

## LEARNING CURATION - HOW TO CREATE A STRATEGY FOR COST-EFFECTIVE LEARNER RESOURCING?

Your organization already has loads of valuable content for learning, but how to start tapping into these sources and how do you organize this effectively? Using this premise, the speakers shared a framework to curate this information and talked about real-world applications in organizations.

### › C.U.R.A.T.E.

If anything I will remember the mnemonic shared by Andy Lancaster (Head of learning CIPD): C.U.R.A.T.E.. Breaking this down helps to think about a strategy for your own organization. Find champions (C) in your organization that formally get a role to be a curator of content. Look for a way to unearth (U) information so you can structure it in a certain taxonomy linked to your organization's business practices. Don't just push all content to everyone, but take the time to refine (R) this information so a decision is made on what is relevant and will have an impact. Look for ways to aggregate (A) knowledge so it helps to reach certain KPIs in the organization and fosters continuous growth. Find a method to transfer (T) all the content via communication channels that is usable and allow for quick retrieval of information. And finally, made sure to embed (E) this mechanism in your organization by providing feedback loops to make this a sustainable way of working.

### › User generated content

Linked to this framework there is a trend in organizations to introduce a 'creator economy' whereby not only trainers and coaches provide formal learning, but Subject Matter Experts participate in both formal and informal learning initiatives. Many organizations have a habit of organising formal compliance training but can also benefit from peer-to-peer learning initiatives. And although there are tools out there to facilitate this, the most important aspect is first finding the existing communities in an organization that are willing to participate and take ownership in this knowledge-sharing initiative.

### › Be a gardener, not the police

Aside from the theoretical framework I was just as much inspired by the implementation in practice shared by Malcolm Taylor (People development manager / MET Office). It reminds me of discussions I have weekly with L&D professionals. Malcolm has set up user-generated initiatives and points out that these communities in organizations already exist. They are not waiting around until the L&D department gives permission to share knowledge. Find these groups and see how you can further leverage what they are doing by facilitating them. The next thing to consider is making the contents 'findable' in the organization. Don't all hide it in the LMS, but make sure learning happens in the moment of need. That doesn't mean removing all of your formal learning. Formal learning as a foundation is necessary, but make sure a new layer of content is ready to be exposed too. And a third insight is about curation in the mid to long term. Ownership of the content should reside with the Subject Matter Expert, but L&D should take up the role of a 'gardener'. Weed out unused/non-relevant information and prepare from time to time a nice bouquet of content by creating marketing campaigns to expose pieces of content to certain target audiences.



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## BE CURIOUS, BE FOCUSED, BE BRAVE

Een wijs man op de trein richting Londen vertelde me dat, volgens het boek dat hij aan het lezen was, schrijven de belangrijkste skill van de toekomst wordt. Laat me deze vaardigheid dan maar meteen even oefenen. Want 2 dagen rondhollen op een flinkgevlude conferentievloer, dat levert heel wat key takeaways op, die ik graag structureer aan de hand van het leiderschapsmodel van de LEGO Group. Voor LEGO zijn kinderen trouwens hun rolmodel in alles wat ze doen. Hun verhaal resoneerde enorm bij mij, al kan dat ook te maken hebben met de levensfase waar ik nu in zit.

LEGO definieert leiderschap aan de hand van 3 gedragingen:

- › **Be curious:** Ik was erg nieuwsgierig om te ontdekken wat onze medewerkers precies nodig hebben van hun L&D-team, hoe we bij Argenta (nog) meer kunnen inzetten op welzijn en wat holistisch leren precies kan zijn. De afsluitende spreker Elizabeth Day vatte één en ander voor mij mooi samen met haar definitie van succes: "to be able to bring my full authentic self in every aspect of my life." Lees: dus ook en zeker op het werk, en wat mij betreft is dit ook een mooie, holistische beschrijving van welzijn.
- › **Be focused:** De focus van waar L&D op dient in te zetten heb ik verder aangescherpt. De smartphone als "the most powerfull learning tool in your pocket" en hoe je mensen kan ondersteunen daarmee, door een kwaliteitsvol cureren van 'content' - dat inzicht neem ik bijvoorbeeld mee. Wat ik zag in de wellbeing village (honden, mandala's en geurstokjes) hielp me dan weer mijn focus scherp te stellen op wat welzijn precies omvat voor onze organisatie. Ik heb niets tegen honden, integendeel, maar ik boom er toch liever met Elizabeth Day over door.