

The New Learning Landscape



Critical Success Factors for Small Associations

presented for SALA by Jeff Cobb



& Celisa Steele, co-founders of Tagoras

tagorasTM
<inquiry><insight><action>

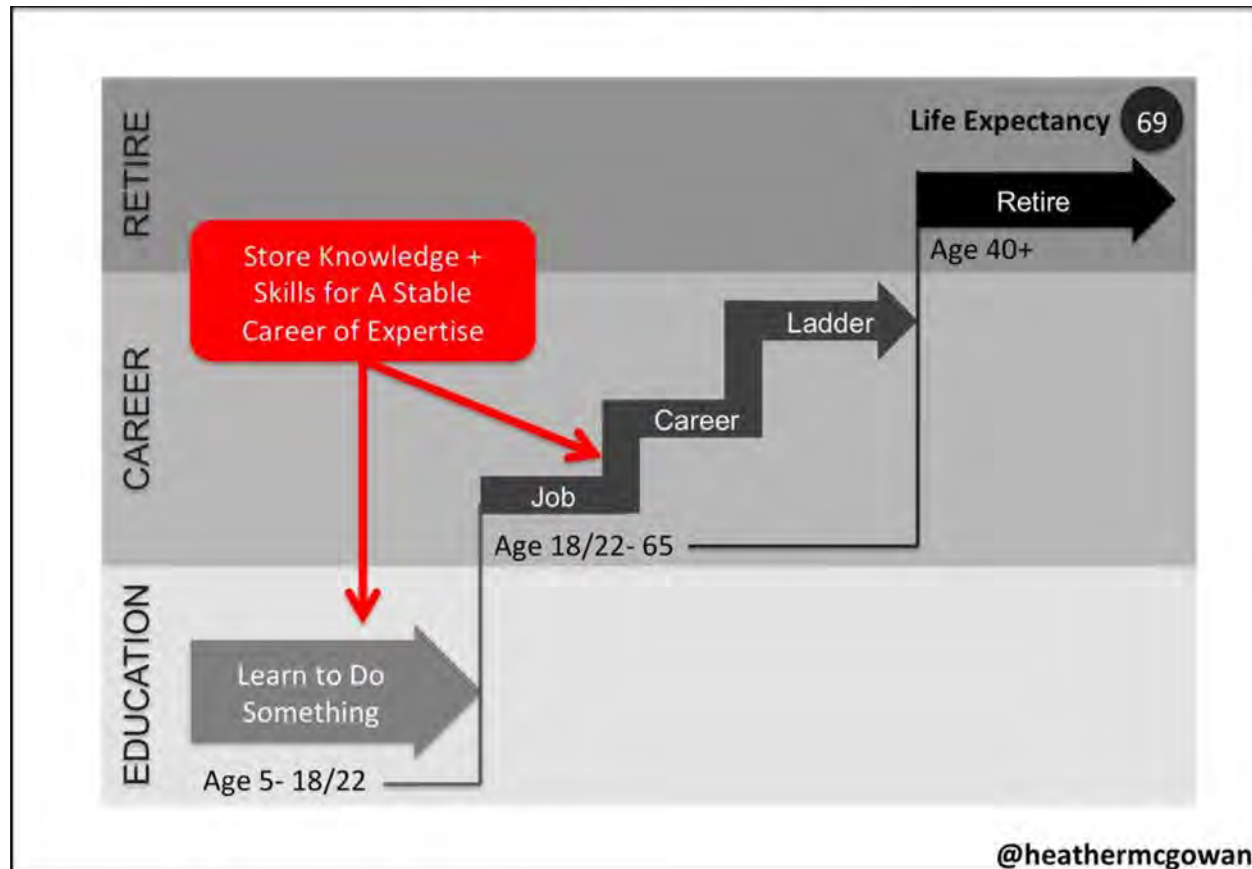


What questions do you have about the learning landscape?

