



The Learner Social Contract

Lori Niles-Hofmann, EMEA Totara User Conference, May 2019

The Contingent Worker

~77 million freelancers

(Europe, India, USA)

+36% in five years



“The Workforce Ecosystem”, Bersin Deloitte, March 28, 2018

Who are they?

- Highly skilled, specialized, and in-demand
- A broader range of work options and greater flexibility
- Skills might not lend themselves to a career
- Older workers who are entering different life phases
- Earning at or below minimum wage
- Unprotected by workers' compensation or benefits
- Younger, less educated workforce, working 2+ gigs
- More vulnerable to workplace injuries

From Upwork.com

Benefit of using an Independent Contractor:

Does not need or receive skills training



**Will upskilling
be the tax of
the contingent
worker?**



Are we creating a skills desert?

Shortfall of

3.5 million jobs

in cybersecurity alone

by 2021

(Forbes)



Code of Conduct

Anti-Money Laundering

Ethics

**Handling Confidential
Information**

Health and Safety

Diversity & Inclusion

Robbery

Protocol & Procedures

...etc.

**L&D Professionals have a
massive responsibility**

1/ Learner Time

**Upskilling Can Be The Difference
Between Being Relevant, or
Redundant**

2/ Effective Writing

Steal From Digital Media

**Metaphors
&
Analogies**

**Write
like a
Journalist**

**Storytelling
improves
Retention**

**Be
Authentic**

**Hire a
skilled
Writer**

3/ Design for Digital



**Can We Talk
About Avatars?**

**Do Not Attempt To Replicate The
Classroom in Digital.**

Respect the Medium.

