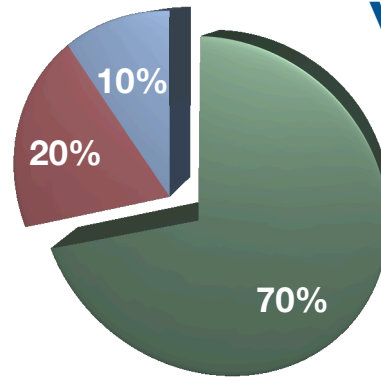# HOW HEALTHY ARE YOUR LEARNING COMMUNITIES?

We need to optimize Informal Learning

70% of learning is informal

- Informal Learning
- Knowledge Management
- Formal Training

10%
20%
70%

Creating Healthy Learning Communities

Organizations are either actively considering or have recently started deploying enterprise social media to enable social learning. Such companies have come to realize that key to their success are productive and vibrant learning communities.

How healthy are your learning communities......really? Old ways of measuring the productivity and success of a learning community were appropriate for traditional, linear kinds of training, but not for more advanced, collaborative (or social) learning environments.

Would you like to know how to improve the health of your learning communities? Do you want to know your gaps and opportunities? We will provide a report that will help you and your company know whether your learning communities are meeting member and business needs, and identify specific ways to extract more value. There is no cost for the use of the toolkit or the report. There is no obligation to buy additional products or services.
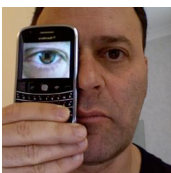
Approach

- No cost to use the toolkit
- Free final report (written)
- Minimal time and effort requirements from you
- Online survey and targeted interviews
- Anonymous and secure
- Designed according to proven best practices
- Targeted to learning community sponsors, champions. and members
- Designed for companies that have or that are thinking about deploying social learning

Eric Davidove, Ph.d

I HAVE TWENTY 22 YEARS OF EXPERIENCE inventing learning programs that have delivered great business benefits, and leading teams to develop and deliver them. I introduced social learning to BT and helped create Dare2Share, an award winning and very successful platform for learning, knowledge management and collaboration that has grown to become a standard offering for Accenture.

Charles Jennings

I HAVE BEEN WORKING AND RESEARCHING LEARNING AND TECHNOLOGY FOR OVER 20 YEARS. Until recently I had the role of chief learning office for Reuters and Thomson Reuters, the global information companies. I also have a background in consulting and in research and development of innovative learning technologies, having been a university professor and director of the UK national centre for networked learning.

HOW HEALTHY ARE YOUR LEARNING COMMUNITIES?

What is Health?

A "healthy" learning community is one that is doing well or very well on 75% of the best practices (in the toolkit) that are considered important by learning community sponsors, champions, and members. A learning community that is doing well or very well on less than 25% of important best practices is seriously underperforming and in need for changes and intervention.

The "gap" calculation in the toolkit reflects the degree to which the learning community is meeting or missing essential targets or expectations. A high negative number means the community is underperforming on important best practices. Better performance is one where the gap for important best practices approaches zero.

The responses to the question on trends will highlight the urgency of addressing each gap. For example, if the community is underperforming on a best practice that is considered important, but has made some improvements over time, you might

decide to wait a while before making any adjustments. On the other hand, if the learning community is doing worse than before on important best practices, you might want to make some immediate adjustments

Nothing is Forever

Keep in mind that learning communities will not continue forever. Each community will have its own life cycle and its important to know when to make adjustments or when to let the community disband. Similarly, community membership is dynamic and you should expect some degree of churn. Members leaving a community is not necessarily a bad thing.

When possible, review the results of the toolkit along with information typically available from the social media reporting (such as clicks, number of users, page views, downloads, uploads, number of comments, etc.). The learning community health check toolkit has been designed primarily to determine the beliefs, expectations, and perceptions of community sponsors,

champions, and members. The social media reporting will help you determine usage, type and degree of participation, and the quality of "learning content."

Getting Started

Please contact Eric Davidove (edavidove@gmail.com) or Charles Jennings (charles@duntroon.com) to indicate your desire to use the learning community health check diagnostic tool or to discuss the approach in more detail.

We would appreciate a short note explaining the business benefit you expect from participation so we can align to meet your expectations.

Why are we doing this? We would like to regularly publish and present our findings based on the data we collect from several different companies and organizations. We will not enable anyone to track back the findings to named individuals, companies, or organizations.