

Building a Culture of Continual Learning Using Curated Content

Learning trends for 2024 and the future of work focus on the need for continual upskilling to meet the constant evolution and changes in technology and the workforce. Numerous studies note that changes in skillsets and episodic careers are necessary in the future. To best support the business and employees, it is necessary to establish a culture of continual learning. Investing in curated content library vendor, the L&D function can deliver professional development in multi-modalities, microlearning, and interactive experiences that appeal to various employee learning preferences.

At the same time, career pathways can be established to support career moves across the organization, preparing and upskilling employees for various roles. Access to such learning can be designed to empower the employee to learn as well as the leader to become a mentor.

This session will focus on ATD's Impacting Organizational Capability Talent Strategy and Management.

By the end of the session participants will be able to:

LO 1: Design a plan for supporting employee professional development needs using and selecting a Curated Content vendor.

LO 2: Develop a plan for supporting learning and development that meets business objectives with a curated content library.

LO 3: Establish a holistic approach to foster an environment of continual learning in the workplace with curated content.

Building a Culture of Continual Learning Using Curated Content

Kimberly Sinnott, EdD

- Design a plan for supporting employee professional development needs using and selecting a Curated Content vendor.
- Develop a plan for supporting learning and development that meets business objectives with a curated content library.
- Establish a holistic approach to foster an environment of continual learning in the workplace with curated content.

Agenda

- Process Overview
- Needs Assessment
- Secure Curated Content Vendor(s)
- Map Learning Pathways
- Culture of Continual Learning

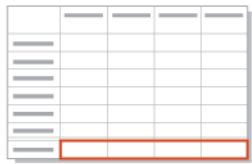
Process Overview

Step 1

Needs Assessment

NEEDS ASSESSMENT PROCESS AND TOOLS

DATA ANALYSIS



Analyzing data on usage, satisfaction, and trends to assess future needs

INTERVIEWS & OBSERVATIONS



Guided conversations with users & first-hand observations of how they use spaces

FOCUS GROUPS



Interactive sessions to gather input on needs and validate data from other tools

PERSONAS



Creating portraits of representative users using motivations and behaviors

USE CASE



Stories of how a future space will be used -- who, where, why, and how

©brightspot strategy

[This Photo](#) by Unknown Author is licensed under [CC BY](#)

Needs Assessment

- Explore existing data and resource
- Identify & interview leaders
- Speak with focus groups and employees
- Find learning gaps across the organization
- Categorize departmental training needs for upskilling & career trajectories



Speak with employees

Step 2

Secure Content Library

Pros	Cons



Learning Assets / Features	Yes	No	Notes
Extensive & Diverse Learning Library			
Leadership & Performance Management			
Competency Pathways			
Sales Development & Training			
Compliance Training			
Technical Training			
Technical Labs & Sandboxes			
LMS Integration			
HRIS Integration			
SSO Integration			
Customer Service Support			
Ongoing Support			

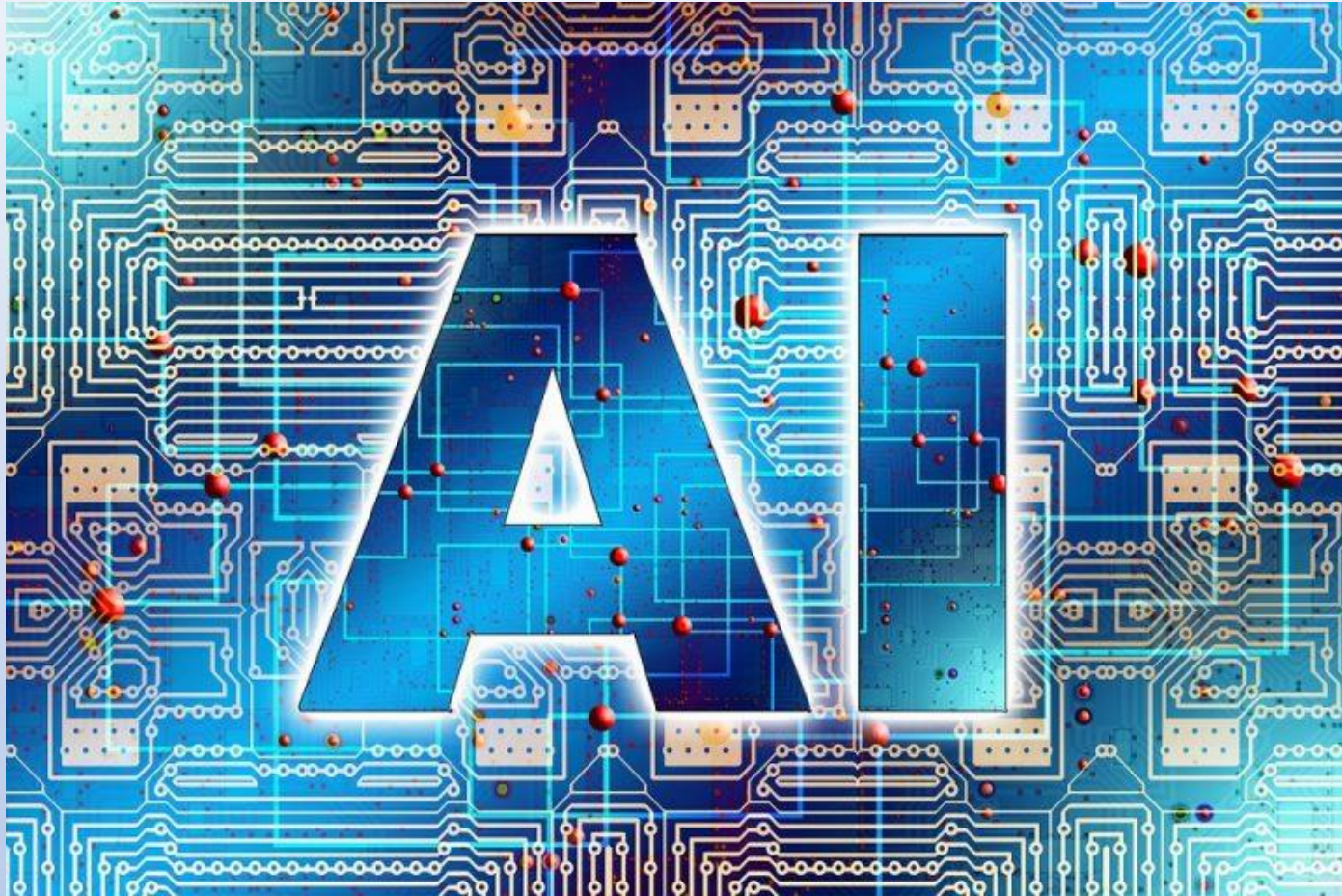
Number of users	1 Year		2 Years		3 Years	
	Annual Cost Per User \$	Annual Price	Annual Cost Per User \$	Annual Price	Annual Cost Per User \$	Annual Price
Option 1						
Option 2						
Option 3						
Total						

