

Blended Learning Approach IBM Learning

IBM Zomercursus
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IBM HR, Integrated Services Team

IBM blended learning approach

Access to information as reference and support materials

Web pages, Podcasts, web lectures, .pdf, EPSS/context-sensitive help

Web 2.0 – Federated 'Google' search, leverage content from Wikis, Blogs, Podcasts, YouTube

Individuals interact with programmed media

Includes tutorials, drill and practice, simulations, single-player role-play 'serious games' delivered

In person interaction with others in same place, same time

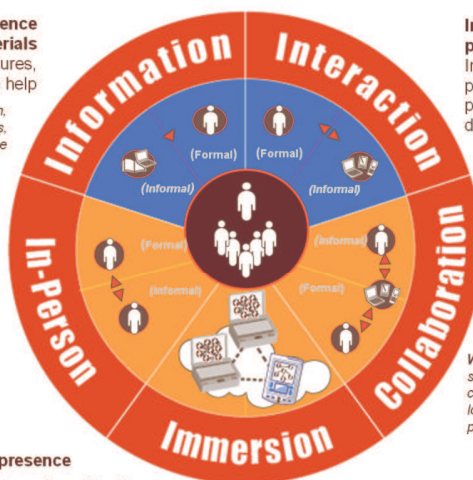
Face-to-face classes, seminars, mentoring, coaching

Collaborate with others anytime via network technology

Virtual classes, e-meetings, videoconferencing

Immersion with others via 3D presence

3D Platforms & Web - Involves interacting with others live, real-time via personal avatars in virtual social worlds and multi-player role play 'serious games,' immersive telepresence via high definition video teleconferencing

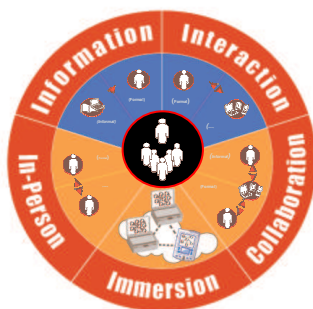


Web 2.0 – Co-create content and share expertise via Blogs, Wikis, team collaboration spaces. Jams, expertise location tied to instant messaging and presence awareness



...Ensure that the learning experience is collaborative, accessible, memorable...

IBM's Optimized Workforce Learning Method & Tool



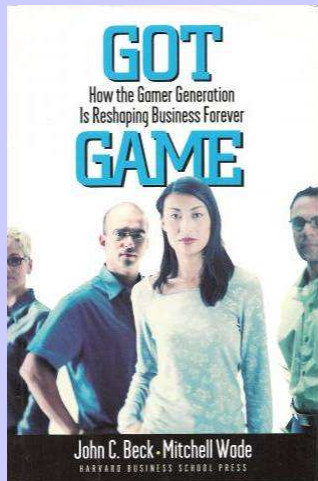
- IBM recommends a blended approach to learning, bringing together formal and informal approaches to deliver a dynamic, collaborative and memorable learning programme for clients
- Taking non-traditional, cost-efficient approaches to learning, such as adapting on-line gaming principles for Leadership Learning and utilising the 3-D internet for professional enablement, collaboration and skills building can often deliver positive results for business leaders and practitioners alike
- The pages that follow describe IBM's approach to delivering learning through the Virtual Worlds



...Keep pace with the learning preferences of the workforce

Generation <i>Born between...</i>	Traditionalist <i>1922 - 1945</i>	Boomer <i>1946 - 1964</i>	Gen X <i>1965 - 1976</i>	Gen Y <i>1977 - 2000</i>
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous & expected
Learning style	Classroom	Facilitated	Independent	Collaborative & networked
Communication style	Top down	Guarded	Hub & Spoke	Collaborative
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative
Decision-making	Seeks Approval	Team informed	Team included	Team decided
Leadership style	Command & control	Get out of the way	Coach	Partner
Feedback	No news is good news	Once per year	Weekly / Daily	On demand
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine

.. And their love of learning in new and novel environments...