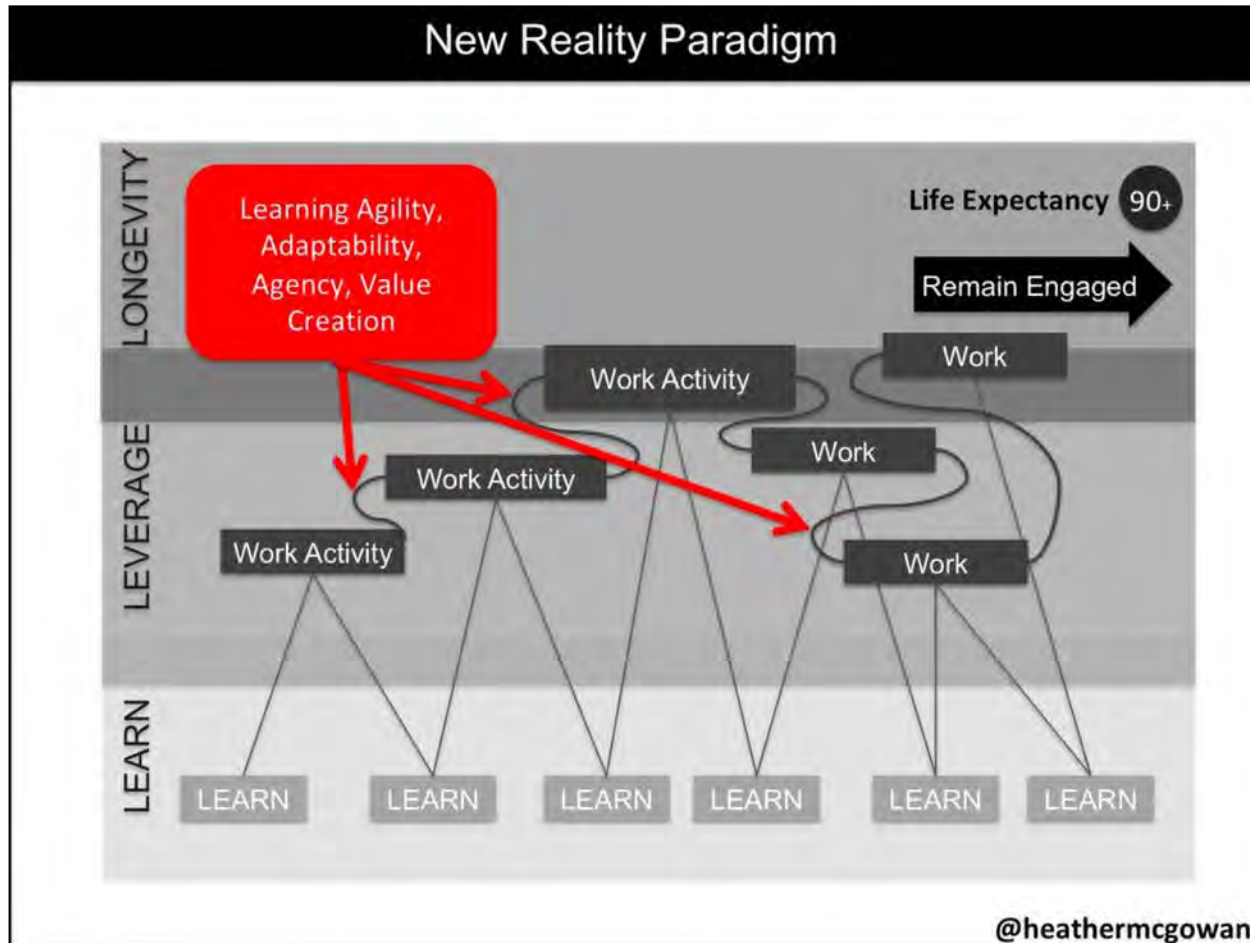
What are your questions about providing high-value learning?



How the market for adult lifelong learning has changed



Source: <https://www.heathermcgowan.com>



K12

Higher
ed

DIY
learning

Trade and
professional
associations

Training
companies

...the other 55+ years...

