

# Paralysed by choice

The 34 forms of digital learning  
and when to use them

Rob Hubbard - [rob.hubbard@las-hq.com](mailto:rob.hubbard@las-hq.com)

LAS - [www.las-hq.com](http://www.las-hq.com)

Twitter - @LASLearning

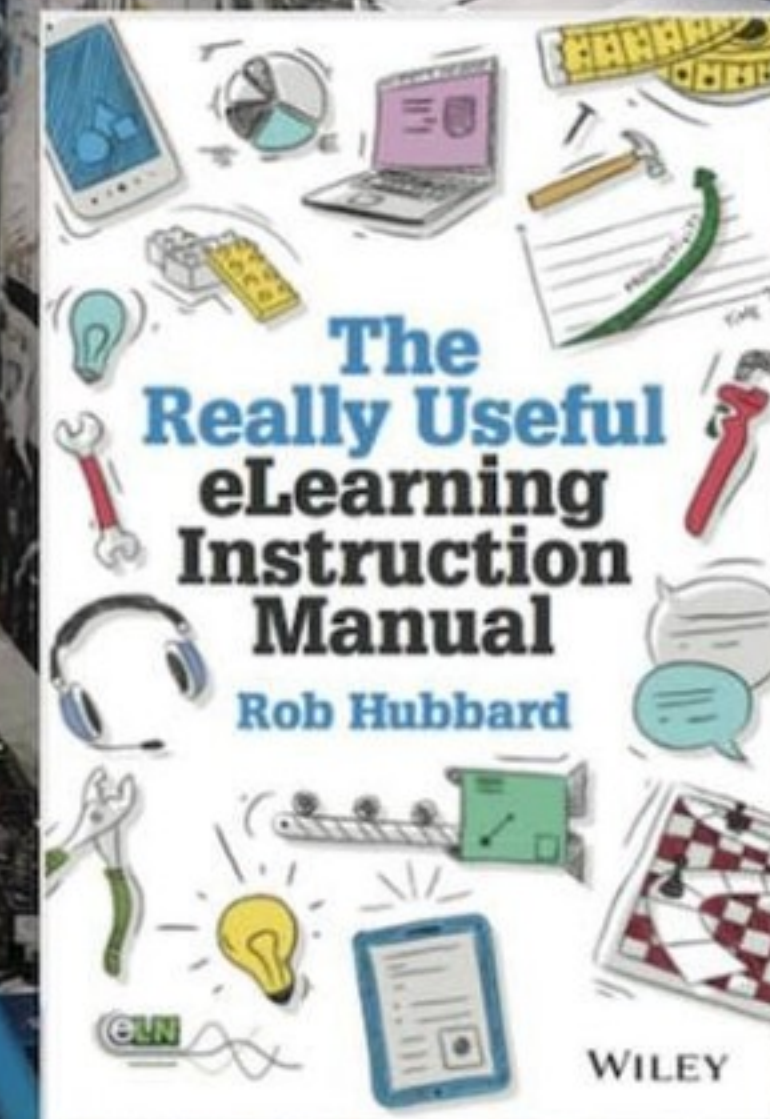
LinkedIn - LAS (LearningAge Solutions Ltd)





# Rob Hubbard

Physical design >> digital design  
20 years in digital learning  
Conference speaker  
Founder of LAS  
Award judge  
Author





