

LTSF20 D2S2: After launch – how do you maintain engagement?

Sunder Ramachandran – General chat

Nigel Paine 4: "After Launch-How Do You Maintain Engagement" with Sunder Ramachandran and me, your facilitator, Nigel Paine

Nigel Paine 4: We'll be starting at 09:45 UK time.

Nigel Paine 4: The session will finish at 11:30 UK time

Nigel Paine 4: The # for the event is #LTSF20

Nigel Paine 4: Our thanks go to today's sponsor Docebo: www.docebo.com

Nigel Paine 4: The slides will be available to download at the end of this presentation. The recording, slides, chat and other supporting documents will be available from next week at: <https://www.learningtechnologies.co.uk/digitalhub>

Nigel Paine 4: We have a very full session today, so sadly it will not be possible to answer every question. However, our speaker will aim to deal with as many of your questions as possible after the event, on LinkedIn.

Nigel Paine: Welcome everybody

Suresh Kumar DN: Looking forward the session Sunder...

Andy Wooler: Morning Nigel & Sunder. From Grey Brighton

Lisa: Morning, Hampshire UK

Mary: Morning!

Suresh Kumar DN: I am from Bangalore, India

Kim Darkin: Bore Da (good morning) from Wales, UK

Sean Ryan: Hello from Dublin

Wayne German: Good Morning from South West England

Stephen: good morning. Long time no speak Nigel. Stephen Citron

Greg: Cape Town, South Africa

Anderson: hi to everyone - logging in from Warwickshire UK

Madhu: Morning to you

Monica: Monica - Spaniard living in North London! :-)

Victoria Visser: Good morning from Amsterdam :)

Maren Jaschke: Good morning from Bonn in Germany

Sean Ryan: Sunny Dublin

Lisa Matthew: Morning from Sunny Sussex

Kim Ellis: Morning from Huddersfield, West Yorkshire

James Booth: I'm in Kent, UK. Its HUMID but not sunny this morning, but I bet India is more humid!

Greg: Thank you :)

Ima: Hello form Nairobi, Kenya.

Aneta: Hi, Aneta from Krakow:)

Göran Bolinder: Hi! Kivik in the Southeast of Sweden here.

Debbie Webb: Debbie Webb from cloudy Peterborough
Mohammed Zouli: hello back from Morocco
Liezl van der Westhuizen: Melkbosstrand, South Africa
Aleksandra Korab: Morning, from Rzeszów
Stephen: Kingston upon Thames
Emma W: Hi from Essex in UK
Nataliya Boneva: Nataliya from Belgium
Danhesree: Good morning, I am Danhesree from Johannesburg, South Africa
Aleksandra Korab: Yes, yes, Rzeszów is in Poland
Viv Cole: Morning, scorchio again in Costa del Haywards Heath, Sussex
Karen Chambers: Good morning from Deal in Kent - raining today!
Gini Thomas: Good afternoon All from Sunny Singapore :)
Shailendra Nigam: Shailendra Nigam Good afternoon from India
Karen Chambers: Kent in UK
Iffaf Khan: Good morning from Isleworth, in the UK
Jennie: Hi all, Jennie from grey Kent here!
Nathalie Brown: Hello from Oxfordshire
Donald H Taylor: Hi Iffaf, I'm just up the road in Chiswick
sylvia Campbell: Good Morning from Kent
Shailendra Nigam: Mumbai
Iffaf Khan: Hi Donald
Bertil P. Marques: Good morning from Porto Portugal
Iffaf Khan: London Road
Lucy W: Hello from Devon
Mike: Morning All from cloudy Staffordshire
Marie Andervin: hello from Stockholm
Donald H Taylor: Iffaf, I'm down towards the Fuller's Brewery end of the borough :)
Padma Rao: Hello from Sunny Singapore
Chris: Chris from a very sunny and beautiful Edinburgh!
Trevor Mills: Hello from Sussex
Neena Lazarus: Morning from a grey East Grinstead
Iffaf Khan: I have always wanted to see Fuller's Brewery @Donald
Jane: Hello from Copenhagen, Denmark :-)
Martin Baker: In the Cotswolds..... bright blue sky.... 28 degrees..... (I wish)!
Jan: Morning Jan from Bournemouth UK
Hayley Maisey: Hello from cloudy Seaford - near Brighton :)
Martin Baker: Hey Hayley :)
Hayley Maisey: Hi Martin :)
Martin Baker: Hi Nigel!!! Still the same :(
Suresh Kumar DN: Hi from Bangalore, India
Karoline: Hello from Norway :)
Martin Baker: Don't say that!! haha
Adam Page: Hi from Brighton, UK
Donald H Taylor: Iffaf - it's currently locked down, I'm afraid!
Debbie Hedley: HI from Oxford

