



Learn today's skills, prepare your future

Content is king: myth or reality?

Steps for a successful learning content curation

Loïc BOGAERT

 loic.bogaert@myskillcamp.com





Loïc BOGAERT

Learning Curator

loic.bogaert@myskillcamp.com

Workshop objectives

After following this workshop, you will be able to...

1

Explain what learning curation is, and its importance in the learning industry

2

Understand learning curation projects' key success factors

3

Follow the steps for successful learning curation and understand how learning curation works at myskillcamp



Understand learning curation



**By show of hands, who has already
spent more than 20 minutes to find
a TV show/a movie on Netflix?**

We lose time to find the right piece of content!

Whether it's for **entertainment**, **information** or **learning**; we lose time to find the best content!

And it's hard to know if the content would meet our needs before using it!



It's normal!





**By show of hands, who knows
what “curation” means?**



First of all, what is curation?

*“Curation is the activity to **collect, put together and share the most interesting contents** (text, images, videos...) about one topic”*

But then Internet came along...

Everybody does curation!



When we read an article and share it on social medias



When we show a video to our friends



When we suggest a friend watch a particular movie on a streaming platform



How myskillcamp helps you find curated content



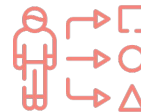
Select the content like a menu

To stop learners feeling overwhelmed by content, we have Learning Paths for our customers to use. Meaning learners only have access to what they need.



Pay only for what you need

Learning Paths enable our customers to target specific learning topics so they only pay for what they need and not for the rest.



Improve learners' engagement

Learning Paths have been created by our Learning Curators therefore only the best-in-class content (free and paid) are used to build these paths.





How much is the creation of a digital learning course?

- A) Between 1 000 and 10 000 €
- B) Between 10 000 and 50 000 €
- C) Between 50 000 and 100 000 €

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Moreover, everything is going so fast!

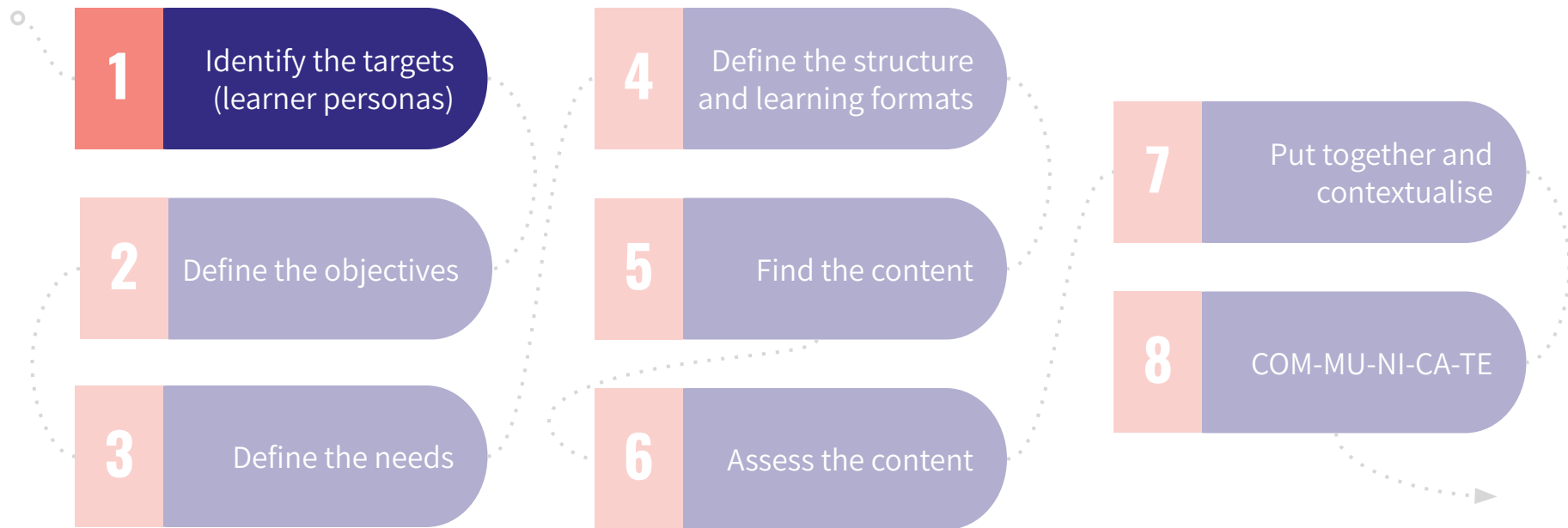
Pace of change is accelerating... it's hard to **catch up and have up to date and relevant training.**

Fortunately, it's not necessary to create everything from scratch.



**Successfully manage learning
curation**

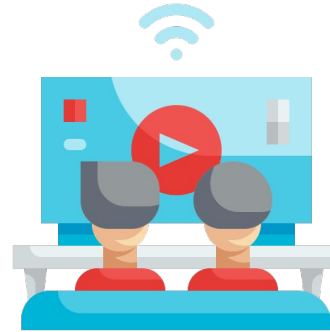
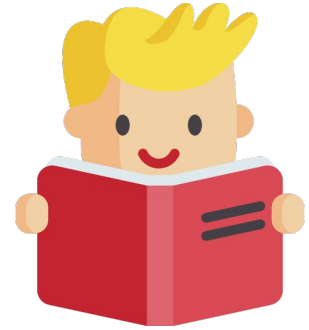
Learning Curation process