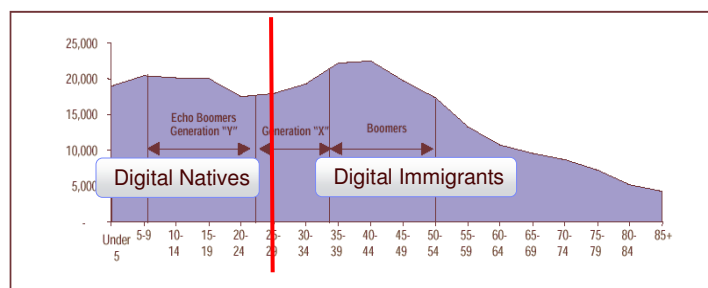
Sources: Beck and Wade, Got Game, 2005

Our research shows that this new generation is very different from the boomers in ways that matter to the business. Beck and Wade

- They desire systematically **different goals in life**
- They have systematically **different ways of working**
- How they **compete, fit into teams, take risks are all different** in statistically verifiable ways
- They choose systematically **different ways to learn**

Why change the way we train?...the Workforce is Changing Demographics and the Digital Divide

The new generation is huge, **90 million people** in the US alone. Already there are more of them around than there are **baby boomers**. Beck and Wade



- 81% of the business population age 34 or younger are gamers
- 56 million are old enough to be employees
- 7 million are already managers in the current workforce

The Cost of Doing Business



Average training / education meetings:¹

93 people
x 2.5 days per person
x 18.7 meetings per year

Total cost = \$180,187² or \$3.36m per year³



Virtual Events Cost 1/3 of Physical Events⁴



Estimated CO₂ emissions:⁵

Average per person per year: 4.5 metric tons
Average per event: 56 metric tons

http://www.climatetrust.org/content/calculators/Event_Calculator.pdf

A clear ROI



INTERACTION



Customer Service and Technical Support

Available in 15 Languages **in 15**

English

German

Russian

Czech

Turkish

Japanese

Portuguese

French

Italian

Korean

Polish

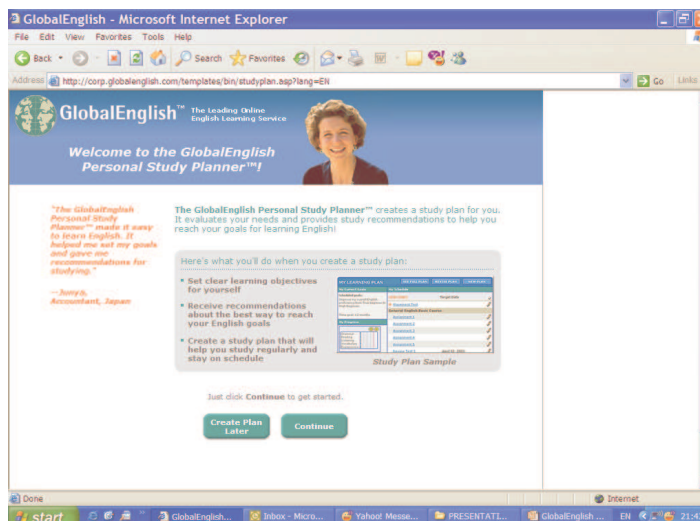
Chinese (Mandarin) and Traditional Chinese (Taiwan)

Spanish (Latin American and European)

