

Cut through the Noise



1793

Interesting Inform
REGARDING

LUMMUS

(STANDARD GIN WITH DO
MADE

F. H. Lummus

Main Office
JUNIPER

AGENCIES THROUGHOUT ALL THE COTTON STATES

1817

1822

HELIOGRAPHS

No. 5255.

5255. Heliograph, as made by us for the U. S. Signal Corps: outfit
complete for one station \$ 96 00





Logical
Calculating
Conscious
Slow
Effortful

#2



Fast

Emotional

Subconscious

Automatic

Holistic

Intuitive

#1



Let's see them
in action



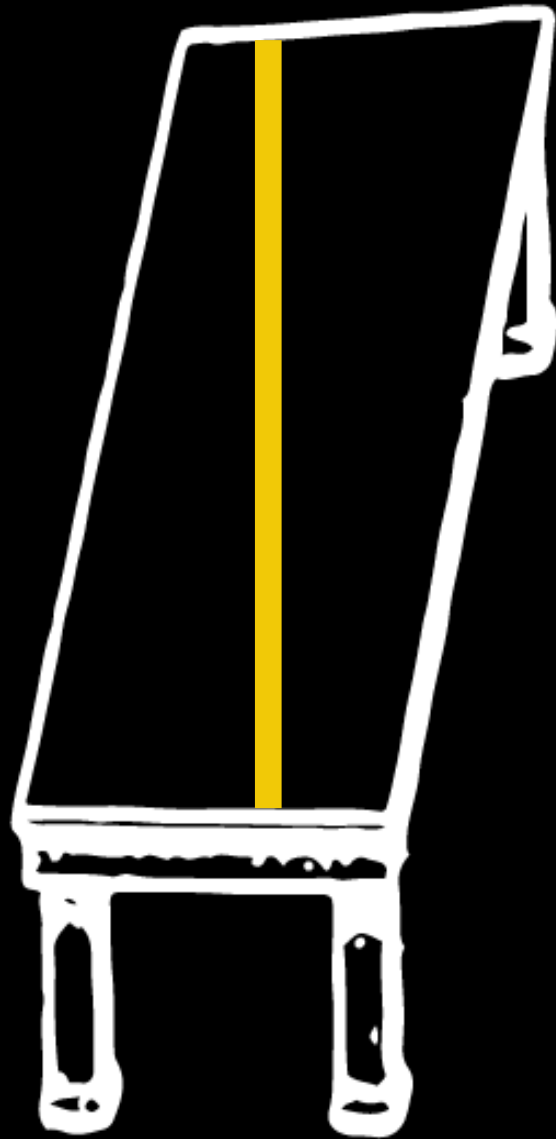


System 1
"Primitive Brain"

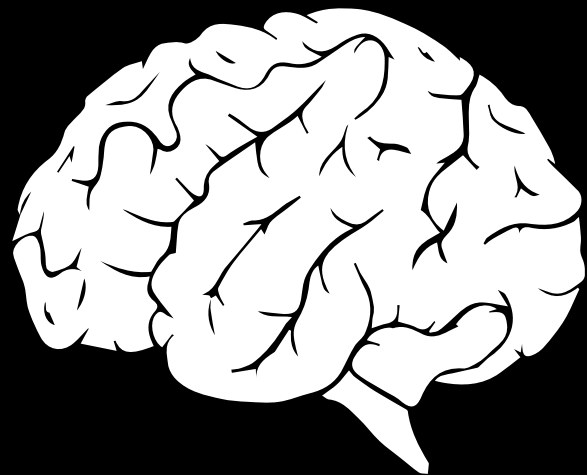




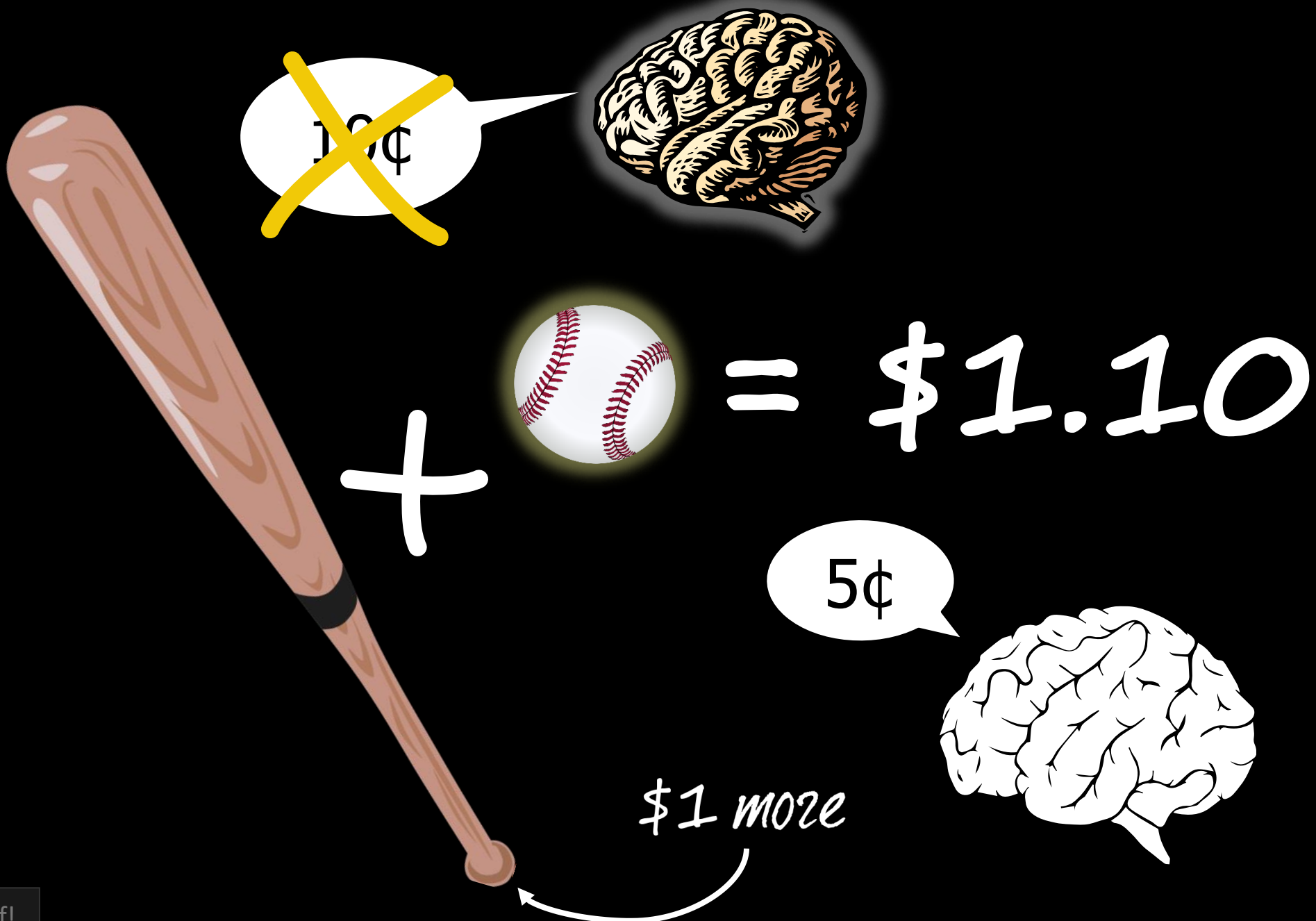




86 X 149



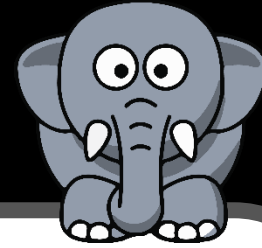
System 2
"Mind"



