

Making Learning Content Work For You



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How to Ask Questions



- Submit your *questions* or *comments* about the discussion to our presenters using the **Questions** tab on your control panel.
- Presentation *slides* and *giveaways* can be found in the **Handouts** tab on your control panel.

Recording & Slides will also be sent out after the webinar.

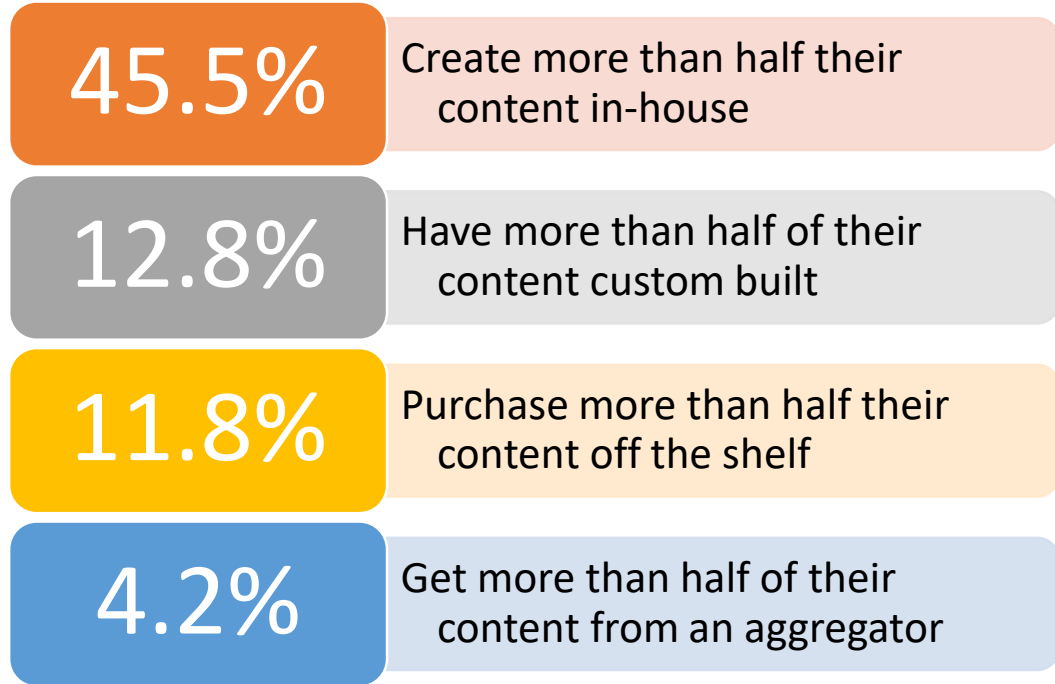
Content Challenges

Poll Question

What are your greatest learning content management challenges?

- Storing/Finding/Discovering content
- Reusing learning content and/or content from other departments
- Version control/updating content
- Content review & approval
- All of the above

Content Sources



Source: 2017 Brandon Hall Group Learning Content Survey

Lots of Legacy Formats

In what formats does your content currently exist?



PDF/text
86%



PowerPoint Slideshow
(Storyline, Captivate,
etc.)

92%



Video
84%

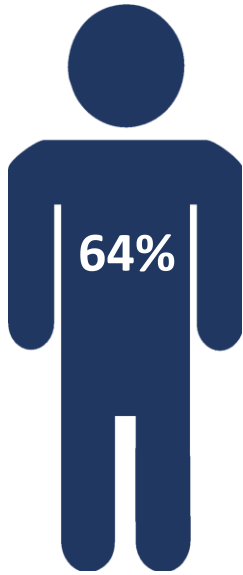


Simulation
40%



Games
25%

Source: 2017 Brandon Hall Group Learning Content Survey



Weekly, daily, or more often

How often would you expect your individual contributor population, on average, to need to connect with learning resources to effectively perform their job?