Feature	Vendor 1	Vendor 2	Vendor 3	Vendor 4	Vendor 5	Vendor 6
Extensive & Diverse Learning Library						
Leadership & Performance Management						
Competency Pathways						
Sales Development & Training						
Compliance Training						
Technical Training						
Technical Labs & Sandboxes						
LMS Integration						
HRIS Integration						
SSO Integration						
Customer Service Support						
Ongoing Support						
Annual Cost	\$ 1 year	\$ 1 year	\$ 1 year	\$ 1 year	\$ 1 year	\$ 1 year
	\$ 2 years	\$ 2 years	\$ 2 years	\$ 2 years	\$ 2 years	\$ 2 years
	\$ 3 years	\$ 3 years	\$ 3 years	\$ 3 years	\$ 3 years	\$ 3 years

Feature	Vendor 1	Vendor 2	Vendor 3	Vendor 4	Vendor 5	Vendor 6
Extensive & Diverse Learning Library	✓	✓	✓	✓	✓	✓
Leadership & Performance Management	✓	✓	✓	✓	✓	✓
Competency Pathways	--	✓	✓	✓	✓	✓
Sales Development & Training	✓	?	✓	✓	✓	✓
Technical Training	✓	Not Robust	Not as Robust	Not Robust	Not Robust	✓
Technical Labs & Sandboxes	--	No	No	SME validation	No	✓
Compliance Training	✓	✓	✓ Multi-Language / International	No	No	✓
LMS Integration	?	SCORM / AICC / API / LXP	SCORM	No	?	SCORM
HRIS Integration	✓	✓	✓	✓	✓	✓
SSO Integration	✓	✓		✓	✓	✓
Customer Service Support	Not Helpful	Fair	Exceptional	Weak	Fair	Exceptional
Ongoing Support						
Annual Cost	\$ 1 year	\$ 1 year	\$ 1 year	\$ 1 year	\$ 1 year	\$ 1 year
	\$ 2 years	\$ 2 years	\$ 2 years	\$ 2 years	\$ 2 years	\$ 2 years
	\$ 3 years	\$ 3 years	\$ 3 years	\$ 3 years	\$ 3 years	\$ 3 years

Step 3

Map Learning Pathways



[This Photo](#) by Unknown Author is licensed under [CC BY](#)

Map Learning Pathways

- Scans job reqs.
- Identifies Competencies
Departments and Roles
- Integrates Playlists for
Departments and Key Roles on
LMS and HRIS

Stakeholders

- IT
- HR Ops
- L&D

Engagement



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)


Continual Learning: Communities of Practice

- Monthly Learning Themes
- Leadership Circles
- Book clubs
- ERG Group Learning
- Team Learning Challenges
- Learning Showcase
- Hackathon spin offs
- Personal Development Days
- Special Interest Days


Questions or Thoughts?



Thank You



Kimberly Sinnott MA, EdD
Learning and Performance Consultant /
Employee & Client Engagement / Orga...



Kimberly Sinnott

Sinnott Learning & Development Group

sinnottlearninganddevelopmentgroup@outlook.com