Continuing
ed through
colleges and
universities

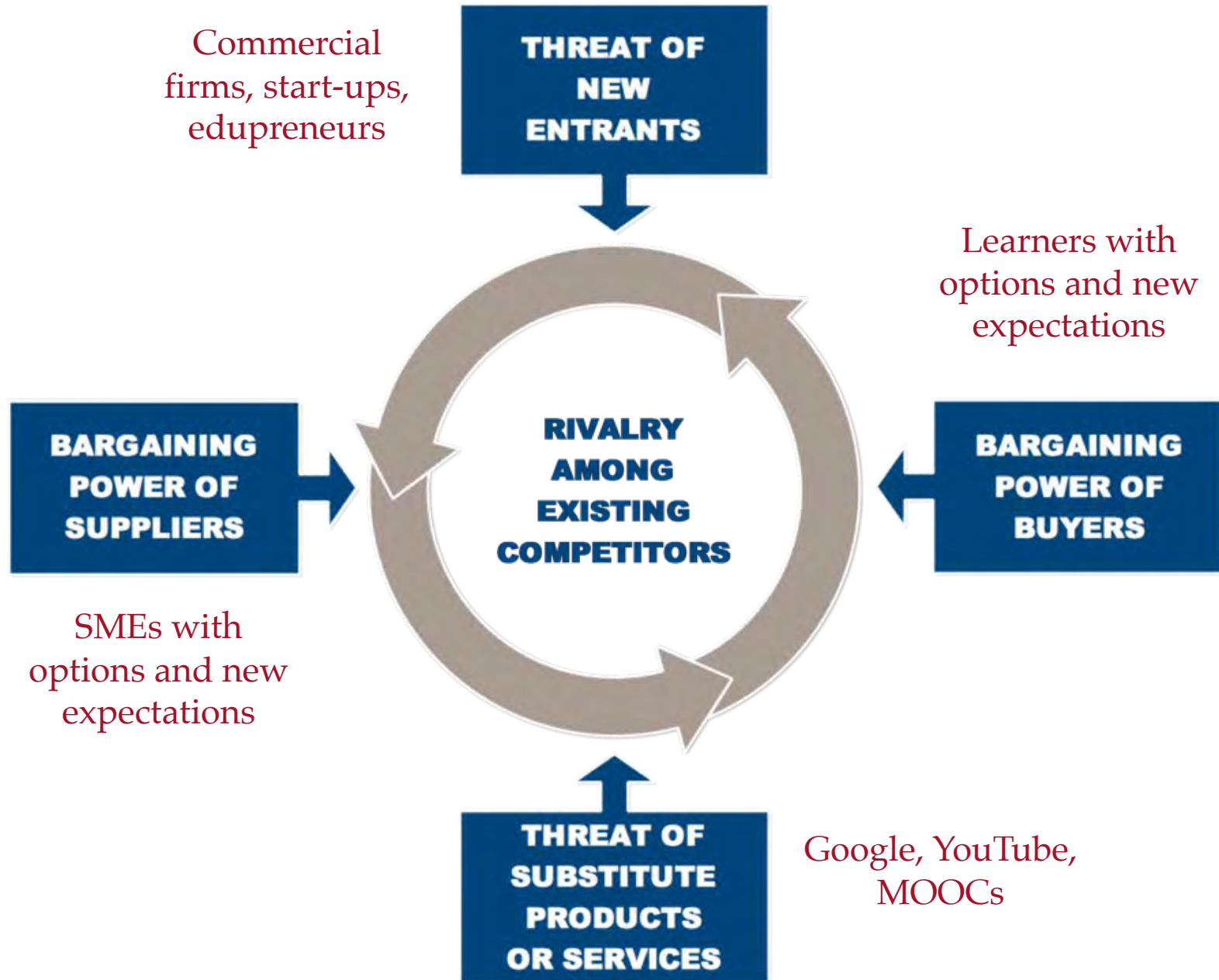
Community
education

Solo
edupreneurs

K12

Higher
ed

Third sector of
education



mindset shift

Less

education

more Learning

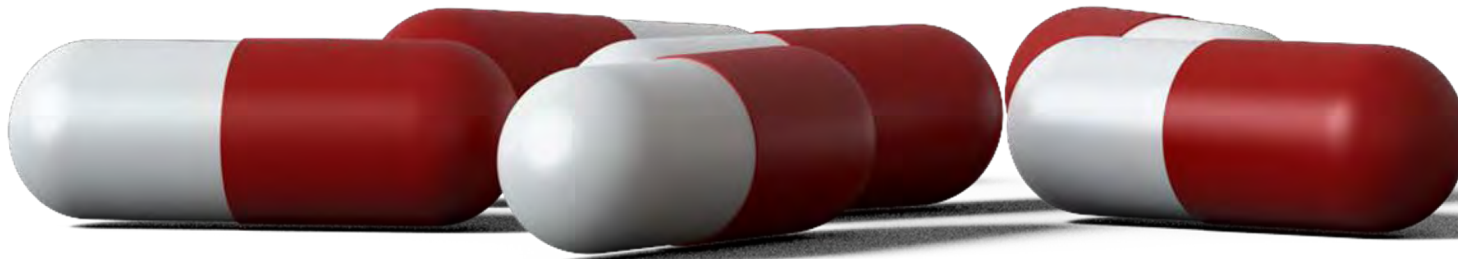


What are your questions about
the new learning landscape?



