



# 2020 Learning

Rick Von Feldt

# 2020 Learning

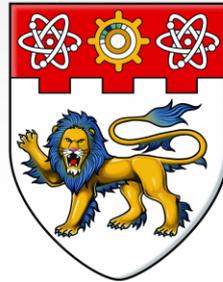
[www.hrfuturist.com](http://www.hrfuturist.com)



With appreciation to



**Blackboard**



**NANYANG  
TECHNOLOGICAL  
UNIVERSITY**

# Collaborating with you today



## Rick Von Feldt

- HR Futurist
- Former Vice President of Training and Development for the Technology Services Group at Hewlett-Packard
- Also with Dell Computer and Gillette in HR and Training Roles
- Rick has spent 7 years of his career in Asia with HP and Dell
- Lecturer at Stanford University Graduate School of Business
  
- Blogger: [www.hrfuturist.com](http://www.hrfuturist.com)
- Tsunami Survivor



YOU ARE HERE



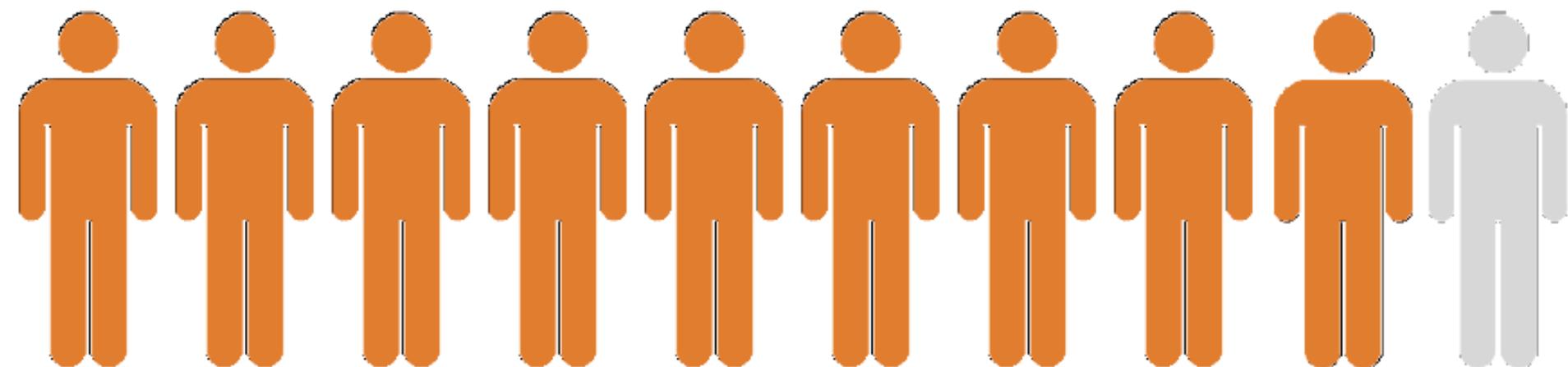
We can't wait for  
the future.



Are we ready?

A photograph showing a person's face partially visible behind a silver laptop. The laptop has the glowing Apple logo on its lid. In the foreground, a hand is held up, palm facing the camera, with fingers slightly curled. The background is a plain, light-colored wall.

1/3 of people spend up to 3 hours online

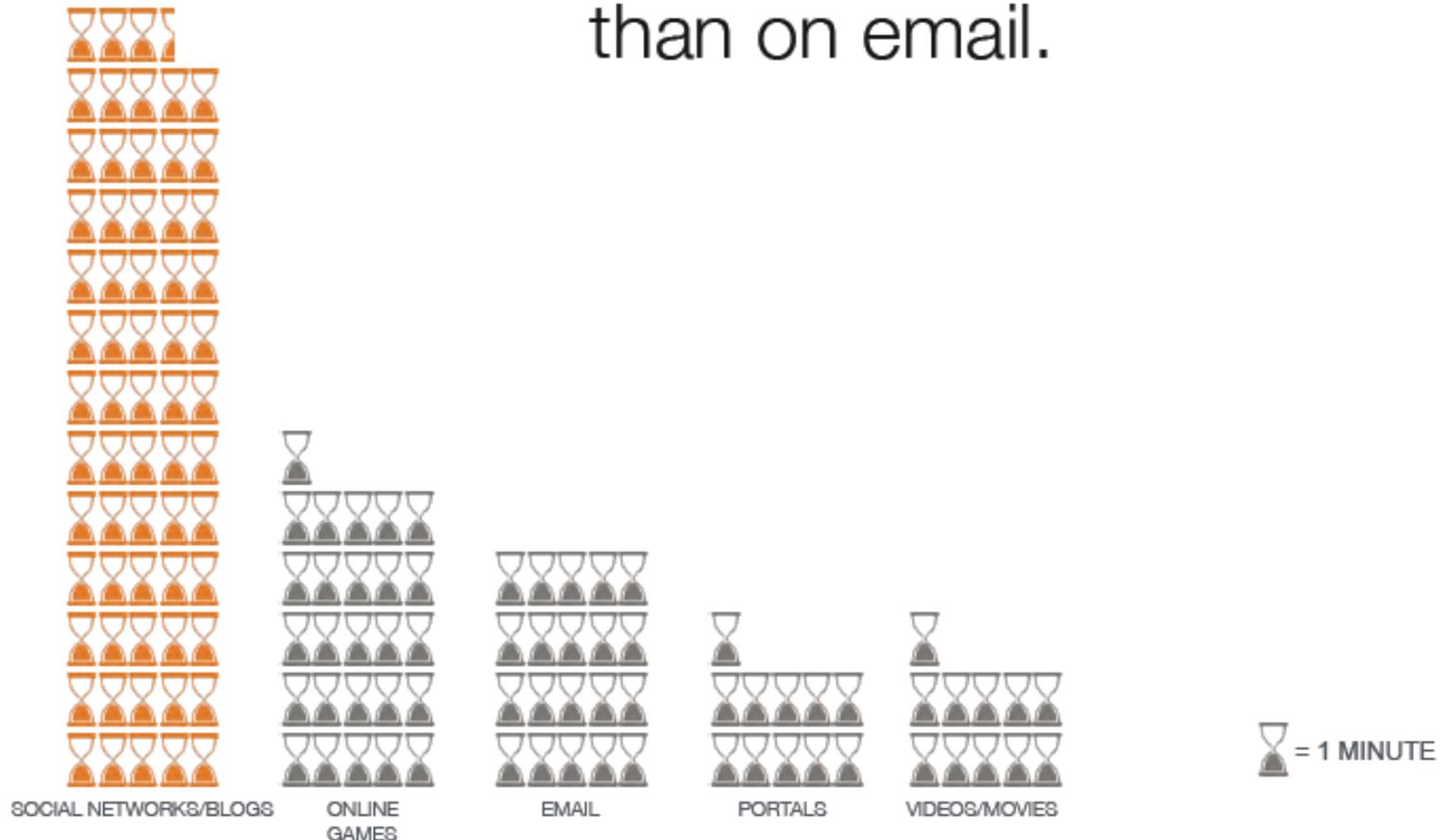


**9 out of 10** Internet users visited a social networking site each month in 2010.



**1 out of every 8**  
minutes online  
is spent on Facebook.

US Internet users spend  
**3x more** minutes on blogs  
& social networks  
than on email.