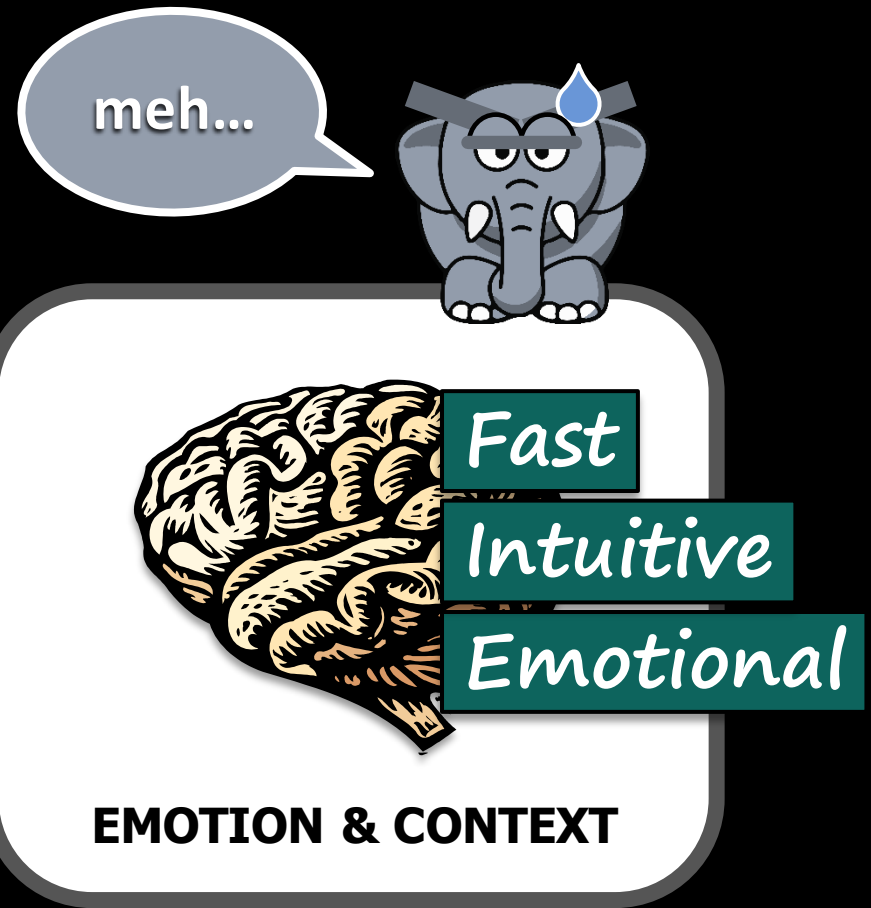
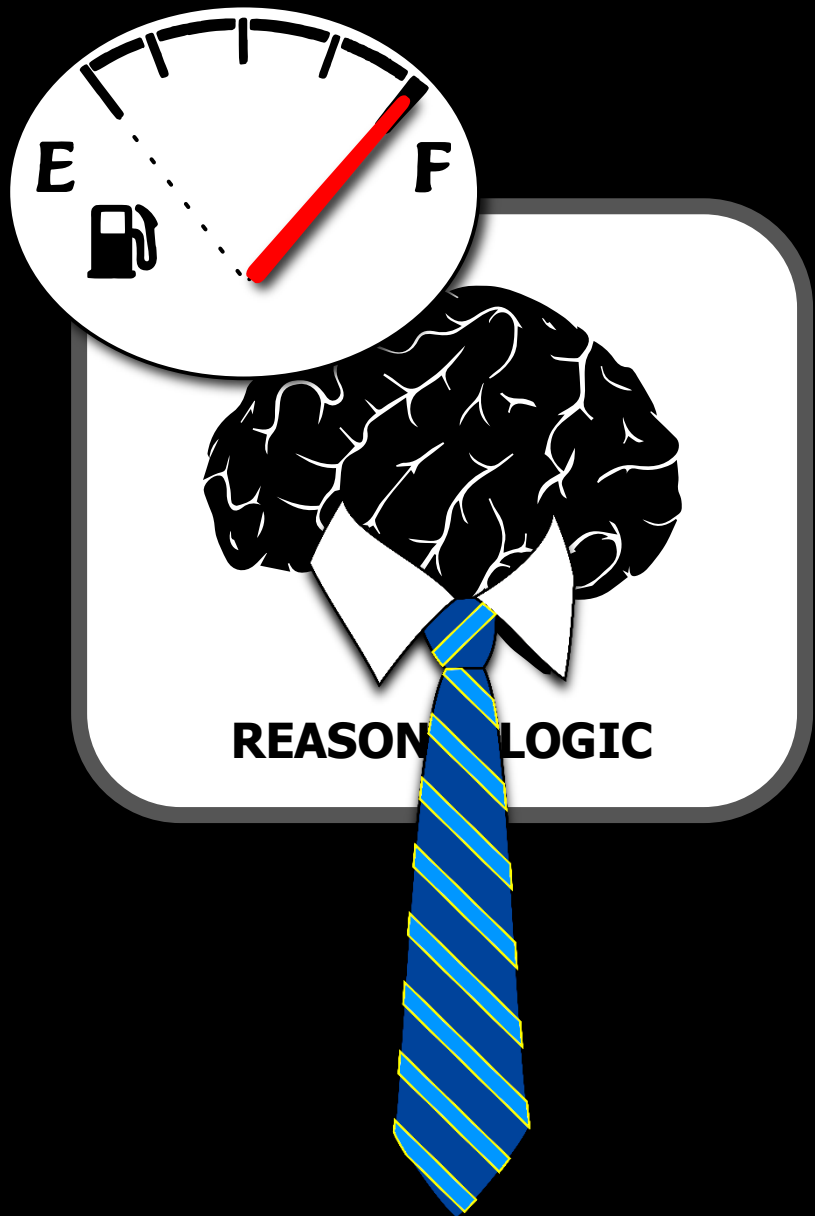
Show the Proof!