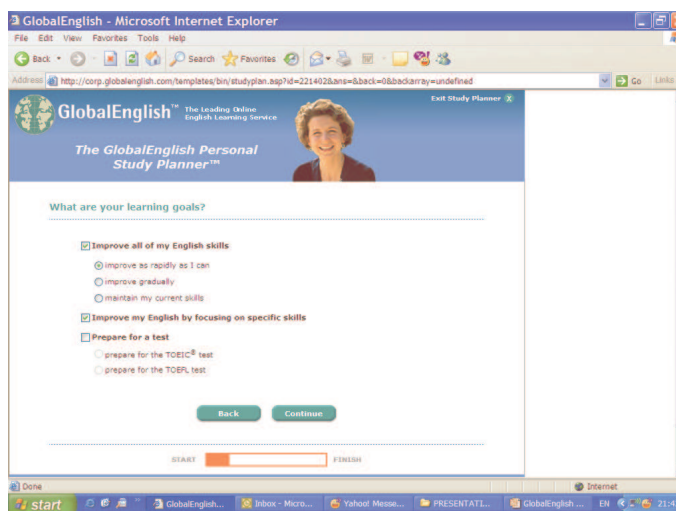




Create a personal Study Plan

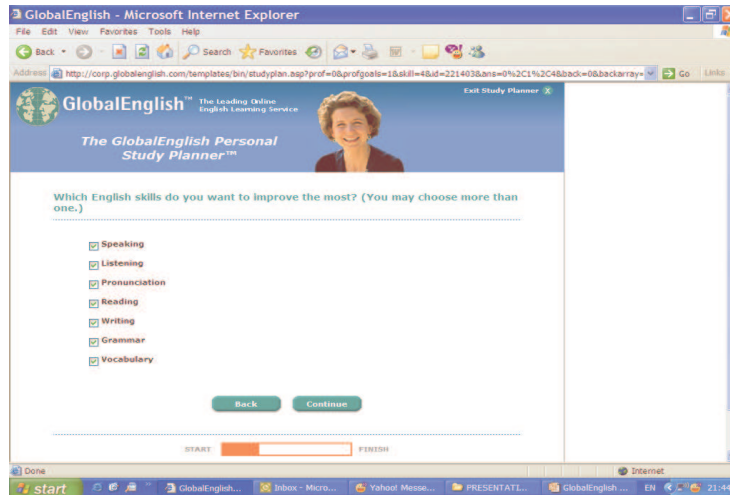


Define Goals

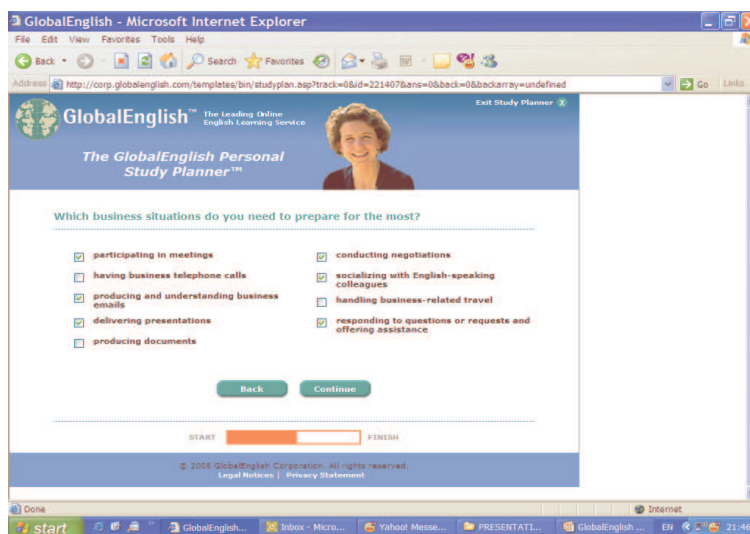




Choose Desired Skills



Choose Business Situations





Take the Placement Test

GlobalEnglish Placement Test: Listening Examples

You will have 15 minutes to complete the 15 questions in this section. Once you have answered a question, you may not go back to review or change your answer. There are four types of listening questions: Picture, Question-Response, Short Conversation, and Long Conversation. Look at the examples below before you begin the test. If you want to skip the examples, [click here](#) to begin the listening section.

Example 1 - Picture

In this type of question, you will be asked a question about a photograph.

1. Look at the picture.
2. Click **PLAY** and listen. (You can listen only twice.)
3. Click on A, B, or C to select the best answer.
4. Click the arrow button to go to next question.

Now try the practice question. Click on the **Play** button below. The answer has been chosen for you.

(A)
 (B)
 (C)



Receive Personal Study Plan

GlobalEnglish™ The Leading Online English Learning Service

Congratulations! You now have a personal study plan!

Julian,

Based on your learning goals, we created a study plan for you! Our study recommendations are below.

MY LEARNING PLAN	STARTED	PROGRESS	STATUS
Business English Course 6	Not Started		
Business English Course 7	Not Started		
Business English Course 8	Not Started		
Business English Course 9	Not Started		
Business English Course 10	Not Started		

Our Study Recommendations

- Begin with the **Business English Course 6**. Then complete the rest of the courses listed on your study plan, through **Business English Course 10**.
- To develop your ability to participate in meetings, deliver presentations, and participate in other business situations, do activities in the **Business Situations Index**.