01

**Mobile &
Desktop
are each
Unique**



02

**Design
Experiences
not Online
Lessons**



03

**Seek
Simplicity**



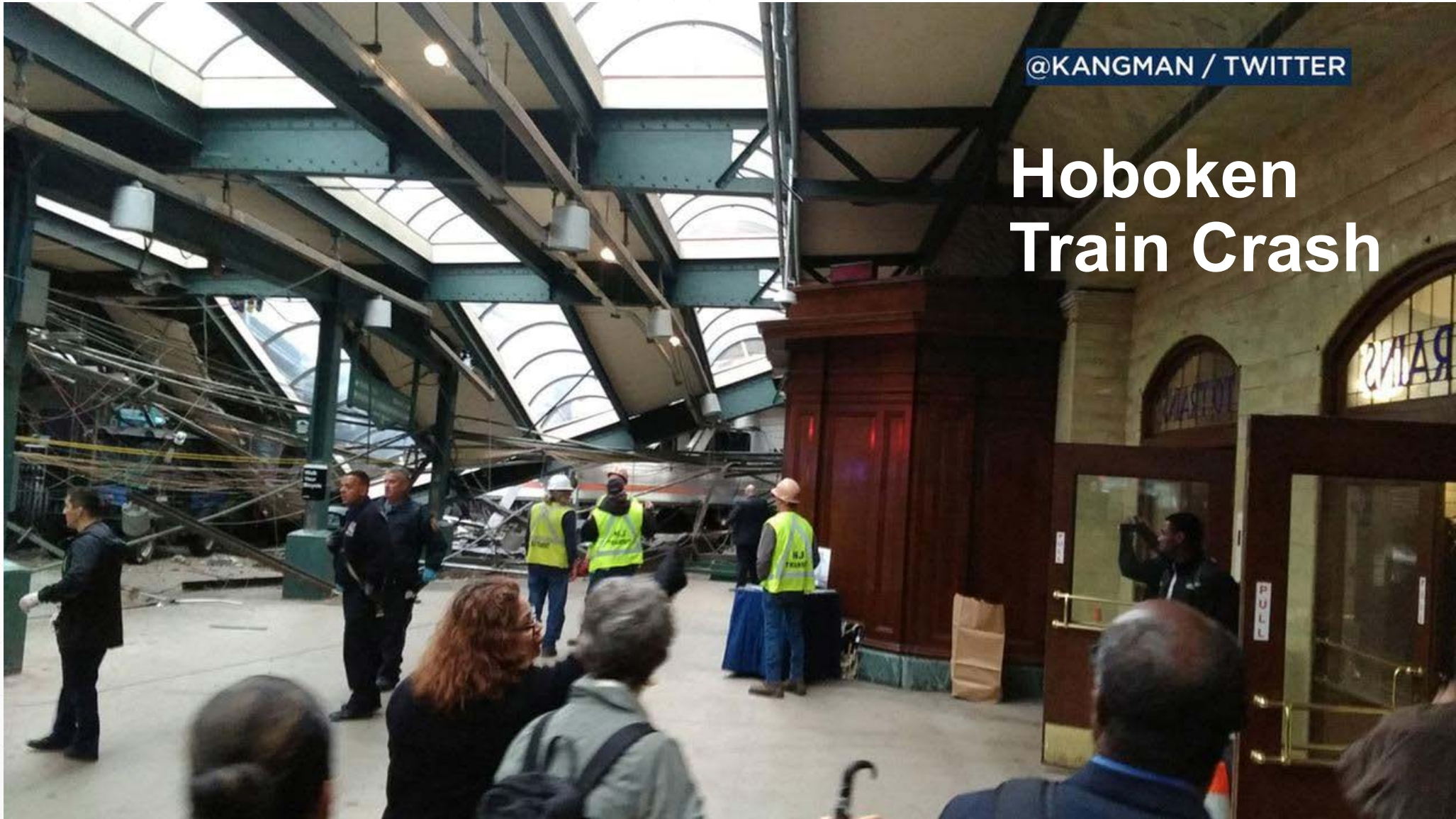
04

**Avoid
Templates**



@KANGMAN / TWITTER

Hoboken Train Crash




Hoboken Train Crash

Twitter Feed

Media agency reactions

 **Andrew CBS News** @APCBSNEWS · 24m
[@monduras](#) Reaching out from the CBS News National Desk - could we use your pic on all platforms and affiliates? Thank you

  2  1 

[View other replies](#)

 **Leon O** @monduras · 18m
[@APCBSNEWS](#) yes you can I was in the same train different car

   1 

 **Andrew CBS News** @APCBSNEWS · 12m
[@monduras](#) thanks for the heads up. If you have a moment, please DM me. Thank you

 **Christina Prignano** @CPrignano · 13m
[@monduras](#) Hi Leon, are you ok? If you are safe, could the [@bostonglobe](#) have permission to run this online? Thanks

   1 

 **AnneClaire Stapleton** @AnneClaireCNN · 24m
[@monduras](#) please follow me so I can call you

   1 

*Hoboken Train Crash Kills
1 and Injures Over 100*



**Three hour
turnaround**

**Imagine if we
could do that...**

Cold Snap

Spike in intranet searches for the term “CBC08 Bracket Frozen”