REASON & LOGIC

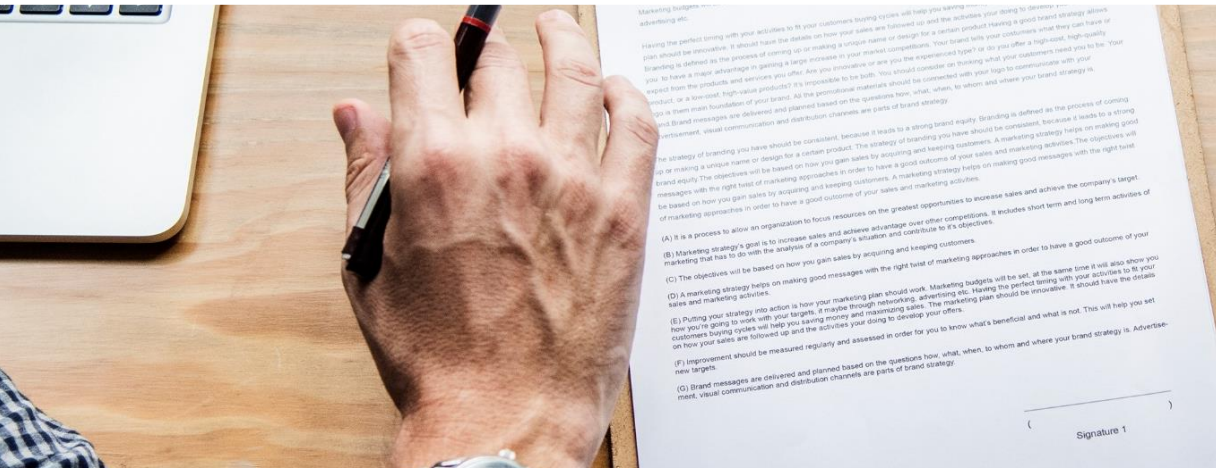


EMOTION & CONTEXT



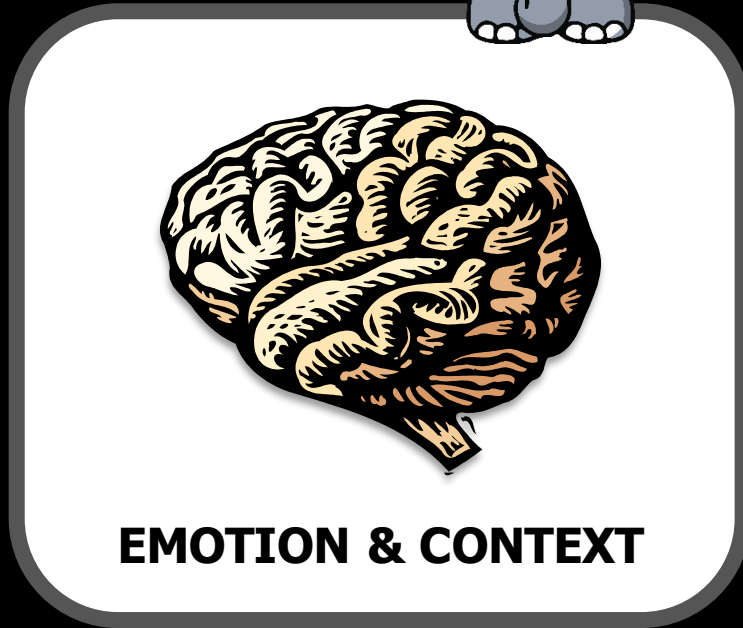
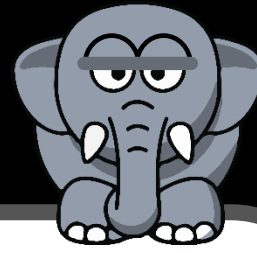


VOTING



JUDGES

meh...



EMOTION & CONTEXT

Likelihood to purchase of a gift is a "data" decreases over time. 2 purposes of the study are to find out how long it takes for people to forget a purchase and how long it takes for people to forget a purchase. (Augenblick & Zenger, 2011)





Micro-learning

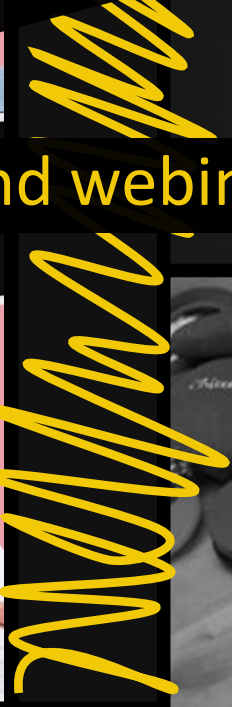
Just-in-time training

On-demand information

Continuous, lifelong learning

Conferences and webinars

Upskilling

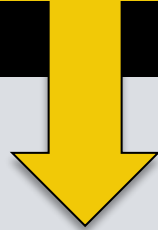


**27/4 Info
Access**



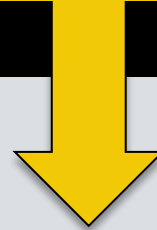
Constantly being **bombarded** with information

**Diverse
Channels**



Potential for learning “nuggets” to **lack coherency** and integration

**On-Demand
Info**



May not have time to **link** it with prior knowledge or fully **reflect**

**Self-
Directed**



Effectiveness depends on **self-regulation** abilities, which some people lack



Constantly being **bombarded** with information

Potential for learning “nuggets” to **lack coherency** and integration

May not have time to **link** it with prior knowledge or fully **reflect**

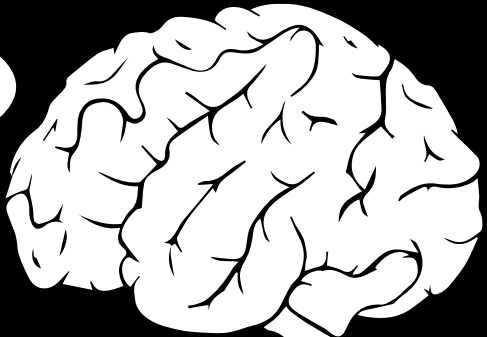
Effectiveness depends on **self-regulation** abilities, which some people lack

QUANTITY

QUALITY

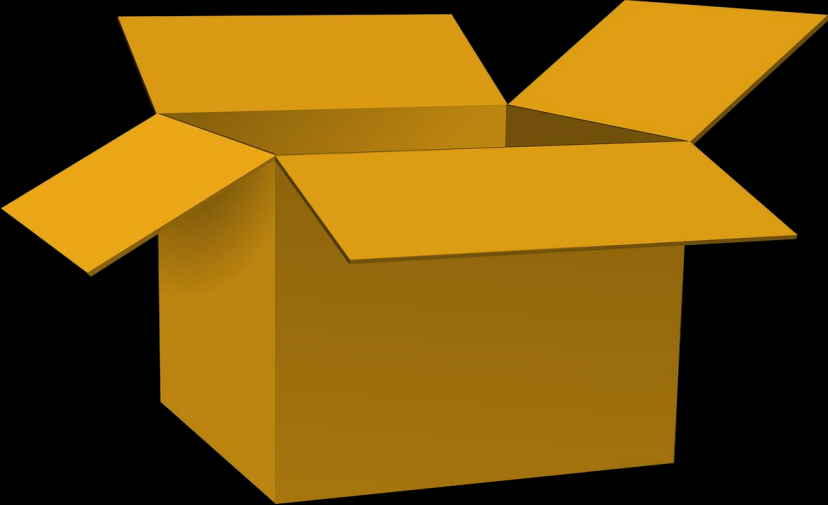
Cut through the noise

You've been...
REGULATED



1. Self-Regulation

- It's learnable (and teachable)
- Increasingly needed
- Substantially impactful



17%



“My coach is
and my
YouTube
ideos”