Extra Practice

- You can go to the **SKILLS CENTER** for extra practice with Speaking, Listening, Pronunciation, Grammar, and Vocabulary.
- Read **GlobalEnglish Magazine** each week for additional work on your reading and vocabulary skills.



Over 1000 Hours of interactive Business English and General English course material

Geschäftsentenglisch

Erwerben Sie die Englischkenntnisse, die Voraussetzung für den Erfolg bei der Arbeit sind.

Einsteiger	Mittelstufe	Fortgeschrittene
➤ Grundkurs	➤ Kurs 4	➤ Kurs 9
➤ Kurs 1	➤ Kurs 5	➤ Kurs 10
➤ Kurs 2	➤ Kurs 6	
➤ Kurs 3	➤ Kurs 7	
	➤ Kurs 8	

Entwickeln Sie Gewandtheit und Sicherheit beim Sprechen für wichtige Geschäftssituationen.

Kurse zu Geschäftsszenarien

- Verhandlungen
- Telefonieren
- Besprechungen
- Geselligkeit zur Pflege von Geschäftskontakten

Englisch für den Allgemeingebrauch

Verbessern Sie Ihre Sprachfertigkeiten für die Verständigung auf Englisch im Alltag.

Einsteiger	Mittelstufe	Fortgeschrittene
➤ Grundkurs	➤ Kurs 4	➤ Kurs 6
➤ Kurs 1	➤ Kurs 5	
➤ Kurs 2		
➤ Kurs 3		



Listening, Vocabulary, Grammar, Pronunciation, Communication, Reading and Writing:

< Vorige Aufgabe
Nächste Aufgabe >

Aufgabe 2

Gespräch mit einem Berater

Lernziele
 Nach Abschluss dieser Aufgabe können Sie:

- die Verlaufsform des Perfekts verwenden
- verschiedene Zeitausdrücke wie *for two hours* and *all day* mit der Verlaufsform des Perfekts verwenden
- Besorgnis und Anteilnahme ausdrücken

Neue Wörter einblenden

	Übung 1: Hörverständisübungen 20-30 Minuten
	Übung 2: Wortschatzübungen 10-15 Minuten
	Übung 3: Einführung in die Grammatik 15-20 Minuten
	Übung 4: Einführung zu Redewendungen 15-20 Minuten
	Übung 5: Redewendungsübungen 20-25 Minuten
	Übung 6: Ausspracheübungen 10-15 Minuten
	Übung 7: Kommunikationsübungen 20-30 Minuten
	Übung 8: Gedankenaustausch
	Aufgabenergebnisse anzeigen



Course Progress Test

The screenshot shows the GlobalEnglish website interface. At the top, there is a navigation bar with links for MY PAGE, COURSES, COMMUNITY, SKILLS CENTER, TESTS, MAGAZINE, RESOURCES, and REPORTS. Below this, a user is logged in as 'adam12'. The main content area is titled 'Business English: Basic Course > Course Progress Test'. It displays a 'Basic Course Test Result' with an overall score of 95%. The results are broken down into three sections: Section 1 (Listening) at 89%, Section 2 (Grammar) at 100%, and Section 3 (Reading) at 95%. A 'Test Taken' timestamp is shown as 'Tue Apr 25 16:53:42 PDT 2006'. A congratulatory message follows, stating that the user has passed the test with a score of 95%. Below the message are buttons for 'Retake Test' and 'Print Certificate'. At the bottom of the results section, there are buttons for 'Next Course' and 'View detailed results'.

Section 1:	Section 2:	Section 3:	Overall score:
Listening 89%	Grammar 100%	Reading 95%	95%

COLLABORATION




Talk with the Teacher

Schedule and Topic Page

GlobalEnglish provides topic-based conversation classes for beginner, intermediate, and advanced English speakers as well as open classes in which speakers of all levels can talk to an English teacher and chat with other learners.

Today's Talk with the Teacher Class Schedule

Class times are based on San Francisco, CA time.
It is currently Sunday September 9 2007 21:48 in San Francisco.

