

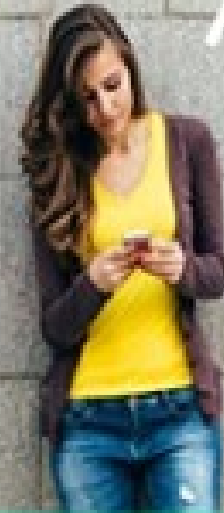


# Drive Social Learning and Learner Engagement



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[adobe@carahsoft.com](mailto:adobe@carahsoft.com) | 877-99-ADOBE



Drive Social Learning and Learner Engagement

**Adobe Captivate Prime**  
Learning Management System

## •Emerging Technologies

- New approaches to learning

## •Learning & Performance Ecosystem

- Social learning through a broader prism
- **Supplement your learning with social learning and Performance Support elements**

## •Promoting Social Learning

- How can User Generated / Curated Content be moderated and maintained?
- How can you deal with maintaining quality, veracity and protect from legal exposure in such a framework?
- Skill Alignment with Social / UGC



# Agenda

Today we'll talk about social learning, user generated content and using Adobe Captivate Prime (LMS). These features are the headliners in the latest release.



## **What kind of requests for learning are you getting from employees & leaders?**

Stress Reduction

Setting up a home office

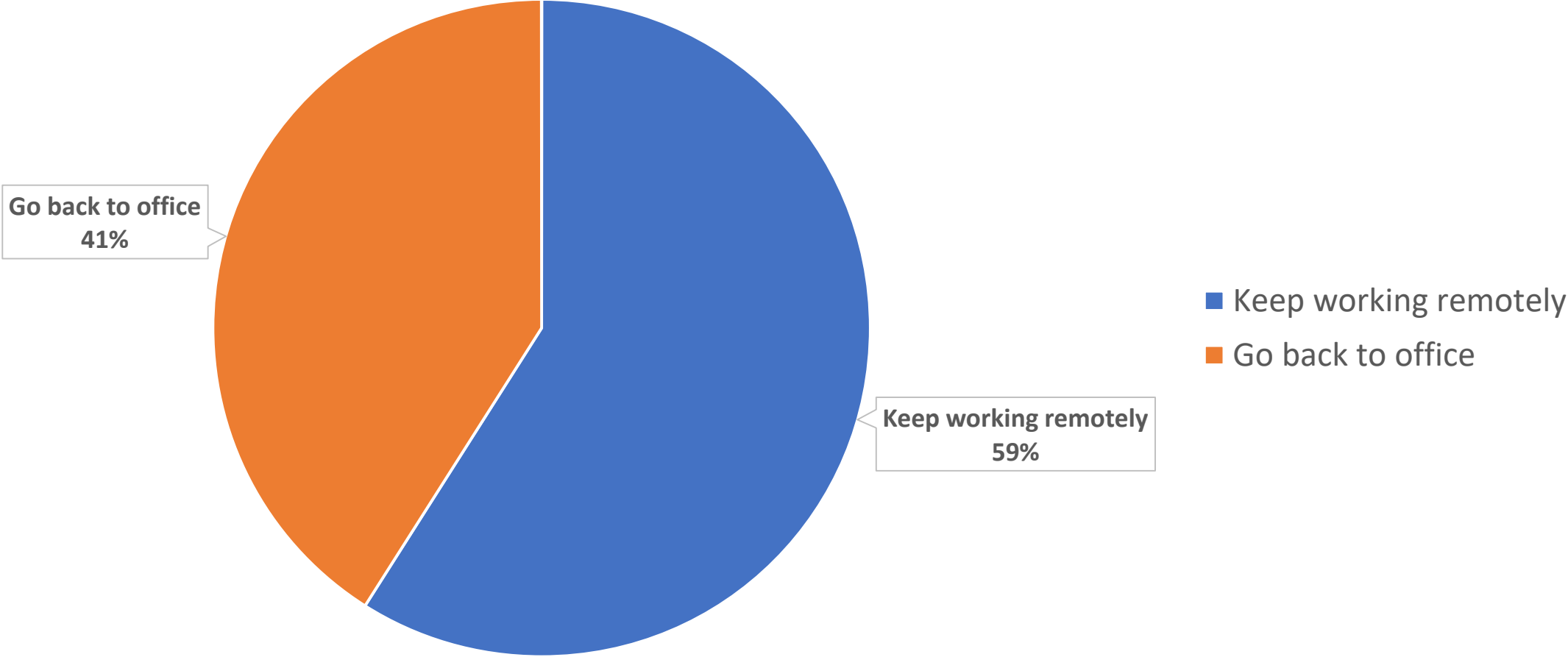
Communicating via technologies

Transferring office culture to online culture

Save us from too many meetings

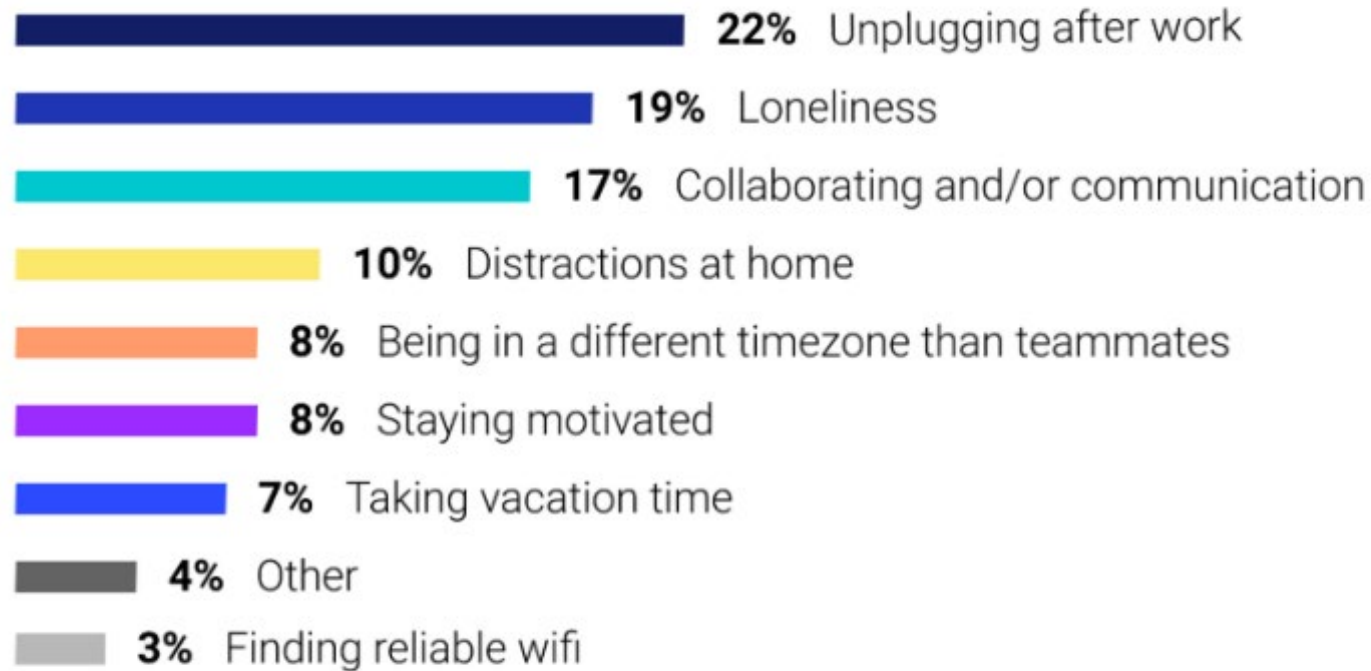
Others? (Share in chat)

# Most Americans say they'd prefer to keep working from home after.



SOURCE: <https://news.gallup.com/poll/306695/workers-discovering-affinity-remote-work.aspx>

## What's your biggest struggle with working remotely?



State of Remote Report / 2019

[buffer.com/state-of-remote-2019](https://buffer.com/state-of-remote-2019)



