Blended Learning Approach
IBM Learning

IBM Zomercursus
24 augustus, 2010

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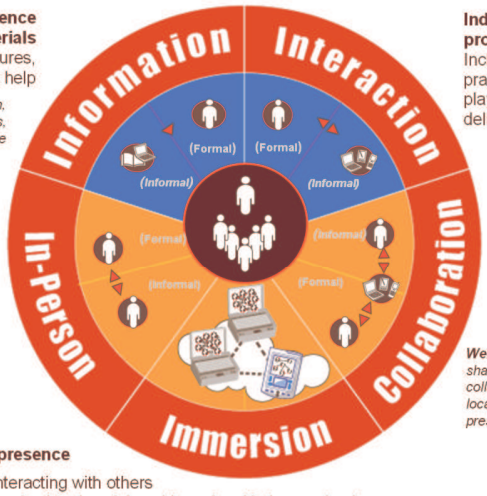
IBM HR, Integrated Services Team

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

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

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

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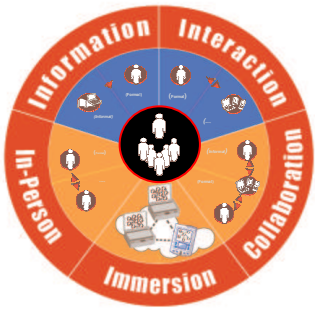
…Ensure that the learning experience is collaborative, accessible, memorable…



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

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…Keep pace with the learning preferences of the workforce

Generation *Born between…*	Traditionalist *1922 - 1945*	Boomer *1946 - 1964*	Gen X *1965 - 1976*	Gen Y *1977 - 2000*
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

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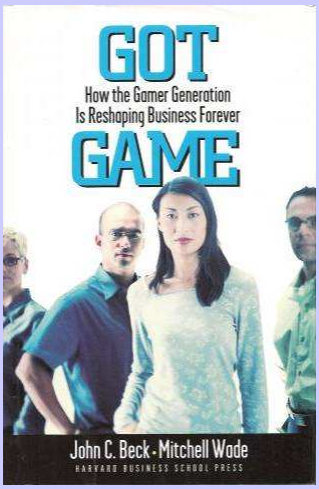
.. And their love of learning in new and novel environments…



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**

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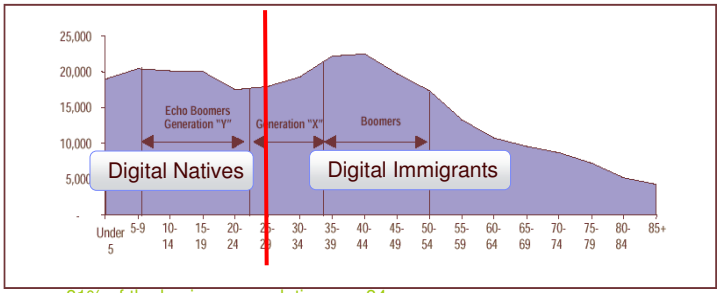
Why change the way we train?...the Workforce is Changing Demographics and the Digital Divide

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

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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 = **$180,187**[2] **or $3.36m per year**[3]

Virtual Events Cost 1/3 of Physical Events[4]