Beginner	Intermediate	Advanced	All Levels
01:00-02:00	02:00-03:00	03:00-04:00	04:00-05:00
05:00-06:00	06:00-07:00	07:00-08:00	08:00-09:00
09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00
13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00
17:00-18:00	18:00-19:00	19:00-20:00	20:00-21:00
21:00-22:00	22:00-23:00	23:00-24:00	24:00-01:00

Talk with the Teacher Conversation Class Topics

Week starting September 7, 2007

Beginner	Famous People
Intermediate	Working Overseas
Advanced	Negotiation
All Levels	Open discussion

Week starting September 14, 2007

Beginner	Music
Intermediate	Meeting Skills: Giving Opinions
Advanced	Customer Service
All Levels	Open discussion



Note

My name is Jim. I live in Rio de Janeiro, Brazil. I am from the USA.

Attendee List (7)

My Status

- Teacher (Manchester)
- Daniel.Duque (17219)
- Shozo MATSUMI (2966)
- jolene (12871)
- rafael.dantas (234)
- miakimoty (12809)

CHAT

jolene (12871): Hi Shozo
 Teacher (Manchester): Hi there, Jolene :)
 jolene (12871): I'm good :) It's Friday though, :r)
 jolene (12871): It's 8:06am
 Teacher (Manchester): What time is it?
 Shozo MATSUMI (2966): Hi Jolene
 jolene (12871): hah...
 Teacher (Manchester): You do that most days?
 Daniel.Duque (17219): Hello, my name is daniel i'm from spain
 jolene (12871): right
 Teacher (Manchester): dice off
 Daniel.Duque (17219): sorry i'm new i'm not sure how to use everything well
 Teacher (Manchester): You need to click on the "Talk" button to speak.

To: Everyone

Teacher (Manchester) Shozo MATSUMI (2966)

jolene (12871) Daniel.Duque (17219)

GlobalEnglish® **The Information Age**
Advanced

- What kind of media do you use the most?
- Do you use different media for different purposes (entertainment, news, shopping)?
- How has technology changed the way we get information?



Vocabulary:

mass media	movies or documentaries
radio	e-zines
television	newspapers
Magazines	online news sources
books	commercial Web sites

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IMMERSION

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PERSONAL COACHING

- A premium service providing private, 1-on-1 phone based coaching:
 - 22 25-minute sessions held **twice per month** (during month no. 2 – 12)
 - Conducted in English via Skype or phone
- Designed for executives, senior managers, and high potentials for accelerated skill development.
- Provided to corporate learners who have licenses in CLS (Intermediate English level minimum).



- **Native English speakers**
- **Extensive business and teaching experience**
- **Certified by GlobalEnglish**
- **Continuously evaluated by learners and the GlobalEnglish Personal Coaching team**



4 Types of Personal Coaching Activities

1. GlobalEnglish Assignment Based Activities

- Role-plays and discussions that complement each assignment in the GlobalEnglish service

The screenshot shows two overlapping windows from the GlobalEnglish platform. The background window is titled 'BE0706R - Establishing a Dress Code policy (R)' and lists 'Preparation Activities' for 'Course 7 - Assignment 2 - Activity 2', which is highlighted with a red box. A red arrow points from this box to the foreground window. The foreground window is the 'GlobalEnglish' interface, showing 'Business English: Course 7 - Assignment 2 - Activity 2' and 'Activity 5: Introduction to Pronunciation'. It features a pronunciation guide for the past tense, listing: /t/ = worked, /d/ = moved, and /ɪd/ = expanded. Below the guide is a 'Hear It' button and a 'View All Explanations' link.

2. GlobalEnglish Specialized Activities

- Activities that introduce skill-specific practice centers and resources in GlobalEnglish



3. Mashups

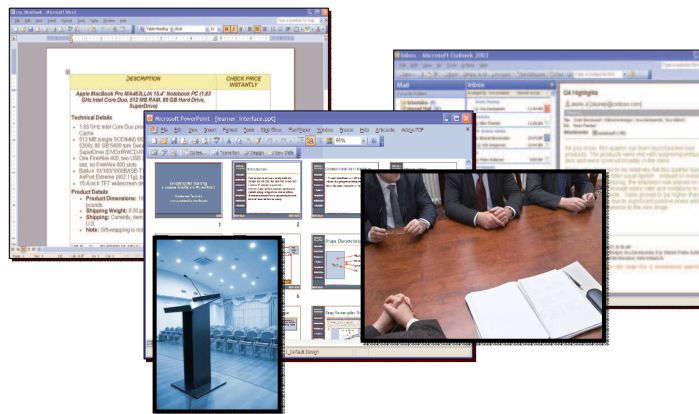
- Activities based on content from the Web, including video, news, podcasts, and journals