# trans·for·ma·tion

*-noun*

A change or alteration,  
**especially a radical one.**

# 2020

Revolutions are happening faster and faster.

2010

1990

1980

1880



Information Revolution



Internet Revolution



Computer Revolution



Industrial Revolution

## Collaborative Revolution



“The information revolution will empower individuals and democratize everything...” –  
- Steve Jobs, Apple



# 3 shifts affecting the future of learning

DEMOGRAPHIC  
Age + Globalization



SOCIAL



TECHNOLOGY





# DEMOGRAPHIC Age + Globalization

3 shifts  
affecting the  
future of  
learning





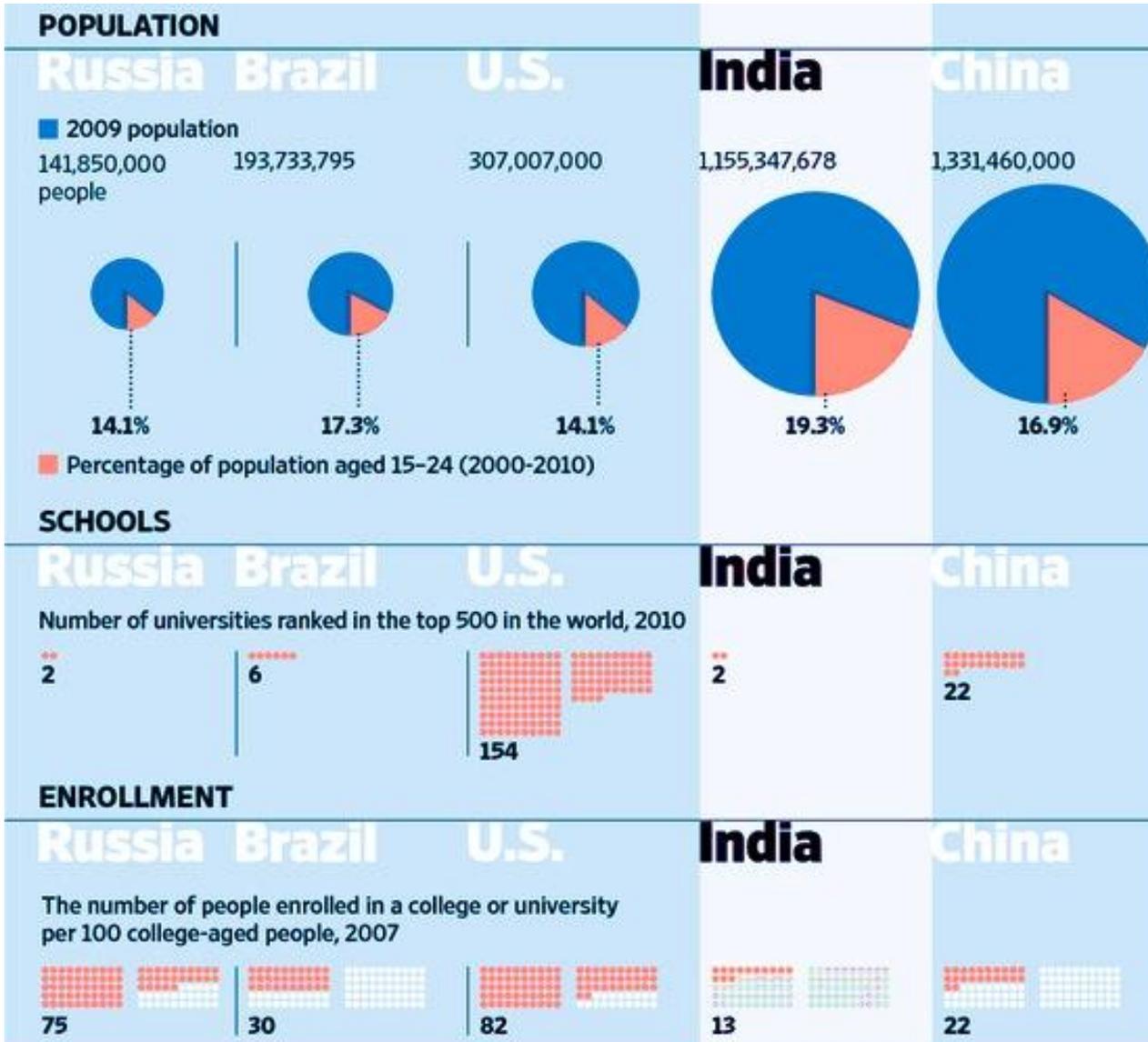
# Globalization



Financial Times  
Top Fifteen  
Country  
Headquarter in  
the Global 500  
Locations

Country	2005	2006	2007	2008	2009	2005 to 2009 change
United States	219	197	184	169	181	 17%
Japan	43	60	49	39	49	
UK	33	36	41	35	32	
China	8	11	16	35	43	 438%
Canada	22	22	23	24	27	
France	28	30	32	31	23	 18%
Germany	19	19	20	22	20	
Australia	8	8	11	11	14	 75%
Spain	9	8	12	14	13	
India	5	4	8	13	10	 100%
Switzerland	12	11	12	12	10	
Brazil	5	8	7	11	9	 80%
Netherlands	9	8	10	8	8	
Italy	12	11	8	7	7	 42%
Russia	4	8	8	13	6	

