

## ***Top Ten Predictions for 2010***

### ***Who's predicting what and Towards Maturity's 'Definitive List'!***

It's that time of year when everyone seems to feel compelled to generate their list of 'Top Ten Predictions' for 2010 – or perhaps their Top Five or Top Seven! We didn't want to feel left out so rather than compile another 'Top Ten' list we thought it might be fun to develop the 'Definitive Top Ten' list based on the thoughts and ramblings of many of those respected in the industry who are members of our 'Community of Excellence', sprinkled with some of our own insight.

Of course the beauty of this crystal ball gazing is that if you're proved right at the end of the year then you clearly have an in-depth understanding and unrivalled insight into the world of learning technologies. If you're wrong then you can simply blame social, economic and political factors that were unknown at the time you compiled your list – quite a handy 'get out of jail' card really!

Some, like our colleague and industry commentator Clive Shepherd, choose to review their 2009 projections to see how close they were 12 months later. Others 'play safe' with predictions that most of us could make about operating in global markets, facing increased competition, the current economic climate and the political landscape etc so we'll focus on those predictions that are perhaps a little more forward thinking and of particular relevance to learning & development.

### ***Who's predicting what?***

Here is a quick summary highlighting who is predicting what for 2010:

#### ***Training Zone***

**Training zone** did a number of on-the-spot [interviews](#) at the Learning Technologies 2010 Conference and Exhibition in January to compile their list of '*which training trends will be prevalent in 2010?*' *Byte size learning* and *live online sessions* have been with us a while so I'm not sure should be seen as great trend setters, but the anticipated *growth in use of social media* is shared by many, and that includes *embedding informal learning in learning programmes*. *Closing skills gaps* would strike me as a mandatory requirement for all L&D teams so can't really be viewed as a 'trend', as should *'closer ties to HR systems & performance management'*. But I am intrigued by the prediction of *'sophisticated blended learning programmes'* and *'utilising/converting existing materials'*. I can see the logic of the final prediction as many may elect to review existing learning assets and effectively 'digitise' them for extended use.

Listen to the full interviews here:

<http://www.trainingzone.co.uk/topic/learning-technologies/which-training-trends-will-be-prevalent-2010/132928>



## ***Learning Technologies 2010***

Don Taylor - chair of Learning Technologies, shared his 3 key predictions for this year with an [interview](#) with TrainingZone. Don's top 3 are:

- *Social learning*
- *Expanded use of webinars and virtual classrooms*
- *Mobile learning.*

Don even ventures some predictions for 2011 such as Augmented Reality, Cloud Computing and its impact on L&D who he also feels will need to redefine themselves – if they haven't already! But for the moment we'll just look at 2010!

You can listen to Don here:

<http://www.trainingzone.co.uk/topic/learning-technologies/three-minute-interview-donald-taylor-chair-learning-technologies/133225>

## ***Infinity learning***

Robin Hoyle from Infinity Learning predicts:

1. **The rise of transactional networking** - Learners and learning managers will finally see that the idea of social networking as exemplified by Facebook and MySpace doesn't translate easily or comfortably into a corporate setting and will require a more structured approach which recognises that most users will simply undertake a straightforward online transaction as part of their learning.
2. **Experiential workshops** - Expect to go on field visits, to interview service users, to meet customers and stakeholders as part of a more targeted, business focused, experiential workshop structure. Learners will increasingly design their own programmes based on their analysis of the challenges faced by the organisation.
3. **The toolbox comes of age** - As development plans become more unique to individuals and need to equip people for a less certain, more volatile world, more organisations will invest in a toolbox approach to learning and development.
4. **Learning will be more mobile** - The increased availability and use of web-enabled mobile phones will support increased provision of learning and information on the move that is much more akin to performance support – checklists, quick guides and short 'how to' videos.
5. **Accreditation will re-emerge** - In uncertain times, learners will become more motivated to undertake longer programmes of study and development if they are gaining recognised qualifications or accreditation for their efforts.



6. **Hot and cool media will define development approaches** - The provision of more learning materials at a distance – printed media and online, both synchronous and asynchronous, will help organisations recognise that there is no one standard for production for all learning media. There will be a great deal of ‘fit for purpose’ chaos around the back roads of development programmes, but the main highway will be slicker, more brain friendly, more engaging and generally better looking.
7. **The re-emergence of the professional learning designer** - The provision of more sophisticated programmes (where necessary) will require more thought, expertise and experienced practitioners.
8. **Proven practice as the basis for more training and development** - In times of change, people will want the certainty of proven approaches. Case studies and expert coaches sharing their knowledge and experience of what actually works will rate more highly amongst those being trained.
9. **More blue sky training** - We’ll see more blue sky development planning – based on imagining future scenarios and re-engineering business practices for a future as yet unknown.
10. **Learning and development will become more strategic** - L&D professionals will need to be prepared to drive business strategy in a new way. Recognising that the skills of people in an organisation will be the major competitive advantage, successful organisations will move people development up the strategic agenda, and business strategy will be formulated on the basis of what is possible with excellent people.

