



Effective Blended Learning

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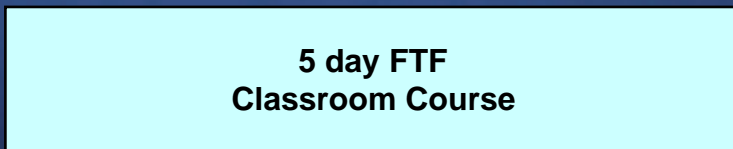
- ▶ What is it really?
- ▶ It's all in the blend!
- ▶ Some Home Truths
- ▶ Beyond the Bandwagon



What is Blended Learning?

“ an integrated learning process ‘blending’
together the best of multiple modes of learning;
typically including face-to-face and e-learning ”

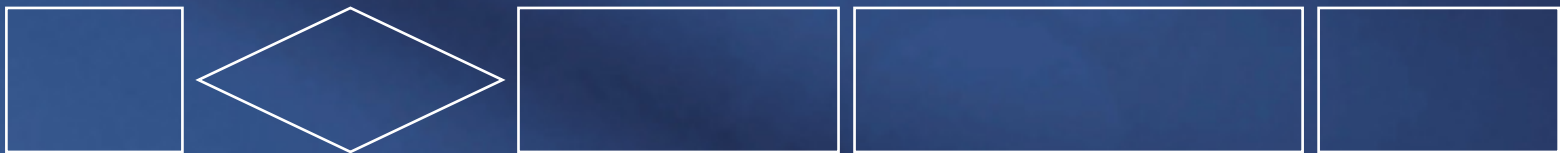
- ▶ Combination of e-learning, face-to-face and other learning modes
 - Including self-paced, coaching, assessment, ...
 - A logical sequence of learning interventions
- ▶ E.g.



- ▶ becomes



- ▶ Analyse the underlying business and learning dynamics and needs
- ▶ Redesign block courses into a sequence of interventions
- ▶ Use the most appropriate mix of delivery approaches to maximise the value of the individual interventions and the overall programme
 - Not just FTF and 'e'



	STRUCTURE	CONTENT	PARTICIPATION	FACILITATION
1	Fixed	Fixed	Solo	None
2	Flexible	Flexible	Supportive	Directed
3	Dynamic	Dynamic	Collaborative	Facilitated
Information Transfer	1	1	1-2	1-2
Basic Skill Acquisition	1	1-2	2	2
Advanced Skill Development	2	2-3	3	3
Adaptive Expertise Development	3	3	3	3

▶ Drivers:

- High value interaction/support
- Behavioural
- Motivational
- Coaching
- Supervised physical tasks

▶ Issues:

- Delivery costs
- Travel & subsistence costs
- Opportunity costs
- Logistical constraints (cost, time, geography)



The dynamics that drive 'e'

▶ Drivers:

- Scale
- Time to delivery
- Cost of delivery
- Inefficiency of T&S
- Limitations of FTF approaches
- “Just in time”
- Remote support/coaching

▶ Issues:

- Access / Infrastructure
- Cultural acceptance
- Development costs

- ▶ Tendency to use 'e' for:
 - Basic knowledge acquisition
 - Pre-testing of prerequisite knowledge
 - Background learning support and facilitation
 - Remote access to learning content

- ▶ Tendency to use FTF for:
 - Behavioural or motivational sessions
 - Understanding how to apply the learning
 - High-touch personal support / coaching
 - De-risking high-value learners

