

LTSF20 D3S5: The Invisible LMS

Lori Niles Hofmann Questions

Lori Niles-Hofmann: hello everyone!

Andy Wooler: Hi from Brighton UK

Carol Jamieson: Hi Everyone from Epsom, Surrey

Shaun Delaney: Hello from Chatham, UK

Poh Kau 2: Hello from Singapore

Rebecca Kabongo: Good afternoon from Montréal!

Sindhu Radhakrishnan 2: Sindhu from London

Martin Duthie: Hi Lori. Look forward your wisdom as ever

Donald H Taylor: LTSF20 15 July D3S5

DorteMalmberg Rasmussen: Hi from Roskilde, Denmark

Viro: Evening from Bromley, UK

Evan Flockhart: Hello from Suffolk UK : -)

Anita: Anita from Southampton, really enjoyed Kevin Yates Learning Detective

James Booth: they have all been awesome

Christine Locher: yooohooo Lori's sessions is always one to look forward to : -)

Shaun Delaney: There have been so many excellent sessions!

@arashmazinani: Hello from Leeds

Destinee: Good afternoon from Pennsylvania!

Andy Wooler: So far, The Learning Detective was awesome!

Lucy: Hello all! The best so far, for me, was the L&D detective

Donald H Taylor: Our thanks go to today's sponsor, Breeio <https://www.breeio.com/lms>

Laura Kedward: hi from miserable Manchester. excellent session with Derek on qualitative data

Simon Fogg: no sound?

Will Dixon: Hi, from Cambridge, UK

tommag: Hello from Poland

Jennifer 2: Dallas, Tx. Howdy everyone!

Edwin: Hi everyone from the Netherlands

Marina Vicente: Hi Hi! Detective was outstanding!

Sherri Montz: New Orleans here

James Poletyllo: London

Joan Keevill: Hi from Hertfordshire! Been on a few 'learning' sessions today, not all LTSF but all stimulating. Looking forward to this and to tweeting for the session.

Christine Locher: Different sessions for different reasons. Loved the vendor one as that was such a perfect summary. Loved the social one earlier today as well, we had such fun in the backchannel: -)

Rebecca Kabongo: Hi Lori!

Joan Keevill: *Looking!

Marina Vicente: Hola! From Spain

Carol Jamieson: Going with the social learning - last session of the day accompanied by a beer and some snacks and even my husband!!

Donald H Taylor: The recording, slides, chat and other supporting documents will be available from next week at: <https://www.learningtechnologies.co.uk/digitalhub>

Dan Hewitt: Hi all, Dan here from Bedfordshire

Anita: Nice @Carol Jamieson

tommag: Nice

Joan Keevill: On parle francais aussi?

<https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/#3a0201396668>

Donald H Taylor: Sorry!

Joan Keevill: It's like Facebook and TripAdvisor - do one search and they ping you similar content!

Poh Kau 2: google does it

Christine Locher: it's kind of in the flow of life, right. not just in the flow of work...

Wojciech Bednaruk: Maybe L&D people value privacy more ... that's why we are behind.

Holly MacDonald: Another one to know more about : <https://mixpanel.com/>

Gaëlle Delmas-Watson: @Megan, along the lines of your previous comment

Christine Locher: #initforthecatpictures

Christine Locher: we all caught up really well on making banana bread, but... ;-)

Travis Groom: Contact Monkey is amaaazing for tracking newsletter click throughs at an individual basis.

Richard Price: Marketing for encouraging spaced practice, right? Very clever - never really thought of it as marketing.

@arashmazinani: If you have a Comms department I think whatever they use to send internal emails often has tracking data on the back of it

James BB: and repetition throng multiple touchpoints to embed learning

Joan Keevill: Should all L&D depts therefore have a marketing specialist who can generate these types of campaigns?

Bee Hemelryk: banana tag also for tracking clicks etc.

Amanda: yes with a small why... love that

Amanda: that

Travis Groom: I love that this is basic reach and frequency advertising campaigns - which I have spent so much time trying to get across at our org. Tell them what it is, remind them what it is, remind them again.

Evan Flockhart: Why not just apply marketing techniques = multiskilled L&D professionals!

Andy Wooler: There may well be organisational rules on this that require us to send such mass emails via Marketo etc

Joan Keevill: Down with learning styles - please!

