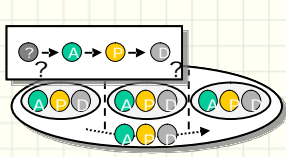




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- Acquire Knowledge/Skill
- Practice it
- Do it for real
- Test/Assess

A language for blended learning design

... which can then be mapped to choices for specific components or media

Further Research?



Analysis / Way Forward

The Realities of Blended Learning

About Elearning

- The UK's leading Corporate Learning Analyst
- Founded in 1996
- Research, Strategy & Advice
 - Learning Innovation
 - Corporate Best Practice
 - Market Realities
- Key themes
 - learning and e-learning strategy
 - blended learning
 - e-learning content & technology
 - learning management strategy and systems
 - impact of learning & ROI
 - learning maturity & sustainability
 - collaborative learning
 - e-assessment
 - ...
- Our Customers:
 - FTSE100 companies and equivalents
 - B&Q, BP, BT, Cable & Wireless, Chubb Insurance, Coca-Cola Europe, HSBC, Marks & Spencer, PricewaterhouseCoopers, RBS, Reuters, Rolls-Royce, Royal SunAlliance, Unilever, Vodafone, ...
- David Wilson
 - Founder and Managing Director
 - e: davidw@elearning.com

The Basics: What is Blended Learning?

" an integrated learning process 'blending' together the best of multiple modes of learning; typically including face-to-face and e-learning "

Combination of e-learning, face-to-face and other learning modes

Including self-paced, coaching, assessment, ...

A logical sequence of learning interventions

E.g.

Elearning Research: Blended Learning

Research Project

- Elearning collaborative research (Q4 04)
- Major corporates including BP, Reuters, Royal Bank of Scotland, Unilever
- Profiling of actual corporate activity
- Independent best practice research
- Workshops
 - Internal practice
 - External best practice
 - Solution synthesis

No clear definition or consensus for "blended"

A blending of what?

- Delivery Channels
- Learning and working
- Learning over time
- (Or cynically, of vendor hope/hype!)

Lots of resources, limited empirical research

- Lots of presentations, case studies, vendor positioning
- Supplier research outputs and survey-based reports
- e.g. Thomson Job Impact Study, Balanced Learning
- Academic studies

The focus of most blended approaches seems to be on choosing the media

- E.g. Bersin & Associates
- Or Rossett

Why Blend?

Analysis

- Learning is a process not an event
- Blended core learning programmes will increasingly be the norm, not the exception
- Diversity of modes of learning will increase

Forces change

- Improved performance on the job not just classroom achievement
- Blended must focus on effectiveness as well as efficiency

Requires / Results in

- Stronger needs analysis
- More robust solution design
- Increased line management engagement
- More integrated coaching
- Increased use of e-learning etc.

Blended change agent

Fundamental shift in business economics for Training Suppliers

Easy to talk, hard to walk (let alone run!)

Effectiveness

- Increase overall amount of learning
- Deeper knowledge or learning
- Increase access to learning
- Increase retention levels
- Increase application actually on the job
- Increase results from FTF learning time

Efficiency

- Streamline learning to learners actual needs
- Reduce time away from the job
- Allow choice of most efficient delivery mode
- Reduce opportunity cost of FTF learning time
- Reduce overall cost of delivery
- Expand reach of delivery with same cost

Blend first, then Media

E.g. B&Q LDP