L&D interviews the engineer who developed the CBC08 Bracket



CBC08 Bracket is a part used to connect trains

An article on how to unfreeze the CBC08 Bracket is created and shared

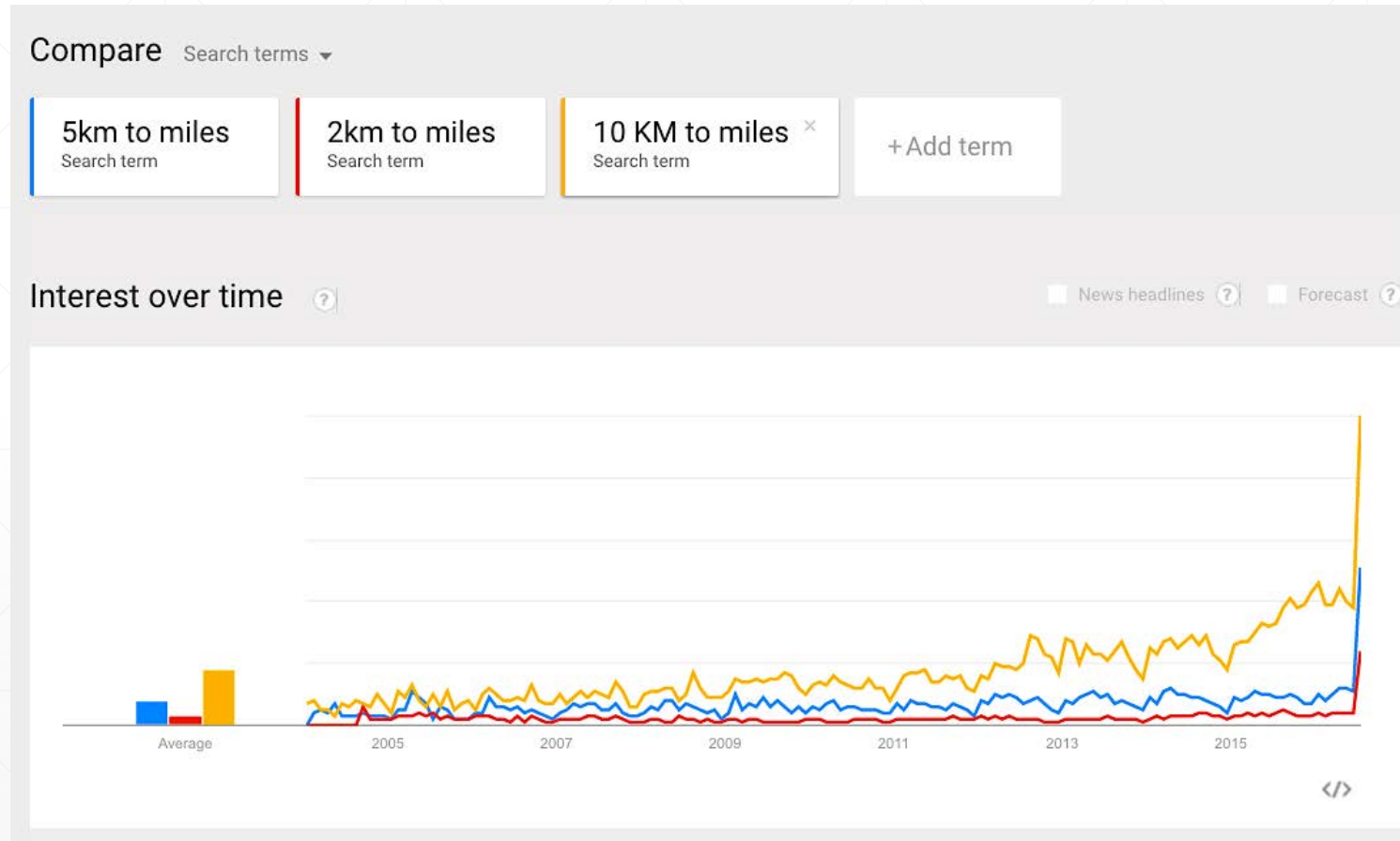


4/ Data First

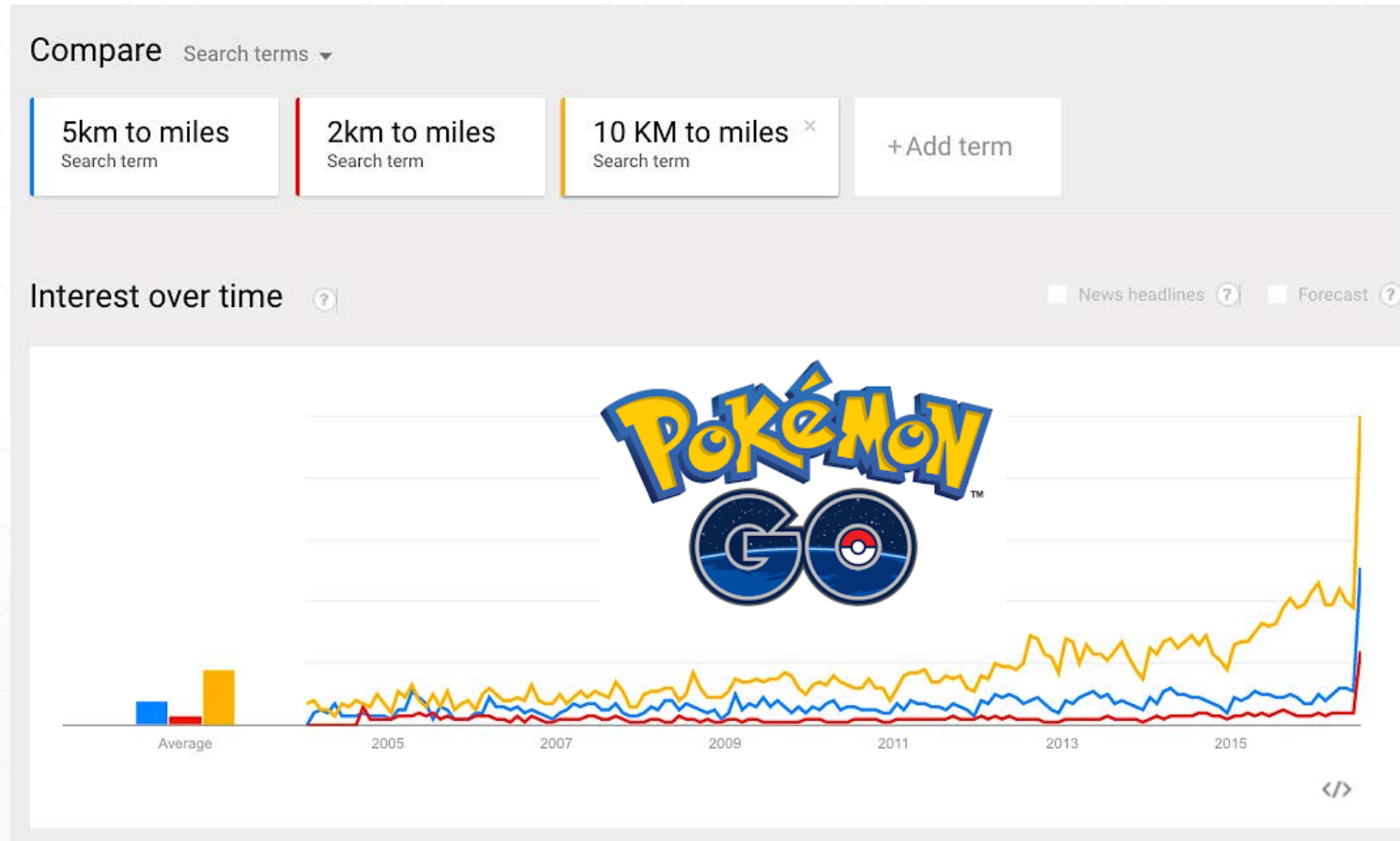


**Diagnose
vs.
Autopsy**

Insights



Insights



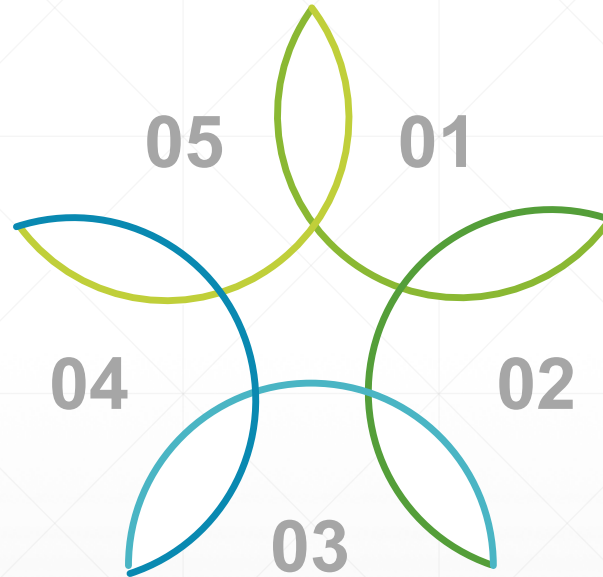
Decode Digital Body Language

05 TOP SEARCHES

- Promote content aligned to search preferences
- Fill gaps from failed searches
- Use to decide next content

04 MEDIA TYPE

- Use to make design decisions



01 MEDIA TYPE

- Determine most visited and what learners value
- Google Analytics helps to understand pathways

02 DROP OFFS

- Determine why people left
- Bad title?
- Design?
- Media type?

03 ACTIVE TIMES

- Time publication of content to maximise exposure

Take action



Learn: The Inverted Pyramid of Journalism Writing

Visit: BuzzFeed & YouTube

Bookmark and follow:

