



Career Development

Highlights trends and topics influencing a community of learning professionals interested in advancing their own careers and helping other develop their skills and expertise.



Human Capital

Highlights trends and topics influencing a community that manages organizational talent and the employee lifecycle.



Leadership Development

Highlights trends and topics influencing a community of leaders developing talent, managing change, and building a strong global workforce.



Learning Measurement & Analytics

Covers implementing learning analysis process models and systems in order to measure talent development events, program effectiveness, and organizational outcomes.



Training Delivery

Covers the transfer of knowledge and talent development via adapting, personalizing, adjusting, and ad-hoc development of training events for specific audiences and venues, modalities, or platforms.



Global Human Resource Development

Highlights trends and topics influencing a community of professionals from all over the world, with an interest in developing global talent, sharing regional best practices, and conducting global benchmarking.



Instructional Design

Focuses on trends and topics related to the process of analyzing learning needs, and creating goals for designing instructional materials to meet those needs.



Learning Technologies

Highlights trends and topics influencing a community of forward-thinking professionals using technology and learning to develop the future workforce.



Management

Highlights trends and topics influencing a community designed to deliver the tools and information managers need to develop a more engaged and productive workforce. This is not specifically Leadership Development.



Science of Learning

Highlights trends and topics influencing professionals interested in understanding the mechanics behind how individuals take in information, form connections and ideas, and exercise new behaviors on the job to improve performance.



4 Industry Tracks



Government

Highlights trends and topics influencing the community of government learning professionals from federal, state, and local agencies, using innovation and collaboration to develop talent in the workplace.



Healthcare

Highlights trends and topics influencing the community of healthcare executives, providers, managers, and trainers working to create next-generation healthcare environments through learning, talent development, and cultural change.



Sales Enablement

Highlights trends and topics influencing those who develop sales talent.



Higher Education

Highlights trends and topics influencing a community where students, faculty, and practitioners collaborate with talent development professionals to develop a stronger workforce.

Various Learning Approaches

- Best practice sharing
- Interactive/practical programs
- Core competencies
- Innovation and development trends
- Research report sharing

"Absolutely outstanding. Truly the most professional, complete, and inspiring conference I've attended!"

—Previous Attendee

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INTERNATIONAL CONFERENCE AND EXPOSITION

May 6-9, 2018 | San Diego, California

Keynote Speakers

Monday
May 7, 2018

INTERNATIONAL CONFERENCE & EXPOSITION

May 6-9, 2018 | San Diego, California

- ↗ Content
- ↗ Community
- ↗ Global Perspectives



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JUST ANNOUNCED!

President Barack Obama

will deliver the keynote address
on Monday, May 7, at ATD 2018.

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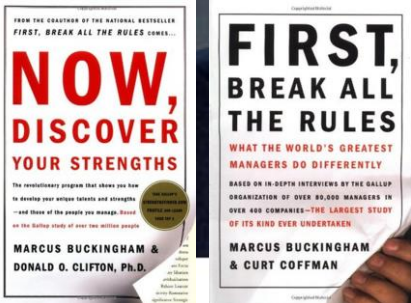
2018

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INTERNATIONAL CONFERENCE AND EXPOSITION
May 6-9, 2018 | San Diego, California

Keynote Speakers

Tuesday
May 8, 2018



MARCUS BUCKINGHAM

Thought leader focused on unlocking strengths, increasing performance, and pioneering the future of how people work