4. Learner-Driven Activities

- Activities focused on specific user needs such as preparing for a meeting or presentation



IN PERSON

INSTRUCTOR LEAD CLASSES

Classes once a month or twice a month

Pedagogically aligned with GlobalEnglish Online

Supporting Interaction and Collaboration

Focus on speaking skills and employee's development needs



INFORMATION

PRODUCTIVITY SUPPORT TOOLS

Translate Hear It My Page Vocabulary Business Situations Writing Pronunciation Word of the Day

GLOBALENGLISH TOOLBAR

Need just-in-time support? Did you know that GlobalEnglish can give you instant help with your job?

Check your pronunciation or practice listening skills.
Highlight any English text and hear it spoken

Paste English text into **Hear It!** to listen to it
Check the pronunciation of English Words by typing them into **HearIt!**

Translate documents

To translate text from English to your native language* or translate from your native language* to English use the **Translate** feature on most GlobalEnglish Pages or by going to the **RESOURCE CENTER**.

You have to make a presentation get instant access to the Business Situations Index to look at relevant activities. Click on **RESOURCES** then click on **Business Situations Index**

The screenshot shows a news article titled "News Article: Advanced" from Associated Press, dated January 25, 2007. The article discusses economic growth in Eastern Europe. A "Hear It!" dialog box is overlaid on the article, containing the text "strong economic growth last year" and a "Play" button. The dialog also has options for "Background" and "Female voice".

CULTURAL NOTES

Are you going to meet with business partners or colleagues with cultural backgrounds different from yours ?

Find detailed information about other cultures by going to **RESOURCES** and clicking on **Cultural Information**.

You can find important information by searching by "countries" or "topics"

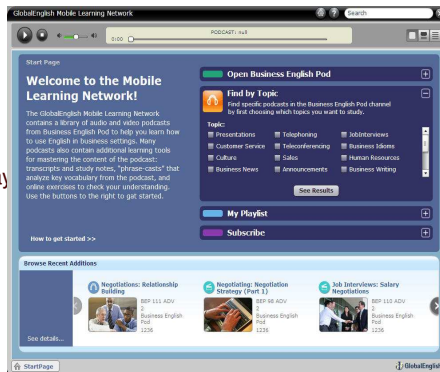
Learn about

- Their Mindset
- Characteristics of Society
- Lifestyle & Aspirations
- The Essentials (10 Key Tips)
- Working with them
- Making a Good Impression
- Business Etiquette
- Business Meeting Culture
- Motivating Others
- Effective Presentations
- Managing Relationships



GlobalEnglish Mobile Learning Network™

- “GO MOBILE” with the Mobile Learning Network
 - New study center on GlobalEnglish
 - 10- to 15-minute audio and video podcasts
 - Learn online, download to computer, and play on iPod for “on the go” learning



- + Exclusive focus on English in business contexts: Meetings, Presentations, Sales, Telephoning, Customer Service, and more

Skills Center Landing Page



EMAIL TEMPLATES

Skills Center Language

Writing Center > Sample Documents > Apologies

Sample Documents

EMAILS < Back to Index

Apology for a Delay in a Project:

Subject: [name of project] Delay

Dear (name):

I'm writing to apologize for the delay in [description of project]. We had a problem with [description of problem]. We are currently working on the problem and expect to have it resolved by [date].

If you need further information, do not hesitate to contact me at [telephone number].

Once again, I apologize for the delay.