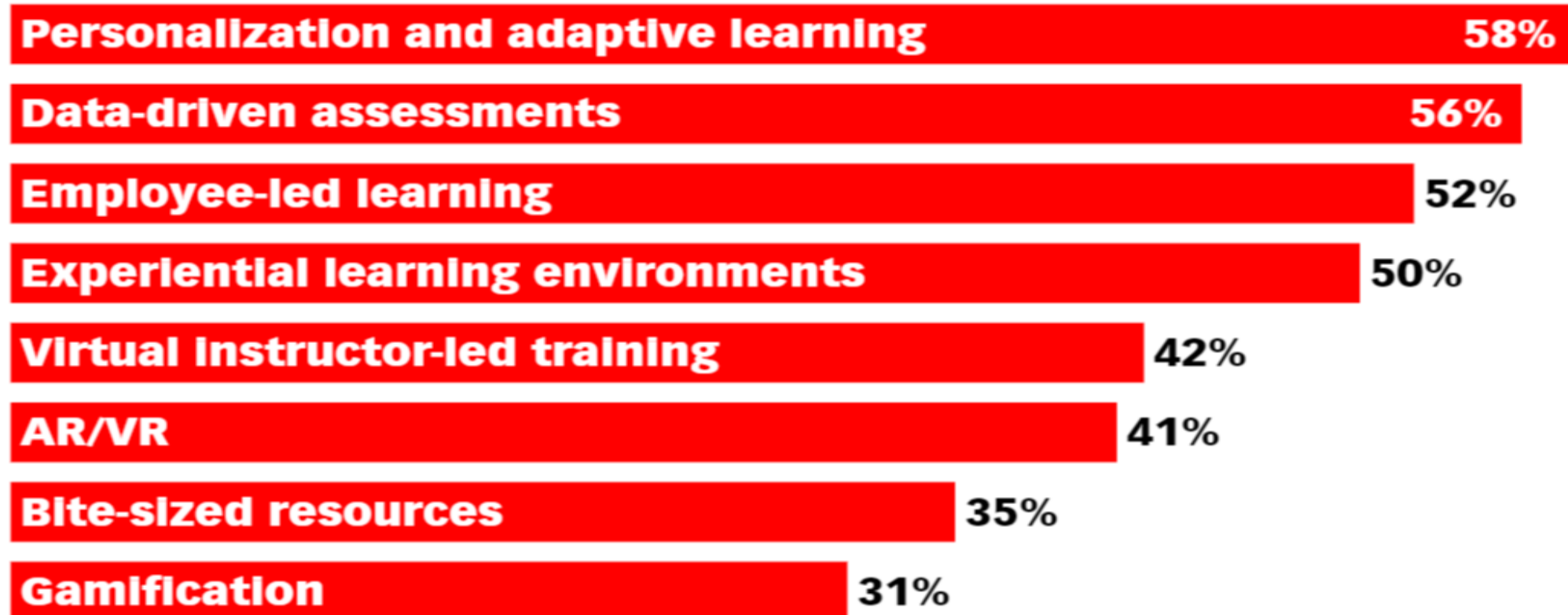


## What emerging technologies do you leverage most today?

- a. AR/VR
- b. Experiential learning environments
- c. Data-driven assessments
- d. Bite-sized resources/Micro-learning
- e. Gamification
- f. Personalization and adaptive learning
- g. Employee-led learning
- h. Virtual instructor-led training

## Emerging Technologies and New Approaches to Learning that Most Excite US Learning & Development Professionals, Aug 2019

