

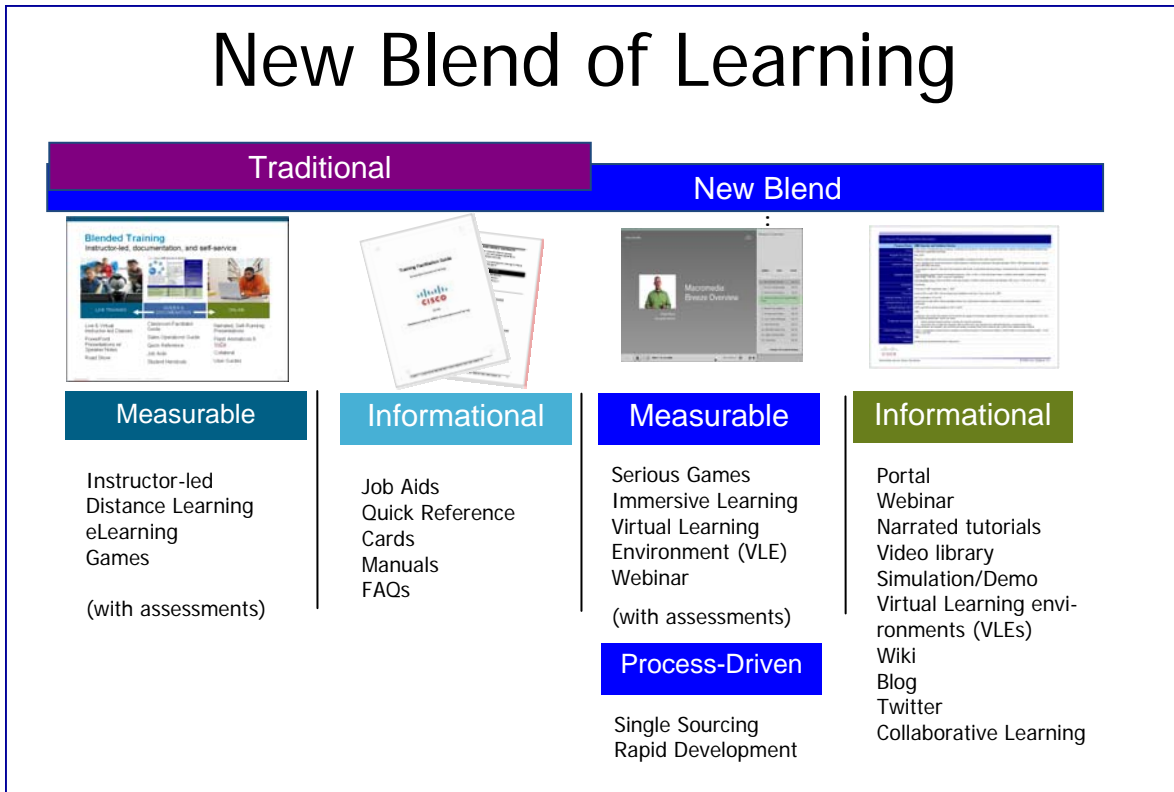
Executive Insights: The New Blend of Learning

Meryl Natchez, CEO **TechProse**[®]

Budgets are down, employee turnover is up. People need to do more with less. Innovative training may be the single most important initiative to ensure your organization's competitive advantage.

Web 2.0 technology has made much more information available—but results are not as measurable. The community model of information adds resources without focusing on assessment.

New Blend of Learning



How can your organization find the **right** blend of learning? You need to find the optimal mix of both informational and measurable training methods, while factoring in budget and travel constraints, and maximizing the power of the existing knowledge base. Rather than develop *for* the team, instructional designers must present collaborative tools and work *with* the team to determine how best to share their knowledge and measure their success. The new blend is not just about using the latest technology. It's about aligning proven traditional adult learning principles with new technology to ensure learners have the right information at the right time and in the right way.

eLearning Annual Gathering 2009

The New Blend Relies on Traditional Management

When working to design and measure the new blend of learning, it's important not to forget the basic model of adult learning. The role of the core team changes, with a stronger focus on empowering the team to create and distribute expert information, but setting a baseline and measuring results is still a key part of the process. Results need to be **performance-based**, rather than assessment-based.



A Few Examples



Training Staff created and monitored a Wiki for software release. This helped achieve two objectives: minimize level 1 bugs; ensure all Engineers can respond to trouble tickets effectively



Training Staff created specific video procedures for handheld devices that demonstrate veteran technicians' repair techniques for elevators and escalators. These served as both training and as on-the-job reference materials. Goals include reducing resources and time to repair.



University of Michigan Public Health repurposed traditional Instructor-led Training into online, on-demand self-paced courseware, allowing them to reach a growing and geographically dispersed target audience.

A lifelong advocate of clear communication, Meryl Natchez founded TechProse in 1982 and grew the company to ~80 employees and revenues of \$15 M annually.

TechProse is now a 100% employee-owned corporation that helps organizations integrate technology and processes through training, technical writing, and change management. TechProse partners with clients to ensure effective programs with measurable ROI.

Meryl is also a founder of Opportunity Junction (www.opportunityjunction.com), a non-profit organization that trains low-income California residents in technology, literacy, and life skills to become economically self-sufficient.