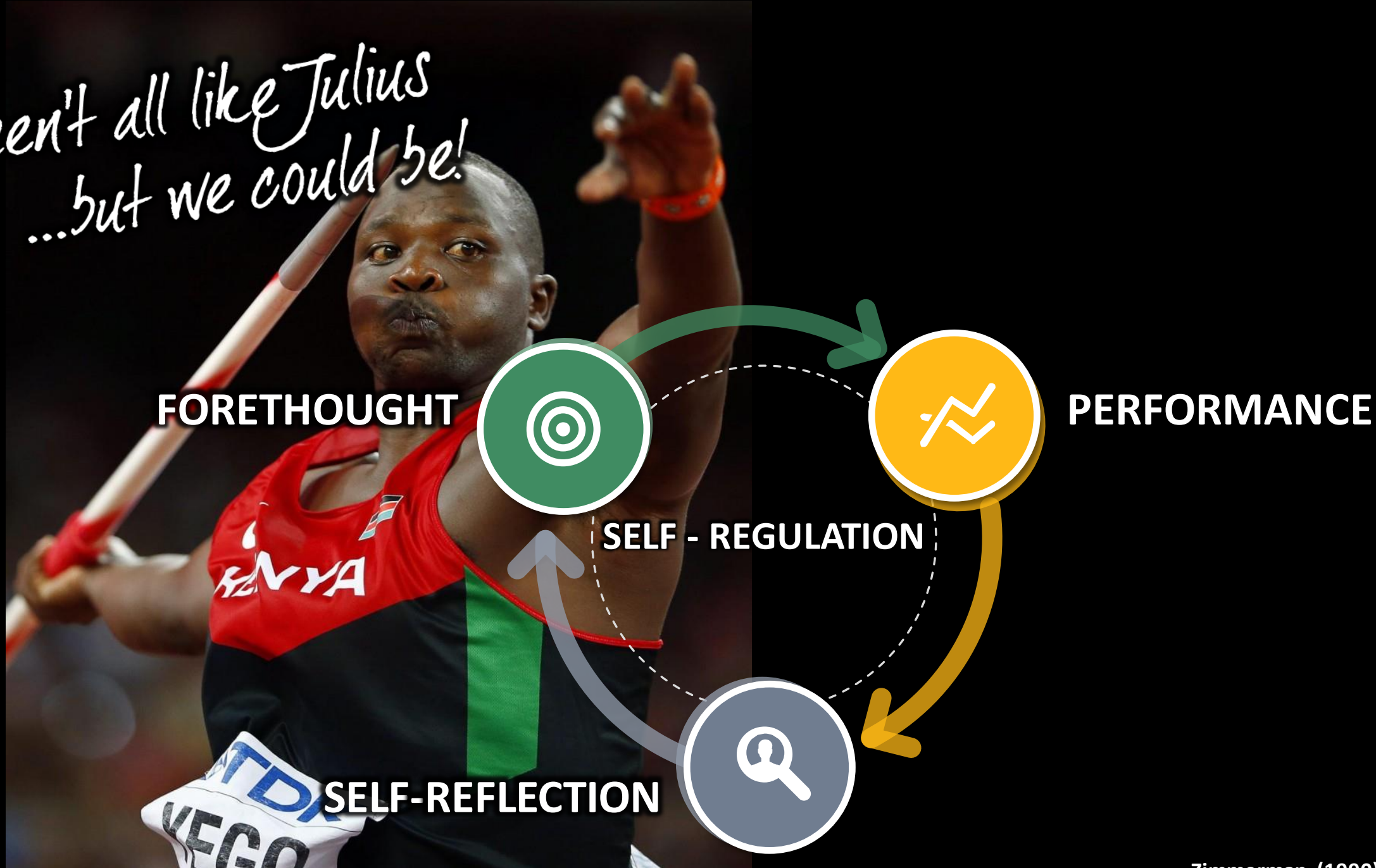
Julius Yego, 2012 Olympic gold medalist



Julius Yego, 2012 Olympic gold medalist, video courtesy of YouTube

https://www.youtube.com/watch?v=-3eSgkN_BV8

*We aren't all like Julius
...but we could be!*



Julius Yego, 2012 Olympic gold medalist

INTERNAL LOCUS OF CONTROL



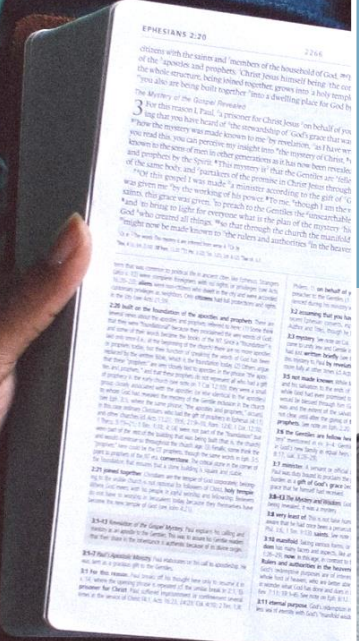
PLANNING AHEAD



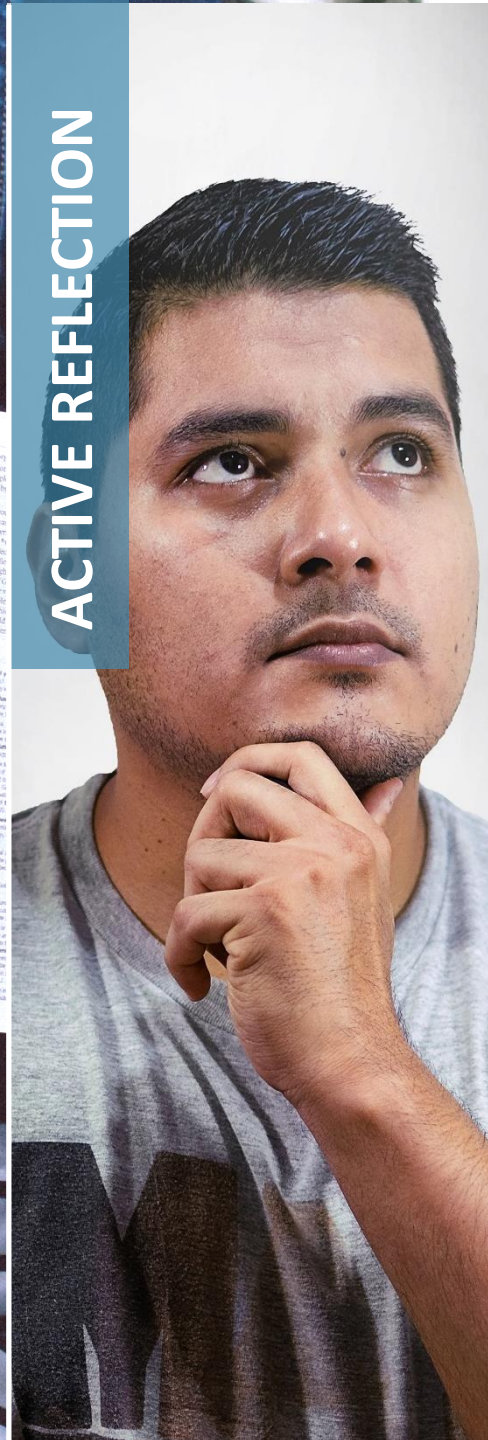
LINK TO PRIOR KNOWLEDGE



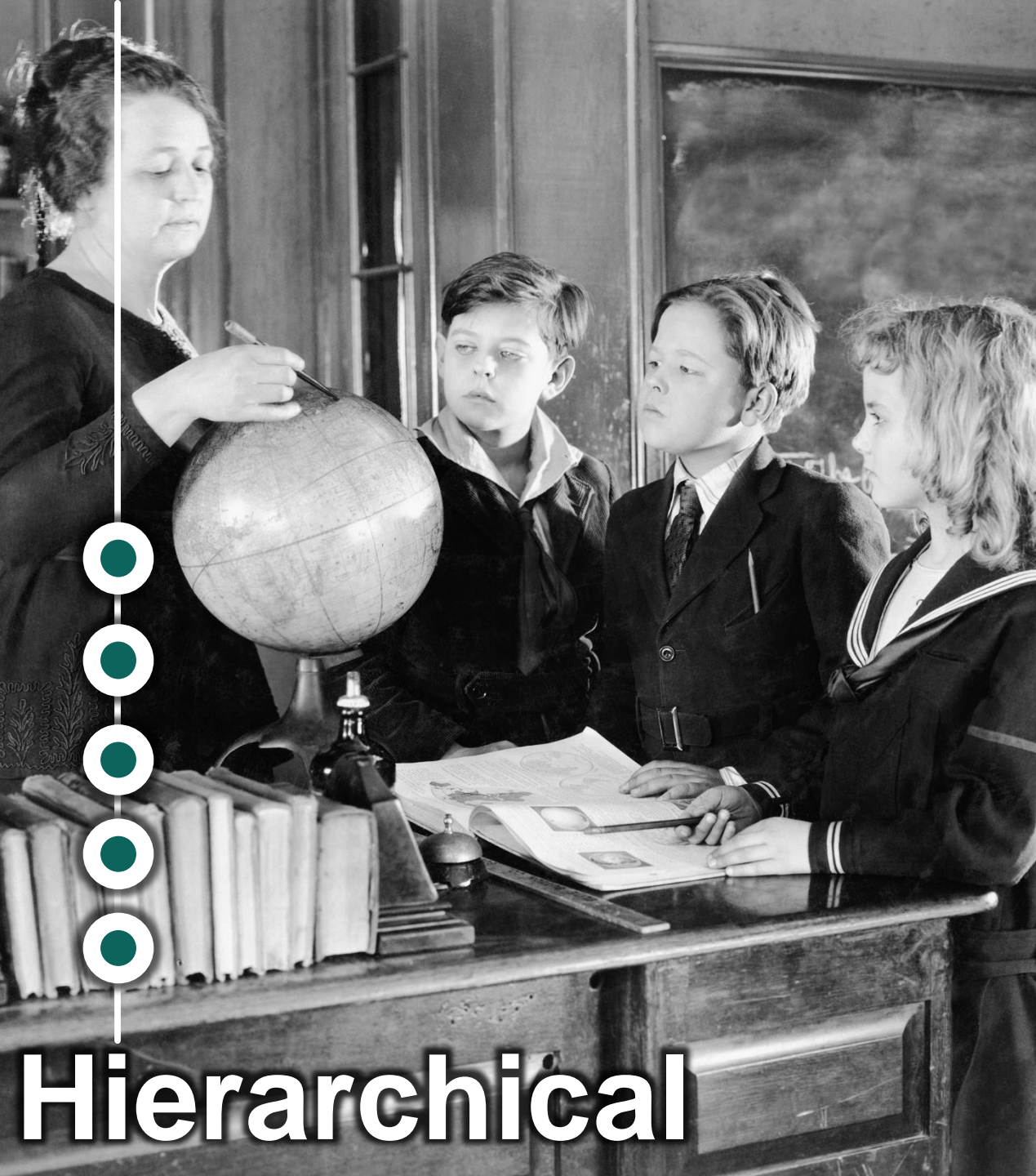
ACTIVE MONITORING



ACTIVE REFLECTION



2. Social Learning



Hierarchical

Networked



Networked



Consistency, validity, and standardized strength at scale