Estimated CO_2 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

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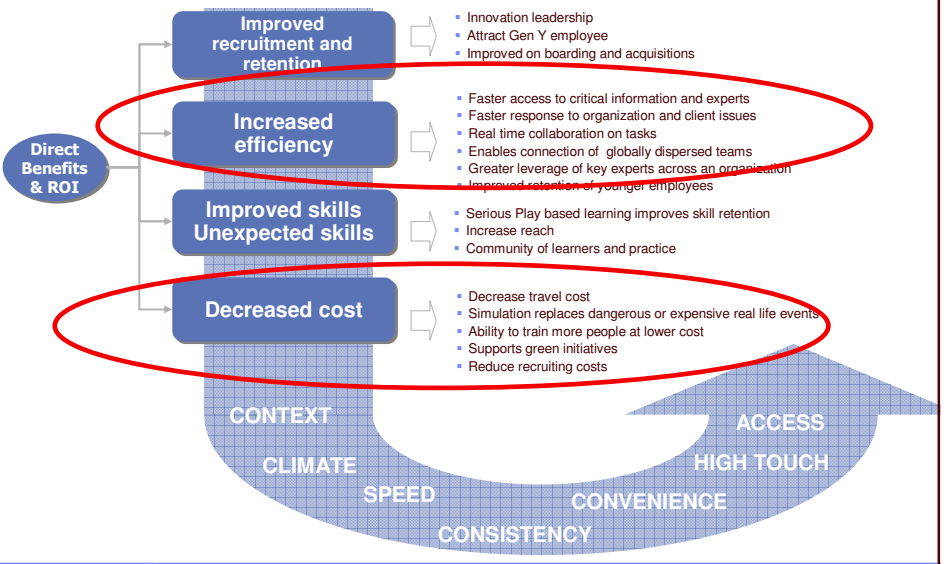
A clear ROI



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INTERACTION

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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)

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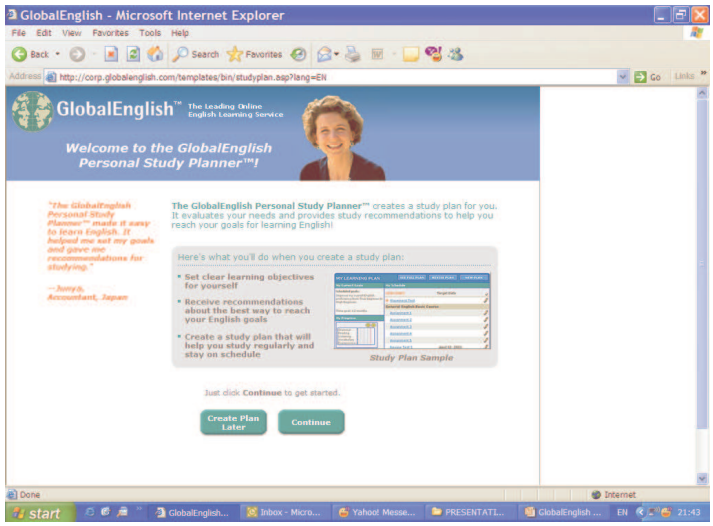
Create a personal Study Plan



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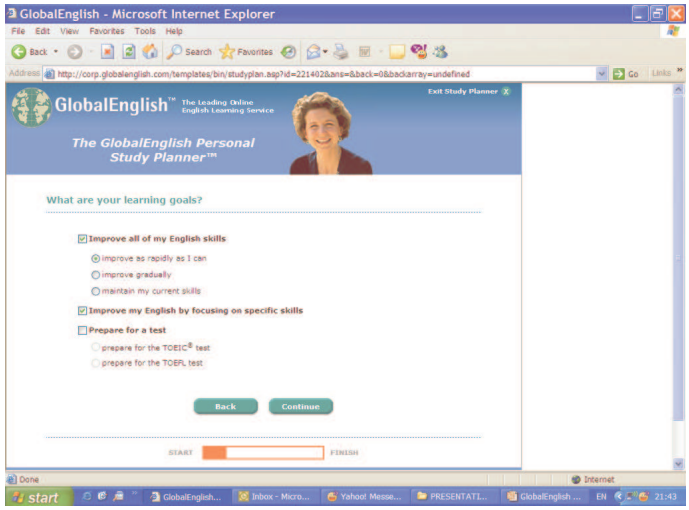
Define Goals