Source: 2018 Brandon Hall Group Learning Strategy Survey

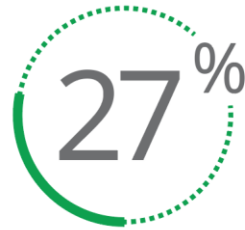
Mobile Only Users Now OUTNUMBER DESKTOP ONLY USERS



People use
smarrtphones



People use more
than one digital
communication device



People use ONLY a
smartphone



People use ONLY a
computer

Content Challenges

- Can't keep pace with the volume of content needed
- Inefficiencies of developing content on the desktop
- Lack of macro-management of overall development process
- Previously created content is difficult to find and use
- Need for re-purposing content (multiple, derivative versions)

Content Challenges

- Content created for one delivery format is not usable in another format
- Difficulties of creating adaptive learning using traditional authoring tools
- Inconsistencies in delivery standards
- Difficulties of frequently changing content
- Problems with manually attaching authored content to an LMS

Challenges in E-learning Implementation

- Managing Employee Resistance
- Choosing the Right Topic
- Sourcing Content
- Legacy Content

The Impact of Tailored Content



of companies consider the inability
to customize content as a
significant challenge to
implementing the learning strategy

Content Challenges

94%

of companies say that managing the *expanding content library* is a challenge presented by today's learning environment, making it the

#1

Content Challenge

Source: 2017 Brandon Hall Group Learning Content Survey

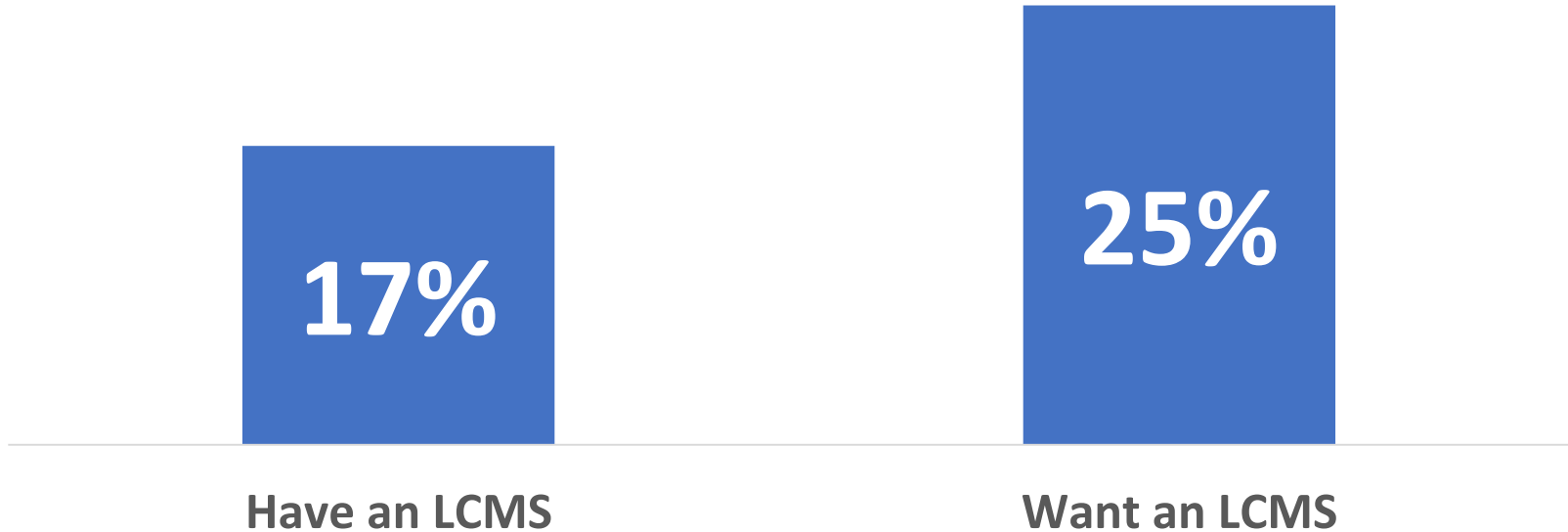
Learning Content Management

LMS vs LCMS

The **LMS** is perhaps better thought of as the learning delivery platform; this is the interface which the end-user or learner uses to read and interact with learning materials, courses and assessments.

