

CBSD

THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

ЕСТЬ ЛИ НОВЫЕ ТРЕНДЫ В T&D?

ПО СЛЕДАМ КОНФЕРЕНЦИЙ ATD 2014-2018 ГГ.

Игорь Корганов

Как быть?

ПИР 20
МОСКВА 18

13-16 сентября

Давайте знакомиться...



Игорь Корганов

- Директор по стратегии и развитию талантов, тренер-эксперт CBSD Thunderbird
- GPHR, ATD Master Trainer
- Победитель Премии Trainings 2015 в номинации «Бизнес-тренер года»

ATD – 75 лет!



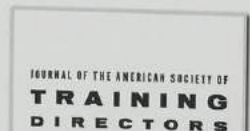
ATD – 75 лет!



Association for
Talent Development

В 2014 году ASTD сменила название на ATD

atd 1943 - 2018





INTERNATIONAL CONFERENCE AND EXPOSITION

May 6-9, 2018 | San Diego, California

- ↗ Content
- ↗ Community
- ↗ Global Perspectives



10 000

посетителей из 90+ стран

350

ЭКСПОНЕНТОВ

300

сессий за 4 дня

400

спикеров из 20+ стран

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atd 2018

Content Tracks



Career Development



Instructional Design



Learning Technologies



Management



Training Delivery



Global Human Resource
Development



Leadership Development



Learning Measurement
& Analytics



Talent Management



Science of Learning

Старые-новые тренды



ВОТ ТАКОЙ СЕГОДНЯ УЧЕНИК

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their *own* development.

ПЕРЕГРУЖЕН...

Number of times online every day
early days of the Internet **5** today **27**

41 % of time workers spend on things that offer little personal satisfaction and do not help them get work done.

ОТВЛЕКАЕТСЯ

Most learners won't watch videos longer than **4** minutes

People unlock their smartphones up to **9** times every hour

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.



1% of a typical workweek is all that employees have to focus on training and development

НЕТЕРПЕЛИВ

Online, designers now have between **5** and **10** seconds to grab someone's attention before they click away

2/3 of knowledge workers actually complain that they don't have time to do their jobs

5 minutes—ironically, often by work applications and collaboration tools

Sources:
 *The Overwhelmed Employee: Simplify the Work Environment, University of New York
 *The Knowledge Worker's Day, eScribe
 *Make Time for the Work that Matters, Harvard Business Review
 *Collaboration & Social Tools Drive Business Productivity, Getting Millions in Work Interactions, iStockphoto
 *Why is Creating a Culture of Disruption? iStockphoto
 *Only 5% of Workers Use Phones in 2011, eScribe
 *Infinitely: Google's Struggle to Scale at WWV, MIT Magazine
 *Training Gets an Extreme Makeover, Compensation
 *Network Performance Now is Really Slower to Java And By How Much?, University of Massachusetts
 *Workforce Mobile Worker Population 2011 - 2015, IDC
 *Ambidexterity is Not a Strategy, Harvard Business Review
 *The Rise of the Female Entrepreneur, iStockphoto
 *Engaging Disengaged Learners, iStockphoto
 *Case in Point: Information Through Mobile Communications, New Research
 *There's a Google Park Any Company Can Install, Harvard Business Review

НЕ ПРИВЯЗАН К МЕСТУ

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.



ХОЧЕТ САМ ВЫБИРАТЬ КОНТЕНТ

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:



People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems



ПРЕДПОЧИТАЕТ УЧИТЬСЯ С КЕМ-ТО

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.



Learners are:

- asking other people
- sharing what they know



САМ ВЫБИРАЕТ, ГДЕ УЧИТЬСЯ

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.



Онлайн обучение – уже не тренд...



ONLINE
TRAINING

...а реальность

2 млрд

пользователей
смартфонов к 2018 г.

1,4 млрд

пользователей
планшетов к 2018 г.