How to remain (or become) a high-value source of learning

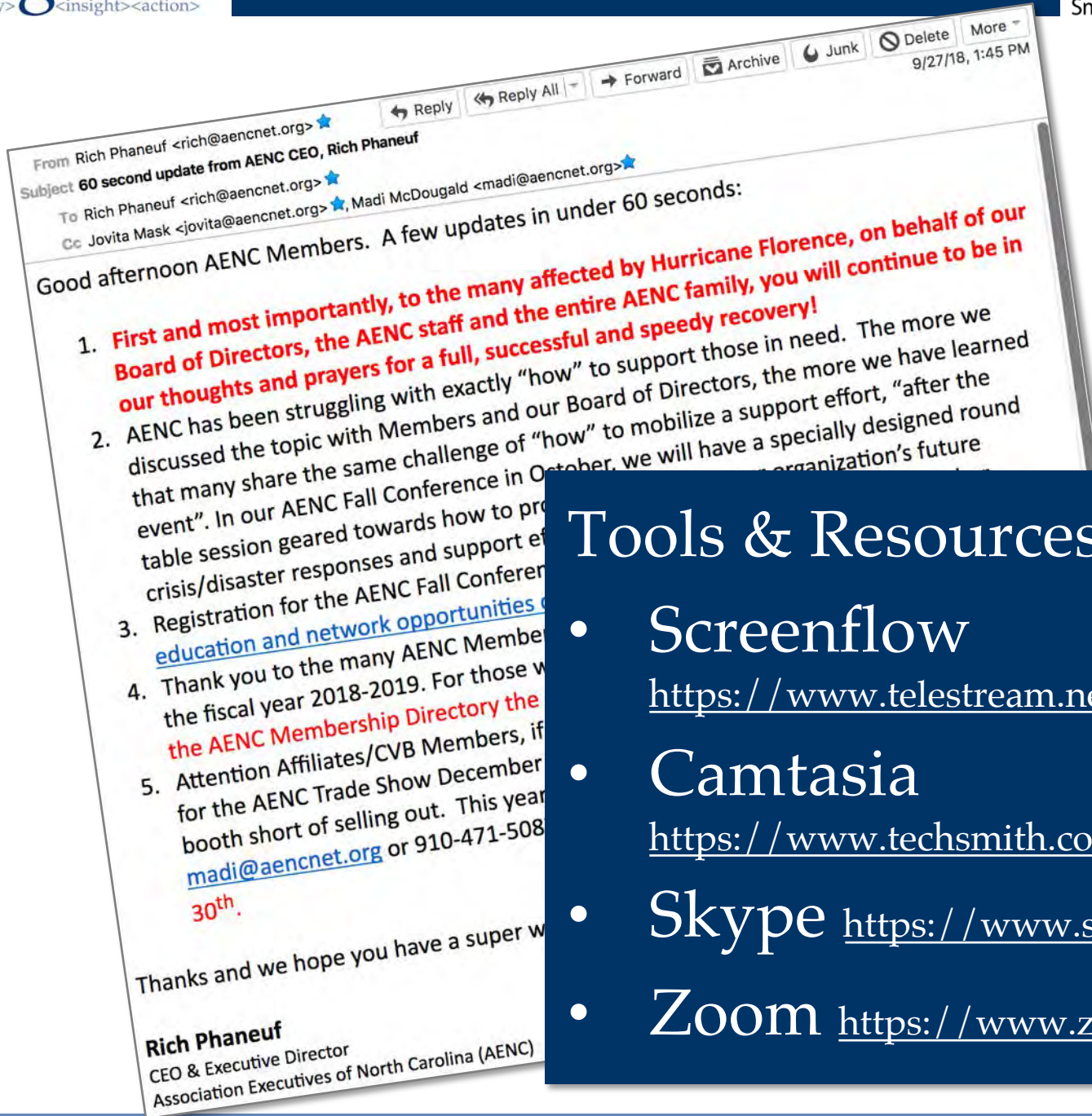
Minimum Effective Dose



Minimum Effective Dose

- Short
- Focused
- Accessible
- Immediately usable





Tools & Resources

- **Screenflow**
<https://www.telestream.net/screenflow>
- **Camtasia**
<https://www.techsmith.com/video-editor.html>
- **Skype** <https://www.skype.com>
- **Zoom** <https://www.zoom.us>

For Now

- What questions do you have about the minimum effective dose?