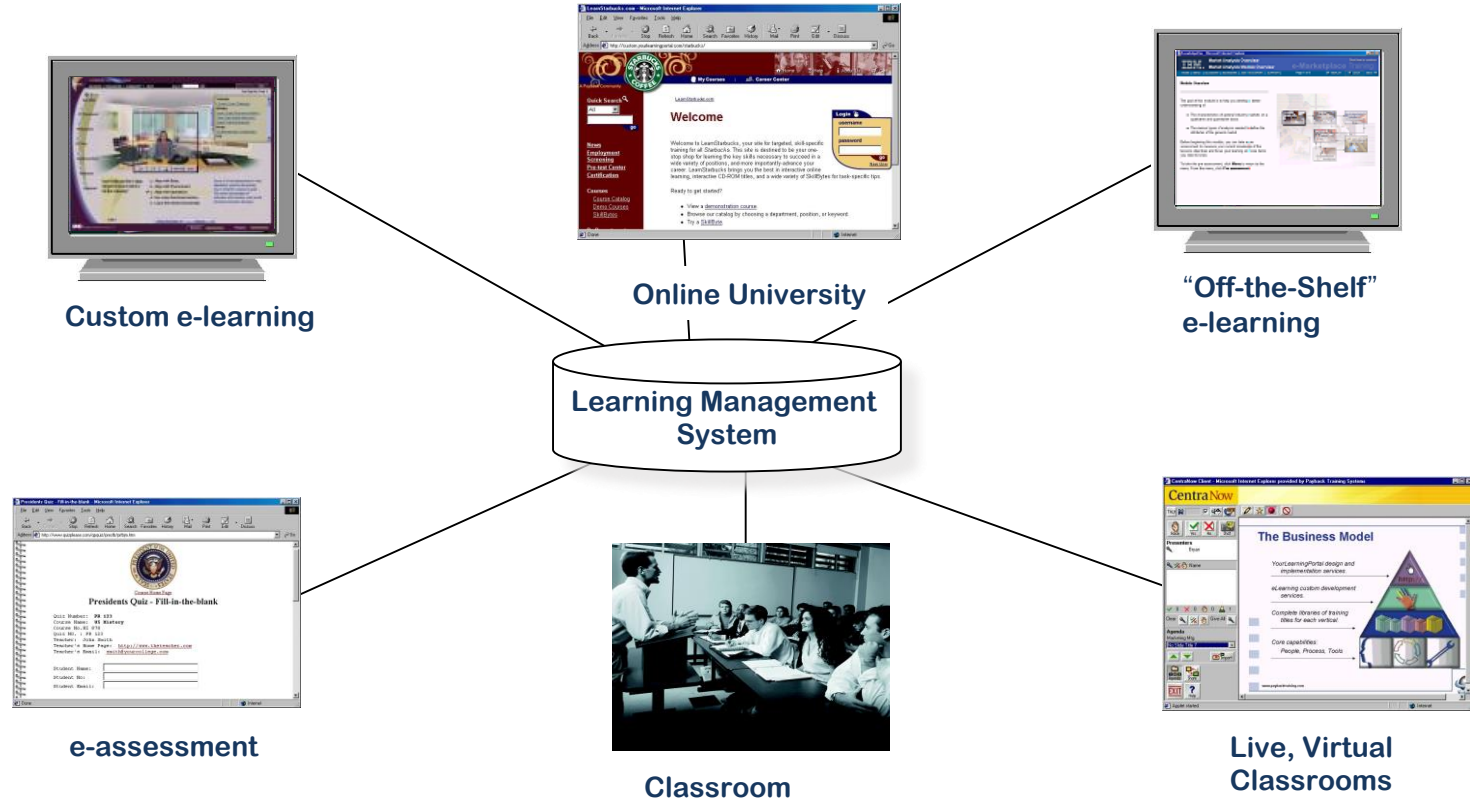
The **LCMS** is the interface which content authors use to collaborate, create and assemble the learning content – which is then pushed out, or published, to the LMS platform (or to wherever else you might want it to go: a PDF, print course, mobile app or website) for consumption.