*% of respondents*



*Source: CompTIA, "Workforce and Learning Trends 2020," Feb 18, 2020*



Advertising & Marketing

Ecommerce

Financial Services

Health

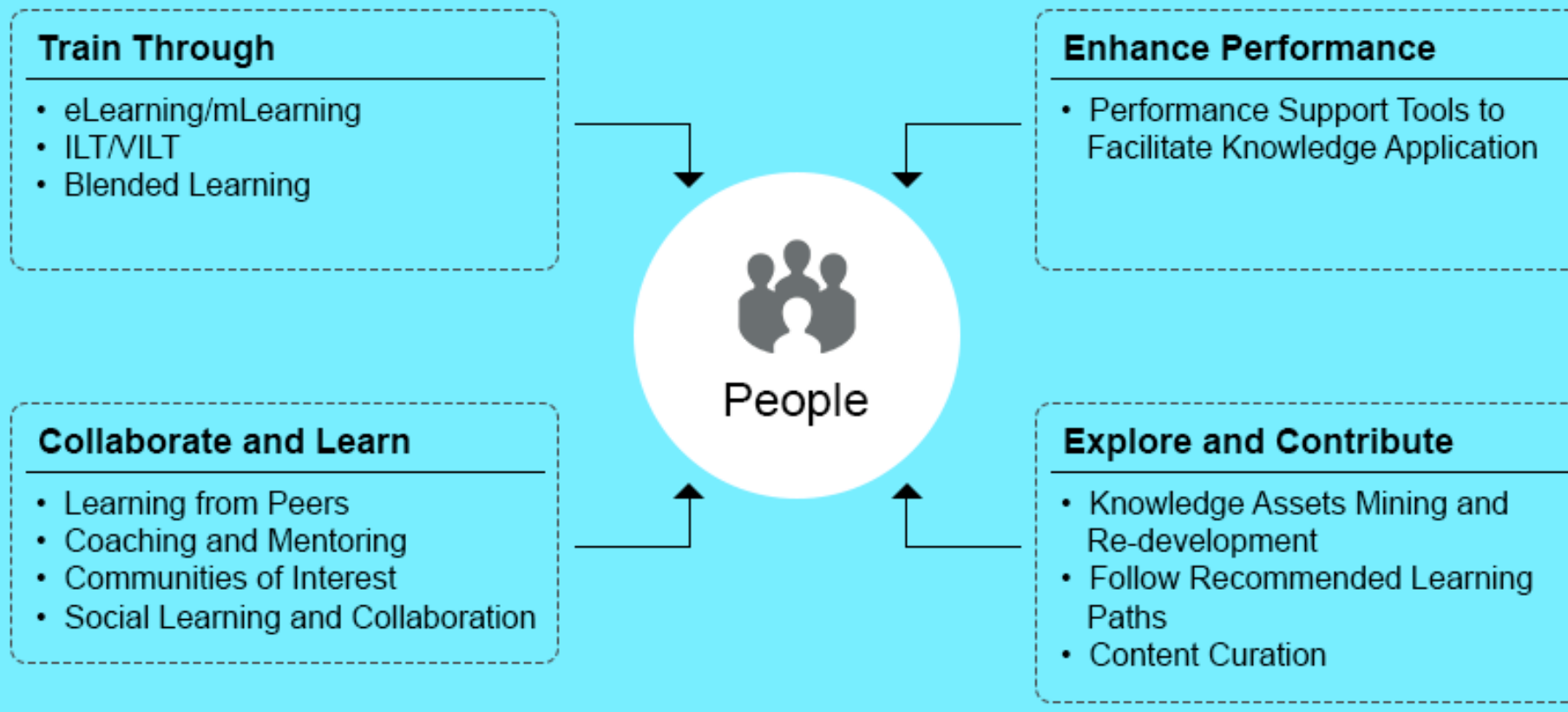
Technology

M





# Learning and Performance Ecosystem



Social Learning through a broader prism



## Learning Technology Promotes Social Learning Through...

- Discussion boards
- User generated content
- Learner's ability to rate, comment on, and share content with others
- Gamification
- Motivation through reward

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Learning Management System



Adobe



## Demo - Social Learning

User Generated Content, Social Learning, Gamification & More