Distribution, assessment, compliance

Formal learning

Local and contextualized

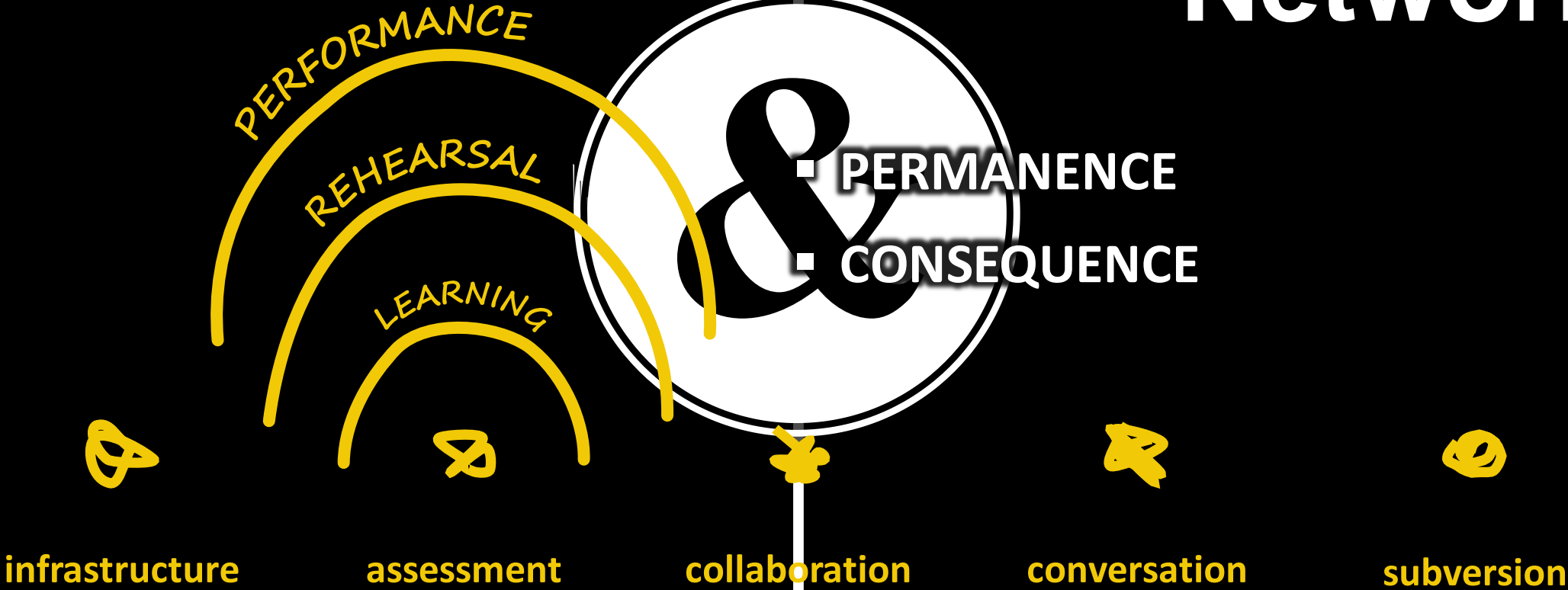
Group sense making

Diversified strength, creativity, individual capacity



Hierarchical

Networked



Hierarchical

CREATE THE CONDITIONS



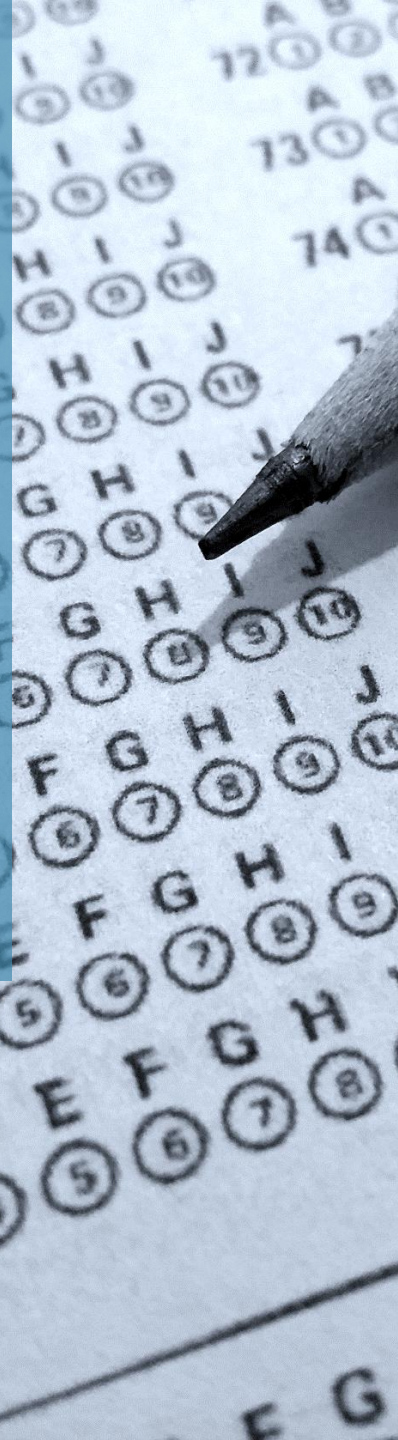
SCAFFOLD FORMAL AND SOCIAL



SOCIAL LEARNING ACTIVITIES



BE CAREFUL WITH ASSESSMENT



SPACES AND COMMUNITIES



3. Experience Design



**Corporate needs you
between this picture**

- Market research
- Customer relationship management
- Communications
- Storytelling
- Brand management
- **User experience design**
- Nudge theory
- Data analysis