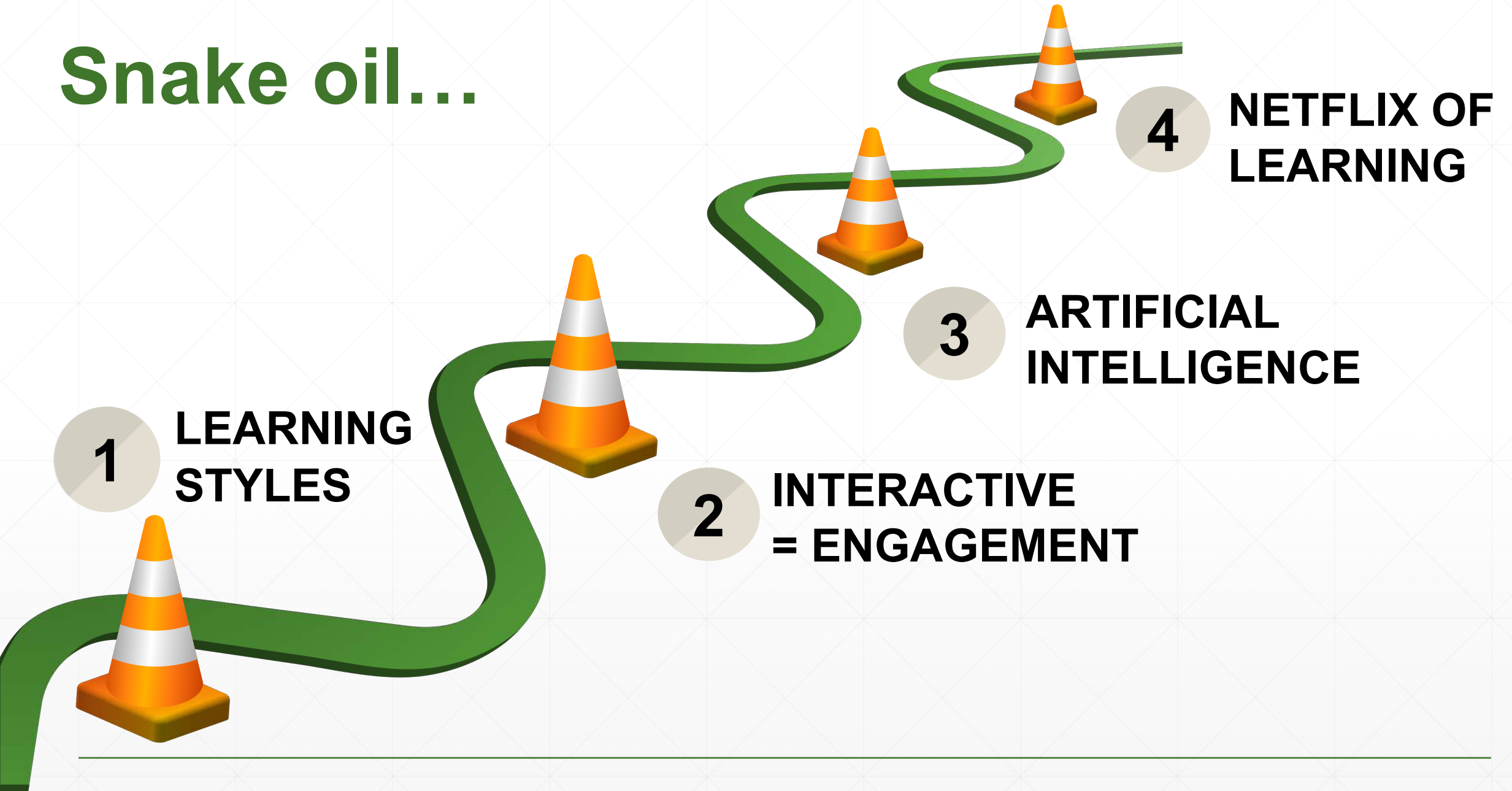
<https://www.socialshakeupshow.com/speakers/>

Download: “Data-Driven Learning Design” at www.loriniles.com

Read Ernest Hemingway!

5/ Sniff out Snake Oil

Snake oil...



6/ Gamification vs. Motivational Models



Lets begin help me pick

ROCK

PAPER

SCISSOR

GO



Best in Show!

Terriers	Toy	Herding	Any Breed
200	200	200	200
400	400	400	400
600	600	600	600
800	800	800	800
1000	1000	1000	1000

Classic Game of Memory

Click any card to begin

Created by [Dane Hartman](#) with Articulate Storyline 2

We Can, And Must, Do Better

Smart Gamification

**Because
You Can
Does Not
Mean You
Should**

**Motivational
Models
Underpin
Design**

**Interactivity
Does Not
Equal
Retention**

**Nudge
Theory /
Triggers**

**Leaderboards
Do Not
Correlate to
Performance**

Take action



**Follow on LinkedIn/YouTube:
Dr. David Chandross
(Professor of Neuroscience and
Game-based Mechanics)**

**Read: “Webs of Influence”
by Nathalie Nahai**

**Read: “The Power of Habit”
by Charles Duhigg**

7/ Not Everything is a Course



**You Cannot
Treat Everything
With Antibiotics**

Or Storyline...

