



ENTERPRISE CONTENT CURATION STRATEGY



INFORMATION IS EVERYWHERE

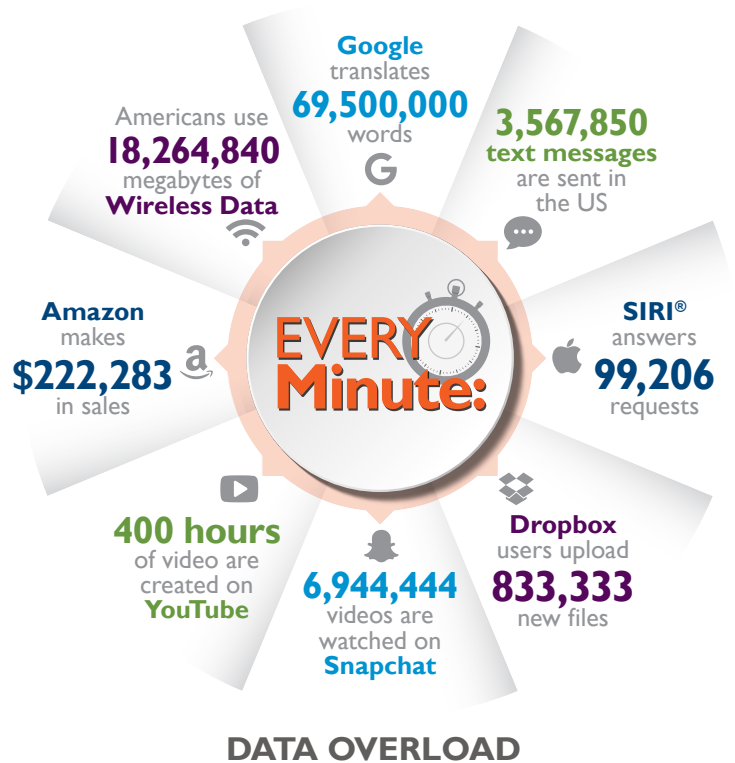
In the Learning 3.0 era, learners want their corporate learning solutions to mirror or replicate the content they receive in their personal lives. Content needs to be thumb-driven, mobile, bite-sized, contextual, and most of all, accurate. With endless data sources and many different learning styles and preferences, how has this consumerism way of learning affected the way in which substantive knowledge should be delivered?

What is Content Curation?

Content curation is the process of aggregating and sorting through large amounts of content on the web, in conversations, as well as content that is bought, built and sourced and presenting the best posts in a meaningful and organized way. The goal of content curation is to bring together quality, useful information that adds value to the learner's lives.

Conditioned by Google™ and an on-demand society where the sum of human knowledge is literally carried around on devices that fit into our pockets, we have all come to expect answers and information to be available at the point of need. Informal and self-directed learning are essential components of an individual's professional development, and requires a mechanism that can deliver learning at the points of need and in a way that fit the individual style of learning.

For content curators and learning leaders, meeting these clear demands raises many questions. How can we quickly source through multiple channels, curate, create, aggregate, moderate and rate content to meet the immediate, yet ever evolving, needs of users? How do we determine which content will be displayed and how will it be grouped? How are meaningful and contextual learning journeys deployed to meet the needs of the learner base?





The Next Step in Content Curation

Based on this evolution, the focus has shifted to arranging relevant pieces in a meaningful manner and providing value-added insights to create an optimized learning experience that is dynamic, personalized, virtual and aligned to the dynamic needs of the business. However, it can be overwhelming to know where to get started in this “new” world.

We must take into account more than the “amount” of data we can accumulate, but we must match it up to specific roles where it can be most effective. We must consider how learners will best consume information, the average learner’s consumption rate, the business impact of learning programs, relevancy and costs of content and time to competency.

Content Curation Strategy

There is a high degree of probability that your organization is already curating content, but you may not even know it. Things such as a recommended reading list, creating a shared drive for employee resources, or required workplace-related courses are all examples of content that has been curated for individual learners.

As important as the actual content, however, is the format and context of the content being used, the methods of delivery, and most importantly, the buy-in and reinforcement from the learners.

At GP Strategies®, we know that your content curation strategy needs to be driven by your learning population. Certain types of workers will benefit from different types of delivery methods. It is important to find a balance so that relevant and contextual content is available for all learners, regardless of their experience level or technical competency.

Creating the Right Mix

Defining clear learning paths, aggregating and sourcing data, monitoring adoption and success metrics, and adjusting learning strategies based on feedback are all part of the process of creating a unique learning experience for each user.



Our model for content curation spans all aspects of the enterprise curation lifecycle:

- Establishing the enterprise curation model framework, which incorporates critical elements of long term success and sustainability.
- Developing and delivering personalized learning pathways, which are created from a discovery engine that filters an optimized mix of internal assets, external sources, and information from leaders, experts and other influential individuals.

The End Goal: An Optimized Learner Experience

The new guiding principles of the learner experience tell us a few very important things, among them: learning is a business responsibility driven by relevant business outcomes, learning assets are different, design outcome-based and learner centered, and each learning path needs to be personalized. It is with these principles in mind that we come to the conclusion that pathways must contain role-based, topical knowledge.

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