

# Learning Challenge: Informal Learning





## Informal Learning can help move your organization into a new era of productivity.

Traditional methods of learning will only carry you so far. Understanding the concept – and the value – of informal learning can help move your organization into a new era of productivity.

Many companies are upside down in their logic. Some are still spending 70% of their training budgets on formal training that covers only 10% of the organization's development needs. Learners are doing their jobs in an ever-changing environment, and it's pretty certain that they're not getting their most creative answers or most effective collaboration from classroom instruction alone.

Your learners are already embracing informal learning: 90% of learning occurs outside the classroom. Let us help you identify how your people are already learning informally, where gaps exist, and how to build a proactive strategy that will resonate with learners up, down, and across your organization.

Conduent Learning Services can partner with you to help you understand, create, and deliver short form content that makes sense to people on the go. We'll incorporate research, consulting, technology and outsourcing to help you navigate through the often confusing and conflicting world of informal learning.



## What you get

Let our skilled team of learning professionals walk you through the five steps of a successful implementation of informal learning:

### **Align, measure and learn**

- Align your learning goals to the challenges of your business.
- Create a plan to measure the effectiveness of your informal learning program in addressing those challenges.
- Interpret what your measurements are telling you, to help you learn from them.

### **Assess readiness**

- Evaluate your organization's readiness to support and adopt informal learning solutions, from a team level through an enterprise level.
- Analyze your business model, job descriptions, and competency framework.

### **Select the appropriate technology**

- Select technology that will fit with your learners' workflow.
- Affirm that your technology choices meet the needs of your organization's culture.
- Ensure seamless integration with existing systems and technology requirements.

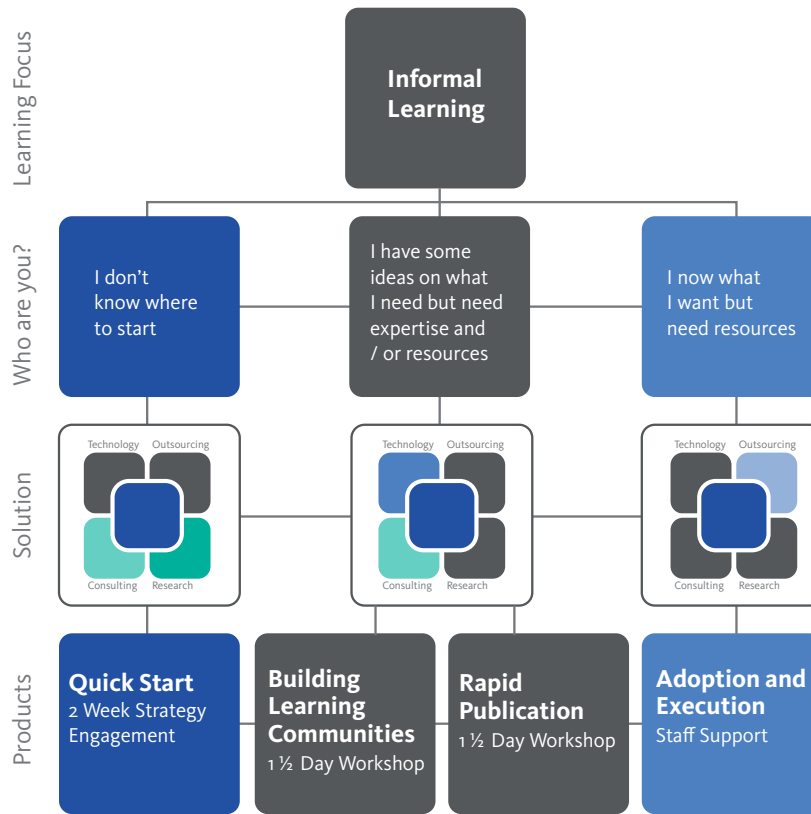
### **Deliver relevant content**

- Evaluate content to ensure its value to your learners.
- Ensure effectiveness of content on a per-role basis.

### **Leverage best practices**

- Evaluate technology and industry best practices using the baselines we establish with you.
- Adapt your informal learning approach as your program matures to ensure the needs of your audience are being met.

## Where do you fit in?



### Quick Start 2 week strategy Engagement

#### Geared To Answer Questions Such As...

- Am I ready?
- What's my strategy?
- What does my content need to look like

#### Provides Conduent Point-of-View On

- Best practices (research based)
- Integration with formal programs
- Measurement framework

#### Deliverables Include

- Education on informal learning tools and techniques
- Rapid strategy and roadmap

### Workshops 1/2 – 1 Day Workshops

#### BUILDING LEARNING COMMUNITIES Components

- Target audiences and subject matter experts
- Train and coach facilitators on management and moderation
- Drive adoption of social learning to create self-sustaining communities
- Select and understand best use of tools and technology
- Incorporate metrics that tie to business outcomes

#### RAPID PUBLICATION Components

- Create video and audio content channels quickly
- Understand how to build mobile ready content
- Determine which modes work best for different learning objectives
- Integrate and blend informal and formal learning
- Build measurement models that correlate to outcomes

### Adoption And Execution Staff Support

#### BUILDING LEARNING COMMUNITIES Components

- Provide subject matter expertise in social learning adoption
- Monitor contributions and foster information flow
- Support change and growth of social learning across the organization

#### PUBLISHING Components

- Design and develop engaging resources and games for today's social and self-directed learners
- Deploy cross-platform content strategies for tablet and mobile devices
- Provide infrastructure for easy maintenance and updates of informal learning