Read more here –

<http://www.netimperative.com/netimperative/news/2010/february/top-10-learning-technology-trends-in-2010>

## **Kineo**

The team at Kineo outlines [their top 5 e-learning predictions for 2010](#). They see little increase in training budgets and expect to see significant reductions as cost cutting pressures extend further into the public sector

As a consequence internal learning teams will have to produce more learning at lower cost. Thus there will be a focus on how to deliver effective learning with less budget and this will push many to reduce their current classroom spend and increase their e-learning spend. Their **first prediction: ‘a growth in e-learning expenditure across all areas’** with the exception of learning management systems where businesses will continue to question the value they get from their proprietary learning management systems and to push for better deals or look at alternatives. There seems to be little doubt that this is already happening - just witness the explosion in the use of Moodle LMS and as Moodle can also be integrated with Sharepoint their

**second prediction: 'Moodle will continue to surge ahead in the corporate sector'.**

Their **third prediction: 'a continued rise in rapid e-learning solutions'** supported by improving tools from the likes of Articulate and the ability to create assets such as video and audio quickly and cheaply. People will have less time to actually undertake learning so there will be a demand for learning solutions that are shorter and a key business need will be getting people up to speed faster and providing performance support - hence their **fourth prediction: 'a more sophisticated use of digital resources to provide online performance support'.**

They see a growing demand for anytime, anywhere learning and their **fifth prediction: 'a significant increase in the accessibility of online learning opportunities'**. There are a variety of mobile devices which will support this such as mobile devices with larger screens, faster bandwidth on mobile devices particularly using wireless connectivity, e-books, Apple's slate, netbooks, smaller, lighter, faster laptops and just more PCs everywhere especially at home. This means that online learning resources will be designed to better allow users to access the resources regardless of where they are or the device they are using. This may be breaking learning into smaller objects and multiple formats, e.g. a video clip to play on your phone, audio for your iPod or a video scenario for your laptop.

Read more here:

<http://www.kineo.com/elearning-market/e-learning-market-update-january-10-.html>

## ***Brightwave***

Charles Gould at Brightwave [poses three key questions](#) on how L&D professionals can demonstrate the real business impact from learning.

He believes that we're moving away from learning organised in order to be applied at some point in the future towards simply fetching information as and when we need it. This change is accelerating as we move further into an 'always on' online world where knowledge and know-how are at our fingertips.

### ***Question 1 - Will it be the year of mobile and social learning?***

One crucial ongoing development this year will be the continuing move away from classroom-based learning. It's less relevant to the new generation of workers and it's costly and environmentally-unsound, although it will still play a part in the blended learning experience. Charles hopes that 2010 will be the year that mobile applications finally make an impact in e-learning.

### ***Question 2 - Portals solve key business challenges***

The transition towards learning portals, rather than a traditional learning management system (LMS) will continue as traditional LMS models come under further question. Particularly with 96% of US CEOs wanting evidence of the business

impact of learning but only 8% seeing it now in their own organisations, learning and performance portals can be focused on solving key business challenges.

**Question 3 - A new age?**

The start of the noughties came at the end of the dot-com bubble, and now, as the decade closes, we are emerging from one of the worst recessions in living memory. Both are a result of speculation and guess-work. Charles hopes that the start of the twenty-tens will see a real focus in learning on the genuine business impact and return on investment it can deliver.

Read more here:

<http://www.brightwave.co.uk/brightideas-articles/the-year-ahead-keep-up-with-learning-in-2010>

**Line Communications**

John Helmer at LINE draws inspiration from the world of classic rock and takes a light-hearted approach in arriving at his e-learning trends for 2010 commenting on 'what's up', 'what's down' – and 'what's coming back for a second time around'.

<b>Stairway to Heaven</b>	<b>Highway to Hell</b>	<b>Back in Black</b>
<ul style="list-style-type: none"> <li>• Apps</li> <li>• Open source</li> <li>• Internet TV</li> <li>• Augmented reality</li> <li>• Google Wave</li> <li>• Video search</li> <li>• Context Delivery Architecture (CoDA)</li> <li>• Scenario-based learning</li> </ul>	<ul style="list-style-type: none"> <li>• Microblogging (Twitter)</li> <li>• e-book readers (Kindle)</li> <li>• Social software suites</li> <li>• Public virtual worlds (Second Life)</li> <li>• Video conferencing</li> <li>• Virtual reality</li> <li>• Performance support</li> <li>• Vista</li> </ul>	<ul style="list-style-type: none"> <li>• Virtual classroom</li> <li>• Webinars</li> <li>• Wikis</li> <li>• Web 2.0</li> <li>• Tablet PC</li> <li>• Location-aware applications</li> <li>• Mobile learning</li> <li>• Games-based learning</li> </ul>

You can read more here: <http://www.line.co.uk/?p=4618>

## ***Towards Maturity's Definitive List of Top Ten Predictions for 2010!***

At Towards Maturity, we like to think we keep our finger on the pulse, not just by keeping up with our colleagues but through our own research into what's working and what's not (via our [implementation benchmarks](#)) and the impact we are having on the organisations we work with (via our [evidence for change programme](#) and our latest [Impact Indicator](#)).