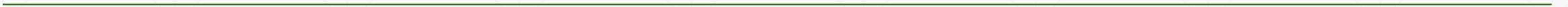


New Prescriptions

- Video
- Article
- Podcast
- Infographic
- eBook
- Interactive PDF
- App

8/ Adults Are Adults

- Video Placeholder



Adults Are Adults

**Design For
Your Peer
Not Your
Student**

**Match
Tone to
Content**

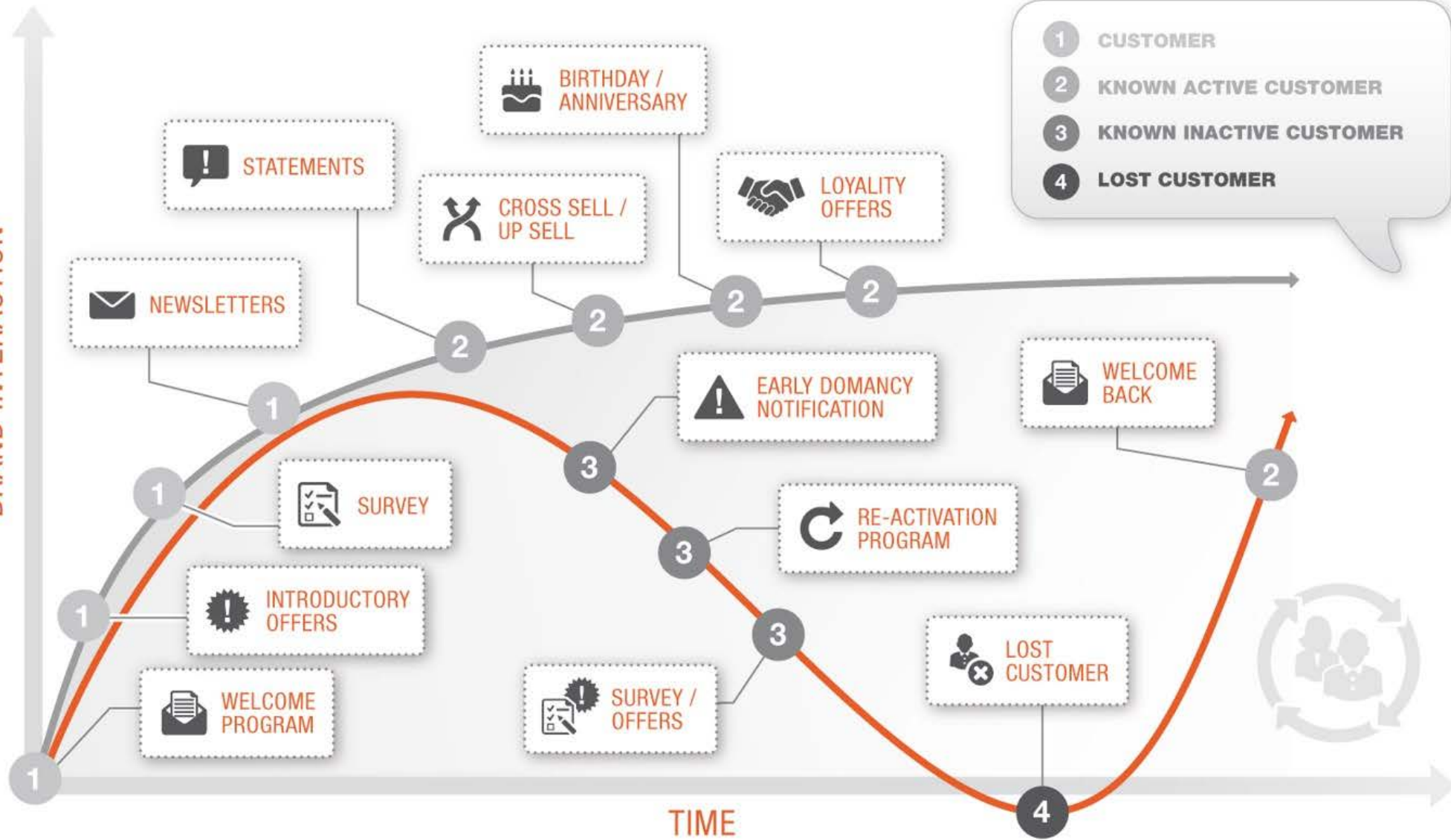
**Respect
Their
