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ADAPTIVE DESIGN FOR PERSONALIZED LEARNING

Created by Domenic Caloia



EXECUTIVE SUMMARY

The Company provides online training for its global sales and technical staff. This project addresses the problem of training two different yet closely aligned groups while dealing with global differences.

Adopting an adaptive design for training allowed the Company to successfully address these issues.



ABOUT THE COMPANY

With over 100,000 employees the Company generates over \$30 Billion annually. New products and upgrades are released throughout the year. The Company maintains a global technical and support team as well as a sales force in all major countries. The Company has acquired numerous related businesses.



THE NEED

Training a global workforce presents several problems. Sales and technical both need product training, but while their needs differ, there is a significant overlap that blurs the boundaries. The common solution is to create different training for each group, but this is inefficient, and many employees find the need to train in both. In addition, regional differences tend to be ignored in order to meet training deadlines.



THE SOLUTION

A solution was found in a new adaptive training model based on Learner Intelligence.

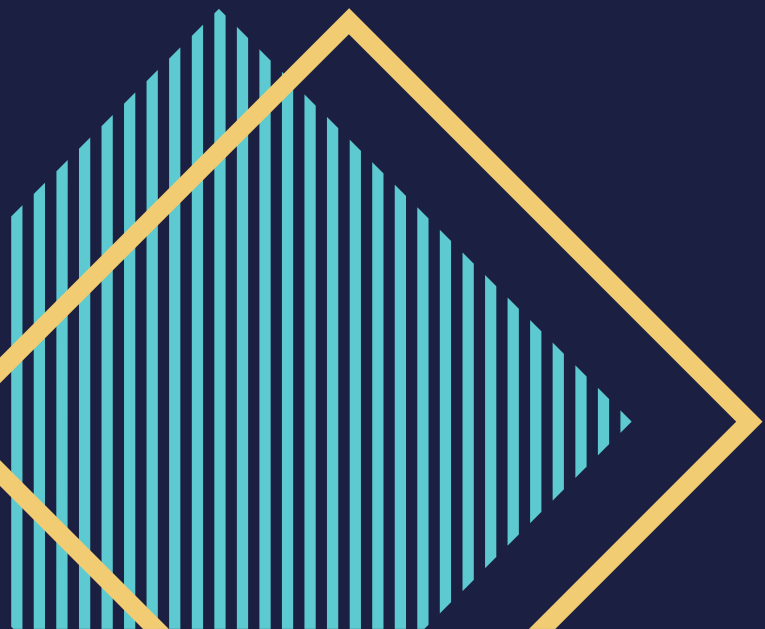
These online courses allowed the user to personalize the training by selecting the appropriate content at any point in the course.

A learner could switch between both sales and technical content at any time.

In some cases, regional options were also provided, allowing the user to learn in a local context.

THE DESIGN PROCESS


LEARNER ANALYSIS -
CONTENT DEVELOPMENT -
ADAPTIVE NAVIGATION -



STEP 1 - Learner Analysis

First, we had to take a hard look at our learners and identify which employees were not benefiting from our training..





There are many ways to categorize learners as shown below. In our case we identified four departments: Technical, Sales, Support, and Marketing. Each department needed training on our products in a slightly different way

DID YOU KNOW

Job Roles - New Hire, Employee, Manager, Executive

Experience - Low, Medium, Advanced

Department - Technical, Sales, Support, Marketing

Region - N. America, Latin America, Europe, Asia

Delivery - Text, Audio, Video, Interactive





STEP 2 - Content Development

The next step was to meet with our knowledge experts and determine the best instructional content for each group. In this way the content would be slightly different for each category of learner identified in step 1.

MAP CONTENT AND CATEGORIES

We used Excel to place the content for each page in all categories. This enabled us to quickly build the pages in Lectora.