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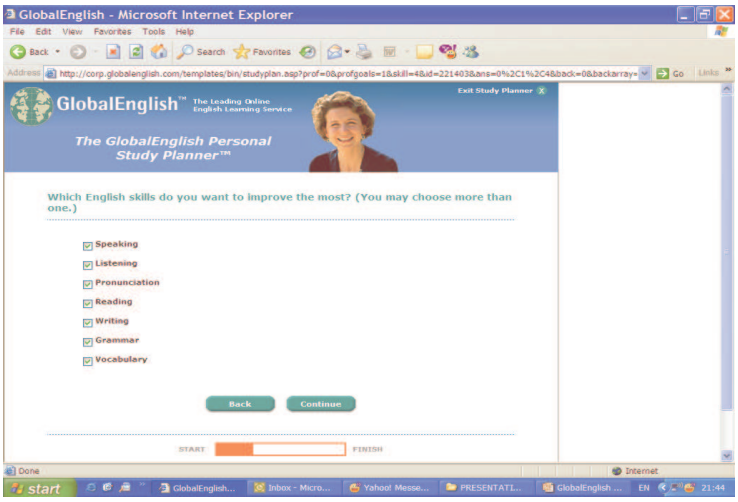
Choose Desired Skills



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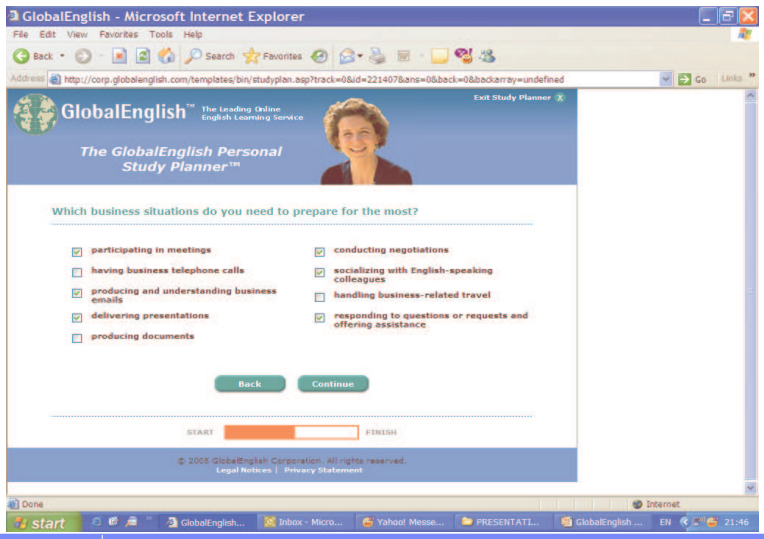
Choose Business Situations



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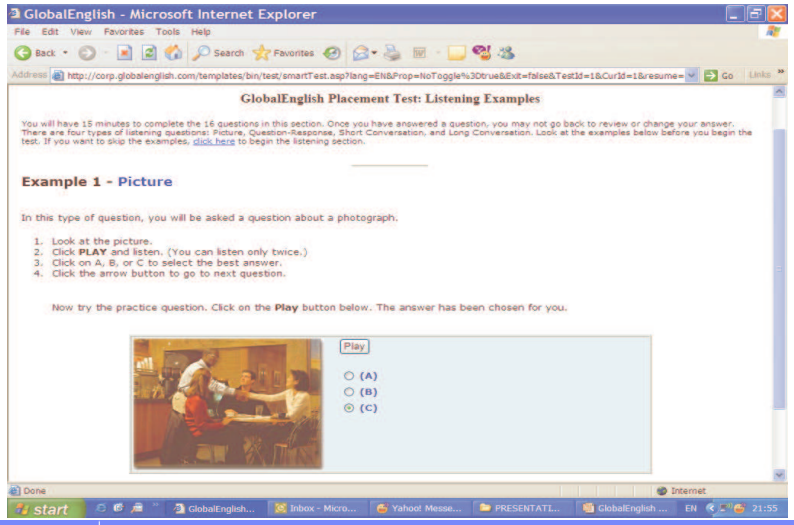
Take the Placement Test