Wednesday
May 9, 2018



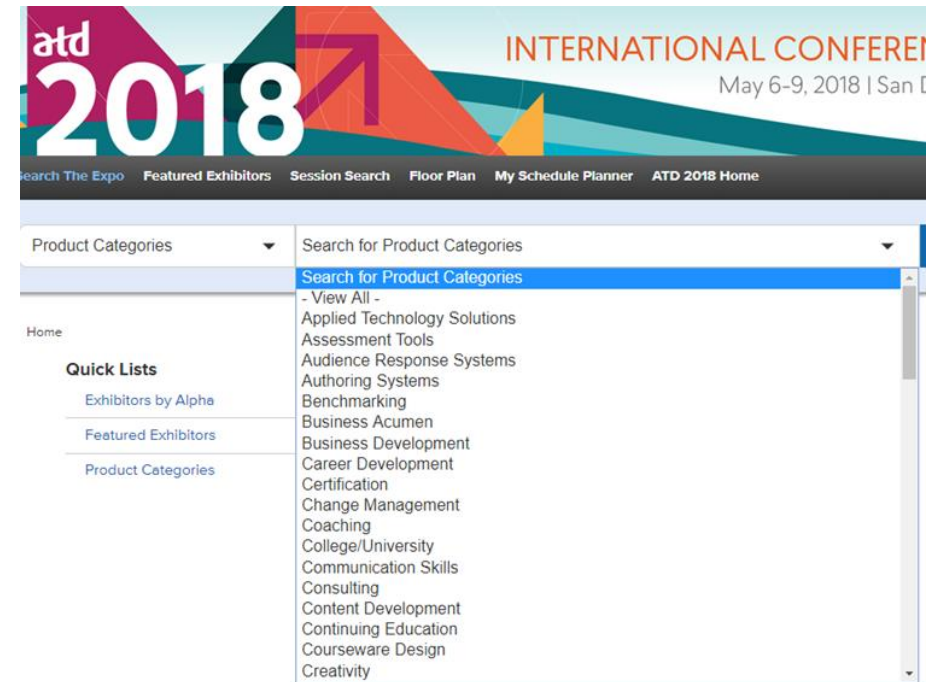
CONNIE PODESTA

An author, educator, and licensed professional counselor focused on captivating, inspiring, and motivating new heights of personal and professional achievements



ATD Exposition

- 400+ exhibitors
- Exhibitors from nearly 20 countries
- 79 areas of product categories
- One-stop experience to explore latest learning services
- Discover business opportunities

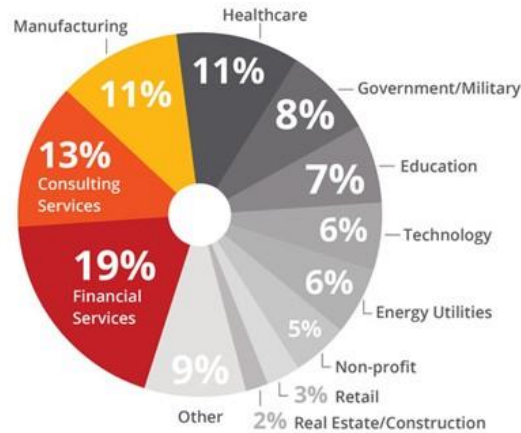


96% of attendees have, recommends, or specifies purchasing decisions for their organization

LEVEL WITHIN ORGANIZATION



INDUSTRY REPRESENTATION



91% of attendees are satisfied with ATD International Conference and Expo

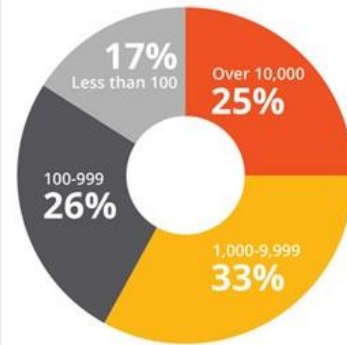
- Conference provides attendees with:
- Networking opportunities
 - Vendor analysis
 - Benchmarking data
 - Professional Development
 - Best Practices



57% of attendees are from an organization with 1,000+ employees

45% of attendees have been in the training industry 11+ years

ORGANIZATION SIZE



24% of attendees come from outside the United States

TOP TITLES

- AVP, Talent Management
- Chief Development Officer
- Chief Engagement Officer
- Chief HR Officer
- Chief Learning Officer
- Chief Talent Development Officer
- Deputy Dir., Learning and Performance
- Director - Change Management

