



LEARNING THROUGH COLLABORATING AND LURKING ONLINE; A CASE STUDY

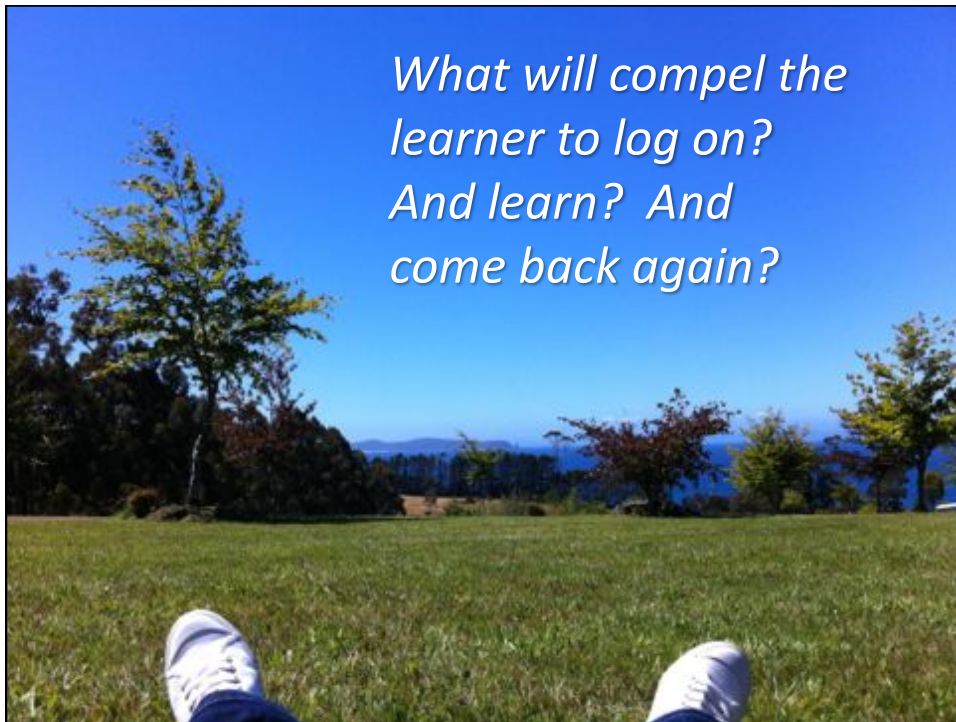
Mandy Geddes



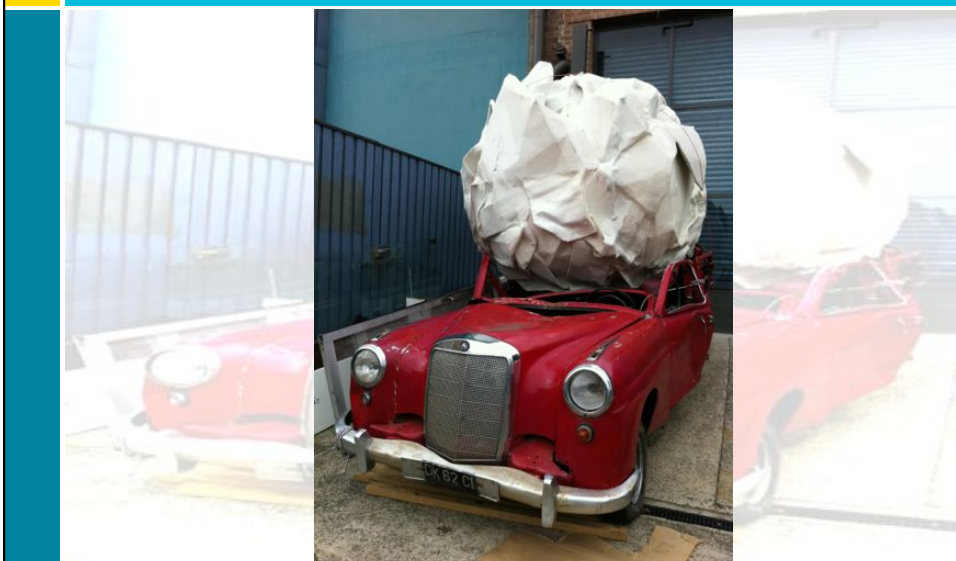
Institute of Executive Coaching

Background