34%

организаций
имеют мобильные
учебные программы

Blended Learning + Bite-Size E-Learning

Совмещаем обучение в классе и онлайн в виде маленьких кусочков

Видео
7-15 минут

Фото

Иллюстрации
концепта

Тесты

**Напоминания
& reinforces**

Опыт
Задания на
попробовать

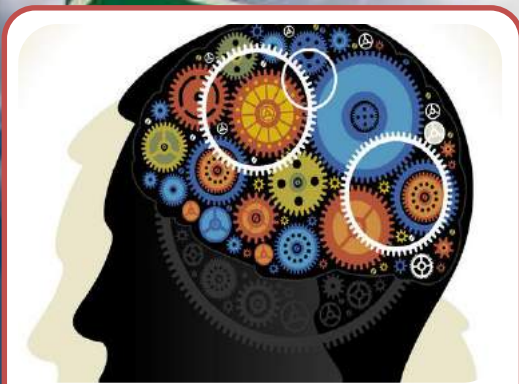
Игра

Баллы

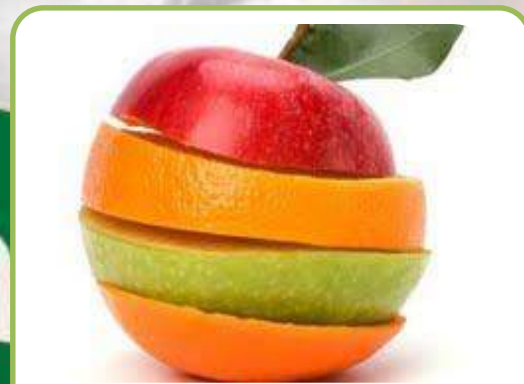
Кейсы
от реальных
сотрудников

Статьи

Главные темы ATD'2014



Science of Learning



Bite-Size Learning



Gamification

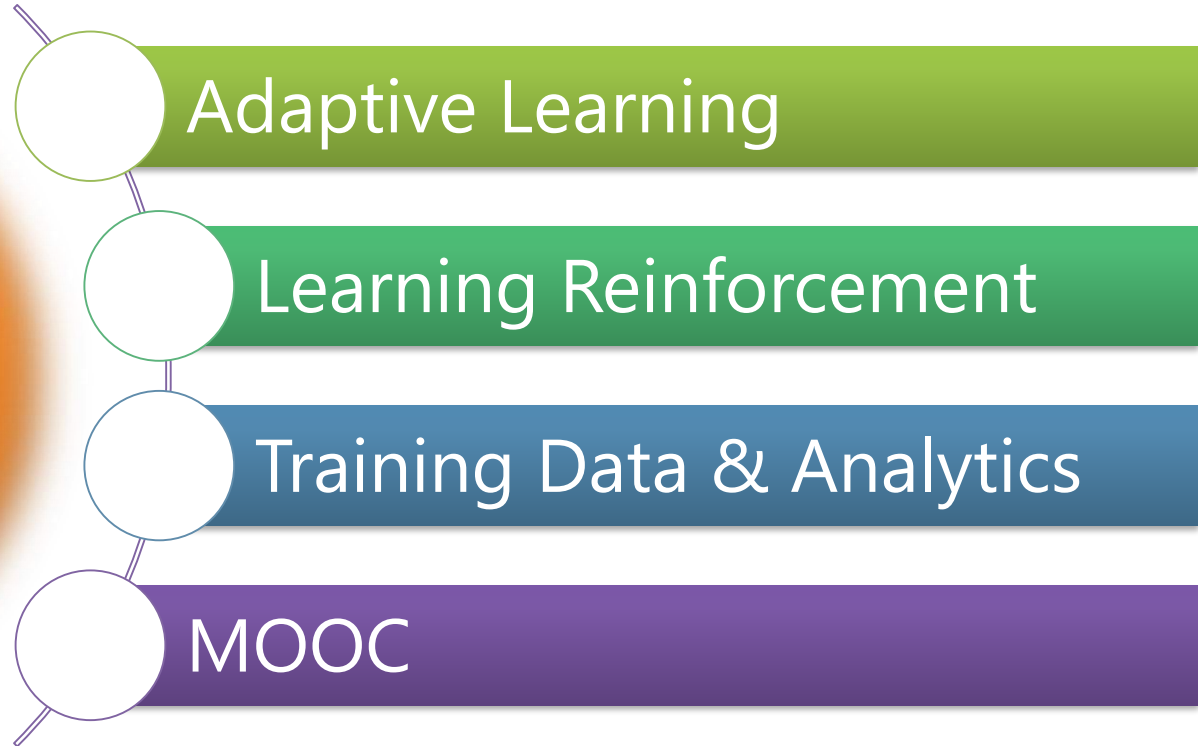


Главные темы ATD'2015

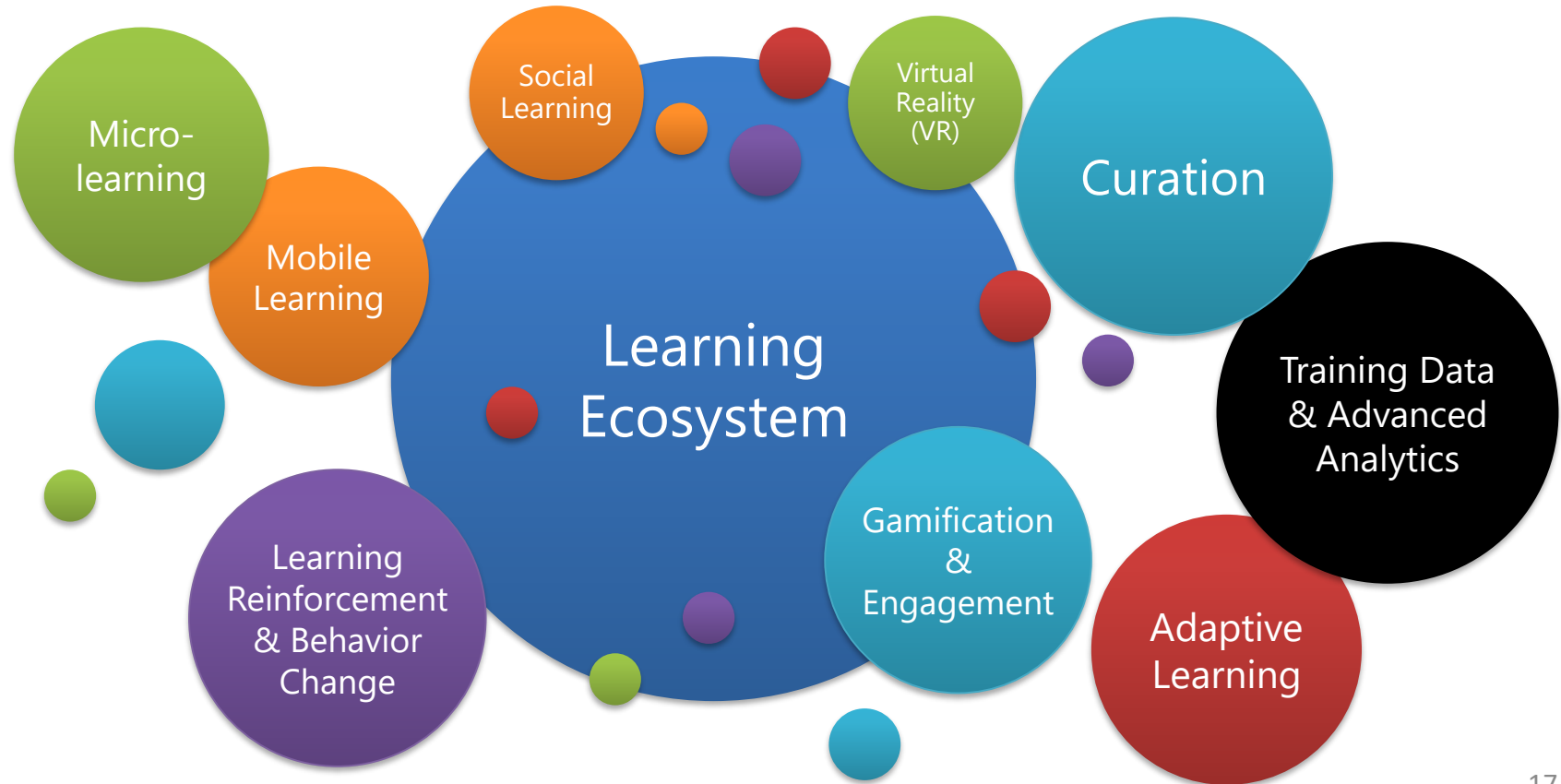


Главные темы ATD'2016

Learning
Culture



Главные темы ATD'2017

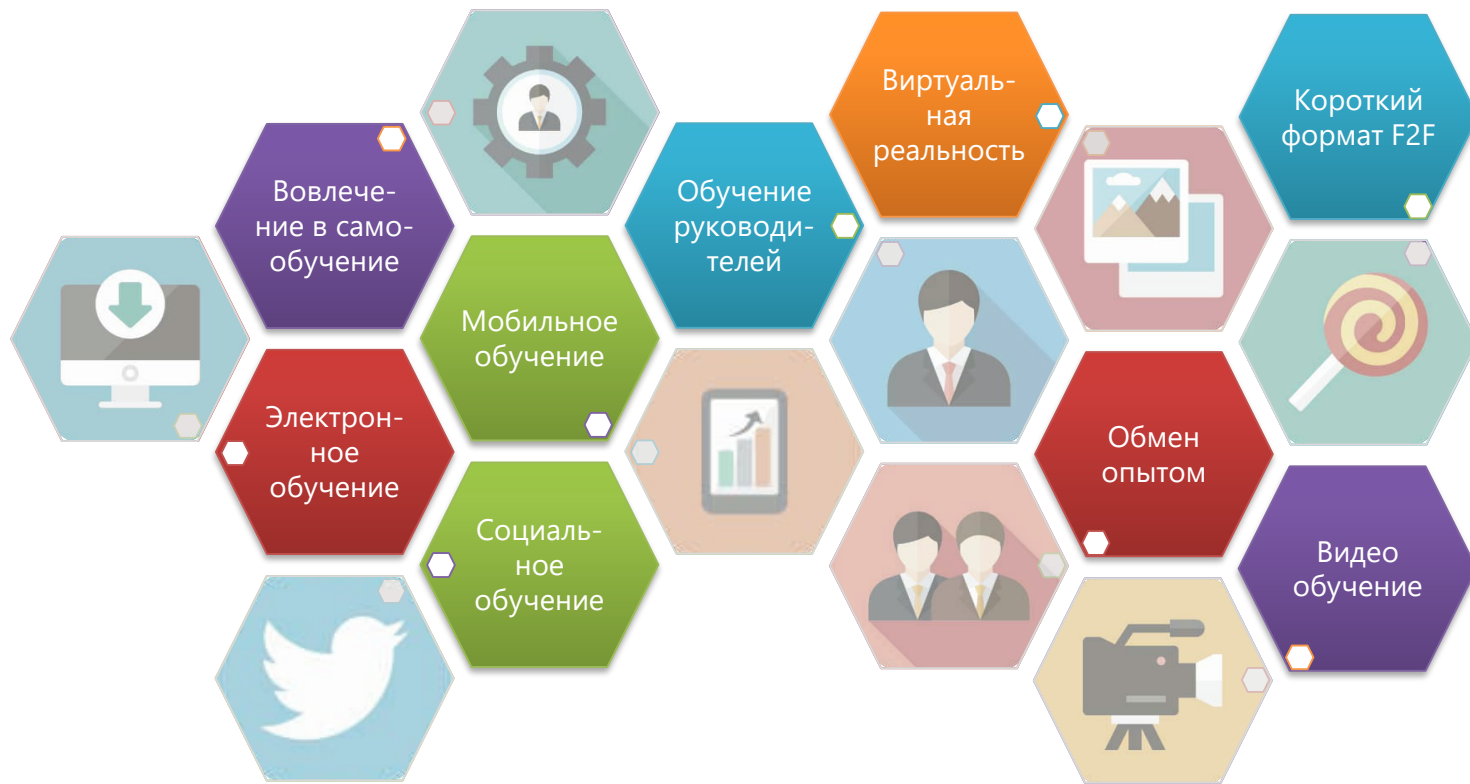