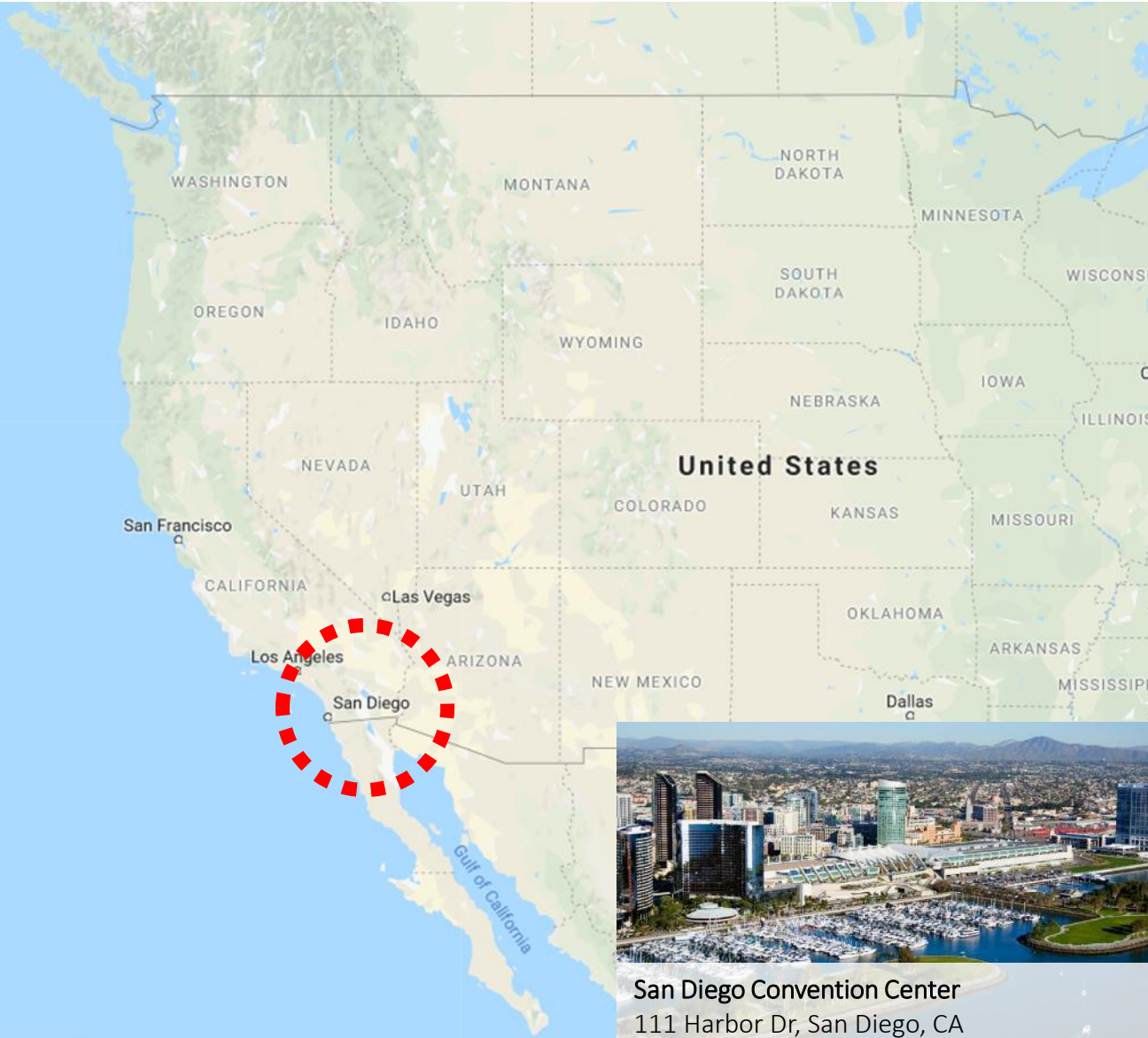
- Senior Training Officer
- SVP - Chief Talent Officer
- Training & Development Supervisor
- Senior Director, Global L&D
- Director – Talent Development
- Director Corporate University
- Director Human Resources
- Director of eLearning