# BRIC: Too Few Prestigious Grads



Wall Street Journal,  
April 5, 2011

# Autocracies Around the World Are In Trouble



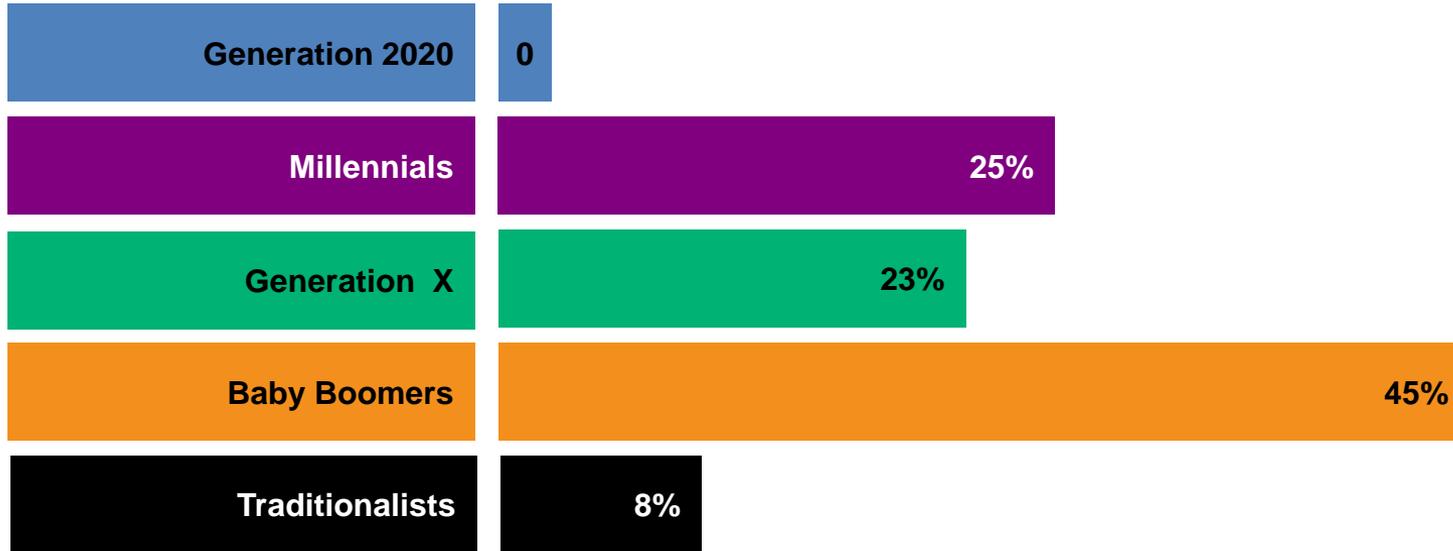
“Twitter is huge for me; I get most of my news on Twitter”—and yet is also an extraordinary exemplar of a new order of political operative and advocate. Through her tweets and Facebook posts, she has sought to evoke, in real time, the experience of the protests. “These are our weapons,” she says, brandishing her smartphone.