LCMS use

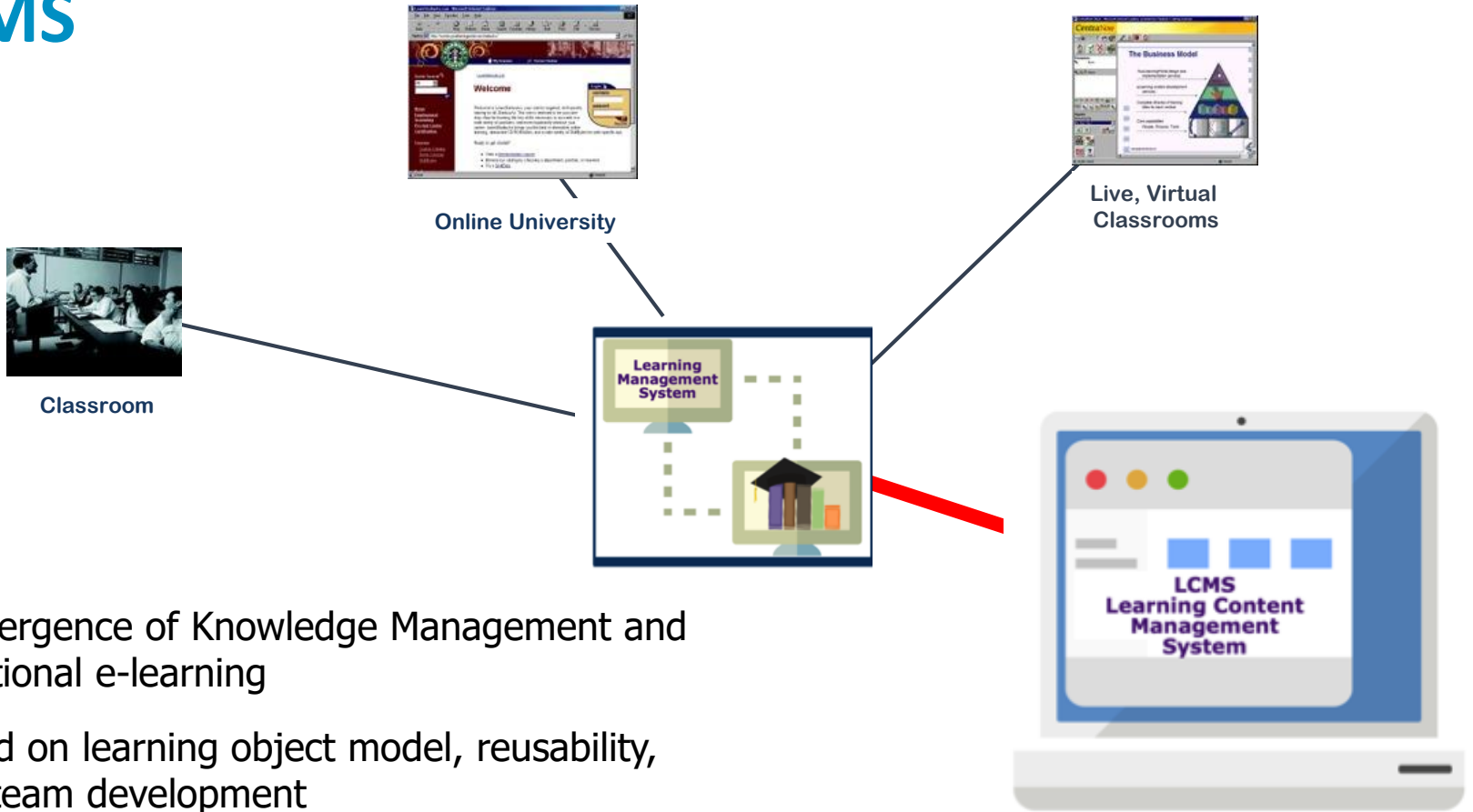


Source: 2018 Brandon Hall Group Learning Management Technology Survey

Traditional E-learning Environment

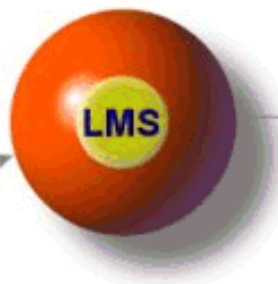


LCMS



- Convergence of Knowledge Management and traditional e-learning
- Based on learning object model, reusability, and team development