So unsurprisingly we also have some thoughts of our own!

Well it may not be 'definitive' but it's ours!! It won't surprise those of you who are well aware of the work of Towards Maturity that our list will include those things that we believe will and must happen in 2010 for L&D to be seen to be making an invaluable contribution to an organisations performance. In no particular order here's our Top Ten Predictions for 2010:

1. **More focus on delivering business value ( and communicating that we do!)** – ok, it may not be the most original thought but our most recent research with the [Impact Indicator](#) survey reveals that what managers look for in terms of the value and contribution of learning is not what we're giving them, and that's assuming we're giving them something! We will concentrate on aligning learning to business and ALSO improving the way we communicate our value back to managers.
2. **Web conferencing for live online sessions** – already growing rapidly from our last benchmark study, we think this will become much more prevalent because many organisations already have licences for web conferencing services and will find it relatively straightforward to adapt. In effect the technology will continue to act as a bridge between pure self-study and classic classroom based training and will be a more comfortable option for traditional trainers to engage with.
3. **A continued rise in rapid e-learning solutions** – Again one of the fastest growing technologies from our last benchmark, we believe the adoption of such solutions will continue at a pace and we'll continue to see richer and more engaging tools becoming available. The economic argument for accelerated adoption is a strong one but in 2010 we should see more creative application of rapid content within our learning offerings for business (eg.to support internal communications, change, within the blend of leadership training and other talent management initiatives) and many L&D teams will feel happier that these tools are now firmly established in the mainstream.
4. **Increase in mobile learning** – Mobile learning is back in vogue as a result of the new web enabled functionality that many carry around with them. Many of the others are predicting the rise of mobile learning this year as a result of new tools in our hands – guess what - we agree!
5. **More flexible learning management platforms** – We may just be witnessing the death of those large scale inflexible LMS's we were all so excited about back in the 1990's!! You don't find many advocates these days so we think we'll see far greater use of open source systems that allow you to

- add applications according to your needs, especially with Moodle which is rapidly establishing a mainstream audience.
6. **Frameworks for Social Learning** – social learning is on almost everyone's target list right now and for good reason. We've been debating it for the last 2 years and finally we will see organisations embrace the 70/20/10 rule. But to get the most benefit organisations will need to bring in more context so that busy professionals can 'get it' faster - we believe that we'll see more frameworks for implementing social learning so that it starts to make sense for traditional businesses. (We've case studies on site, such as [B/T's 'Dare2Share'](#) and [IBM](#) , that provide good examples of this).
  7. **Scenario based learning** – we're all familiar with the use of simulations from their use in IT systems, office desktop applications and product training to soft skills, but we are going to see the emergence of more scenario based simulations such as those used in supporting the training of airline pilots and emergency services personnel.
  8. **More focus on building L&D skills** - we will see the continued growth in the use of informal learning communities for L&D and more learning resources and events for L&D will appear. Trainers will be more interested in increasing their basic awareness of technology opportunities and will need to know how to integrate it effectively into solution design. There will also be more focus on building strategic skills of implementation & engagement so that the terrible e-learning mistakes of the past are not repeated.
  9. **L&D will become more demanding** – of ourselves and of our suppliers. The economic climate and the need to innovate & make a difference means that we will no longer just commission a simple e-learning course (or classroom course for that matter) because that is what we have always done. Instead we will ask more questions about what are we trying to achieve for the business and what is the most appropriate way to achieve it. This puts 'performance' at the core of what we are doing as we move out of our comfort zone. Whereas learning technologies have only been used to support induction or compliance learning, L&D will recognised the need to be seen to be adding real business value (but with fewer resources) so we will see more turn to innovative applications of technology to address strategic business needs such as leadership, talent management, customer service and organisational change.
  10. **More political will to see change in learning provision from the public purse** - The last is as much a hope as a prediction but we would love to see a shift in policy to influence how our skills qualifications are delivered – moving from the 19th to 21st century delivery. With all political parties talking about a focus on skills as a key contributor to economic growth and the opportunities that a digital Britain can provide, we'd love to see our colleges and universities being encouraged to innovate!

You can read more here:

<http://www.towardsmaturity.org/article/2010/02/12/learning-technologies-2010-definitive-top-10-list/>