Emma W: Who are docebo?
Paul Ashworth: Hi all, from sunny Guildford
Caroline Singleton: Hi all from a grey Sale Cheshire
Uzma: Morning from Berkshire
Donald H Taylor: Docebo is an LMS provider: <https://www.docebo.com/>
Anderson: Is anyone in the group focusing on developing training for sales people?
Emma W: thanks Donald
Dominik Lachmann: Good Morning from Bonn/Germany
Alison C: Morning from sunny Fife
Gerdur Petursdottir: Hello from Iceland
Diane Adam: Good Morning from Stafford :-)
Anita Page: Hi there from Southampton
Emma W: thank you
michael halling: Hello from Bromley,
@RajeevGM: @RajeevGM from Greenwich, London
Sorcha M: Hi from Northern Ireland
Martin Baker: Thanks James!
Stephen Power: Morning...from Manchester. How is everyone today?
Uzma: Hi Welcome everyone
Mike T: Good morning (at least morning here) from Poole Dorset
Astrid: Good morning from Oxford
Uzma: Berkshire! :)
Maura McMackin: Maura from Belfast
Vicky Johnson: Morning from Coventry
Hermann: Good morning from Verl in Germany
Donald H Taylor: Hello again Uzma :)
Nigel: Nigel from Devizes
carole Talbot: Good morning, Carole from Purley, Surrey
Darrin Cutting: Hello from Tynemouth
Valerie Merrill: good morning only just got in, in London
Emma W: Gerdur - I watched a great documentary about the amazing renewal energy in Iceland last night
Donald H Taylor: Yes, Nigel, it does lift one's heart. It's a true international, sharing community of L&D people
Rian @BHF: Morning - the rain has finally cleared here in Kent
Valerie Merrill: Excellent thank you
Rob: Good morning from Worthing West Sussex
Anna 2: hello everyone :)
Nick Tucker: Nick from Burton on Trent
Uzma: Hi Donald :D One of the Pro's of having such a not well-known name :P
Carol Ann: Hello from Hertfordshire
James Booth: @Rian - In in Kent, and the sun is actually appearing here!
Rob Stewart: Good morning again. This time from a sunny Dundee :)
C PEETERS: Good luck Sunder (Cédric from ViiV HC)!
Kirstin: Good morning from Oxfordshire :)

Juliette:@Rob. I am also from Worthing, West Sussex. Hey there

Hattie: Good morning from Bristol!

Sarah 2: Hi everyone, Sarah from Nottingham here :)

Marilyne 2: hi, from France

Lisa Matthew: I stayed in Iceland for a week this March beautiful country

Nick Tucker: Nick not Neil!

Lesley: Hello from Scotland!

Mike Collins: Hi from Lancashire :)

Ayelet Gawith from Tel Aviv :-)

Anca: Good morning from Bracknell!

Gerdur Petursdottir: Great Emma, happy that you liked it :)

Uzma: Hi Anca from Bracknell! Just done the a oad from me :)

Uzma:*A road

Martin Baker: Any charities in the room?