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# Curation & Moderation

- How can User Generated / Curated Content be moderated and maintained?
- How can you deal with maintaining quality, veracity and protect from legal exposure in such a framework?



## Skill Alignment with Social / UGC

- How can skill alignment assist in gathering critical tracking information about skill alignment among your experts?
- How does skill engagement tracking reveal hidden resources



## Social Learning

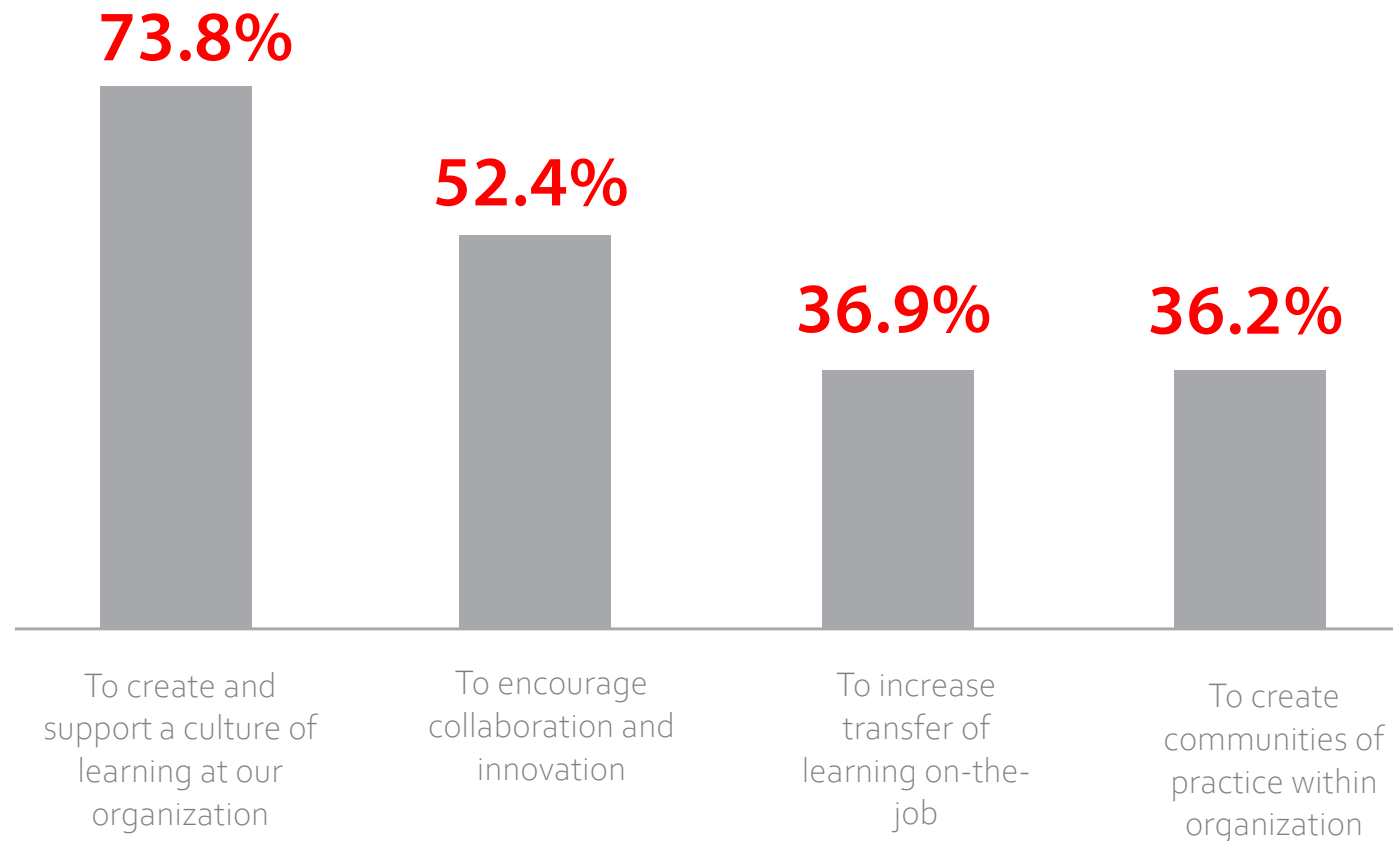
- Encourages communication and sharing amongst learners
- Can be incorporated into any type of delivery format
- Every learner is a teacher, collaborator, and in some cases a curator