Components Ecosystems for Learning & Performance

Context



T&D тренды в России 2017



T&D тренды в России 2018

Ближе к жизни

- (проектная деятельность, конкретика, производств. навыки)

Внутренние эксперты

- (наставничество, эксперты из бизнеса)

Самообучение

- (увеличение объема самообучения, открытые курсы, информация об источниках как ресурс обучения)

Кураторство

- (потребность в оперативной актуализации контента)

Фасилитация

- (страт. сессии, workshops/сотворчество, деловые игры, повышение актуальности творческих тренингов)

Осознанность

- (работа с ценностями, развитие осознанного подхода, управление через ценности)

Диджитализация

- (Digital: оценка, чат-боты, робот Вера, мобильное обучение, e-learning, перевод офлайн в онлайн, комплексные ИТ-системы развития)

Адаптивное обучение

- (индивидуальные траектории обучения)

Социальные сети

- (запрещенные подпольные соц. сети и месенджеры, тренинги через месенджеры)

Смешанное обучение

- (blended learning, постоянная обратная связь, зачатки экосистем, life-long learning)

Социальное обучение

- (управление знаниями, лояльность через семьи и сообщества)

Визуализация

- (мультипликация/анимация, инфографика)

Геймификация

Развитие HR Brand

Нейро-мозго

Основные тренды ATD'2018

CIMAML

Curated Individ. Mobile Adaptive Micro Learning

Mindfulness

CIMAML



Mindfulness