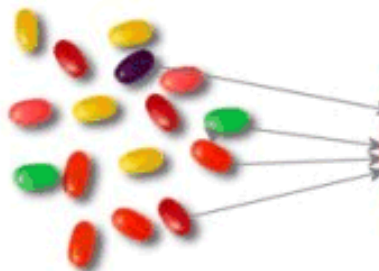
Courses



Course



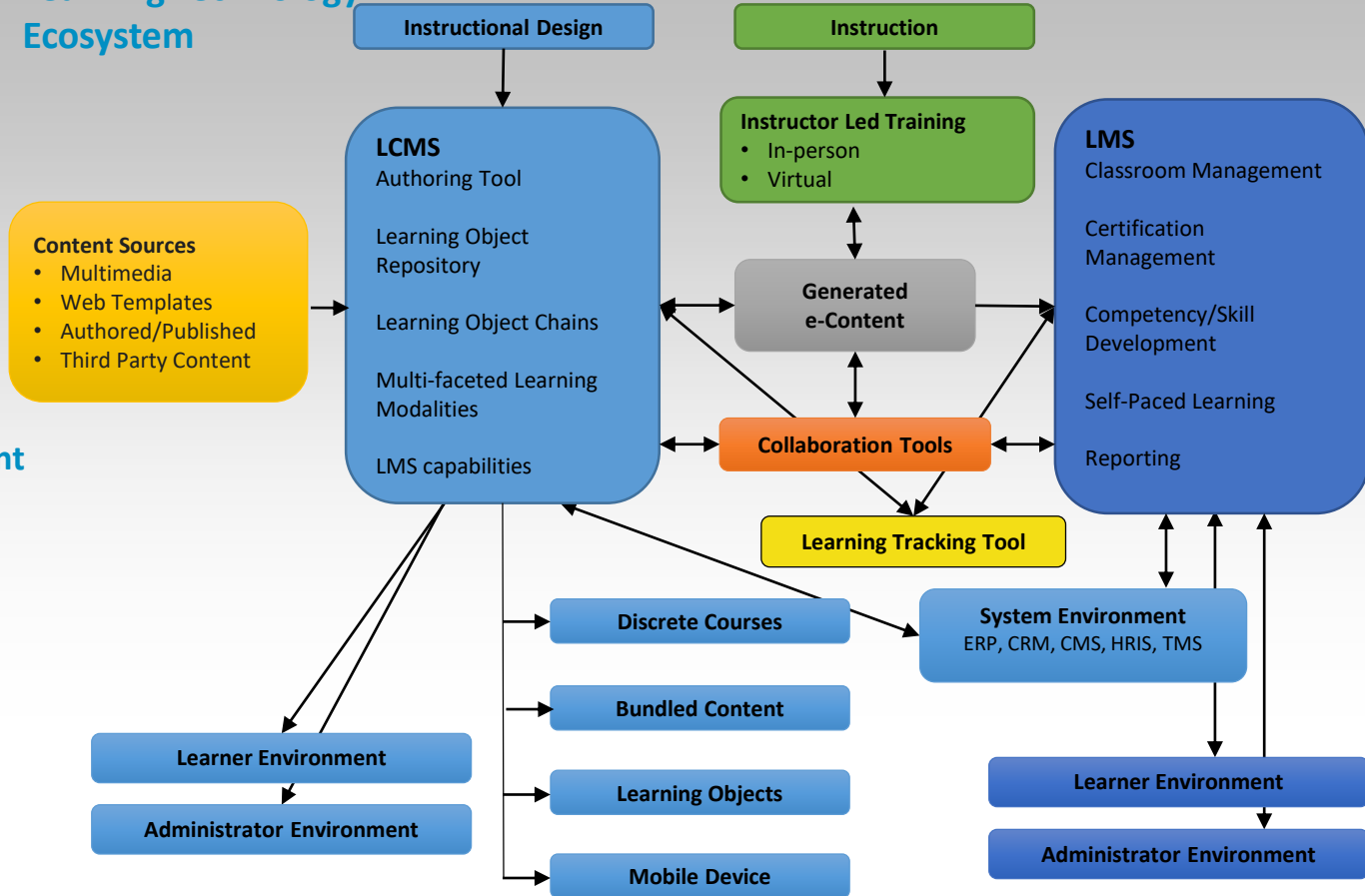
Learning Objects



Custom Learning Paths



Learning Technology Ecosystem



Characteristics of an LCMS

- Based on a Learning Object Model
- Content is reusable across courses, curricula or across the entire enterprise
- Content is not tightly bound to a specific template and can be re-deployed in a variety of formats
- Navigational controls are not hard coded at the content (or page) level
- There is a complete separation of content and presentation logic
- Content is stored in a central database repository
- Content can be represented as XML or is stored as XML
- Content can be tagged for advanced searchability (both at the media and the topic level)