Andy Wooler: To clarify on that - my org was focussed on external learners

Donald H Taylor: Digital Body Language by Steve Woods: <https://www.amazon.co.uk/Digital-Body-Language-Steven-Woods/dp/0979988551>

Colin Welch: Where the content is compliance and HAS to be consumed - I'd be interested in people's thoughts on how you'd manage a campaign where there's no option to drop people out if they're not interested

James BB: I'm not convinced that Marketing & L&D are that different - both are seeking to change behaviour - clicks are good but as a marketer I want them to change from consuming a competitor product to consuming mine. to do that they need to be educated

Christine Locher: marketers often are stellar at copywriting and training often a bit less so...

Joan Keevill: @Colin Work on early adopters and encourage them to spread the word?

Sandi Rodman: I design eLearning for a law firm, and content style is a constant struggle

Rob Schumann: Colin, that's what our organisation is like

Andy Wooler: My conference presentations have to go through the "brand police" - such emails might need that in your org

Joan Keevill: @Rob - top down comms will usually switch people off, sadly.

Gaëlle Delmas-Watson: Loving your comment @christine Locher

Simon Thompson: This really is rooted in understanding users and their needs

Denise Marshall: We have to reduce the number of emails to our employees about learning...in a law firm

Wojciech Bednaruk: @James BB Marketing is about creating the desire for product not

necessarily needed, L&D should be about strengthening existing capabilities

Anita: Or @Joan Keevill- it just doesn't get to where it needs to go- i.e. the end user

Holly MacDonald: I would add that we should be looking at product marketing not just marcomm

Matt Linaker: Do you think films and other forms of art are driven more by SEO than by the actual art?

Matt Linaker: E.g. write a film or book title based on SEO reflections.

James Poletylo: we should be looking at public health campaigns and nudge behaviour

Joan Keevill: Hairdresser's appointment tomorrow - YAY!

Donald H Taylor: Matt - Tim Ferris got the title of his book 'the 4 hour work week' by A/B testing online

Piers Ansell: @James - agreed. The best of both is when they understand the problems people face and can offer a personalised solution.

Matt Linaker: Donald, it's interesting isn't it. I wonder if that's a worrying or positive trend.

Rob Hubbard: Probably worrying if Tim Ferris did it!

James BB: @wojeciech more than that - awareness, interest, desire and action. Strengthening existing capabilities and propositions is needed in both sectors

@arashmazinani: My owl popped up just before this

Colin Welch: @arashmazinani - I'd love to think you're not talking about Duolingo and have a real own

Colin Welch: *owl

Holly MacDonald: I saw a learning app in Slack too

Travis Groom: The MS Office integration and LiL application sound so amazing - and only slightly creepy. >.<

Rob Hubbard: Perhaps MS will bring back the paperclip: /

Donald H Taylor: Holly - one of the things that have come out of CV19 is a range of learning apps for Slack and Teams

Christine Locher: I LOVE CLIPPY!!!! HE taught me the ropes of MS word when I started working. Fond feelings for Clippy. #teamclippy

Richard Price: Love Filtered's tool. It's great!

Holly MacDonald: <https://www.5fellows.com/>

Travis Groom: MS new learning app might change a lot of how we manage data in an organization

Donald H Taylor: Holly - yes, based in Berlin . love their work. (I have no financial interest)

Holly MacDonald: same Donald

Christine Locher: I'm quite curious what's coming from MS... with the data they already have about how people work etc etc, that could be interesting. and a bit creepy too possibly...

Bee Hemelryk: thanks for the link Holly

Andy Wooler: But not just the mainstream SoMe tools - for example, Sales folks live in SFDC and so SFDC Chatter is where you need to target those folks

Matt Linaker: @Rob Schumann your challenge is really interesting

Donald H Taylor: Andy - agreed, go to where the people are

Dan Hewitt: I've just started working for a company who use Slack extensively, now looking at learning apps!

Colin Welch: "This app will be available in preview and become generally available later this calendar year"

Colin Welch: The Teams learning app ^^

Rob Schumann: Matt, yes it is. big opportunities if we could do something different

Donald H Taylor: Lori mentioned a tool called Sparks: <https://withsparks.com/>

Matt Linaker: I can see that you have some issues contacting people digitally. So, if your people are going to a physical location, I've seen things that work when they're provided physically. E.g. paper-based materials! Going back in time here, but actually if you're not

able to or limited by digital communication perhaps paper-based communication could work well? I've seen organisations making posters for meeting rooms and providing employees with little booklets etc.

Anita: You've done a great job keeping up Lori

Donald H Taylor: Best investment L&D can make is lunch with the Marketing Department

peter hartley: all the possibility examples seem to be directly in the organisation's interests

Donald H Taylor: *socially distanced lunch. With masks.

