



TU 103

A New Model for Informal Learning: Communities 2.0

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Learning Objectives:

- Apply Communities of Practice as an informal training and knowledge management strategy within your organization.
- Assess which best practices for communities would fit with existing training and knowledge management initiatives.
- Evaluate whether Communities of Practice are right for your organization.

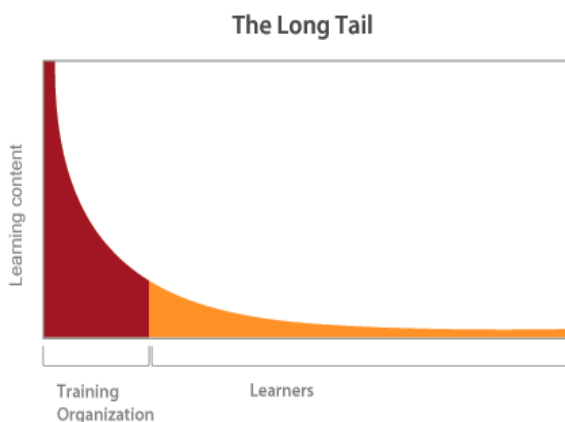
OVERVIEW: A New Model for Informal Learning – Communities 2.0

Key Drivers

- Knowledge workers' need for tacit knowledge to deal with non-routine situations
- Social computing brings new possibilities, approaches
- Realities of adult learning – 80% outside of the classroom (Forrester)

You-Tubeification: Learners Driving Content

- Peers turning to peers as the “Long Tail” of learning
- Informal knowledge transfer and learning directly connects peers
- User validation determines value – very fast and cost effective



Practical Examples: Communities in Action

- Asking each other questions directly
- Sharing the best answers

- Sharing best practices and knowledge
- Search for knowledge based on peer ranking
- Following activities of colleagues
- Keep track of materials in personal learning space

Best Practices: Models & Collective Intelligence

- Driven with not technology, but a facilitated process (plan-build-evolve model) Environment takes a bottoms up approach which is learner-centric
- Collective intelligence acts as a community validation mechanism
- Learning objects now become collectors of collective intelligence – this is what the group thinks and how they use this object

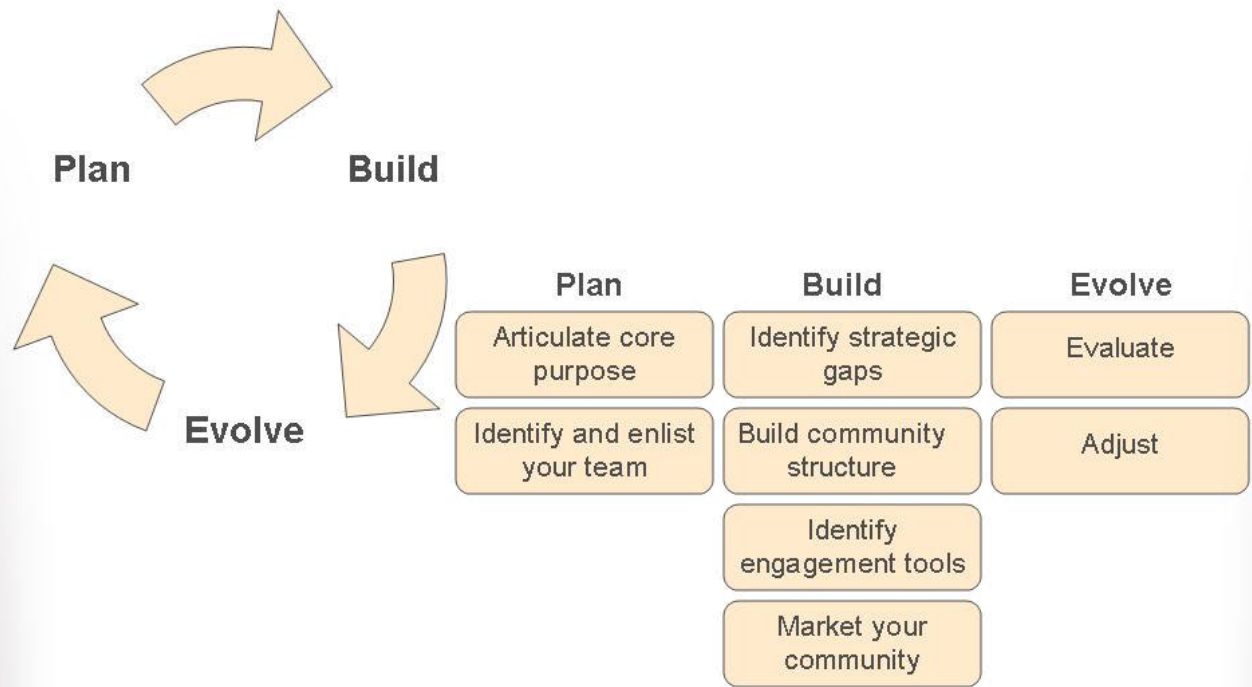
Connecting with Existing Learning Programs

- Create a complementary relationship between formal and informal resources – integrating training and the learners themselves
- Help people find and understand formal guidance
- Supporting formal learning as part of blended learning strategy
- Courseware development with community subject matter experts validating content
- Point learning solutions to support capacity building

RESOURCES: Community Growth Model



Community Growth Model



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RESOURCES: Strategic Planning – Questions to Ask

The Right Questions



Plan	Articulate core purpose	<ul style="list-style-type: none">•What is the value to the organization?•What is the value to members?
	Identify and enlist your team	<ul style="list-style-type: none">•Who is our core team?•Who is our extended team?
Build	Identify strategic gaps	<ul style="list-style-type: none">•What can we offer members that will draw them in (pains, interests)?
	Build community structure	<ul style="list-style-type: none">•How should we organize to give people what they want? (taxonomy, highlighting, relationships, boxes)
	Identify engagement tools	<ul style="list-style-type: none">•How will we hook them and keep them hooked? (tools and rhythm)
	Market your community	<ul style="list-style-type: none">•How do we grow our communities? (build brand, map to existing processes, get the word out)
Evolve	Evaluate	<ul style="list-style-type: none">•What is working?•What is not?
	Adjust	<ul style="list-style-type: none">•What do we need to adjust in order to be successful?

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