Gigi Ibrahim, 24, citizen journalist in Cairo

Vanity Fair, April 2011

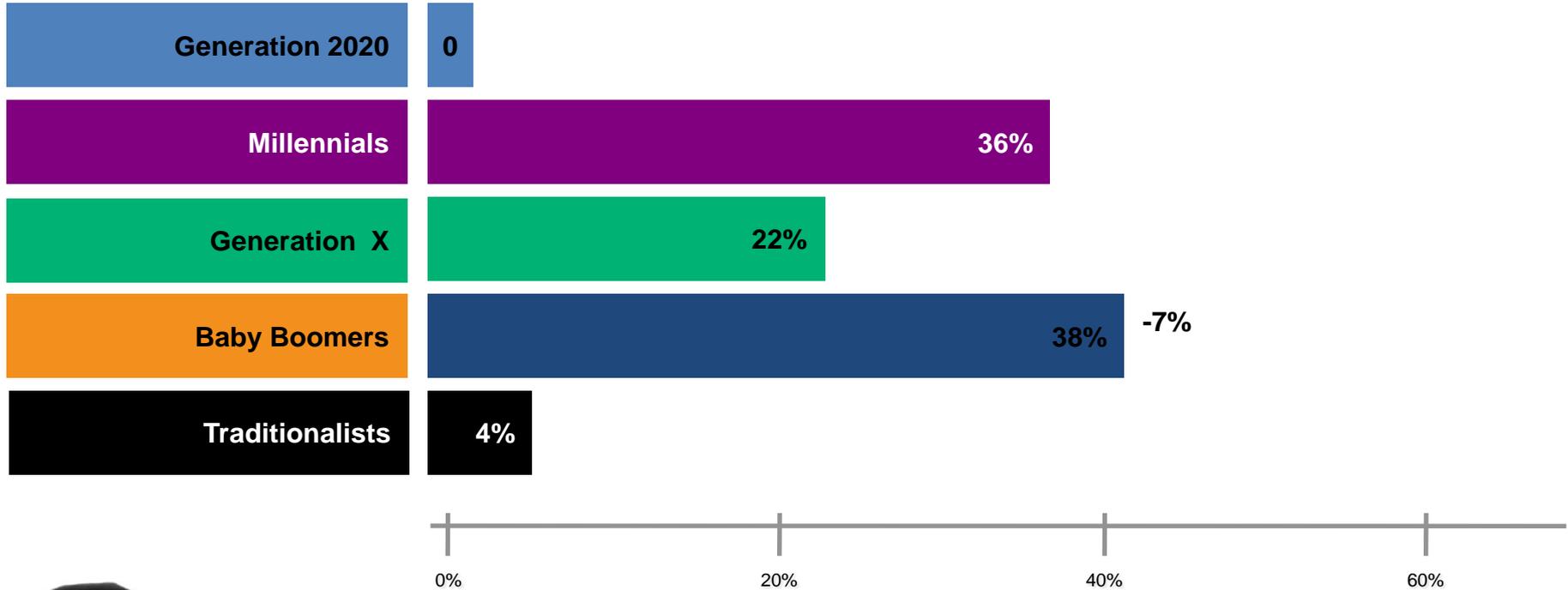
# 2005

## Demographics



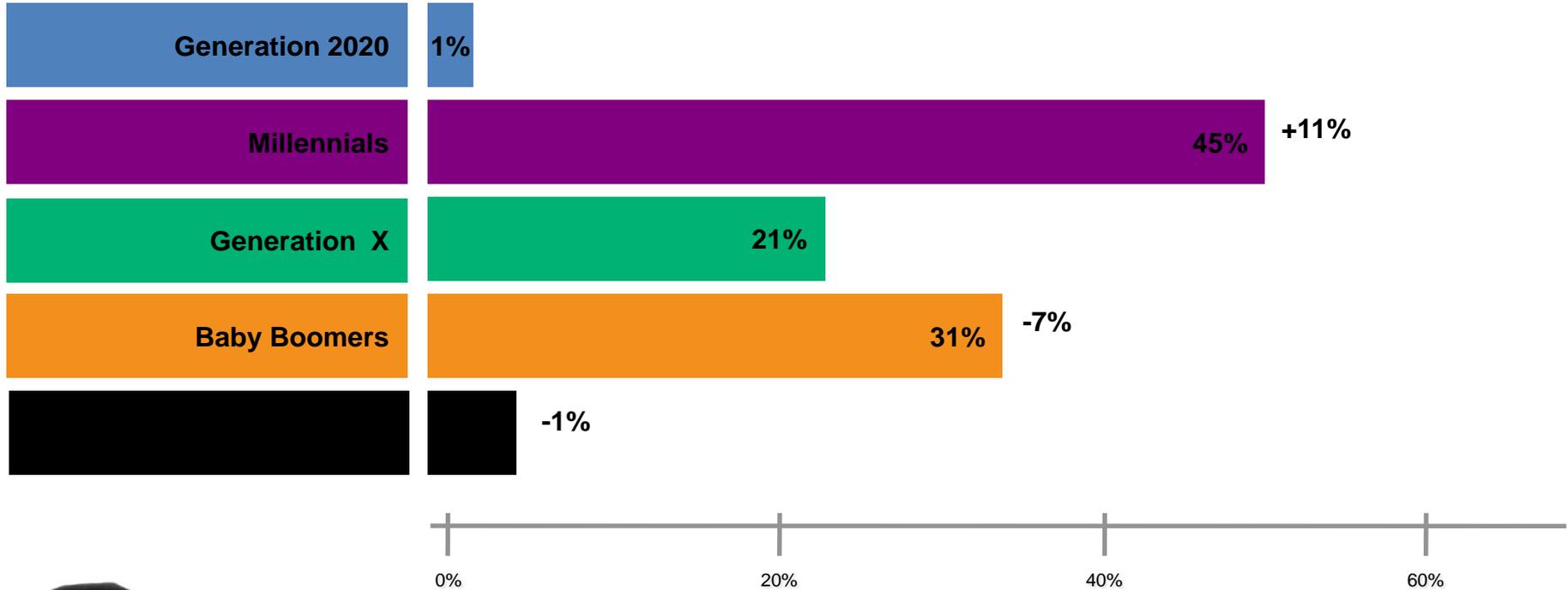
# 2010

## Demographics



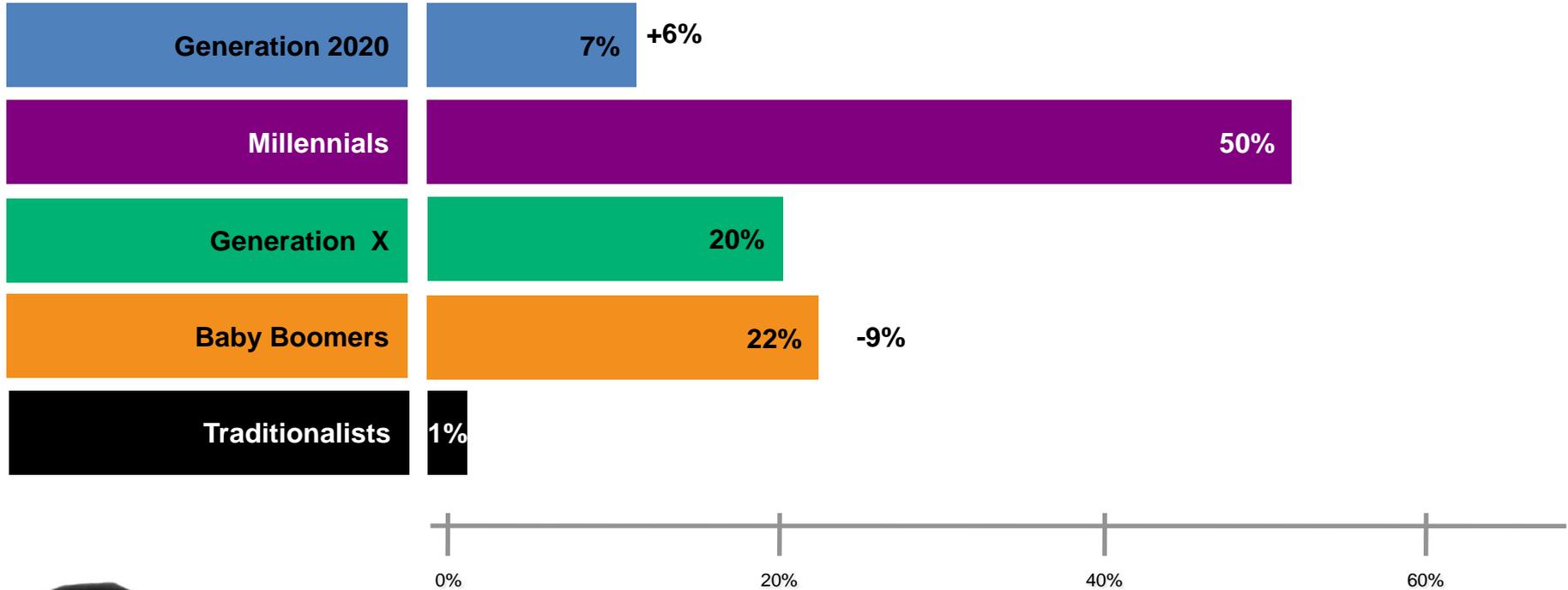
# 2015

## Demographics



# 2020

## Demographics



# The largest population creates the culture.

## Baby Boomers (1946-1964)

- Optimism
- Involvement
- Team orientation
- Personal Growth & Gratification
- Youthfulness
- Equality

## Generation X (1965-1980)

- Independence and self-reliance
- Pragmatism
- Skepticism
- Informality
- Balance
- Collaboration

## Generation Y (1981-2000)

- Confidence
- Diversity
- Civic duty
- Respect for authority
- Dedication
- Optimism



# Generation Y



- Always on.
- Culturally Liberal
- Boomerang / Peter Pan
- Expression / Look at me
- Always connected
- Cohorting
- 85% are single
- Multi-tasking 92%
- Want feedback, responsibility and involvement
- Heros are familiar
- Not afraid of change
- Experiences drive motivation