# Human-centred digital learning agency





BBC

NHS

sodexo

POLICE

vodafone

13  
international  
awards in the  
last 7 years

UNIVERSITY OF  
CAMBRIDGE

Roche

Hi  
humanity  
& inclusion

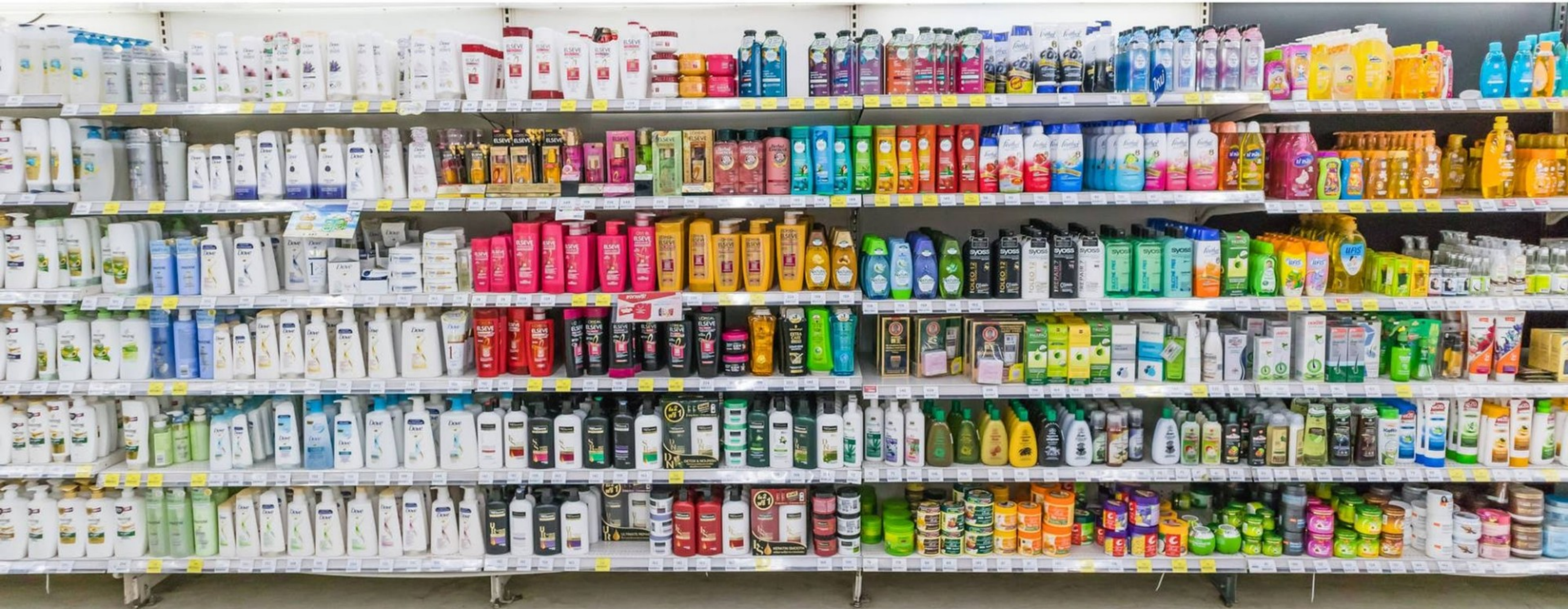


[www.menti.com](https://www.menti.com/join/42351350)

Enter the code: 4235 1350

Choice is a good thing,  
right?