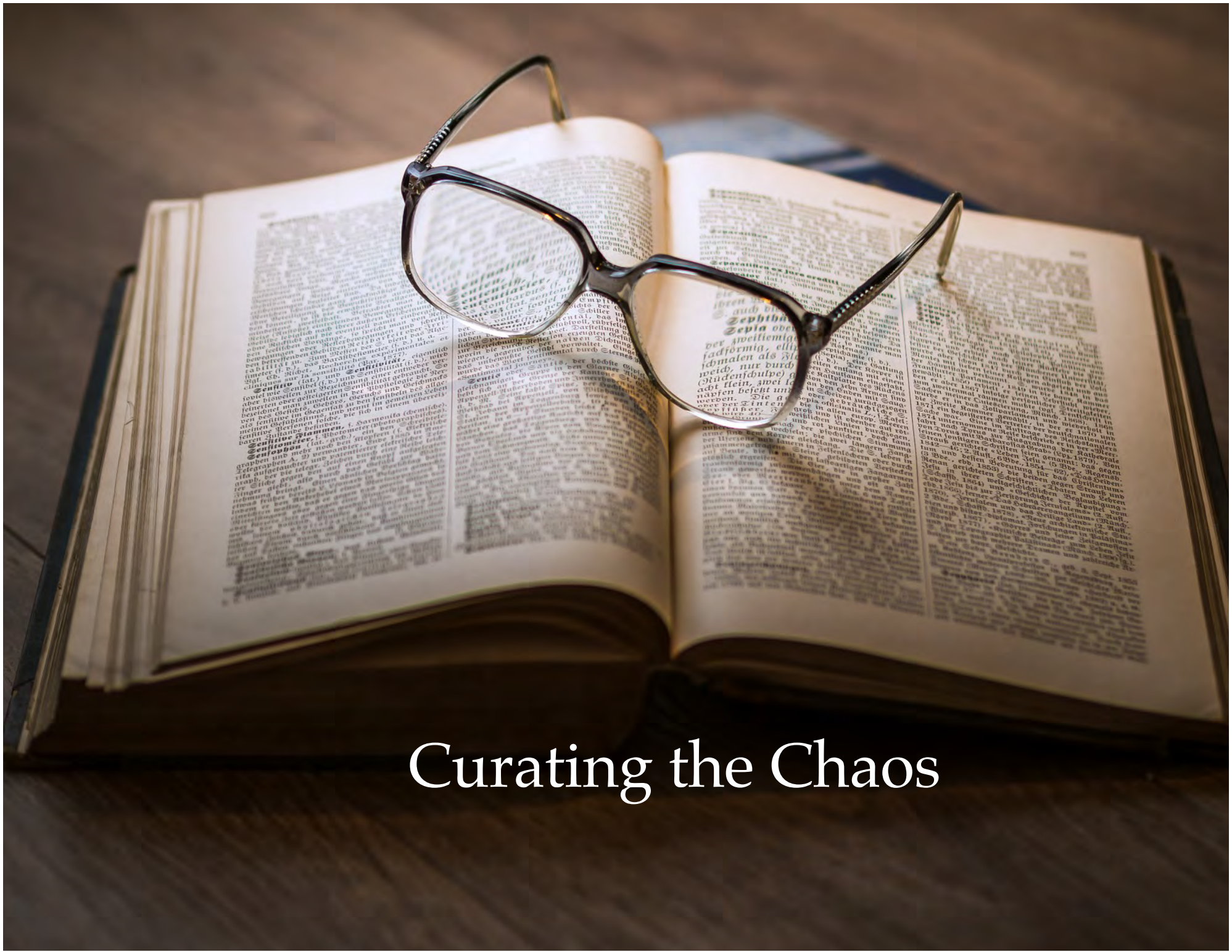
For Later

- What high-value content do you have that could be put in a short, focused, accessible, and immediately useable format?





Curating the Chaos



Curating the Chaos

Dear Celisa,

To help you through the dog days of summer we've put together another high-value collection of Leading Links. One quick reminder:

- If a first or next learning platform is in your plans for the coming six months or so, be sure to check out the [Learning Platform Selection Boot Camp](#). It's the most cost-effective approach there is to gaining the skills you need to manage a successful platform selection process.

Now, on to the links:

- **[Leadership]** [Learning How to Learn](#) - In this brief, but rich post, Ed Batista ranges from neuroscience research to concepts like framing to paint a portrait of how leaders should approach learning. As he notes - and we wholeheartedly agree - the type of learning h advocates does not just happen spontaneously. "If you truly value learning, you should be able to look at your it will happen on a regular basis." Indeed. Schedule some time to read this one.

- **[Strategy]** [Here's How You Know Your](#) linked to source across all of our Leading In this post for Innovation Excellence. Sa world and the answer to that problem is a new problem to solve." So, are you se new problems?

- **[Portfolio]** [Microlearning Malarkey](#) thoughtful people come along with pi Learning podcast guest) always play

- **[Marketing]** [How to Get Powerful Conversions](#) - We come back to t convert education customers in to businesses do them badly, if at al

- **[Capacity]** [The Productivity B](#) Harvard Business Review blog productivity booster. Maybe the

- **[Trends]** [learning for the ne](#) mainstream latest thinking or Jarche gives us a glimpse b

That's it. If you enjoy and get value c
[subscribe](#).

Jeff & Celisa

Tools & Resources

- **Feedly** <https://feedly.com>
- **Feedly basics**
<https://www.leadinglearning.com/building-your-curation-toolbox-feedly>
- **Pocket** <https://getpocket.com>
- **Leading Learning Newsletter**
<https://www.tagoras.com/newsletter>

For Now

- What questions do you have about curating the chaos?

For Later

- What topics might you focus on?
- What sources might you leverage for curated content?
- How might you share curated content?