# 3 shifts affecting the future of learning

DEMOGRAPHIC  
Age + Globalization

SOCIAL



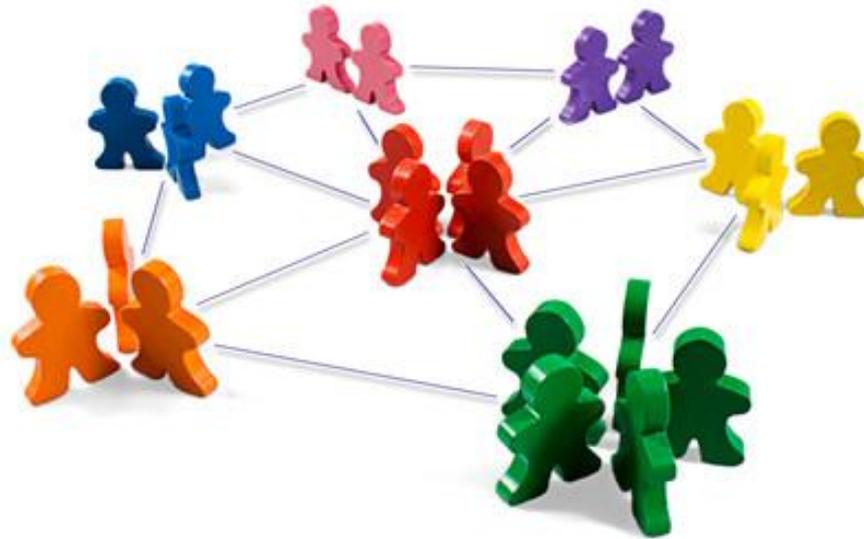
TECHNOLOGY



1

# SOCIAL

Learning faster and better through two or more people



Responses		Percent Choosing High or Very High
1.	• Improve Knowledge Sharing	76.4%
2.	• Foster Learning within the Organization	68.4%
3.	• Provide Informal Learning Opportunities	66.3 %
4.	• Improve Communications	64.4 %
5.	• Find Resources More Easily	62.9 %
6.	• Boost Collaboration Inside the Org.	62.4 %
7.	• Increase Participation in Learning	61.5 %
8.	• Encourage Innovation and Creativity	53.4 %
9.	• Build Relationships Within the Organization	53.0 %
10.	• Solve Problems More Efficiently	53.0 %

# 2020

## LEARNING

# 1 SOCIAL

## GUBs Mashups will drive innovation

Corporations will set a strategic tone of needs and provide funding



UNIVERSITY Provides research and access to new learners



Governments will empower through infrastructure and mass acceptance.



**2**

# MOBILE

Ability to access virtually,  
anywhere, anytime



**TABLETS will replace physical textbooks within 3 years.**

**Will create rapid learning opportunities in education and corporations.**

The logo for Inkling, featuring the word "inkling" in a lowercase, sans-serif font. The letters "i", "n", "k", and "l" are in a light blue color, while "i", "n", "g", and "l" are in a light green color.

The ten-person San Francisco startup, stacked with pedigreed veterans of Microsoft and Google, Harvard, MIT and Stanford, came out of stealth mode after this morning's iPad launch. Funded with about \$1M in seed money led by Ram Shriram and Mitch Kapor, Inkling is working with McGraw-Hill, Pearson and other top textbook makers.

**“The book will never die. But the textbook probably will,” says [Inkling](#) CEO Matt MacInnis. Inkling is working directly with textbook publishers. First, they’ll port their existing tomes onto Apple’s iPad as interactive, socialized objects. Then, they’ll create all-new learning modules — interactive, social, and mobile — that leave ink-on-paper textbooks in the dust.**

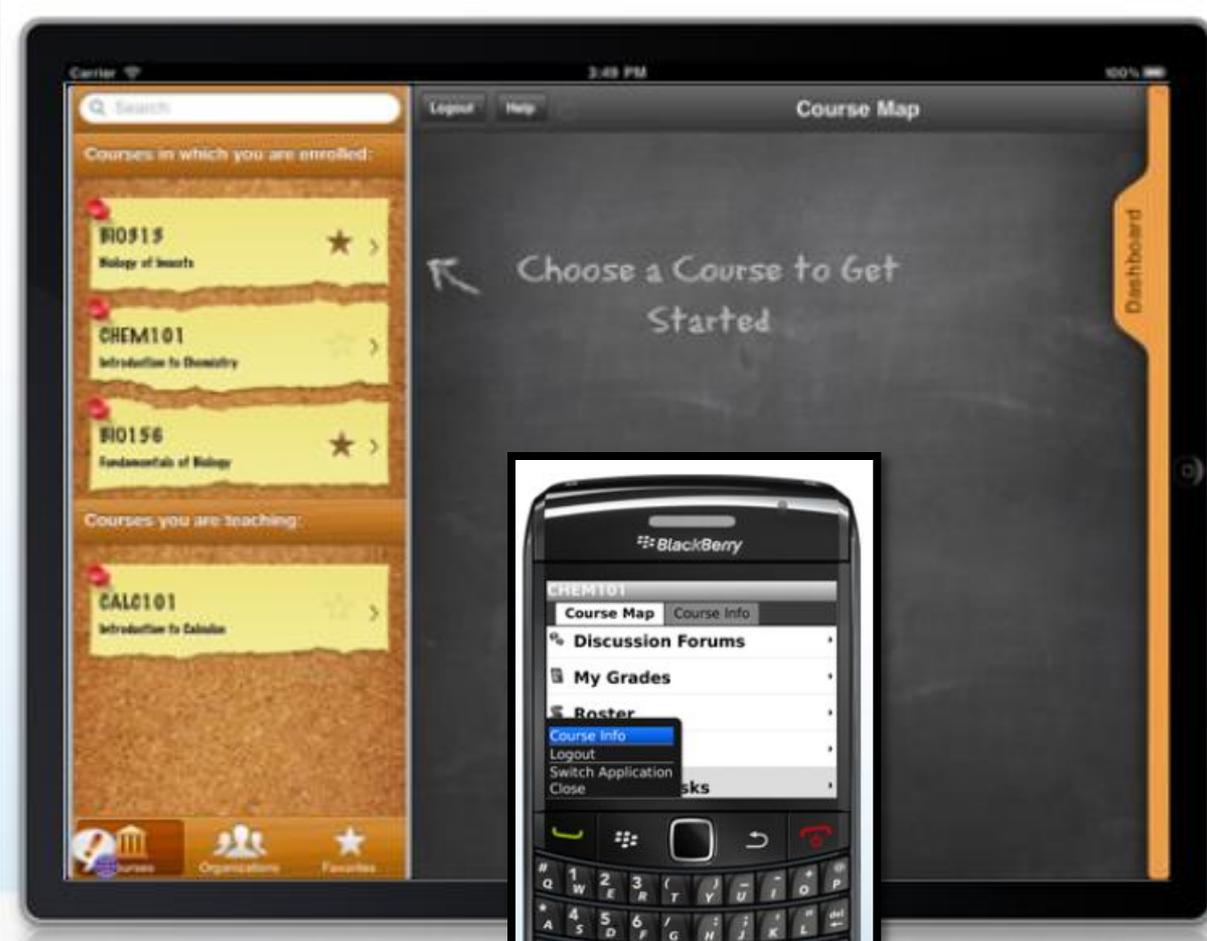


There's an app (or a widget) for that!

What learning apps will emerge to enable performance on the job and quick learning opportunities? Will one of the new learning job roles become app/widget developer?

600,000 apps created





# 2020

## LEARNING

## TWELVE 2020 LEARNING PRINCIPLES

# 3

# INTEGRATED

Seamlessly integrated into  
job, goals and life



BEST IN CLASS

Focus on future roles and competencies



## 4

**SELF DIRECTED**

Learning is enabled. Individuals have empowerment and responsibility to learn.