Experience**

**“Would I
select this
from a
Google
Search?”**

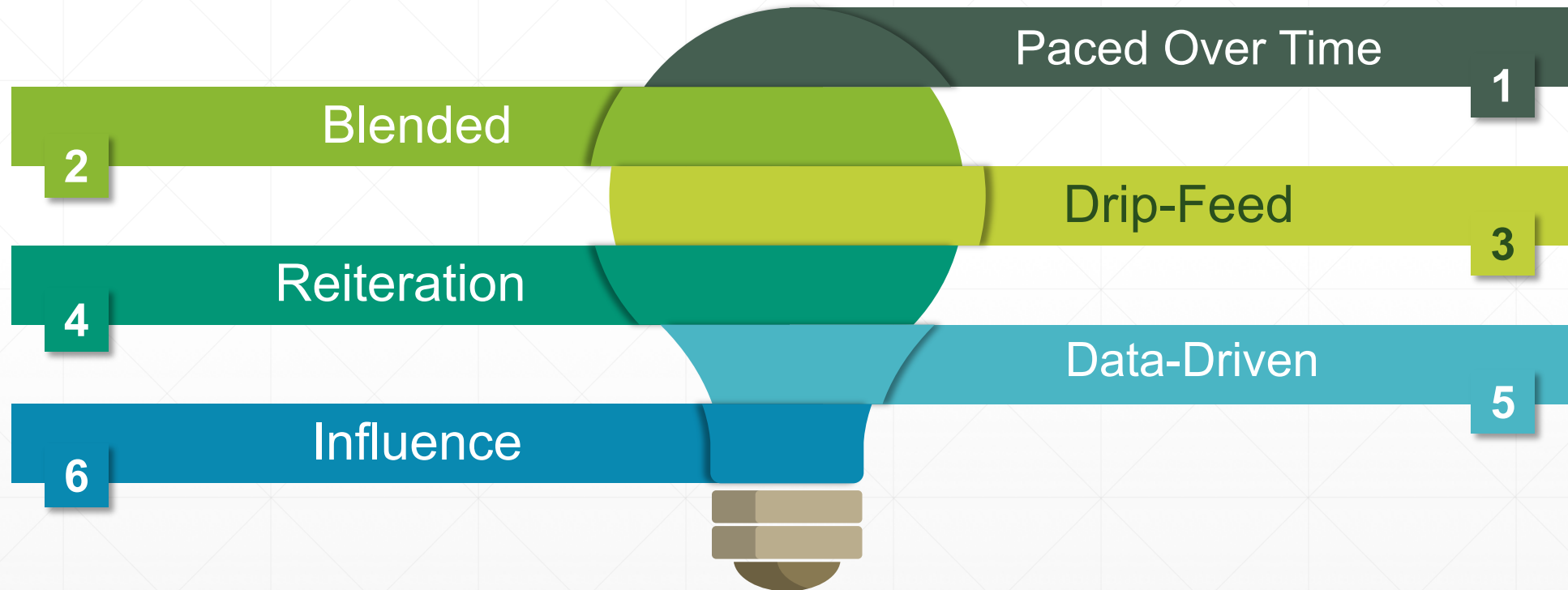
**Show
Your
Parents**

9/ Think Campaigns

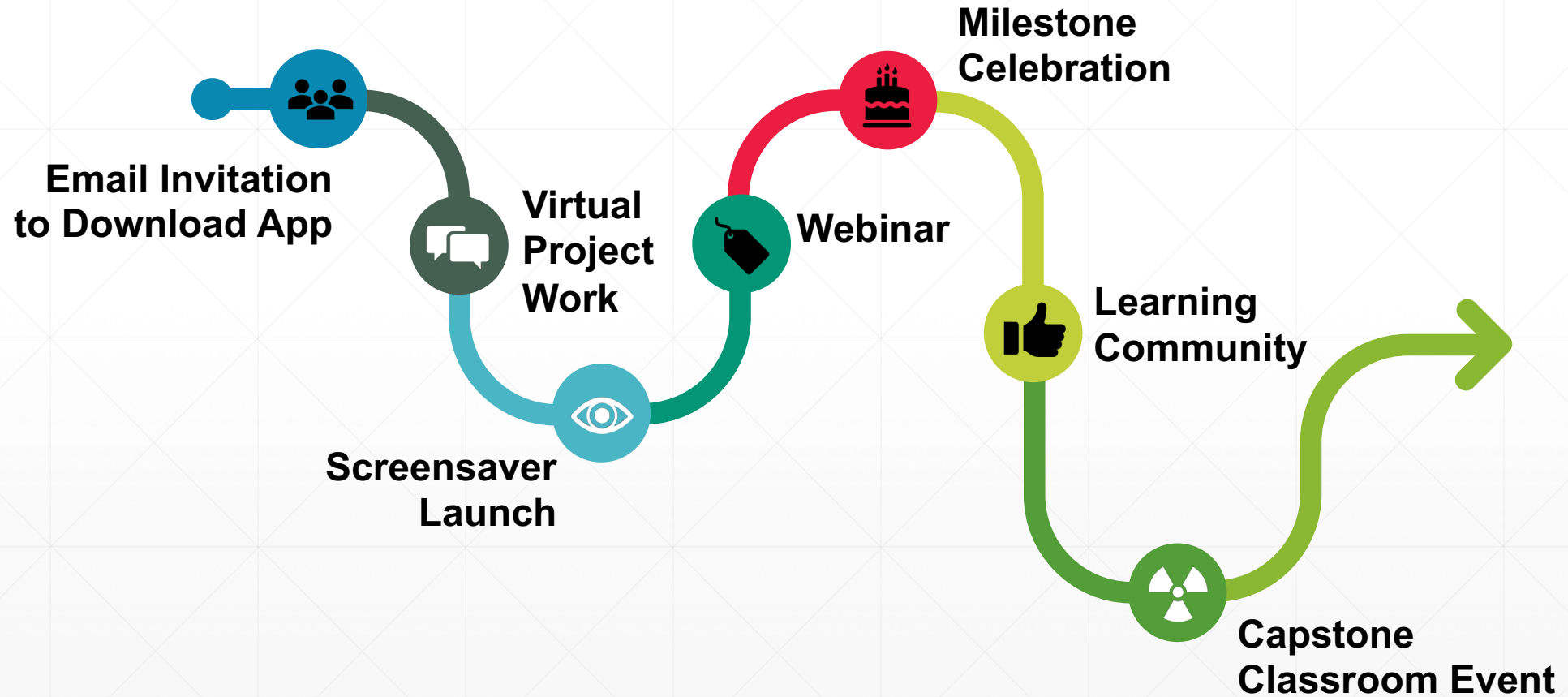
BRAND INTERACTION



Learning Campaigns

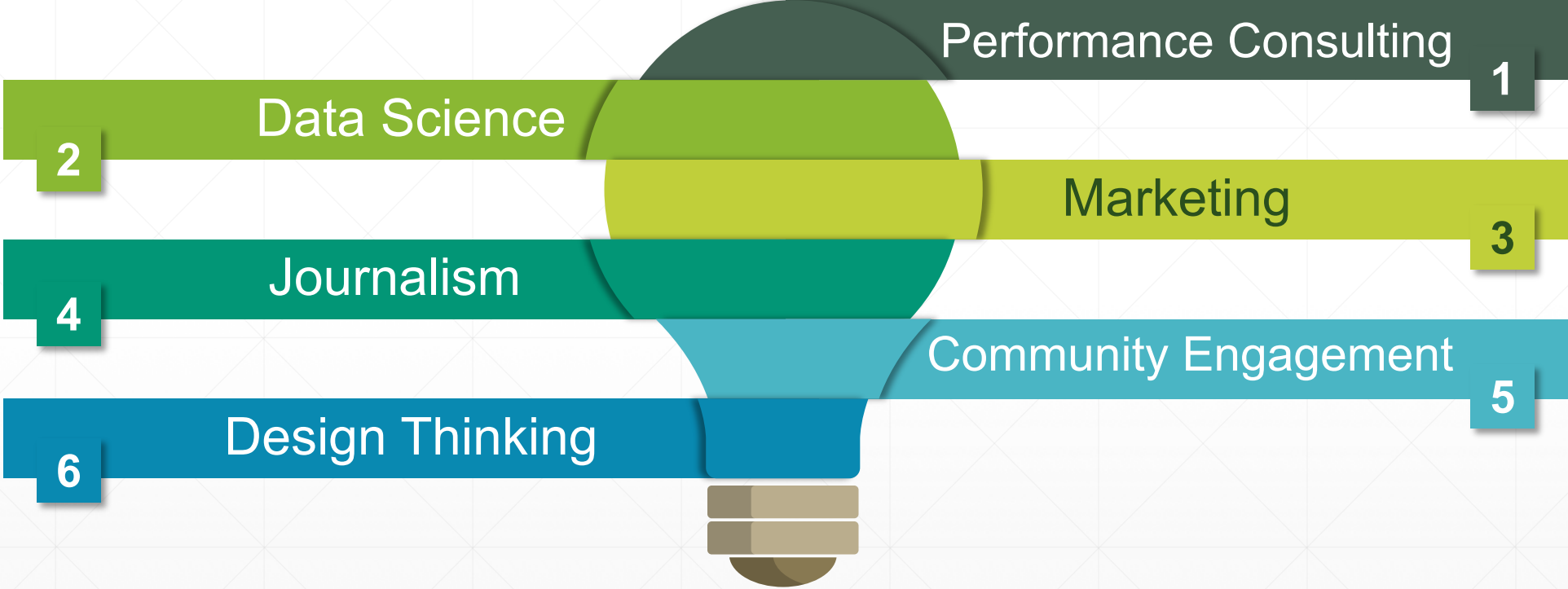


Learning Campaigns



10/ Skills of the Learning Professional

New Skills



Take action



Try:

www.playspent.org

<http://www.pbs.org/wgbh/cultureshock/>

Follow: Bianca Baumann
Marketing, Design Thinking

www.BiancaBaumann.com

Learn: Marketing Automation
e.g. [IDM](#)

Use: [Skills Journey](#)
in the Totara Community

Thank you

Lori Niles-Hofmann

loriniles.com
@loriniles