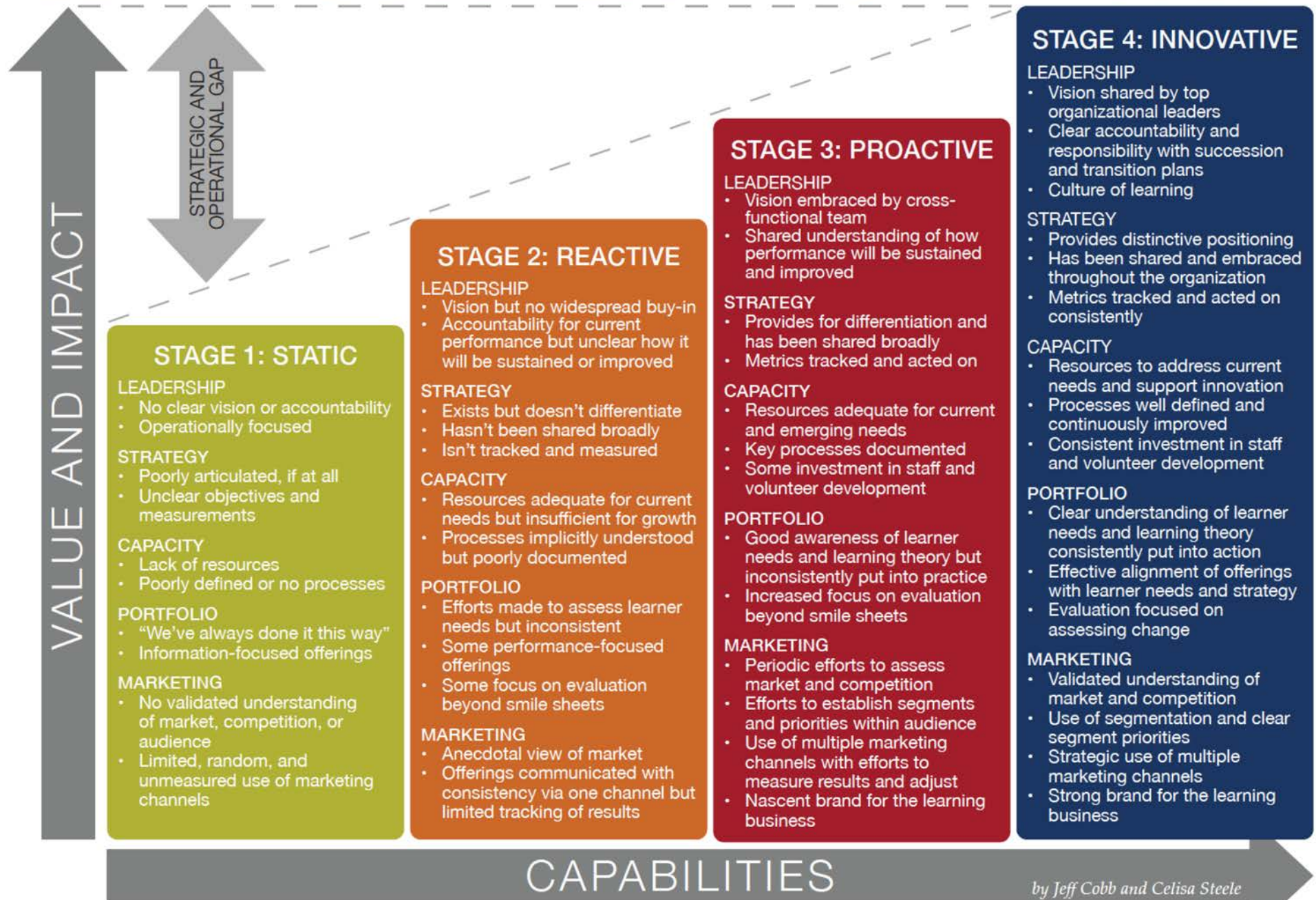
Framing a Vision

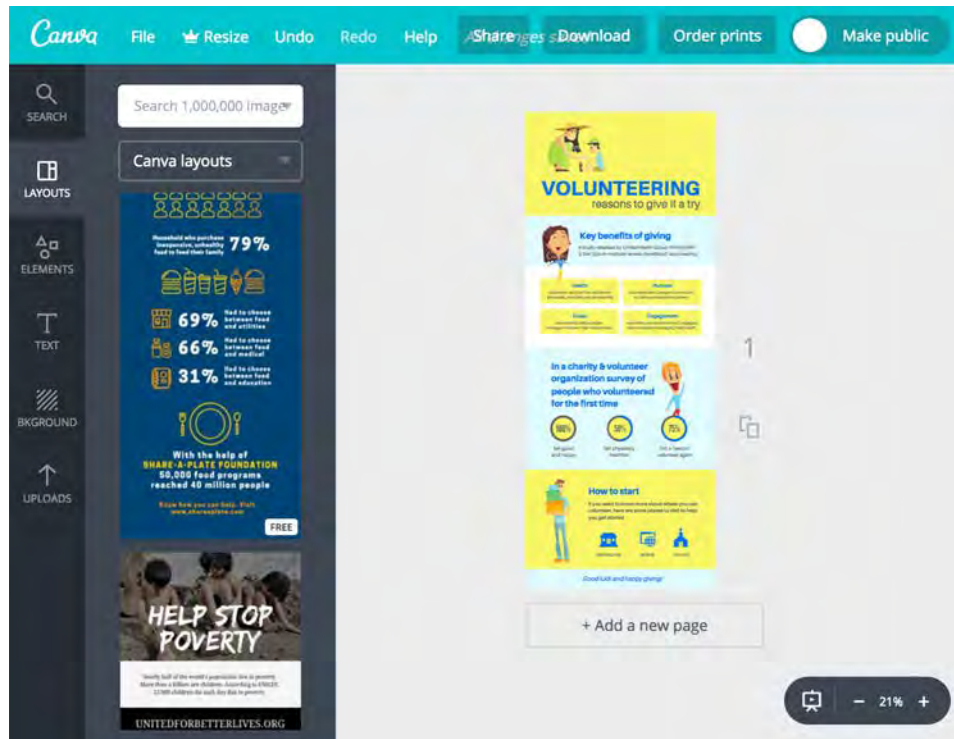
Directors and Experienced Managers

Individual Contributors	Team Leaders	Supervisors	Managers	Managers	Managers	Managers
<p>Stepping Up to Supervision Certificate Program</p> <p><u>View Course Description</u></p> <p><u>Topics covered:</u></p> <ul style="list-style-type: none"> Moving from Individual Contributor to Supervisor Assessment and Development for Future Role Managing Tasks and People Planning and Goal Setting Manage Time and Priorities Motivating and Setting Clear Expectations Demonstrating Leadership in Your Current Role <p>Two consecutive full days</p>	<p>Team Leader Certificate Program</p> <p><u>View Course Description</u></p> <p><u>Topics covered:</u></p> <ul style="list-style-type: none"> Role of the Team Leader Characteristics of an Effective Leader Communicating your Message Resolving Conflict and Handling Difficult People Setting SMART Goals Providing Performance Feedback Motivating and Improving Employee Productivity Training for Results <p>Two consecutive full days</p>	<p>Fundamentals of Supervision Certificate Program</p> <p><u>View Course Description</u></p> <p><u>Topics covered:</u></p> <ul style="list-style-type: none"> Being an Effective Supervisor Developing Trust and Credibility Developing SMART goals Delegating the Work Communication Styles Principles of Effective Communication Managing and Resolving Conflict Motivation and Feedback <p>Two consecutive full days</p>	<p>Managing for Results Certificate Program</p> <p><u>View Course Description</u></p> <p><u>Topics covered:</u></p> <ul style="list-style-type: none"> Managing in Today's Workplace Characteristics of a Successful Manager Effective Communication Skills Feedback for Reinforcement and Improvement Coaching for Success Skill / Will Matrix Building and Sustaining Employee Engagement Capstone Exercise and Commitments <p>Two consecutive full days</p>	<p>Practical Management I