Support organizations including HR and Learning must shift from Control to enablement roles



## **Peer to Peer Social learning**

**Let the learners decide the questions. The information. The answers. And the need.**

2020

LEARNING

## TWELVE 2020 LEARNING PRINCIPLES

5

# ACHIEVEMENT ORIENTED

rewarded, motivated, tracked.  
Rated. Ranked.  
Creds.



## JKeithDunbar is a Conversationalist

You love to connect and always have the inside scoop. Good conversation is not just a skill, it's an art. You might not know it, but when you are witty, your followers hang on every word.



Klout Summary for JKeithDunbar

Score Analysis



**JKeithDunbar**

Transformational Senior Global Learning Leader at Defense Intelligence Agency (DIA)...Creates Human Capital Capabilities...Solves Business Challenges... Washington, DC

**Klout Score**

Measurement of your overall online influence [Learn more](#)

**Score Summary**



**32**

klout score

**12**

true reach

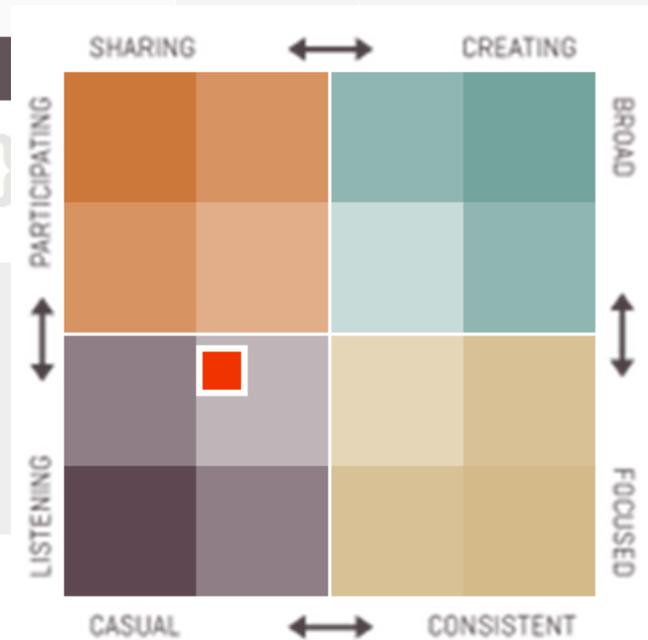
**15**

amplification

**50**

network

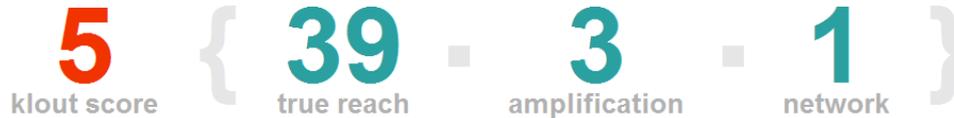
**Achievements**



## Klout Score

Measurement of your overall online influence [Learn more](#)

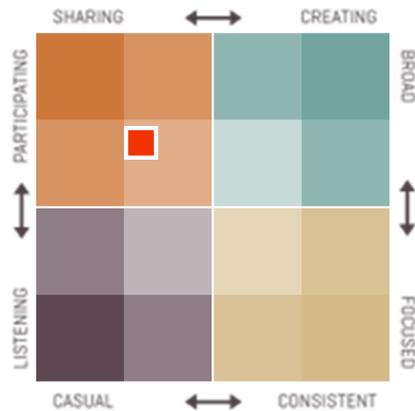
### Score Summary



## Influence Matrix

Influence style and network [Learn more](#)

### Klout Classification



### Rick Von Feldt is a Feeder

Your audience relies on you for a steady flow of information about your industry or topic. Your audience is hooked on your updates and secretly can't live without them.

# 2020

## LEARNING



6,000 Schools

1 Million professors

## 5 ACHIEVEMENT ORIENTED

Follow

Rate it: ★★★★★

Ranking,  
Rating  
Everything  
becomes  
transparent  
for the world  
to see

# 2020

## LEARNING



### BADGES



We changed the way our badges work. Learn more [here](#).

### MAYORSHIP

You are currently the mayor of 22 places! [huh?](#)

# 5 ACHIEVEMENT ORIENTED

Accreditation and Badges

Learning functions set the accreditation standards for organizations. Instead of focusing on *how* people learn, the learning function will accredit that people have learned and demonstrated proficiency. Example: Sun Sales University

**6**

# VIRTUAL

invisible and remote  
communities and available 24x7

Geo-sensitive devices





## Augmented reality learning.

Already today researchers are closing to being able to “pour” nanoparticles that self-assemble into the eye to create a computerized overlay of the world. Simulations move to a new level.



# 2020

## LEARNING

# 6 VIRTUAL

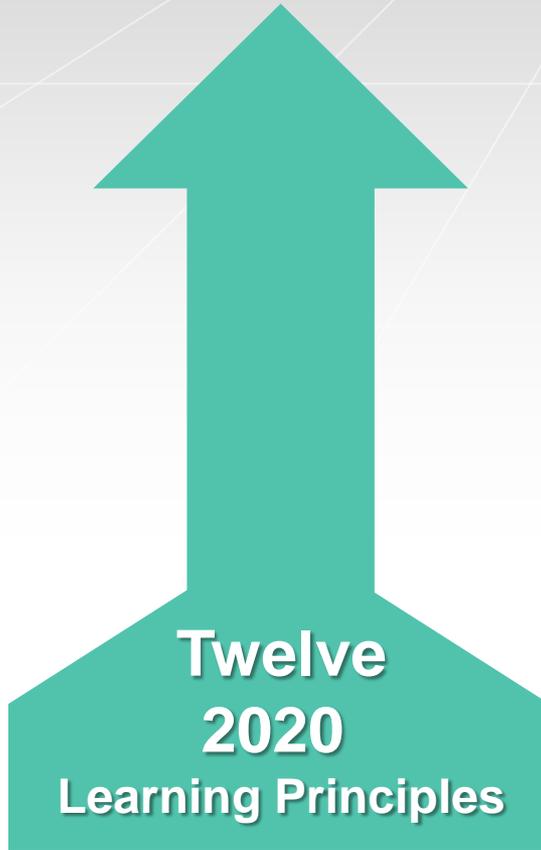


GPS sensitive social learning.

Through tools like Serendipity, under development at MIT, learners will be able to connect to other learners for quick meet-ups on mutually-interesting topics.