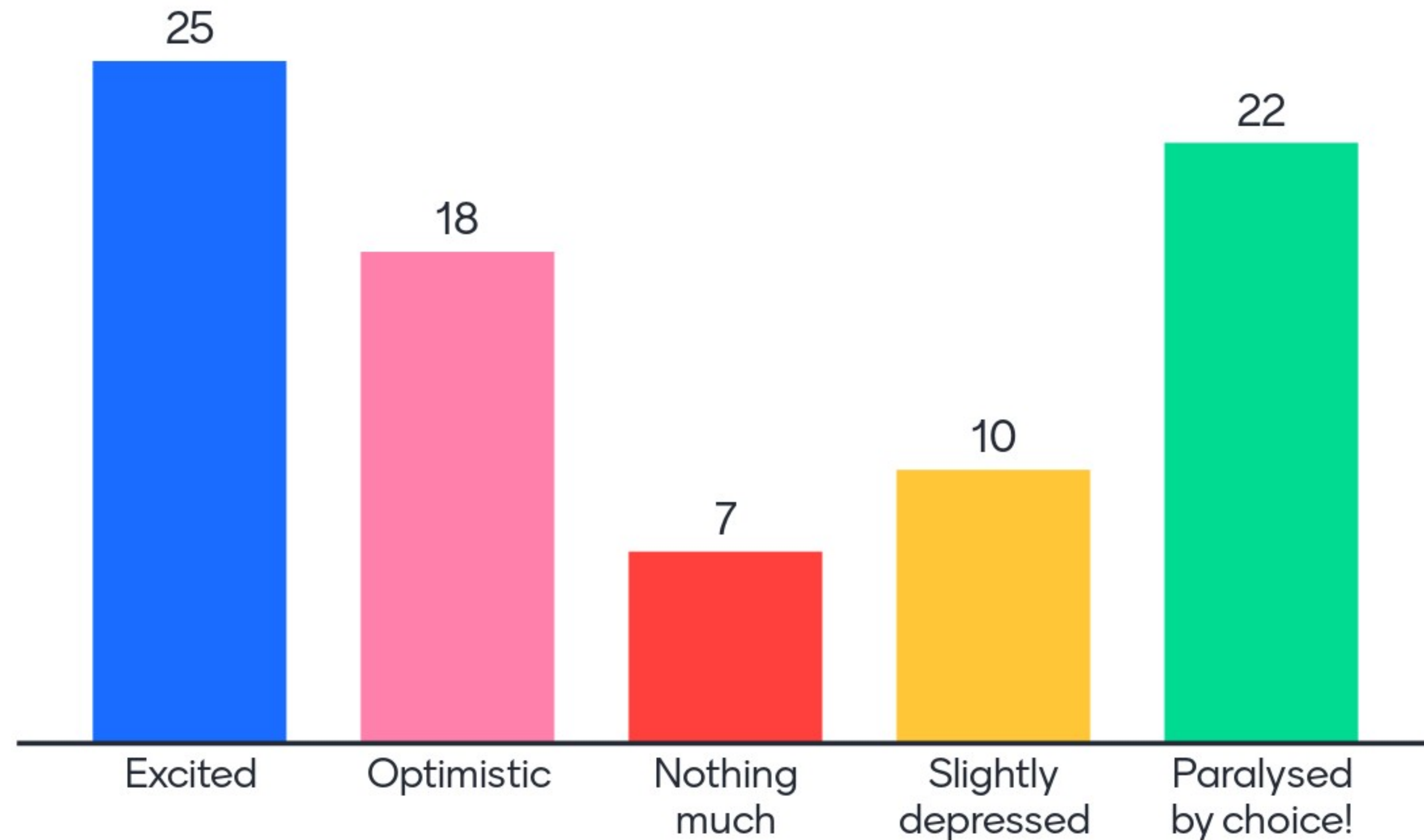




# 34 forms of digital learning *(and counting)*



# How does the fact that there are 34 forms of digital learning make you feel?





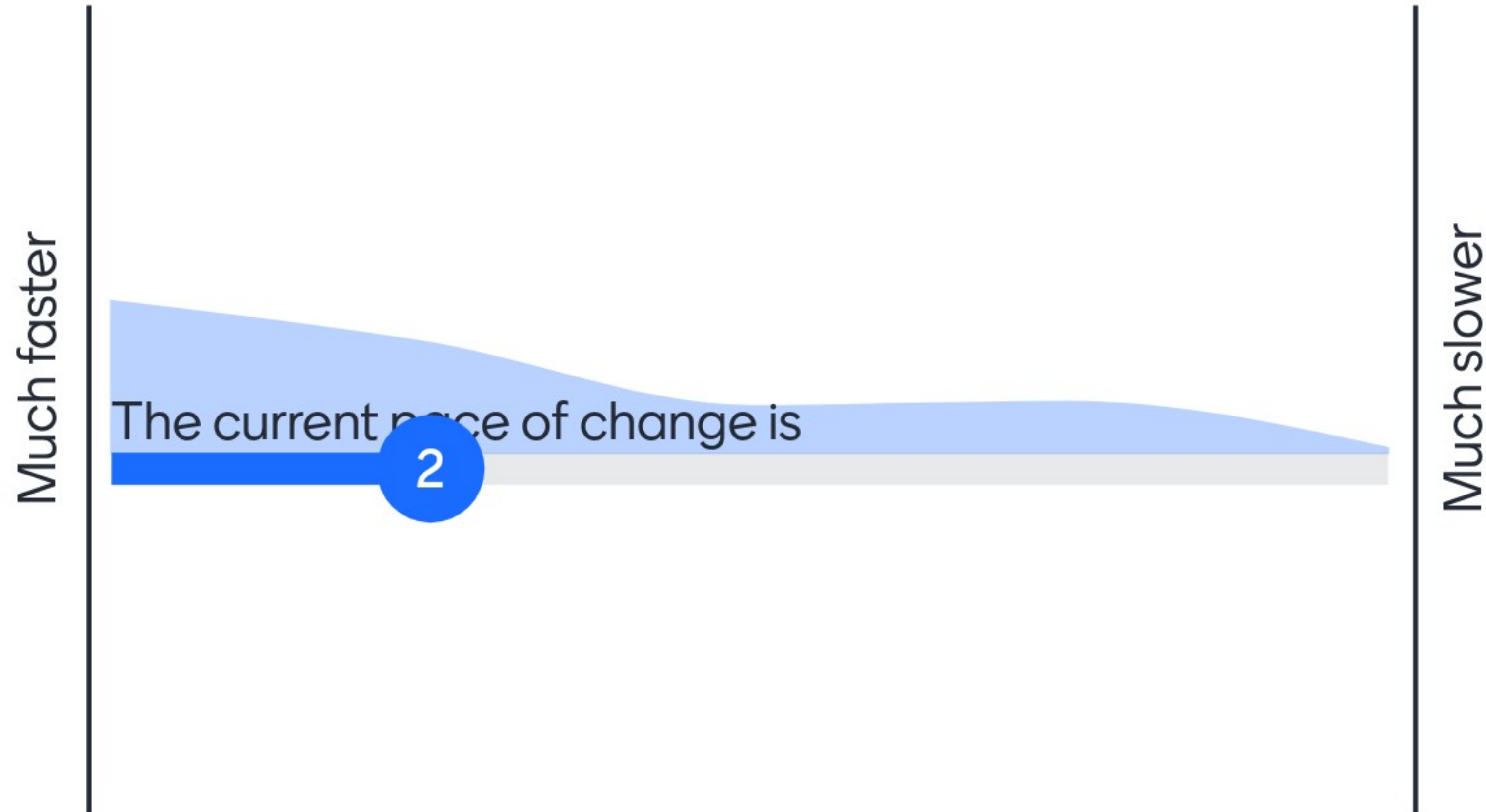








# How rapid is the pace of change at work now compared to 10 years ago?









# How complex are the problems you face at work now compared to 10 years ago?













But how do you know which  
tools to use when?



1. Learning something for the first time

*I'm a newbie!*

2. Learning more about something

*I get it and I want to know more*

3. Remembering what you learned and applying it

*OK, so how do I apply this?*

4. Adapting when something changes

*Tell me what's new*

5. Finding a solution when something goes wrong



Time available







Size of  
problem or  
opportunity





# Digital learning diagnostic

[www.las-hq.com](http://www.las-hq.com)



## DIGITAL LEARNING DIAGNOSTIC

Making sense of the digital learning landscape 



Which 'moment of learning need' do you want to explore?


☒ New

☐ More

☐ Apply

☐ Solve

☐ Change




When does your solution need to be launched?

Less than 4 weeks

6 months

☒ More than 12 months




How large is the problem or opportunity for your organisation?

Small


☒ Medium

Large




view results


▼



**GAMES**


Encourage repetition through fun. Users get a sense of progress / achievement through scores, rewards and / or competition.






**COMMS CAMPAIGN**


Not a learning experience as such, a well-executed communications campaign will help adoption and user engagement.






**APPS**


Phone or tablet apps, native or web.







**WEBSITES**

Websites usually hosted on the organisation's intranet.