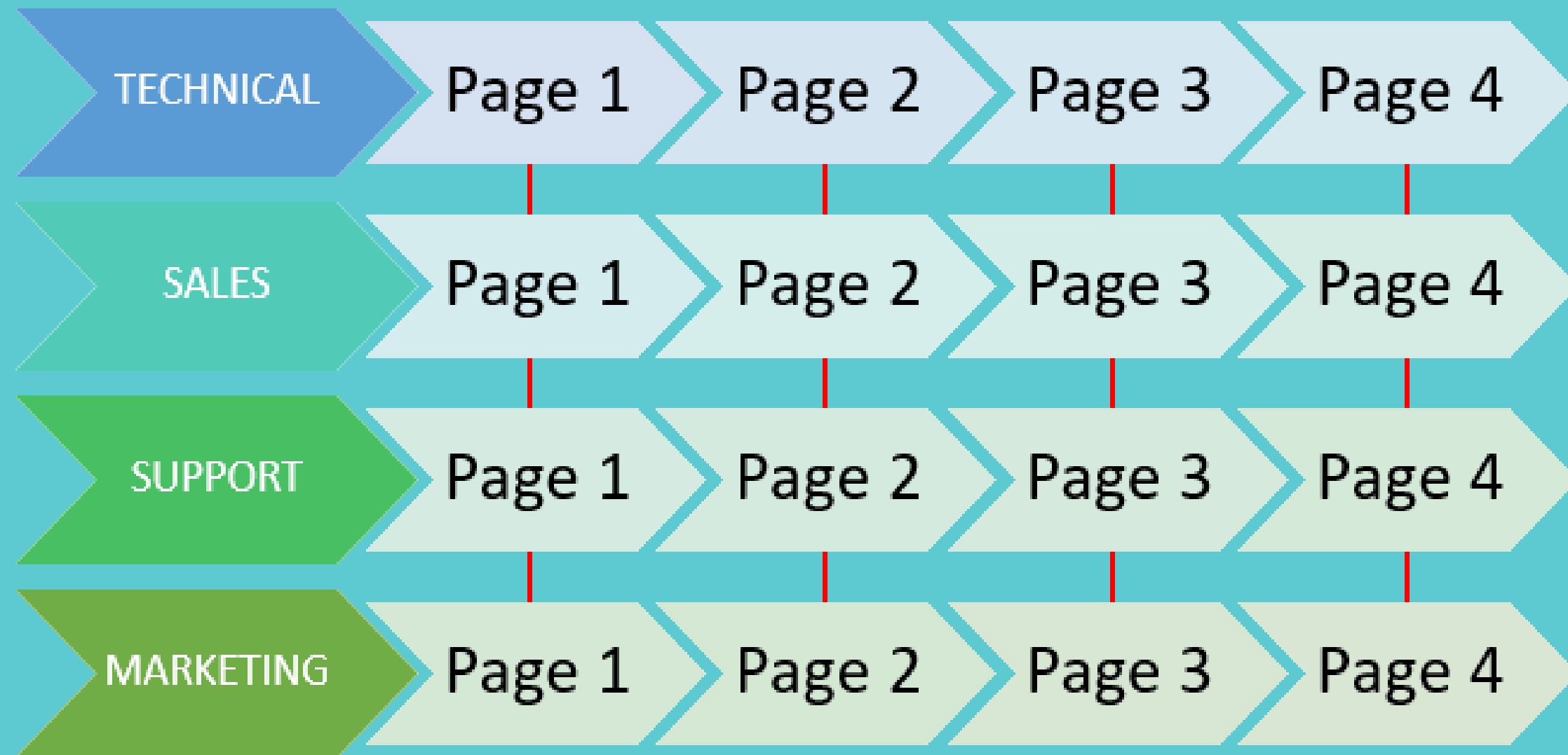
	PAGE	1	2	3	4	5
1					The Learner Intelligence (LI)	
2	TECHNICAL					
3	SALES					
4	SUPPORT					
	MARKETING					



STEP 3 - Adaptive Navigation

The power of personalized learning comes from the adaptive navigation. The learner can move forward and back as they do in a traditional course. In addition, on any page the learner can switch to view learning content from a different category. The learner can do this as often as they like.

For example, in the diagram below a user may view page one in technical and sales, while page three is viewed in all four categories. The number of personalized paths increases geometrically as the size of the course increases.



THE RESULTS

In many cases one adaptive course replaced two courses. Employees were able to learn more in one adaptive course than in two traditional courses.

In post training surveys and interviews employees rated these adaptive courses 80% more engaging and informative.

The time was spent in online training was also reduced by over 50%.

The training department was able to reduce its development time by 30%.



“I love the new course format! I was able to get the information I needed without having to go through another entire course. Thank you!”

Company Employee

For more information on
creating courses like this visit
LearnerIntelligence.org for
tutorials and templates.



DOMENIC CALOIA
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www.linkedin.com/in/teachercoach/

A Senior Learning Developer at Johnson Controls and a learning strategist, for several years Mr. Caloia has been presenting at learning and development conferences on innovative solutions that include Simulating xAPI without a Learning Record Store, Designing for the Millennial Learner, and Adaptive Design for Personalized Learning.

As online learning becomes increasingly automated, Domenic's current passion is empowering the learner, and he has been successfully designing adaptive courses, providing personalized learning to diverse audiences. His unique approach based on Learner Intelligence does not require AI.

Now designers can quickly create personalized learning experiences.

Level Up your corporate learning and development programs, employee onboarding, training, or adult classroom with gamification – a cutting-edge strategy to motivate and engage employees, customers, and students.



Hosted by Monica Cornetti,
CEO of Sententia Gamification
and Gamemaster of GamiCon.

Monica's guests include L&D
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and Platform Providers who give
you tips, tools, and techniques to
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