# 2020

## LEARNING



### WE WILL BE

1. SOCIAL – Learning faster and better through two or more people
2. MOBILE - Ability to access virtually, anywhere, anytime
3. INTEGRATED – Learning is seamlessly integrated into job, goals and life
4. SELF DIRECTED - Learning is enabled. Individuals have empowerment and responsibility to learn.
5. ACHIEVEMENT ORIENTED – rewarded, motivated, tracked.
6. VIRTUAL – invisible and remote communities and available 24x7

### OUR INFORMATION WILL BE

7. CROWD SOURCED– content created and used by many.
8. VISUAL – Graphical, moving, multi-media, right brain stimulated
9. OPEN and FREE – accessible, open sourced and barrier free

### OUR LEARNING WILL BE

10. EXPERIENTIAL – we learn from practice, simulation and experience
11. IMMEDIATE - Expertise and memorization is replaced with speed to access
12. PERSONALIZED – centralized and personal portals



**7**

# CROWD SOURCED

content created and used by many.



# 2020

## LEARNING



“The World’s Best Creative Department.”

- Submit a request for a website, artwork, writing or marketing project, starting at USD\$300
- 64,000 “creatives” view your bid and decide to submit a proposal.
- Projects average 110 entries.
- 96% of participant recommend to others.

## 7 CROWD SOURCED



“Outside in participation”

“Why ask one local expert, when you can ask the world.”

- Innovation Boxes
- Open Challenges
- Web Based Idea Management
- Citizen Participation through webforcing
- Consumer Innovation
- Co-Creation



8

# VISUAL

Graphical, moving, multi-media,  
right brain stimulated



Blackboard Collaborate



# Live interactive broadcasting



30 users. Private. 1 hour. \$30



9

# Open and Free

global, embracing and unique

**MIT**OPENCOURSEWARE  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

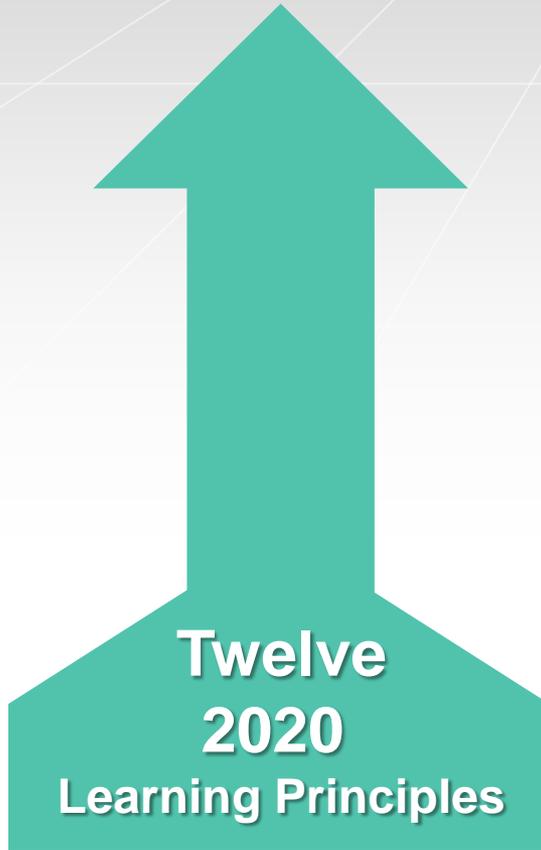
Unlocking Knowledge,  
Empowering Minds.

Free lecture notes, exams,  
and videos from MIT.  
No registration required.



# 2020

## LEARNING



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10

# EXPERIENTIAL

we learn from practice,  
simulation and experience

## BEST IN CLASS:

Simulation for STEM – There is opportunity for STEM (Science, Technology, Engineering and Math). Start early. Use non-traditional methods.



Massively multiplayer online role-playing games

## MMORRGs.



**How will World of Warcraft or Eve Online become the next platform for leadership development? Example: (look up – Booz Allen Hamilton and Wargaming)**



11

# IMMEDIATE

Expertise and memorization is replaced with speed to access

## SHIFTS

1. Memorization to Search and Application
2. Learning organizations are tasked with knowledge management and search



“What percentage of the knowledge you need to do your job is stored in your mind?”



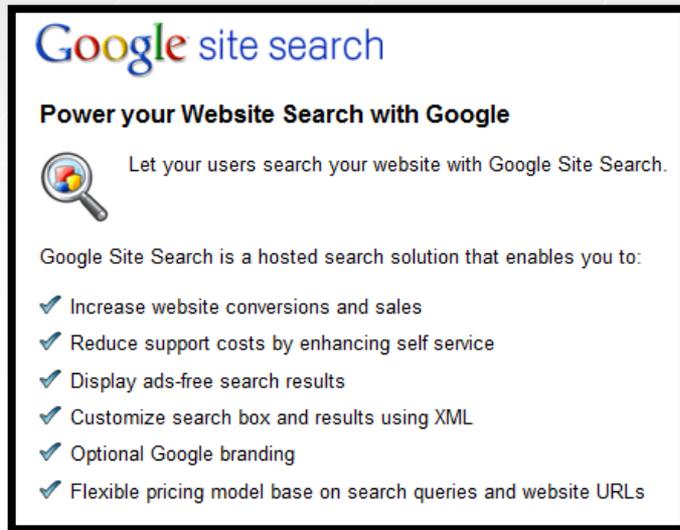
1986 75%

1997 15-20%

2008 8-10%



## Evolution of enterprise search



**Google site search**

**Power your Website Search with Google**

Let your users search your website with Google Site Search.

Google Site Search is a hosted search solution that enables you to:

- ✓ Increase website conversions and sales
- ✓ Reduce support costs by enhancing self service
- ✓ Display ads-free search results
- ✓ Customize search box and results using XML
- ✓ Optional Google branding
- ✓ Flexible pricing model base on search queries and website URLs

Who owns it within a company?  
Who is controlling knowledge?  
The first one wins.