meeting needs without fuss or bother

simplicity and elegance

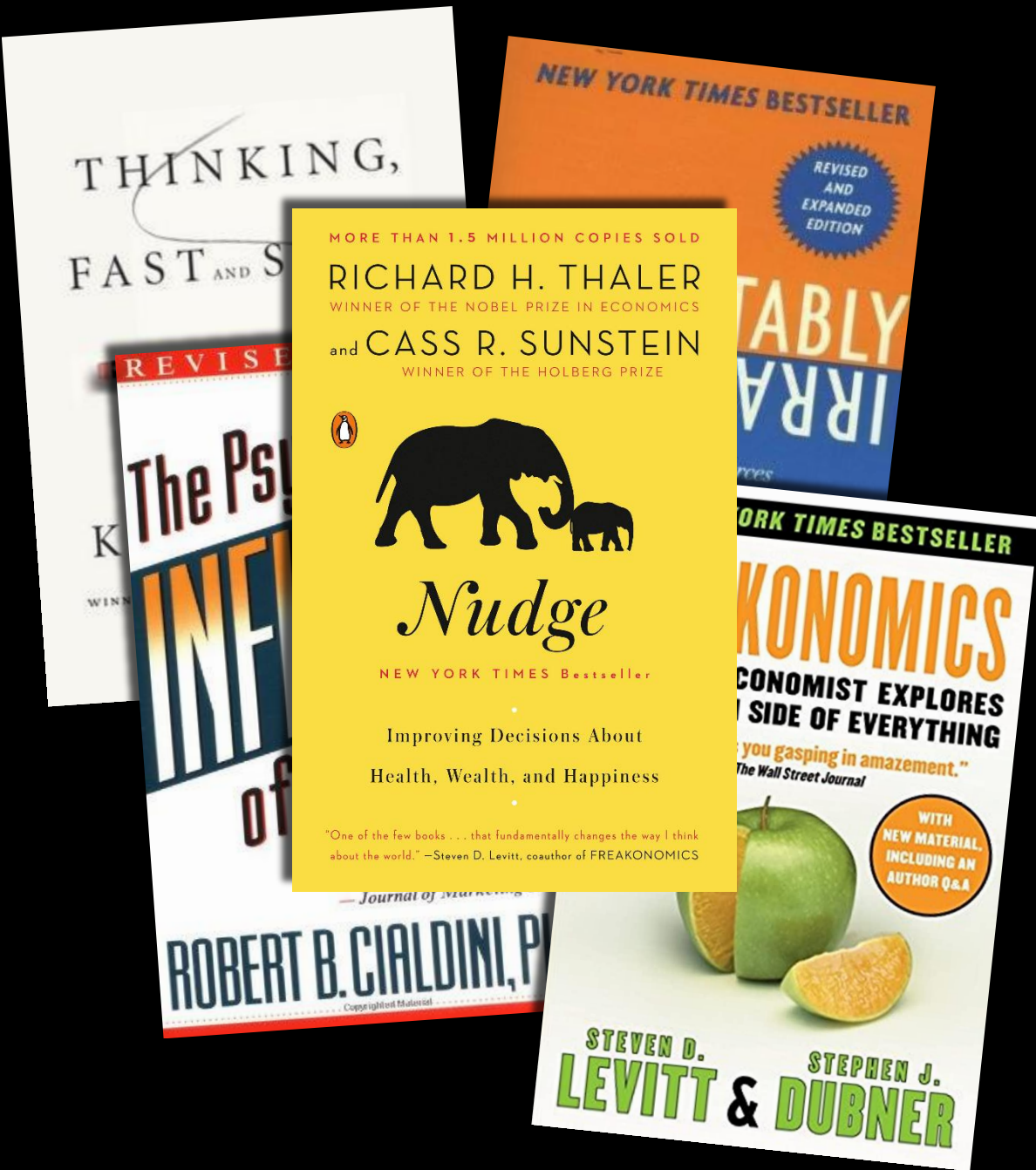
joy to own and use

human-centered

goal-directed

- Market research
- Customer relationship management
- Communications
- Storytelling
- Brand management
- **User experience design**
- Nudge theory
- Data analysis





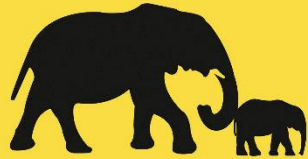
- Market research
- Customer relationship management
- Communications
- Storytelling
- Brand management
- User experience design
- **Nudge theory**
- Data analysis



social proof

opt-out default

just in time prompts



Nudge

commitment (consistency)

gamification

anchoring

- Market research
- Customer relationship management
- Communications
- Storytelling
- Brand management
- User experience design
- **Nudge theory**
- Data analysis



meeting needs without fuss or bother

opt-out default

social proof

just in time prompts

anchoring



Nudge

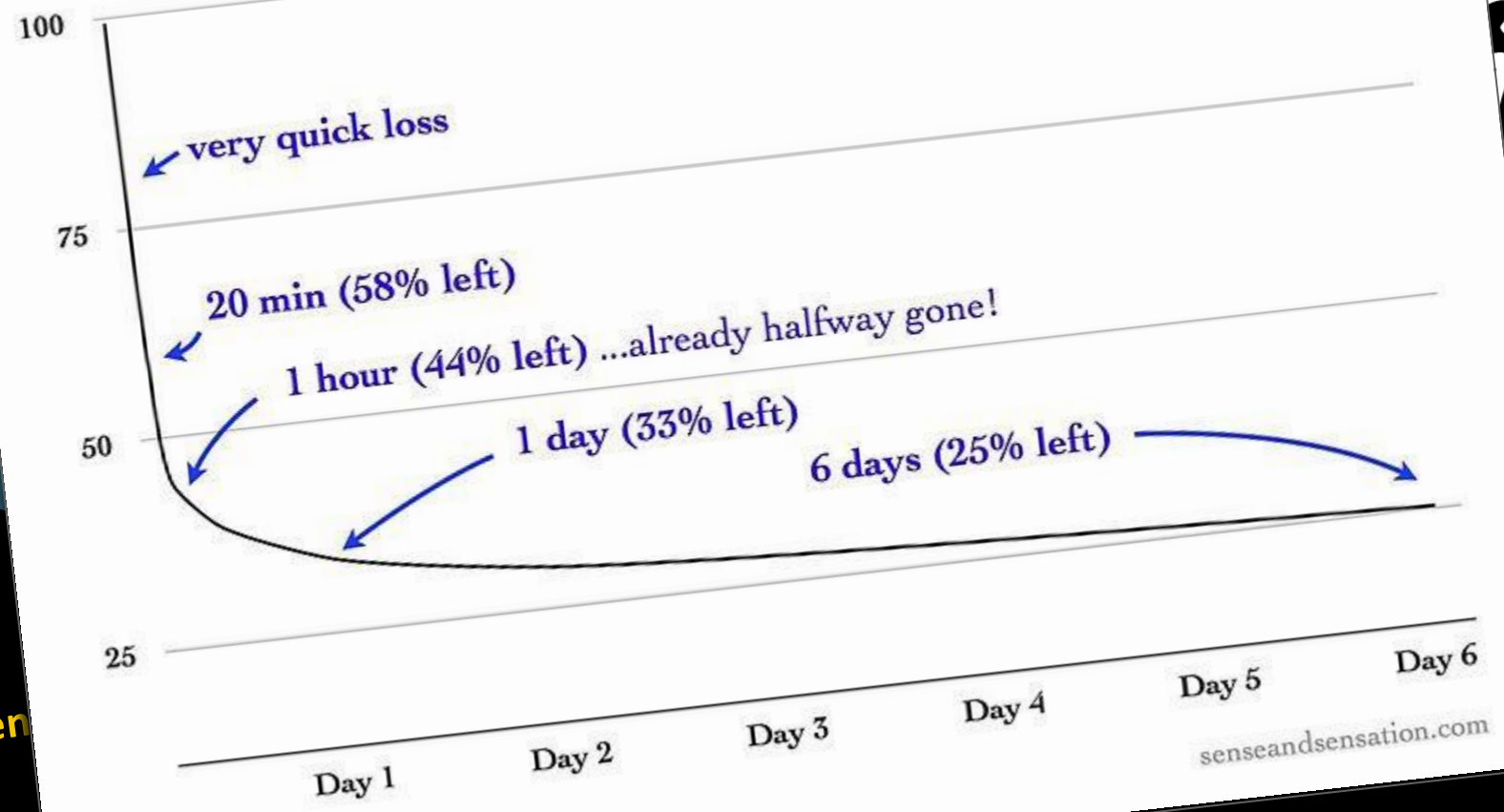
simplicity and elegance

gamification

commitment (consisten

Ebbinghaus' Forgetting Curve

(How much of something do we forget each day?)