## What are your motivations for using Social Learning?

- a. To create and support a culture of learning at our organization
- b. To encourage collaboration and innovation
- c. To increase transfer of learning on-the-job
- d. To create communities of practice within organization

# TOP MOTIVATIONS TO USE SOCIAL LEARNING TECHNOLOGIES



Q: Top motivations for using Social Learning technologies





Evolving role of social learning, user generated content & culture



## Essential Technologies

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- Virtual conferencing
- Social & UGC tools
- eLearning Authoring tools
- Informal Communication strategies

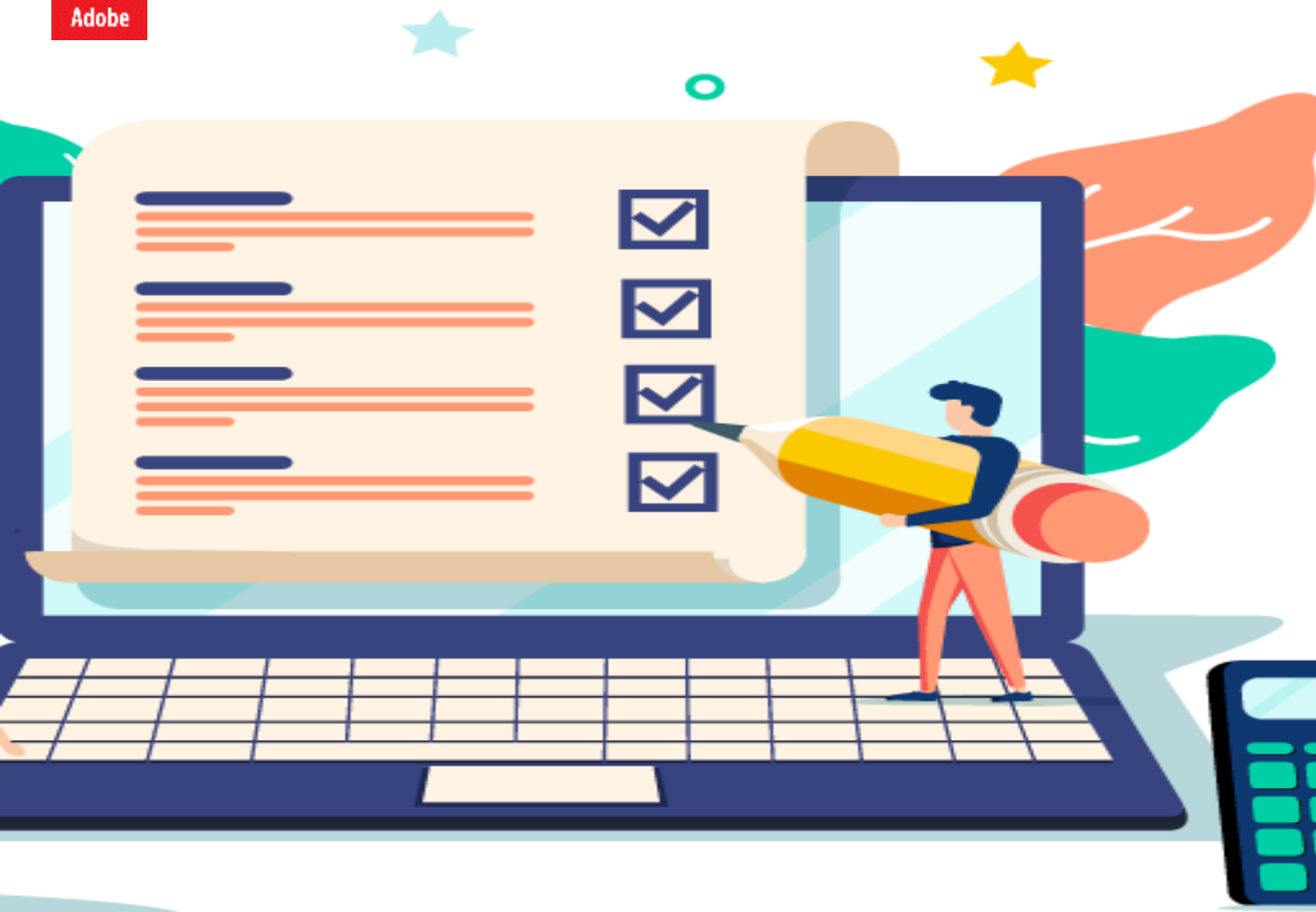
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Learning Management System