Matt Linaker: Or how about not dividing the two teams but keeping them together. At the Totara Community I write training content but also write marketing content

Rich Dawson: And invite the IT department whilst you're at it..

Matt Linaker: working on both teams works well!

peter hartley: all examples in the organisation's interest? can we help people become more autonomous?

Karen: what if your org doesn't have a marketing dept ???

Carol Jamieson: @Donald Taylor - what marketing department :)

Matt Linaker: Karen - then you'll have to be it!

Karen: Oh Matt !

Donald H Taylor: Carol and Karen - you're right! But there are always people outside the organisation who you can pinch ideas from too :)

Donald H Taylor: <https://www.biancabaumann.com/>

Holly MacDonald: I'm curious how you've connected campaigns to actual LMS'?

Christine Locher: the mindset and toolkit about consumer insight is well well worth looking at for L&D!

Karen: @ Donald - I definitely will have to

Joan Keevill: HOLLY - YES!

James BB: @karen -loads of free resources to learn online!

Andy Wooler: This has been a great session and covers the specific area of marketing more than I did in my own Invisible LMS blogs. Thank you!

Matt Linaker: Think what you want to achieve Karen and then go backwards from there.

Amanda: Make sure you know what the business strategy and challenges are

Rich Dawson: Ask for forgiveness, not permission

Karen: I agree - it's been an eye opener

Amanda: L&D should not exist in a bubble. Learning for learning's sake

Amanda: although that is always good as well.

Christine Locher: you start with what you have. We did email sequences (aka campaigns) in an org that didn't even have an LMS ;-)

Donald H Taylor: Donald H Taylor: Our thanks go to today's sponsor, Breeio <https://www.breeio.com/lms>

Matt Linaker: Surely how you interpret the data can create lots of conversations Lori?

Holly MacDonald: This was GREAT

Rich Dawson: Yes @Christine... we used the free functionality within Mailchimp and it gave us great data too.

Anju Patel: Excellent session, thank you

Matt Linaker: Go back to basics!

Colin Welch: Great session - thanks Lori

Bee Hemelryk: <https://bananataq.com/>

Matt Linaker: Physical materials too

Victoria: Thanks Lori and Gaelle and Donald and James!

Laura: Thank you Lori!!

Joan Keevill: @Christine, we should speak to Dave about this for the eLN newsletter!

Laura: great exposition

Matt Linaker: A/B testing?

Christine Locher: @joan YASSS! : -)

James BB: thank you everyone!

Matt Linaker: How about qualitative data rather than just quantitative data

Rebecca Kabongo: Thank you all. That was great session!

Donald H Taylor: The recording, slides, chat and other supporting documents will be available from next week at: <https://www.learningtechnologies.co.uk/digitalhub>

Anita: Really great session- jam packed- can't wait to go and read a bit more about tis

Donald H Taylor: This session is now finishing. For a list of all the sessions taking place this week, please visit: <https://www.learningtechnologies.co.uk/learning-tech-summer-forum/ltsf-conference/ltsf-20-conference-programme>

Bee Hemelryk: Thanks, interesting session

Poh Kau 2: Thanks Lori!

Matt Linaker: Thank you for the session Lori, Gaelle, and Donald.

Carol Jamieson: Thanks Don. Time to go. The beer and snacks are gone.....: (Thanks Lori

Dan Hewitt: Thanks all!

Karen: thanks everyone

Sultana: thank U!

Martin Duthie: Fantastic, Cheers Lori!

@arashmazinani: Thanks, great session

Piers Ansell: Thanks all

Christine Locher: AWESOMESAUCE

Rob Hubbard: Great session Lori - thought-provoking

Simon Thompson: Thank you all for your contribution

Jen: Thanks very much all!

Rich Dawson: Thanks everyone!

Cosmina Coman_Learning Pro: Thanks everyone!

Helen Peel: Thank you Lori, an interesting session

Gareth Brown: Miller time! Thanks : -)

Lori Niles-Hofmann: Thank you everyone!!!!!!!!!!

Mohamed Tageldin: thanks a lot, it was amazing

Honza Slozil: Thank you and merci!

Maciej Czarniawski: thanks, Lori!

Travis Groom: Thank you!

Rob Clarke: Thanks Lori and Gaelle

Sandi Rodman: |Thanks!

Siôn Elwyn Hughes: Thank you!

Sarah Mumford: Thank you!

Rhona Killane: Thank you.

Rob B: thank you

James Booth: Thanks Lori and Gaelle

Matt Linaker: Thank bye

Laura Kedward: thanks so much

Greg Smith: Thank you, that was great!

Conrad Buckle: Great session . Thanks