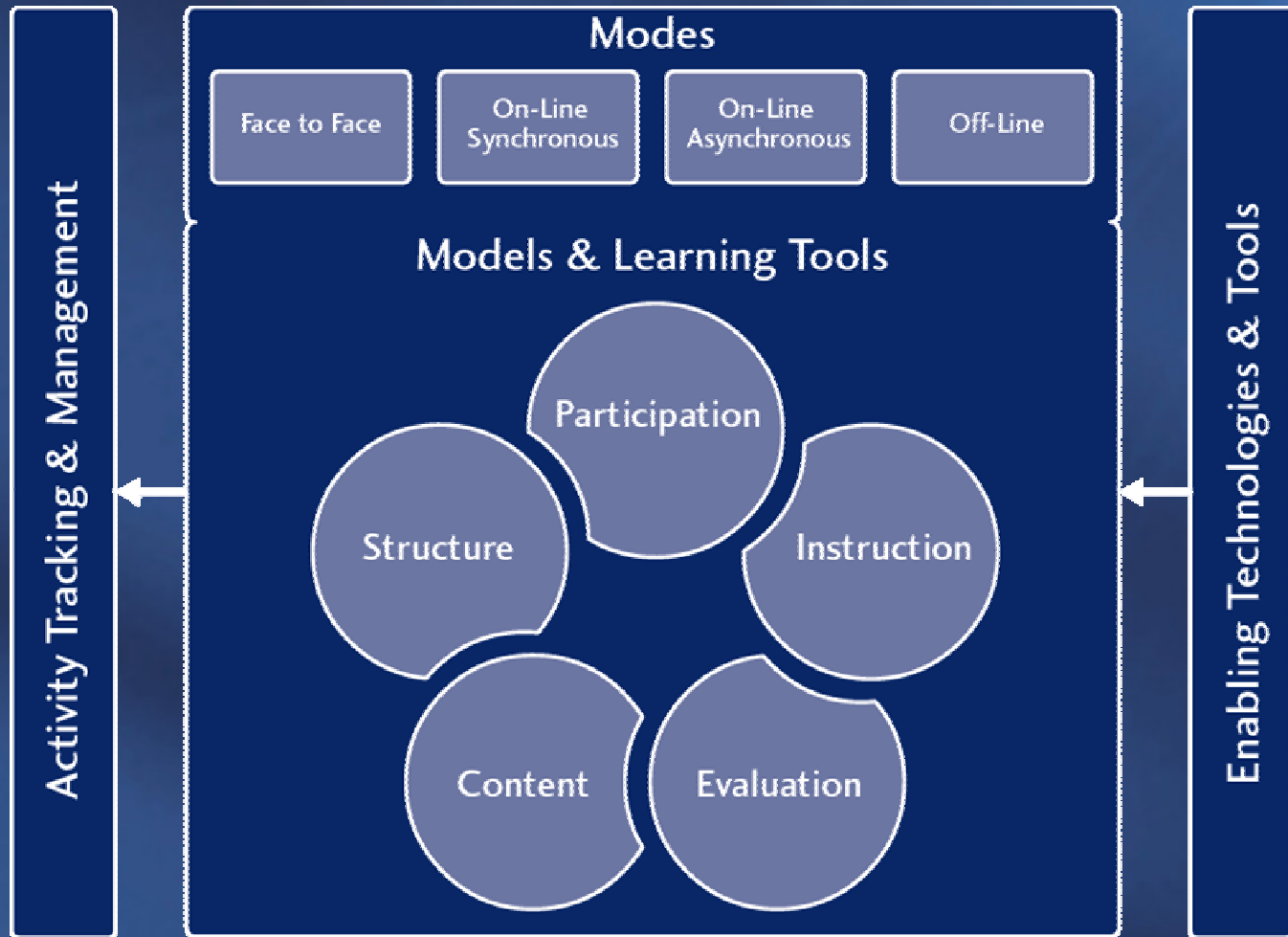
- ▶ Most learning has always been blended
 - Workbooks, video, ...

- ▶ So what's the difference with "blended learning"?
 - Must it have some 'e'?
 - The blend is the key, rather than the classroom or workbooks at a distance

- ▶ Block courses become fragmented into many components
 - Need coordinating & tracking

- ▶ 'e' doesn't just equal e-content
 - E-content
 - E-assessment
 - E-collaboration
 - E-simulation
 - ...

- ▶ Face-to-face doesn't just equal classroom
 - Classroom
 - Workshops
 - 1:1 coaching
 - Collaborative action learning
 - On the job mentoring
 - Assessment



- ▶ Partly a market bandwagon for training providers and e-learning vendors
 - E-learning vendors sell with, not against, mainstream training suppliers
 - Training suppliers think they can retake control of the agenda

- ▶ Enables greater mixture of generic, tailored and bespoke content and resources

- ▶ Magnifies the need for management & tracking
 - Many more components!
 - More 'e'.

- ▶ Creates big challenges for classroom training providers

- ▶ Changes the logistics of classroom use
 - Breaks apart block courses into shorter chunks spread over longer elapsed times
 - Increasing focus on behavioural/role play etc.
 - Reduces/removes stand-and-teach knowledge acquisition
 - now done on-line

- ▶ Changes the skills of the instructors
 - From instruction to facilitation
 - From delivery to coaching
 - More application orientated
 - More customised

- ▶ The economics of classroom delivery
 - Utilisation of classrooms
 - Business model and profitability
 - “Value Added”

- ▶ Profile of resources
 - Instructor skillset & utilisation
 - Nature and role of development and delivery partnerships
 - Investment approach

- ▶ What wags what? (or Who wags who?)

- ▶ Likely to become the dominant approach for delivering core developmental programmes
- ▶ Expect to do more than chopping down classroom time and doing upfront on-line
 - Reengineer the learning process
 - Focus on maximising value-added and flexibility
- ▶ 'e' does not equal e-content
 - Think about facilitation, assessment, collaboration, simulation, ...
- ▶ Big challenges for classroom providers = slow to really innovate and change their core model



Any Questions?

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▶ Resources

- eLearnity White Papers
- Market News
- Best Practice Research

<http://www.elearnity.com/whitepaper>

<http://www.elearnity.com/news>

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