# Communities of Practice

Curation and the role of 'experts' in relationship to skills in your org

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Learning Management System



## Impact

- Peer Support
- Receive on-the-job support
- Cross-team collaboration
- Foster a collaborative work culture with a personalized touch
- Enrich their knowledge and learn new skills to help them in their job.

# HYPE CYCLE

# PRIORITY MATRIX

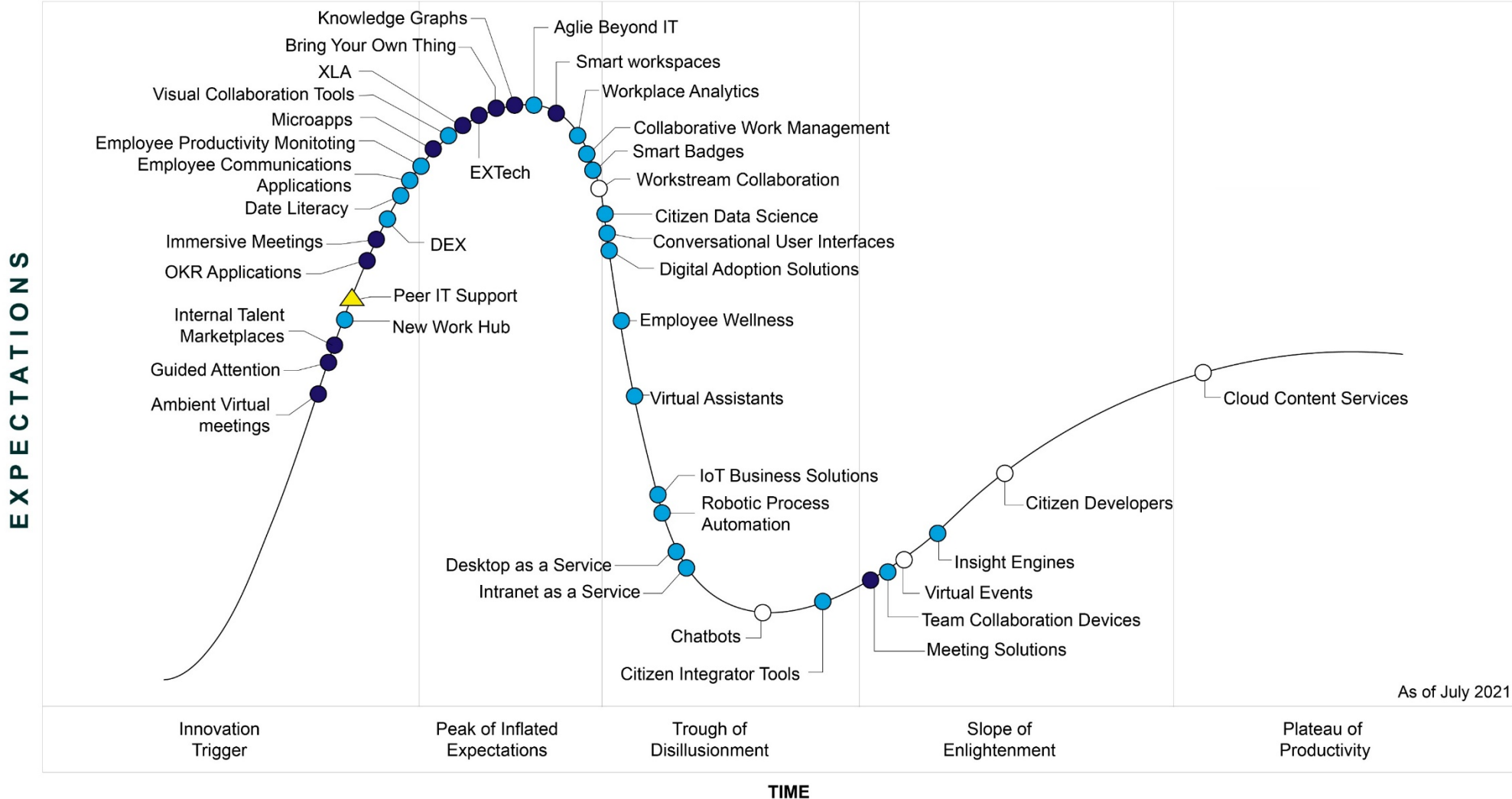
Time To Plateau Will Be Reached:

< 2 years

2-5 years

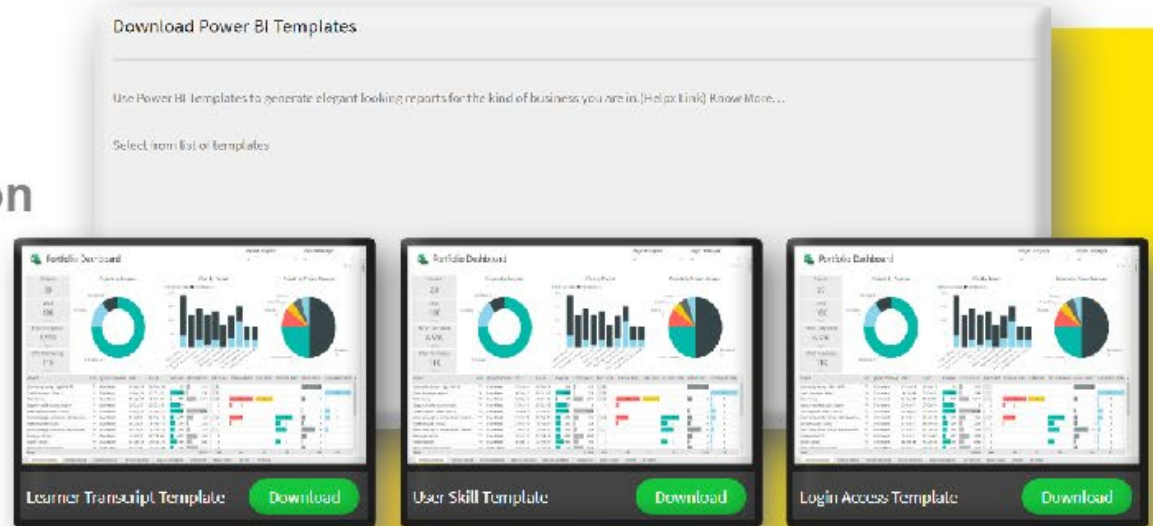
5-10 years

> 10 years



# Next-Generation Data Visualization Tools

Take advantage of **Microsoft Power BI Integration** to export multiple reports like User Data, Learner Transcripts etc. as a unified dataset. Also, utilize **Power BI Templates** to download and customize ready-made templates and save them for future use.



< Back

Configuration

Configure Schedule

On Demand

Execution Status

## Power BI Export Unified Reports Configurations

Cancel

Save

Data Set Name \*

Combined Reports

Select Reports for Data Export \*

Learner

Feedback Report

User Skill

Transcript

Login/Access

User Report

Gamification

Note: Refer to the filters availability for each report below

Add User Group Filters

< Business Unit (automotive)