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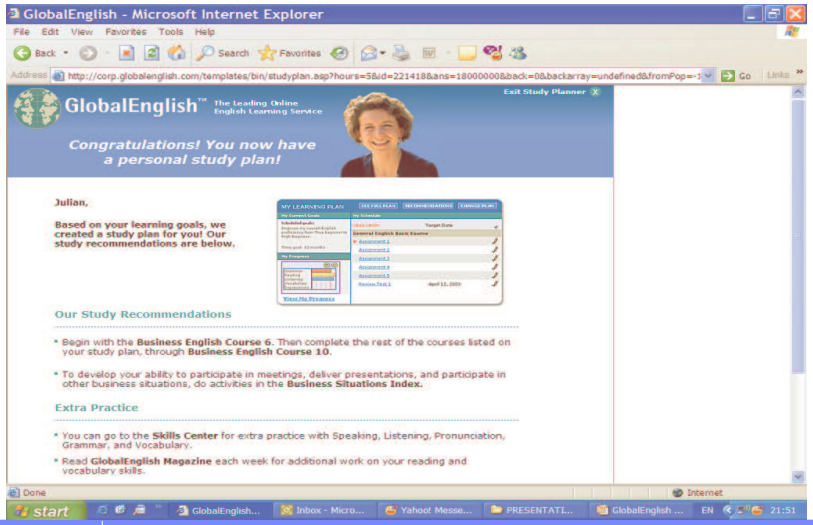
Receive Personal Study Plan



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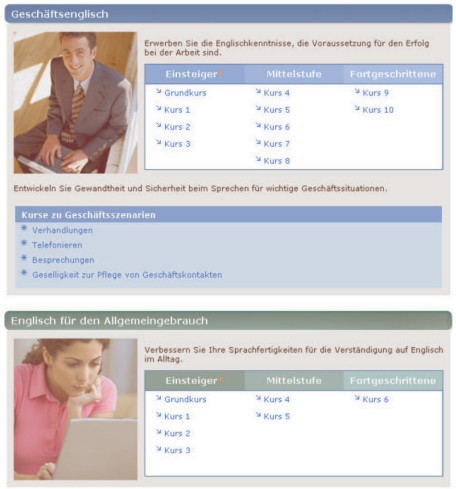
Over 1000 Hours of interactive Business English and General English course material



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

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Course Progress Test

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COLLABORATION

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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

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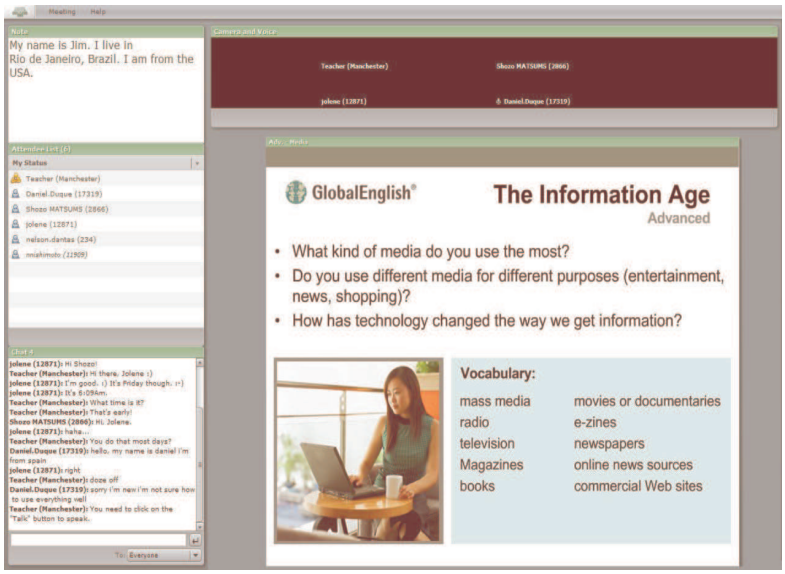

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IMMERSION

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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**