Certificate Series*</p> <p><u>View Course Description</u></p> <p><u>Topics covered:</u></p> <ul style="list-style-type: none"> Improving Communication Using the DiSC® Assessment Maximizing Performance: The Power of Feedback Developing Others Through Coaching Inspiring Employee Motivation Workplace Laws for Managers and Supervisors Interviewing for Success Managing Problem Performance Conducting Effective Performance Appraisals <p>Four full days (eight three-hour courses held over two months) Three-hour courses may be taken individually</p>	<p>Practical Management II Certificate Series*</p> <p><u>View Course Description</u></p> <p><u>Topics covered:</u></p> <ul style="list-style-type: none"> Building Relationships Using the Myers-Briggs Type Inventory® Bridging Generational Differences in the Workplace Managing Conflict within Your Team Managing Change Time Management: Analyze, Strategize, and Attack Steps to Delegating Effectively Leading Productive Meetings Building Successful Teams <p>Four full days (eight three-hour courses held over two months) Three-hour courses may be taken individually</p>	<p>The 5 Leadership Practices Certificate Program</p> <p><u>View Course Description</u></p> <p><u>Topics covered:</u></p> <ul style="list-style-type: none"> Prepare for the leadership journey Practice 1: Model The Way Practice 2: Inspire a Shared Vision Practice 3: Challenge The Process Practice 4: Enable Others to Act Practice 5: Encourage the Heart Make Commitments and Action Planning <p>Two consecutive full days</p>

Source: <https://www.capital.org/s/supervisory-and-management>

LEARNING BUSINESS MATURITY MODEL™





Tools & Resources

- Canva
<https://www.canva.com>
- Fiverr
<https://www.fiverr.com>
- 99 Designs
<https://99designs.com>
- Maturity Model
<https://www.tagoras.com/maturity>

For Now

- What questions do you have about framing a vision?

For Later

- What content is both essential and complex?
- How might you frame that content to provide focus?