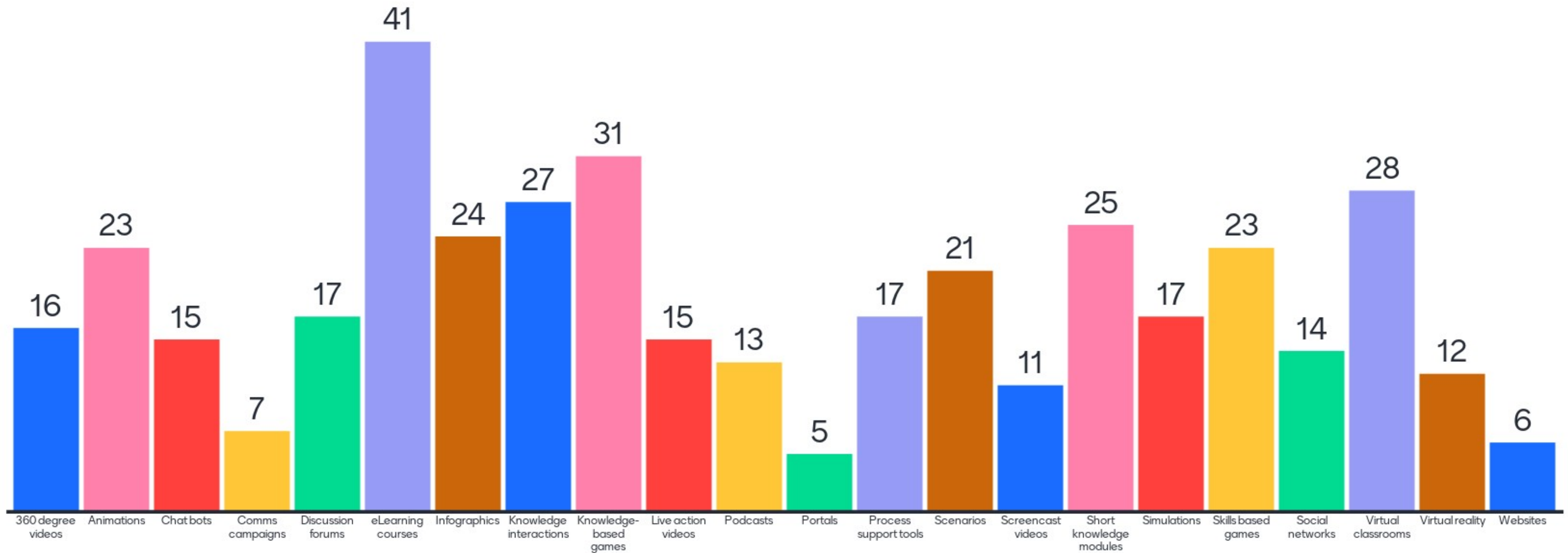


Download your selected solutions

next steps



# Which forms of digital learning would you like to learn about today?





# What tips can you share for producing elearning courses

Bite size

Make it adaptive

Just in time

Accessible on mobile devices

Use videos

Keep it interactive

Keep it short

Make relevant and adaptive

Make them visually attractive



# What tips can you share for producing elearning courses

Xerte

In native language

Think about audience not you

Interactivity

Chode

Adapt to target audience

As you said: don't do it

Various workforms

Apply principles for how people learn



# What tips can you share for producing elearning courses

Make it micro

Use relevant images

integrated in a larger synchronous and asynchronous learning track

Make sure the foundation is proper (learning objectives etc)

Keep it short

Add drip feeds after that

Do not require "gated" slide to slide learning.

Activity based learning

Switch up the interactions



# What tips can you share for producing elearning courses

Learning exoetueence

Interactive, variaty

Provide coaching

Use video's with audio support to explain whats been seen

Make it for specific groups

We have stopped producing them as our staff do not use them unless they are mandatory

Micro modules

Accessible

Use video's



# What tips can you share for producing elearning courses

Show up, speak up & shut up

Short length

Test a draft

for free to get basic knowledge on a subject

Free sequens of blocks to follow.Clear learning goals.

Enable people to test pre existing knowledge

Combine different ways to learn, video, photo, fun!!

Make it as interactive as possible

Use analogies that are easy to understand



# What tips can you share for producing elearning courses

Adding peer support and feedback elements

Use images not text

Use pictures

Short videos and images

In combination with trainer to provide support or connection to live training

Draw

\*use micro learning

Do upfront work on need to ensure its relevant

Scenarios



# What tips can you share for producing elearning courses

Apply active workforms

Audience is key

9 principles Brainlearning

Develop it with the end user

Use brain based learning

If it is what they are comfortable using then consider it because the user frustration comes from having to learn a new technology not new content.

Make interesting quewtoons

Make them relevant

Try to incorporate internal motivation



# What tips can you share for producing elearning courses

Zeverlap levels

Play it outside

Competition, for those who want to

Different categories to give everyone a chance in own expertise

Mentimeter can do the same as Kahoot!  
Nowadays, works better

Several levels



# What tips can you share for producing knowledge based games

Spread in time

Betty Swollocks

Kahoot is a good tool

Research your target audience well

Choose a theme that fits the audience

Make it not to complex

It works for me very well if a have a problem starting to learn proces

Push and also pull messages

Don't make it too easy either



# What tips can you share for producing knowledge based games

Easy targets to start with

Make them "doable"

Mario kart & Hotspots or trivia

Creativity

Try to also focus on internal motivation

Clear to reality situation

Have some form competition to keep engagement

Allow development of complexity

Make them relevant



# What tips can you share for producing knowledge based games

Culture is key - leader boards vs success at task. Many have dropped interpersonal competition and added time challenges.

Relatability

Mentimeter can do the same as Kahoot nowadays. Works better

I like MemoTrainer because it ensures you have a night sleep in between

Let them do off screens things

Use to find knowledge in sources and references.

Not childish

Keep it practical

I like Genially



# What tips can you share for producing knowledge based games

Use to find info in references and policies,

Have a pint



# What tips can you share for producing knowledge interactions

KISS

Make the flip button visible!

Relevant

Use menti :-)

Mix it up

Powerpoint

Branching

I like to use Genially

Menti, Kahoot!



# What tips can you share for producing knowledge interactions

easy language

Use it to support the main text

one minute challenges

Use to find info in references and resources.

aNewSpring: link directly to pop-up content part

Short video