< All Learners

Add Content Catalog Filters

< Default Catalog

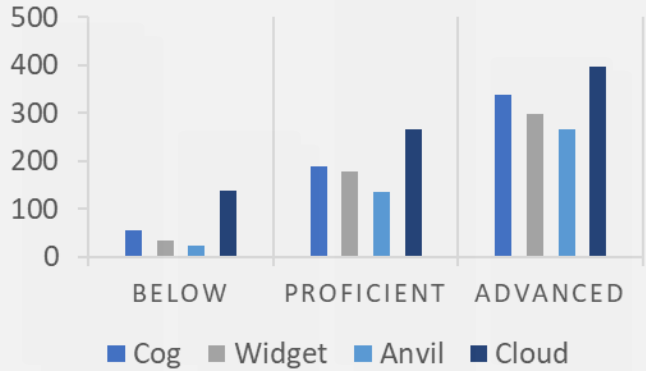
Show Filter Support

# Performance Outcomes: Verified Upskill / Opp Closure

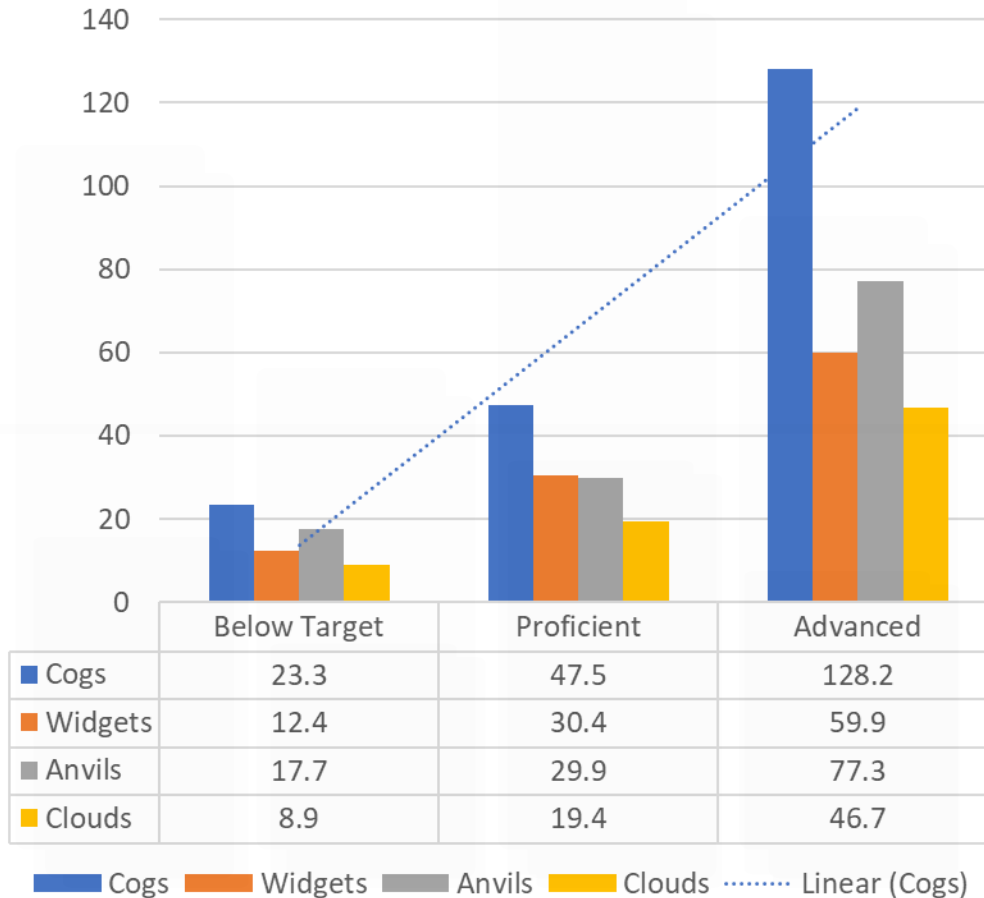
4-30-2017

COURSE: (All) ▾   
 QUARTER: Q1 2017 ▾   
 BUSINESS UNIT: (All) ▾   
 GEO: (All) ▾   
 REGION: (All) ▾   
 CITY: (All) ▾

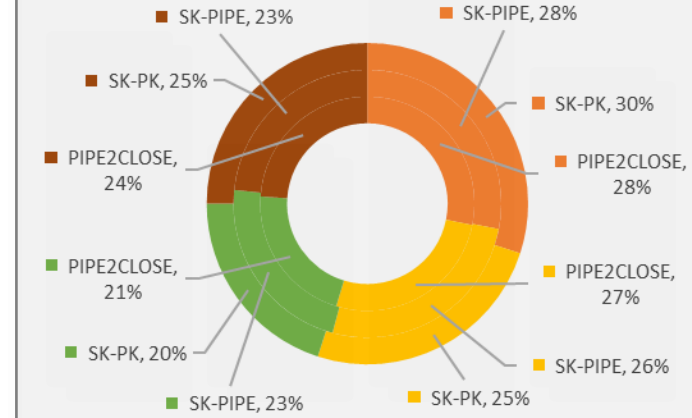
PIPELINE BY VERIFIED SKILL



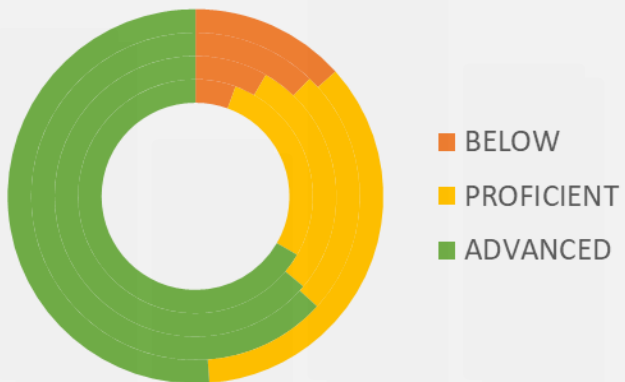
PK UPSKILL REVENUE REFLECTION



TOP IND. SELLERS - VERIFIED SKILL



PIPE TO CLOSE RATIO BY VERIFIED SKILL



611.6M

TOTAL REVENUE

1483

TOTAL DEALS



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For upcoming events:

[carah.io/AdobeEvents](https://carah.io/AdobeEvents)



For additional CX solutions:

[carah.io/CitizenExperience](https://carah.io/CitizenExperience)



To set up a meeting:

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