Characteristics of an LCMS

- Pre-tests and Post-tests can be automatically aggregated from test questions written for the primary instruction. In addition, the system can delivery the test and prescribe learning based on performance
- The system manages the development process by providing some level of workflow tools to manage a multi-developer, team environment.
- Version controls and archiving capabilities to store previous versions of content
- Advanced searching capabilities across all objects in the repository
- Interoperable with 3rd party learning management systems
- Includes a delivery engine for serving up content, automatically adding navigation controls, collaboration tools, utilities, and look & feel (skins)

The LCMS in Action



Case Study

“Ixxus provided us with a flawless implementation.”

Melissa Doherty

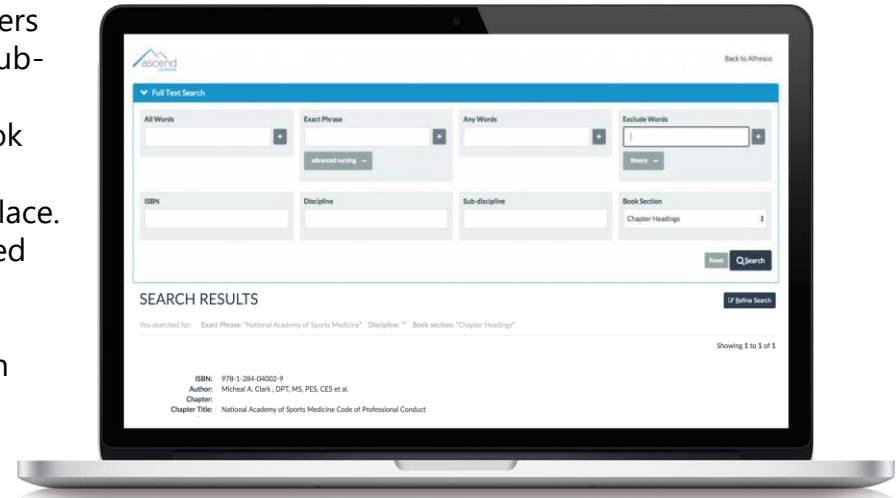
Technology Project Manager

Challenge

With so much educational content and data held in a variety of content stores and learning management systems across multiple companies, Ascend was seeking a new unified strategy for content creation, management, and dissemination.

Solution – The Ixxus Learning Content Management System

- Provides intuitive “deep search” functionality, which allows users to search across the repository by words, phrase, discipline, sub-discipline, location, or ISBN.
- Enables editors to filter search results by subsections of a book (e.g., chapter heading, art, back blurb, table, sidebar, etc.), allowing them to search for a specific term within a specific place.
- Delivers a responsive UX, meaning that searches can be carried out from any device, allowing for mobile working.
- Enables production teams to review, annotate and workflow media assets (including video, documents and PDF) with each other in real-time across multiple locations, using the Ixxus Digital Media Annotator (DMA).



Key Takeaways

- **Nearly 50% of all learning content is created in-house.** How easy is it to find and reuse that content? Does this present challenges around discoverability and reuse?
- A similar number of companies consider the inability to customize content a challenge to implementing their learning strategy.
- **Nearly 100% of companies** surveyed say that managing an expanding content library is their top content challenge.
- Is your learning content portable to mobile devices?
- Do you fully know what content objects are currently available, and whether they can actually be used?
- Content management requires purpose-built tools. Sharepoint and other in-house solutions are typically just Band-Aids.
- An LCMS enables content authors to collaborate, create and assemble learning content. The LMS is the learning delivery platform.

Questions?

Thank you
for joining us today!

If you have any additional questions, please email us at success@brandonhall.com.