meeting needs without fuss or bother

opt-out default

social proof

goal-directed

just in time prompts

human-centered

joy to own and use

anchoring



+

LEARNING
SCIENCE
LXD

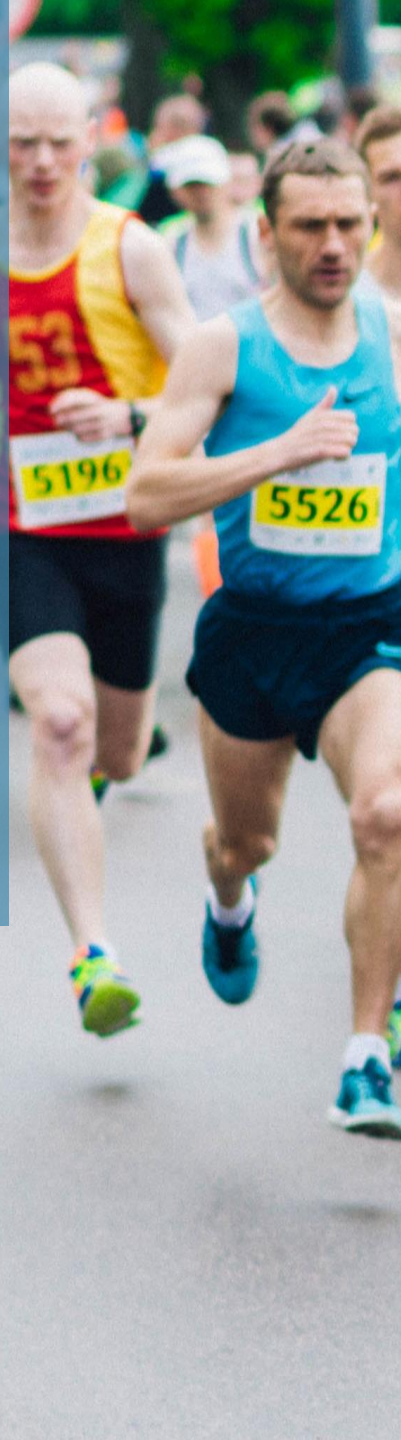
simplicity and elegance

gamification

commitment (consistency)

(Learning Experience Design)

FOCUS ON THE ACTUAL GOAL



HOLISTIC USER-CENTERED DESIGN



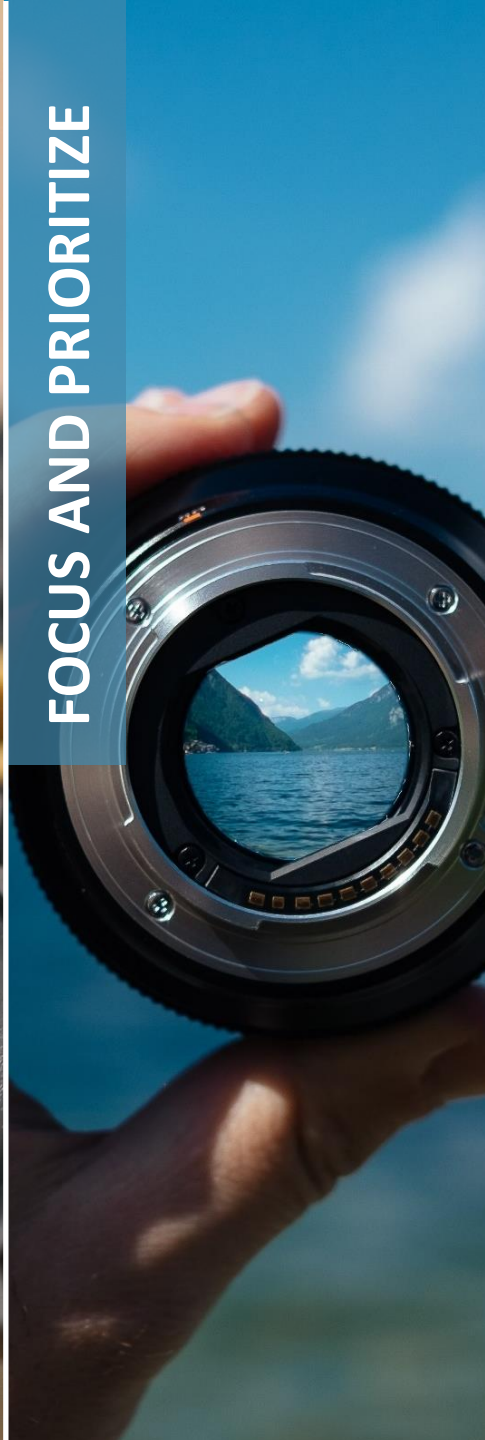
REAL, IRRATIONAL HUMANS

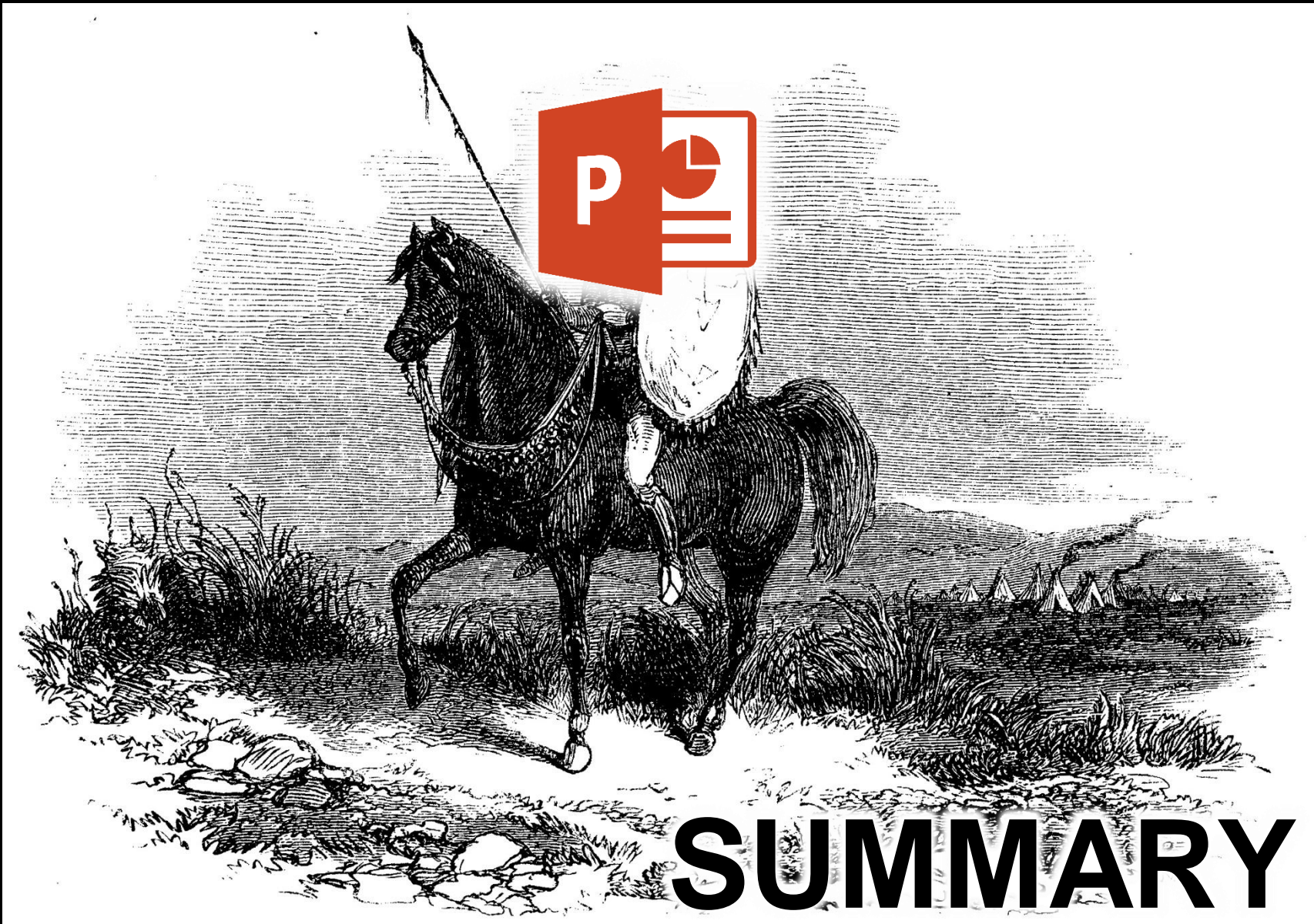


THINK SYSTEMATICALLY (STRATEGIC)