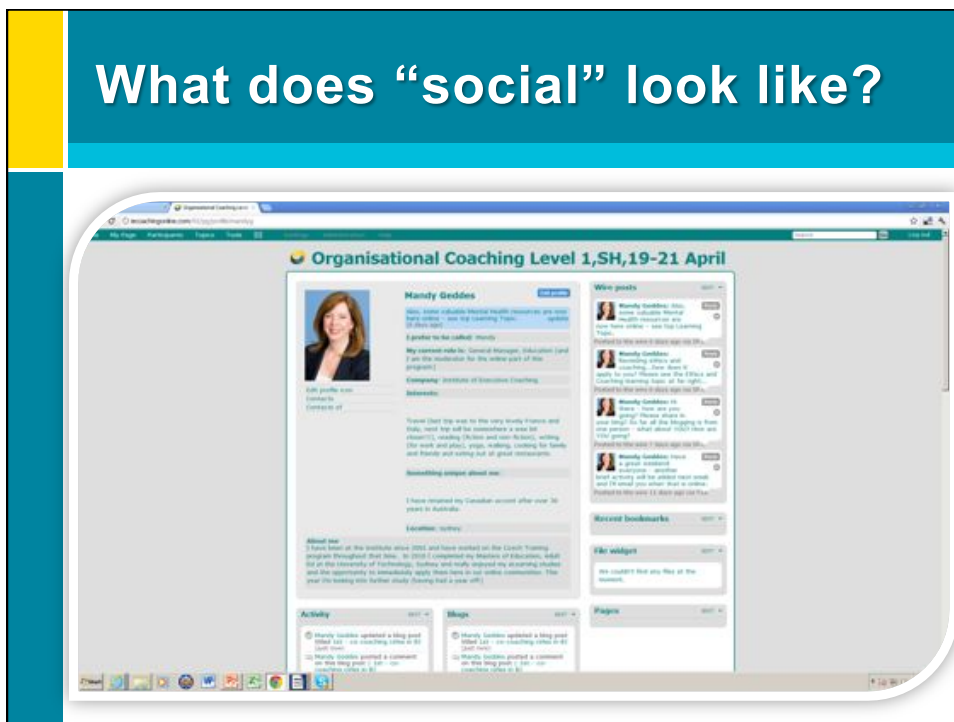
- Coach training
- Global students
- Need for blended solution
- Experiential learning style
- Start with the learner in mind
- 2009 learner journey exploration
- Learner backward, not technology forward