Alison MacPherson: Morning all from Edinburgh.

Janet Cockleshell from London.

Donald H Taylor: We're collecting questions in the question box under the slides. If you put your question here, it won't get lost.

Tristan Hale (Sphere): What are the best collaboration tools for connecting course participants and the training team during a multi-week online course? WhatsApp? MS Teams? Slack? Etc. How do you persuade the technophobes in the group to sign up?

Uzma: What is your LMS platform now?

james poletylo: try to use existing tech Tristan

Emma W: What content format do you find people respond to the most? One org I work for uses a blend of written, video, imagery etc, whereas another uses purely video

Jane Whitby: Do you allow users to upload their own content?

Louise Mackenzie: Any tips for encouraging a construction workforce to remain engaged through a development programme?

Sarah 2: How do you move a culture that is fixed in a push mindset to pull? I work in clinical research as well (at a CRO) so the fear of audit and inspection is very pervasive!

Alicia: How do you work towards behaviour change when learners have heavily relied on f2f?

Emma W: Jane - we have peer-to-peer support groups but they aren't really utilised by users

Diane Adam: How can you engage 16-year-old motor vehicle apprentices to engage with improving their maths and English?

james poletylo: Alicia you need to help learners see that you are meeting their needs and that you learning delivered adds benefits rather than is a second-rate replacement. This normally starts from designing around their problems with digital at the heart rather than just transitioning f2f to online

Marina Vicente: how do you balance compliance with CPD?

Uzma: What does WIIFM stand for? (sorry suck at acronyms)

james poletylo: Is that SAP Jam?

Alicia: Hi James, thanks, I am a user researcher so I have been doing that from the beginning! IT's a bit easier with COVID but there are always groups who struggle to move to eLearning's

VivCole: @James yes

Laura Bignell: WIIFM=What's in it for me

a Tiger Bear: Is the layer on top of SF Blend? mixed with SAP Jam?

Karen Chambers: Diane - I've worked with the supervisors of the motor vehicle apprentices so they had some coaching skills to help in this area

Dani: How do you stop from people feeling overwhelmed by the amount of content available? And how have you measured user engagement with the LXP?

Juliana Foo: Do you authenticate user content?

Uzma: (ooh good question Michelle regarding SLP)

michael halling: Dani: you can create playlists which are manageable and not overwhelming is one way

Alison C: Q. How is the moderation managed on user generated content?

james poletylo: Personalisation dani and clear guidance on how to use your platform

james poletylo: julians lots of people worry about this but it is rarely an issue

Dani: thanks

Barbora: LEAN companies often want everything standardized, including training/learning... Any thoughts on the limits to which standardization applies to learning?

james poletylo: alison c - if you position a platform well then 99.9% of employees will produce sensible content and your audience will moderate anything which is not right

Teresa Rose: @Barbora - I'd recommend having a content matrix and mapping that to your audience. That will help with journey mapping and channels

Julie Wedgwood: I agree Teresa. A good content curator can make a big difference to the experience of the learners

Diana Vesa: How do you feel now in that multi-tasking mode with 2 windows BOTH containing questions & comments AND slides being commented by Sunder?

Astrid: how can you do all this with a very limited/basic LMS?

B hemelryk: or is it Work Zone in SAP?

Andy Wooler: Do you integrate into SFDC (or similar) for your sales folks?

Anderson: To create good social learning, what type of person makes a good community manager?

Mark R: We cannot allow user generated content with our platform as such because of the risk of them showing their website visitors personal data and the subsequent GDPR issues - any recommendations here?

Giles: How do you manage different cultural approaches and attitudes across countries? Or do you silo content by region?

Alison: Re. user-generated content, do you govern this in any way? If not, how do you prevent a wild west of potentially duplicative, and possibly bad-quality content?