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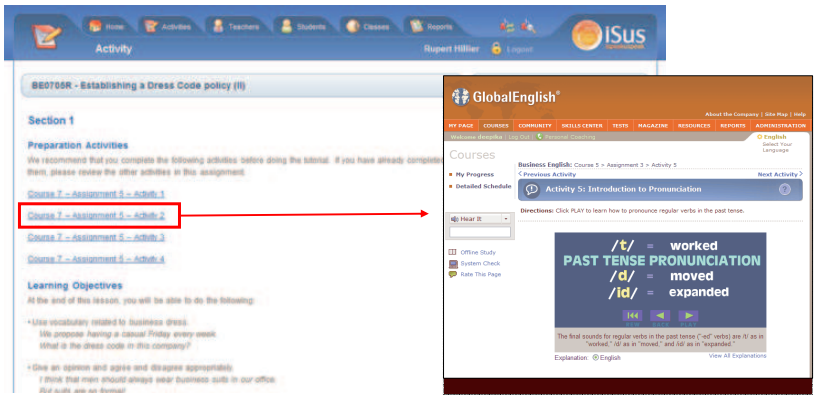
4 Types of Personal Coaching Activities
1. GlobalEnglish Assignment Based Activities

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



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2. GlobalEnglish Specialized Activities

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

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3. Mashups

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

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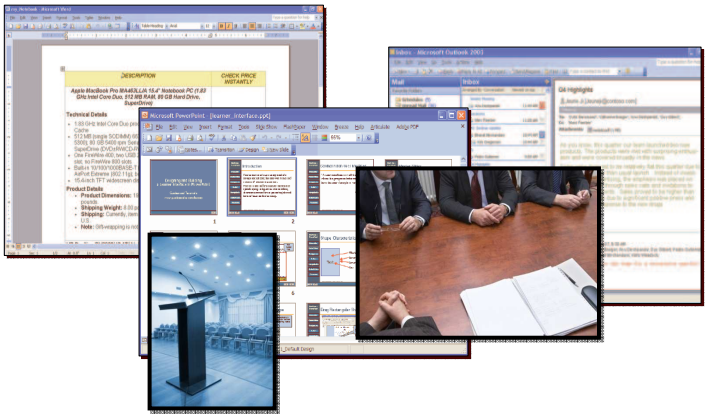
4. Learner-Driven Activities

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



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IN PERSON

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INSTRUCTOR LEAD CLASSES

Classes once a month or twice a month

Pedagogically alligned with GlobalEnglish Online

Supporting Interaction and Collaboration

Focus on speaking skills and employee´s development needs

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INFORMATION

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PRODUCTIVITY SUPPORT TOOLS

GLOBALENGLISH TOOLBAR

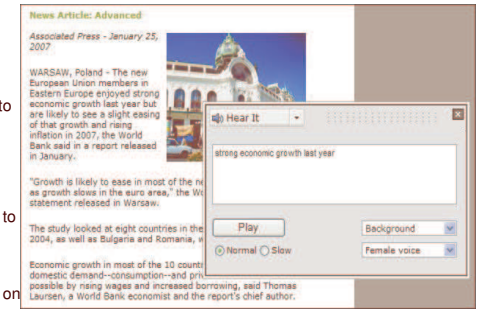
Need just-in-time support? Did you know that GlobalEnglish can give you instant help with your job?

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**



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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

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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

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Skills Center Landing Page

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EMAIL TEMPLATES

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LEARNING WORK RELATED VOCABULARY

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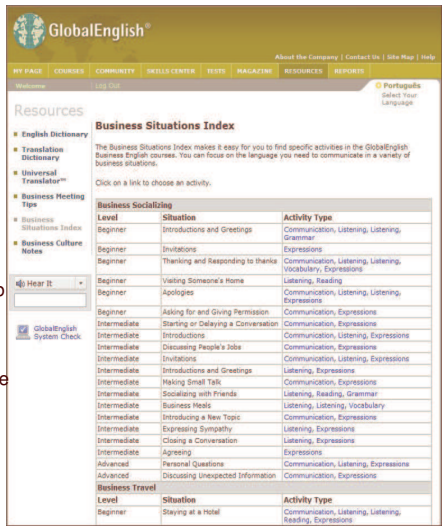
BUSINESS SITUATIONS INDEX

BUSINESS SITUATIONS INDEX

Need to practice you 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!



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