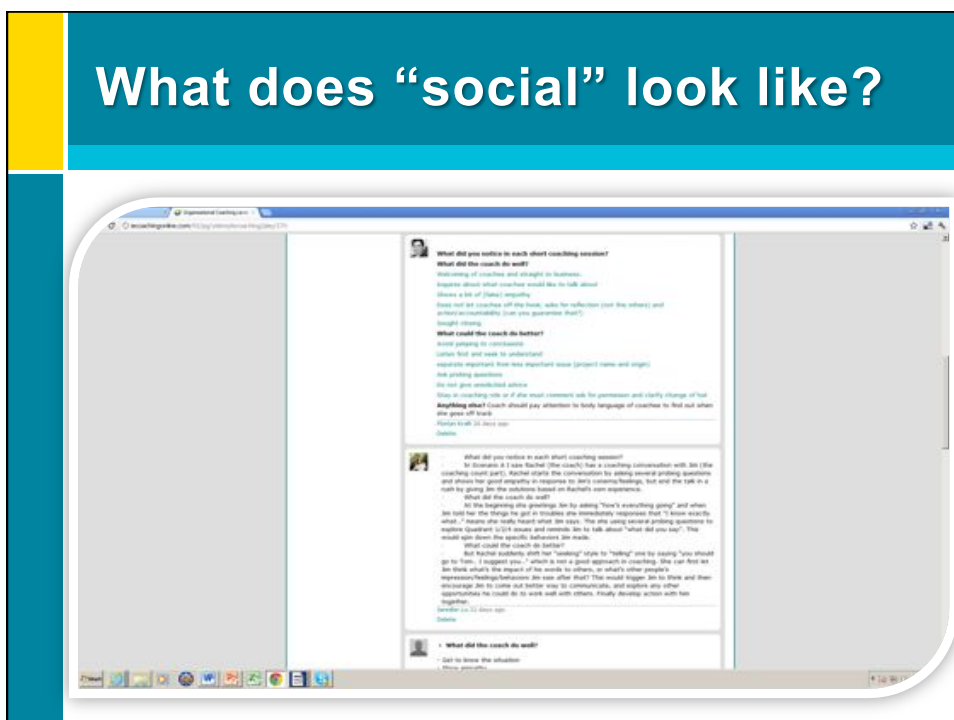
Avoid overwhelming the learner



What does “social” look like?



What does “social” look like?



Group forms... reduces anxiety...
prepares... calms and reassures



Let's take a look inside



Learning through lurking

- Not everyone is comfortable contributing in the “public space”
- Some lurk (and still learn)
- Valid learning experience
- Understanding is confirmed through written task



Outcomes

- Far higher and measurable participation
- Across timezones and cultures
- Rich interaction
- Reflects experiential learning style
- Faster and more flexible completion
- Higher completion rates
- Builds community
- Less expensive

Other applications

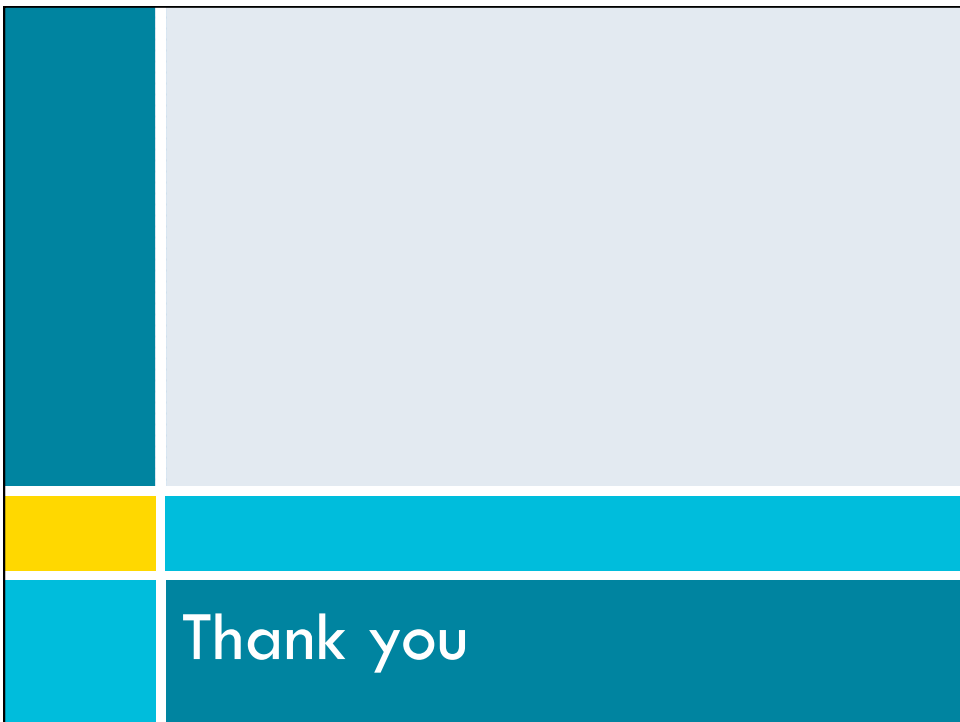
- Client communities of practice
- Alumni community – <http://iecoachingonline.com/cop>
- Social learning “classrooms”
- Resource repositories
- A place to meet up
- Other technologies
- In house

Lessons learned

- Be learner (user) focused
- Make it social
- Provide motivation
- Be in it for the long haul



Questions and Discussion



Thank you