Neena Lazarus: How have you managed translations on your LMS platforms itself and for the content? Do you have a translations policy/approach? Thanks!

james poletylo: mark R what would they have as personal details in the platform that they might share. is this a real or imagined risk? may integrations have huge amounts of time and money spent working around perceived risks which are very unlikely to occur

Andy Wooler: <https://communityroundtable.com/definitions-best-practices/what-defines-a-community-manager/> Community Roundtable is a great resource on the topic of Community Managers

Sarah 2: @alison we have a lot of UGC, our departments have 'department learning leads' and before the UGC is submitted, they have to confirm a 'sense check'

Alicia: Wonderful answer, thank you

Alison: Thanks @Sarah 2 - so assume you have educated these department learning leads to play that role?

Szilvia orsos: How do you measure real engagement and if your content delivered the intention?

Sarah 2: @alison its loose, not a lot of formal coaching but yes, and we have a monthly learning forum for this group - that serves to share procedures, ideas etc

Anderson: thanks Andy for sharing

james poletyllo: thanks Andy

Alison: Thanks @Sarah 2! If you don't mind me asking, how big is your org? (we are a little concerned about scalability)

Sarah 2: @alison 18K+

Emma W: Would you recommend having reviews/testimonials visible on the platform itself, to help users make decisions when choosing courses?

Mark R: Hi James. Our clients use our platform for improving website experiences and.....they have access to their own visitor's data so we have to be careful that they do not share that

Sean Ryan: I work with a lot of Pharmaceutical customers. We find that Auditors won't accept Compliance training through an LMS if the LMS is not a Validated System (quite a lot of the systems we looked at are not). How do you get around this?

Alison: Thanks @Sarah 2 - so it definitely sounds scalable - thanks

james poletyllo: to collaborate and find lots of resources on these areas all free join www.thelearningeffect.co.uk/communityregistration

Andy Wooler: This is great stuff Sundar - and all of this should be considered before making the platform decision. Which means the same platform choice for org X may not be the same as for org Y.

Cosmina Coman_Learning Pro: What are your most preferred content vendors?

Neena Lazarus: @ Sean I work for Smith & Nephew. We are implementing a new LMS for training not required to be 'validated' and implementing a Quality Management system that has an LMS module for training requiring validation. However, both learning records are integrated in our HRIS (Workday) which is validated to show 1 learning record per employee. Hope that helps! Happy to talk further if you wish.

Andy Wooler: Do you take learning data out of this environment to correlate with other data e.g. Do sales increase as a result of the training delivered?

carole talbot: when starting off and launching an LMS/LXP for the first time - how many people will be optimal for the first year launch digital learning team?
Historically, organisation is decentralised but moving to a global digital learning platform

james poletyllo: agree sundar community ownership is key

Jane 2: can we get the slides afterwards please?

Daniel Aagaard: Can we see the slide with the dashboard again?

james poletyllo: carole it depends what your platform purpose is

Sean Ryan: @Neena, Thanks for your reply, yes, we're finding that this is the only viable option for us too. We have a QMS which can only host Quizzes/Knowledge checks, so we're looking at the Presentation in the LMS but the knowledge check in the QMS ...not ideal!

Conrad Buckle: Hybrid Learning solutions - Is this the likely situation to maintain engagement of new online learning clients in the medium term?

Marie Andervin: What is the difference between skills and capabilities?

Emma W: How have you ensured the content is accessible for all? I.e. video subtitles, adjustable text sizes/fonts

Neena Lazarus: @Sean agree not ideal. We have had to remove the training too and put it in the Quality LMS as the training must also be delivered for a validated system. But as all of our quality training is push training it does not impair the learning experience. Notifications are used to push the training to employees they click on the link and go to the content. Merging the training record is important so people only see 1 x record. So basically, I would try and separate them as much as possible and use a push approach if possible. For us our compliance training does not need to be delivered via a validated system - just worth checking if you haven't already done so.