FOCUS AND PRIORITIZE

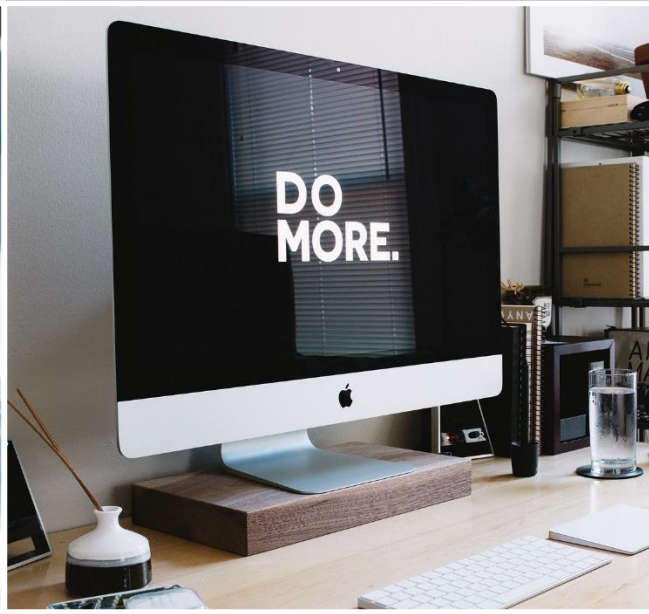




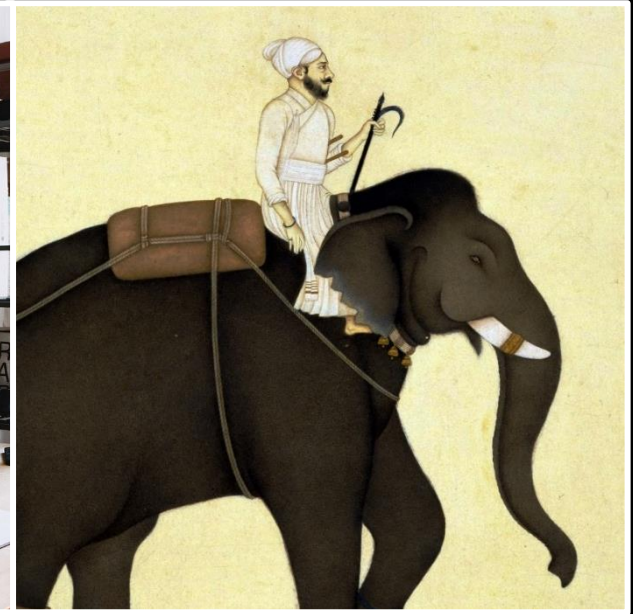
SUMMARY



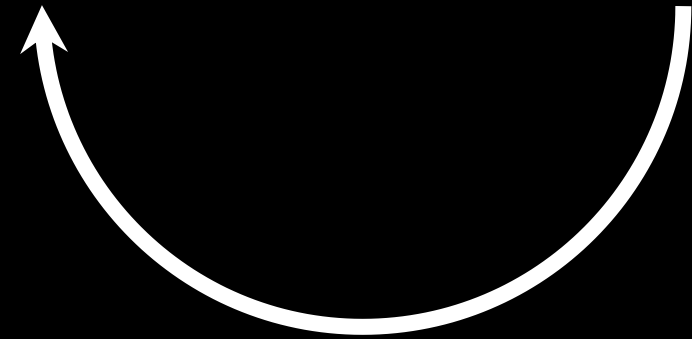
**INFORMATION
OVERLOAD**



**EXPANDING
REQUIREMENTS**



**COGNITIVE
BIASES**



More, Better, Faster!



**INFORMATION
OVERLOAD**

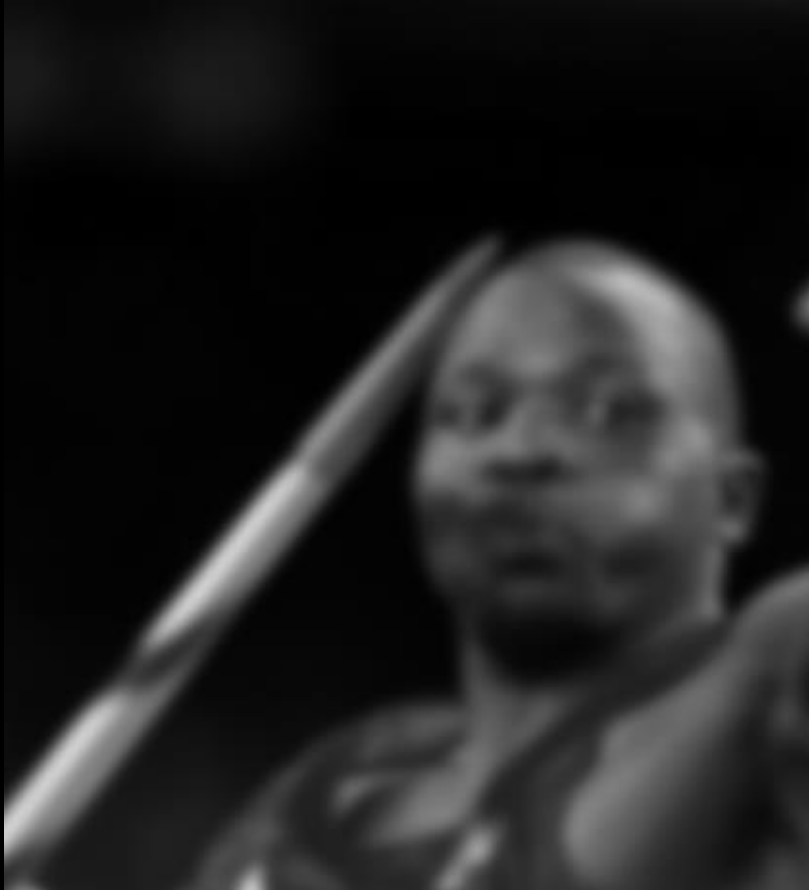


**COGNITIVE
BIASES**

...easiest/most available info

are





SELF-REGULATION

- Before, during, and after
- Monitoring and reflection
- Navigate knowledge



SOCIAL LEARNING

- Create the conditions
- Make space
- Nurture the community



LXD

- UX throughout
- Design for real people
- Think big picture



Cut through the noise

SELF-REGULATION

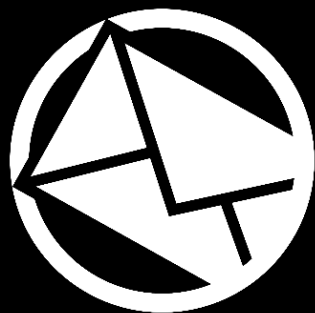
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end.