- Director of Sales Training
- Director, Leadership Development
- Director, Training
- Executive Director of Talent
- Global Director of Sales Enablement
- VP Technology
- VP, Global Learning

Activities and Events for International Attendees

- International Orientation
- Global Village
- International Attendee Reception
- Simultaneous interpretation in Chinese, Japanese, and Korean (paid service)





Location, Location, Location

Join us in San Diego!

With 112 kilometers of sun-drenched coast, an inviting ocean, and a year-round daily forecast of 21°C, and you'll see why this southernmost stretch of California is all about outdoor fun. Discover top theme parks and attractions like SeaWorld San Diego, San Diego Zoo, San Diego Zoo Safari Park, and LEGOLAND California.



San Diego Zoo and Safari Park



Balboa Park



Maritime Museum of San Diego



SeaWorld San Diego



Gaslamp Quarter



USS Midway Museum



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➤ Content ➤ Community ➤ Global Perspectives

Top 5 Reasons to Attend ATD 2018

- Immerse yourself in an integrated experience to understand industry trends, and expand global perspectives.
- Meet and hear directly from the world's leading subject matter experts.
- Explore the industry's largest exposition, and understand the latest resources, tools, and solutions.
- Expand your network, and meet with colleagues from all around the world.
- Discover San Diego, and experience American culture!

Ways to Register

Individual

- Register online: www.atdconference.org/Register
- Contact us: international@td.org



Group (Delegation)

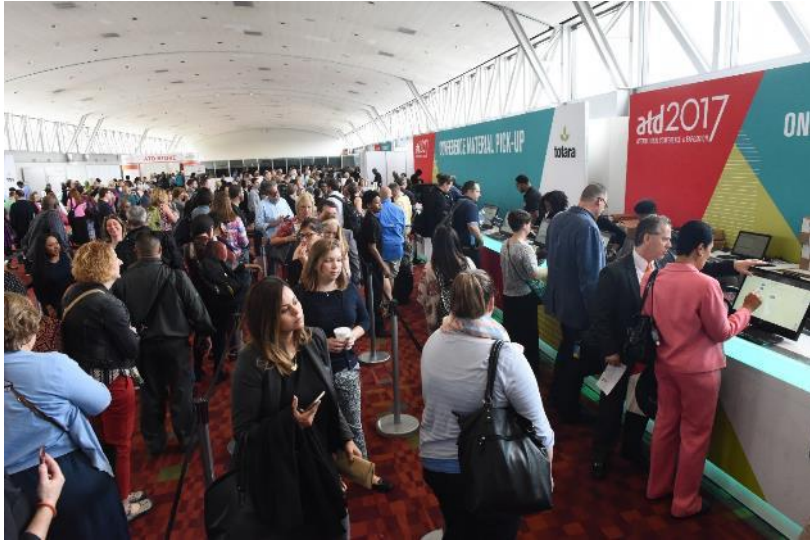
- To register and organize a delegation, email international@td.org.



Full Conference Registration	ATD Member	List Price
Early Bird Rate Expires January 31, 2018	\$1,395	\$1,695
Advanced Rate Expires March 30, 2018	\$2,175	\$2,500
Regular Rate Expires April 27, 2018	\$1,875	\$2,200
International Delegation (Groups of 5 or More)	\$1,325	\$1,625
After April 27, 2018	\$1,425	\$1,725

Other Fees

Networking Night		\$75
Simultaneous Interpretation Korean, Japanese, Chinese		\$345



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Contact Us

international@td.org

A wide-angle photograph of the San Diego skyline at dusk or night. The city's lights are on, and the buildings are reflected in the water in the foreground. The sky is a deep blue, and the water is dark with colorful reflections of the city lights.

See You in San Diego!

May 6-9, 2018