Sincerely,

[name]
[title]
[company name]
[telephone number]

See Also: Business English Course 3, Assignment 6, Activity 5

LEARNING WORK RELATED VOCABULARY

VOCABULARY CENTER

Word Lists

- Industry Word Lists
 - Banking and Finance - Advanced
 - Banking and Finance - Intermediate
 - Energy - Advanced (103)
 - Energy - Intermediate (116)
 - Information Technology - Advanced
 - Information Technology - Intermediate
- Topic Word Lists
- My Word Lists
 - Angela's Word list (6)
 - Difficult to Remember (13)
 - Existing Word List (11)
 - legal terms (0)
 - my IT words (14)
 - My Pharma List (5)

Word	Translation	Definition	Sentence
adware	广告软件	free software whose cost	Many free browser to
alert box	警告框	a small pop-up window wi	In many operating syst
applet	Java 程序	a small Java program that c	To play the games on t
backbone	主干	the main transmission line i	Our data center conne
bandwidth	带宽	the amount of data that a tr	The user's bandwidth
banner ad	标题广告	a long, rectangular advert	I'm really tired of all the
base station	基站	computer equipment, gene	Our base station serve
beta	测试版	a version of software that	We will be sending the
bitmap	位图	an image made up of tiny d	I replaced the bitmap s
blog	博客	a journal published on a Wi	Many people are makin
boot disk	引导磁盘	a computer disk, such as a	My computer didn't rec
boot up	启动	start a computer	I booted up the comput
bug	程序错误	a problem or defect in soft	There's a bug in my w
burn	刻录	put information onto a com	I burned a copy of that
byte	字节	a measure of data that equ	I had to resize the field



BUSINESS SITUATIONS INDEX

BUSINESS SITUATIONS INDEX

Need to practice your English for a meeting or presentation?

Imagine if you could practice them just before you face them?

Well you can!

Did you know that there are 10 business simulations and a Business Situations Index that allow you to prepare for a situation just before you need it?

Find the Business Simulations on the **COURSES** tab under Business Skills Courses

Find the Business Situations Index on the **RESOURCES** tab

Both are designed to teach you vocabulary and guide you through specific business scenarios!

Level	Situation	Activity Type
Beginner	Introductions and Greetings	Communication, Listening, Listening, Grammar
Beginner	Invitations	Expressions
Beginner	Thanking and Responding to Thanks	Communication, Listening, Listening, Vocabulary, Expressions
Beginner	Visiting Someone's Home	Listening, Reading
Beginner	Apologies	Communication, Listening, Listening, Expressions
Beginner	Asking for and Giving Permission	Communication, Expressions
Intermediate	Starting or Delaying a Conversation	Communication, Expressions
Intermediate	Introductions	Communication, Listening, Expressions
Intermediate	Discussing People's Jobs	Communication, Expressions
Intermediate	Invitations	Communication, Listening, Expressions
Intermediate	Introductions and Greetings	Listening, Expressions
Intermediate	Making Small Talk	Communication, Expressions
Intermediate	Socializing with Friends	Listening, Reading, Grammar
Intermediate	Business Meals	Listening, Listening, Vocabulary
Intermediate	Introducing a New Topic	Communication, Expressions
Intermediate	Expressing Sympathy	Listening, Expressions
Intermediate	Closing a Conversation	Listening, Expressions
Intermediate	Agreeing	Expressions
Advanced	Personal Questions	Communication, Listening, Listening, Expressions
Advanced	Discussing Unexpected Information	Communication, Expressions



WEEKLY FEATURE
Most Expensive Cities for Expatriates
 A recent survey shows the most expensive cities for expatriates. Moscow tops the list for the second year in a row, but Singapore is moving up. It is now number 14, ahead of New York and Beijing.
 Beginner | Intermediate | Advanced

BUSINESS CORNER
Thailand Appealing to Retirees
 Thailand is actively trying to attract foreign retirees because they bring needed revenue into the country...
 Beginner | Intermediate | Advanced

WORLD NEWS
India's First Woman President
 Pratibha Patil, an experienced politician, became India's first female president in...

POLL
 How high is the cost of living in your city?
 Very high
 Somewhat high
 Average
 Low
 I don't know.
 Submit



MY PAGE COURSES COMMUNITY **SKILLS CENTER** TESTS MAGAZINE RESOURCES REPORTS ADMINISTRATION

Welcome amsaal | Log Out

简体中文
Select Your Language

Skills Center

- Grammar
- Vocabulary
- Listening
- Speaking
- Pronunciation
- Writing

Hear It

System Check
Rate This Page

Accents and Dialects of English > **Asia**

Accents and Dialects of English

Select a Region Go

Asia



- Afghanistan
- China
- India
- Indonesia
- Japan
- North Vietnam
- Pakistan
- Singapore
- South Korea
- Sri Lanka
- Taiwan