Community as Competitive Advantage



Dynamic Panels



Curated Connections

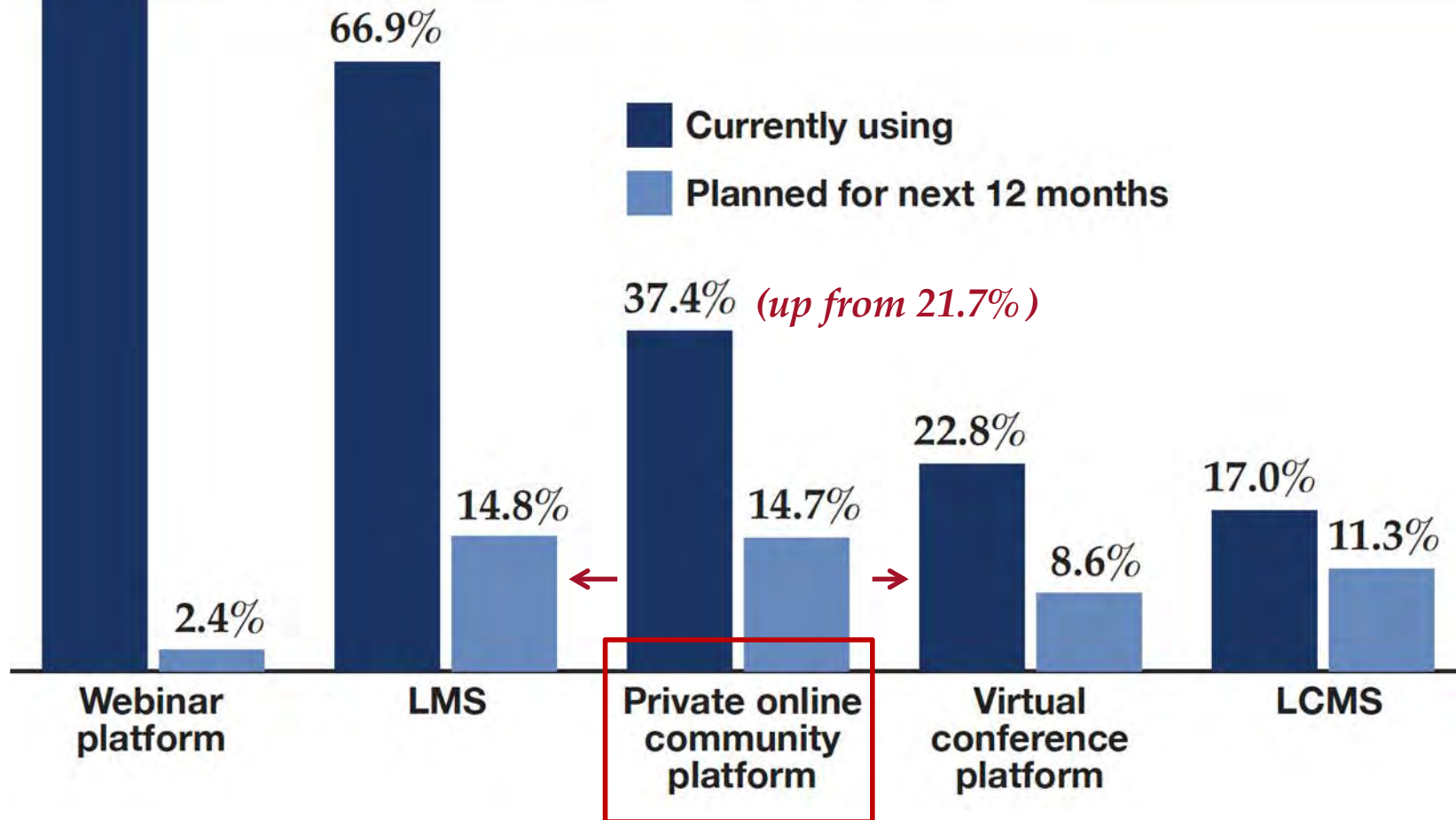


Collaborative Coaching



91.8%

Does your organization use a technology platform dedicated to delivering or enhancing learning? (173 responses)



Source: Association Learning + Technology by Celisa Steele and Jeff Cobb (Tagoras, 2017).

Tools & Resources

- Collaborative Coaching <https://www.tagoras.com/hot-seats-collaborative-coaching>
- Social Learning <https://www.tagoras.com/defining-and-designing-social-learning>
- Richard Millington
<https://www.leadinglearning.com/episode47>

For Now

- What questions do you have about community as a competitive advantage? *Or anything we've covered?*

For Later

- What role does community play in your learning?
- How might you leverage community for learning?



Leading Learning Newsletter

Dear Celisa,

To help you through the dog days of summer we've put together a reminder:

- If a first or next learning platform is in your plans try [Platform Selection Boot Camp](#). It's the most comprehensive guide to manage a successful platform selection process.

Now, on to the links:

- **[Leadership]** [Learning How to Learn](#) - In this post, we explore concepts like framing to paint a portrait of how you and your wholeheartedly agree - the type of learning you want to see in your learning, you should be able to look at your own learning. Schedule some time to read this one.
- **[Strategy]** [Here's How You Know Your LMS](#) - This post is linked to source across all of our Leading Learning posts. In this post for Innovation Excellence, Sara shares her perspective on the world and the answer to that problem isn't always obvious. "a new problem to solve." So, are you seeing new problems?
- **[Portfolio]** [Microlearning Malarkey](#) - This post is linked to thoughtful people come along with pinpoints of insight. Learning podcast guest) always play a role in our posts.

Leading Learning Podcast

*audio intelligence
for learning leaders*



**REVIEW MY
LMS**

<https://www.tagoras.com/sala>

productivity boost.

- **[Trends]** [Learning for the next industrial revolution](#) - This post is linked to mainstream latest thinking on education is outdated. If you want to see the most obvious approach to learning, you need to look at the edge. (And be sure to read the posts that he links to.) Jarcho gives us a glimpse beyond the edge. (And be sure to read the posts that he links to.)

That's it. If you enjoy and get value out of our e-mails, please forward this one to a friend or colleague and suggest that they [subscribe](#).

Jeff & Celisa

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