Search suggest  
Search optimization  
Filtering  
Boosting or promote

Like interests based upon your social profile

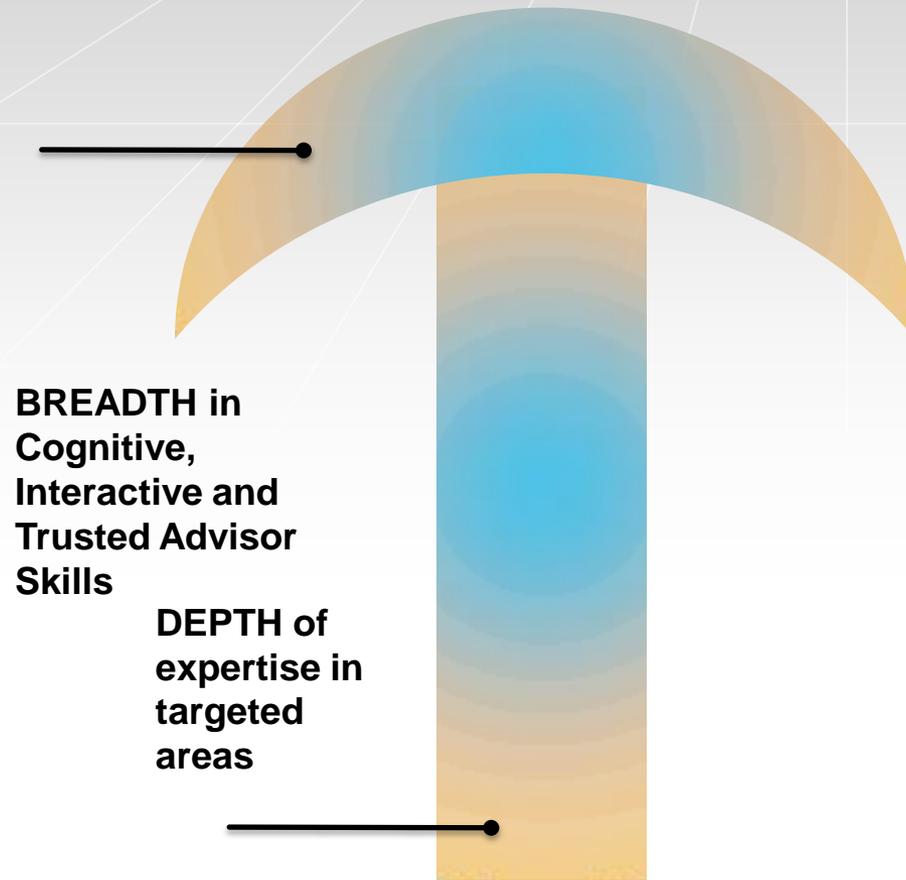


## Mobile devices force nanonugget learning.

Five of the top ten best-selling Japanese novels in 2009 started as text novels. What are the implications for learning? Examples: (look up bank – Jeanne example of Blackberry and Ryppe)

Twitter-style: follow your knowledge gurus. Pick a few tags you're interested in, and see what comes up. No groups, communities, or other boundaries, that just limits knowledge sharing. All is open to all. Freshly added content should be published, with a big AND / OR / NOT capable search engine as its main focal point, and simple Like / Dislike slapping to qualify content





Breadth of knowledge is replaced with “T-Shaped” professionals.





T-Shaped professionals connect in collaborative communities to share, combine and connect knowledge.



2020

LEARNING

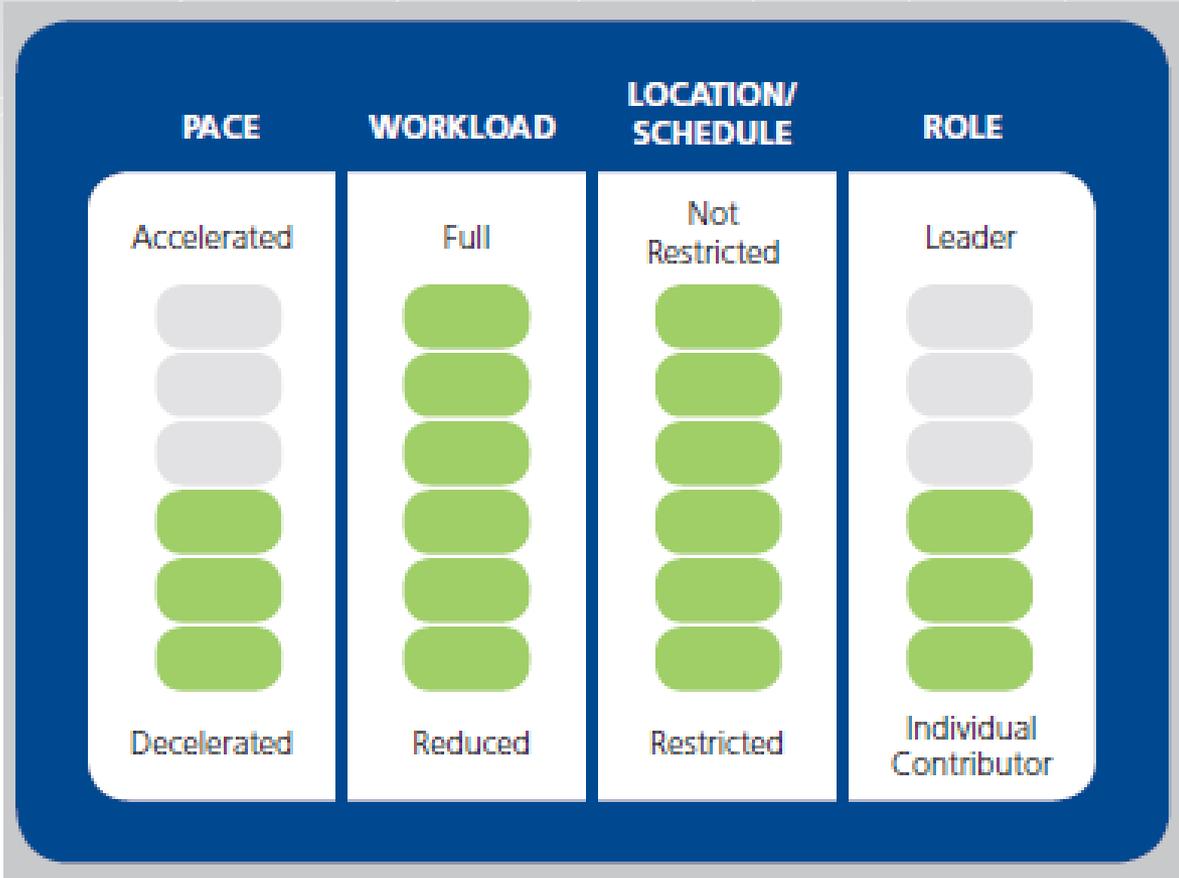
TWELVE 2020 LEARNING PRINCIPLES

12

# PERSONALIZED

Centralized and personal portals





Personalized  
jobs at  
Deloitte





ROBIN ROUSE just turned 50 and is thinking ahead to retirement from [I.B.M.](#) She loves her job in the company's Cambridge, Mass., office, but she is also honing her film-writing skills, with the company helping to pay for classes.

He is taking advantage of I.B.M.'s personal learning accounts plan, in which the company pays part of the cost for courses. A number of companies reimburse all, or some, costs for courses as part of career development, but some companies are allowing workers to pursue whatever interests them, whether agriculture or filmmaking.

## Life Long Learning Accounts

Governments move to require mandatory life-long-learning accounts. Rapid changes in technology will cause worker skills to become quickly obsolete. To avoid massive layoffs and toll on government unemployment funds, organizations will be required to contribute to learning funds.



**yola**™ stop browsing. start building.



**A race for the personal browser**

**Either you will offer abilities for customized web pages. Or your learners will do it themselves.**

**Where's the portal?**



# Thank you.



Rick Von Feldt  
**2020 Learning**

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# Is It Time to Join the Revolution?