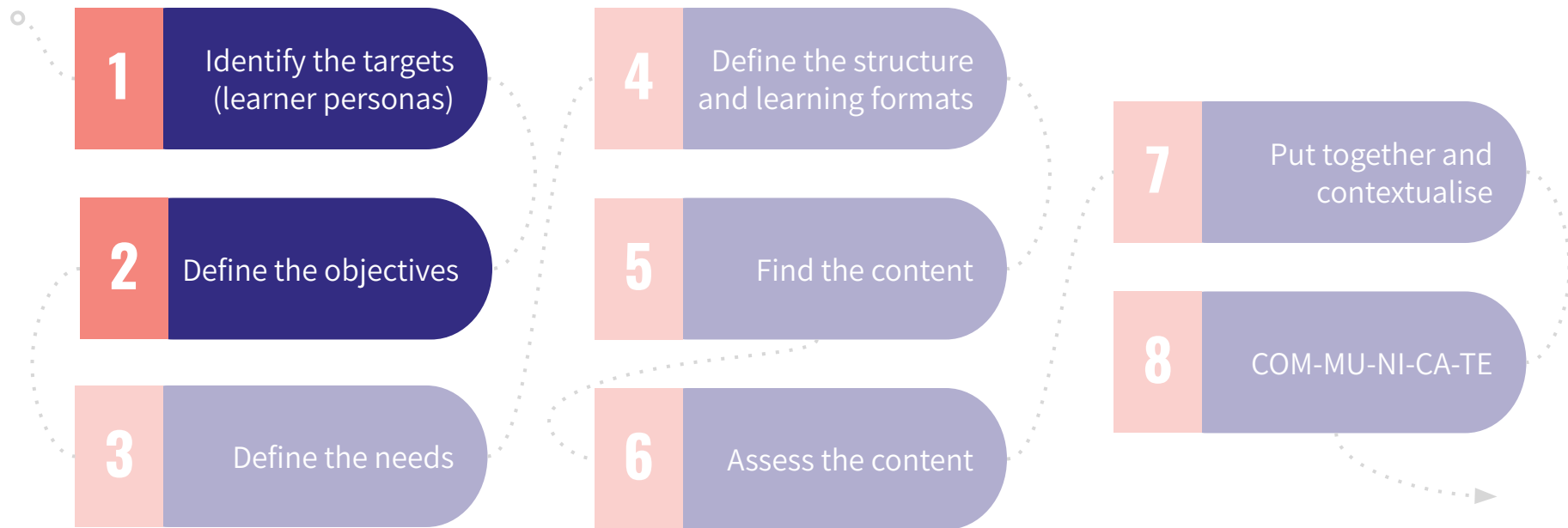
Tell me who you are so I can teach you!

No two people learn the same way or will have the same takeaways from a training course.

Before doing learning curation, identify your learners thanks to “**Learners persona**”



Learning Curation process



Training? Why?

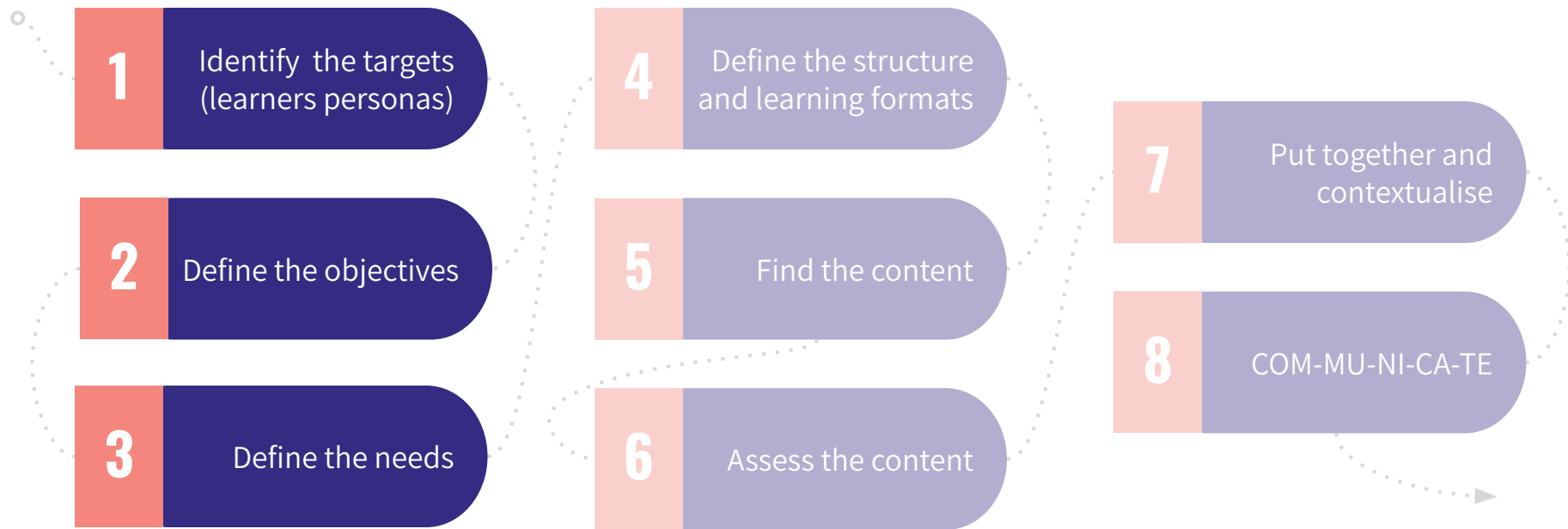
One key step in the process is to define your **objectives at different levels:**

- Strategic
- Operational
- General
- Pedagogical

to **measure the impact!**



Learning Curation process

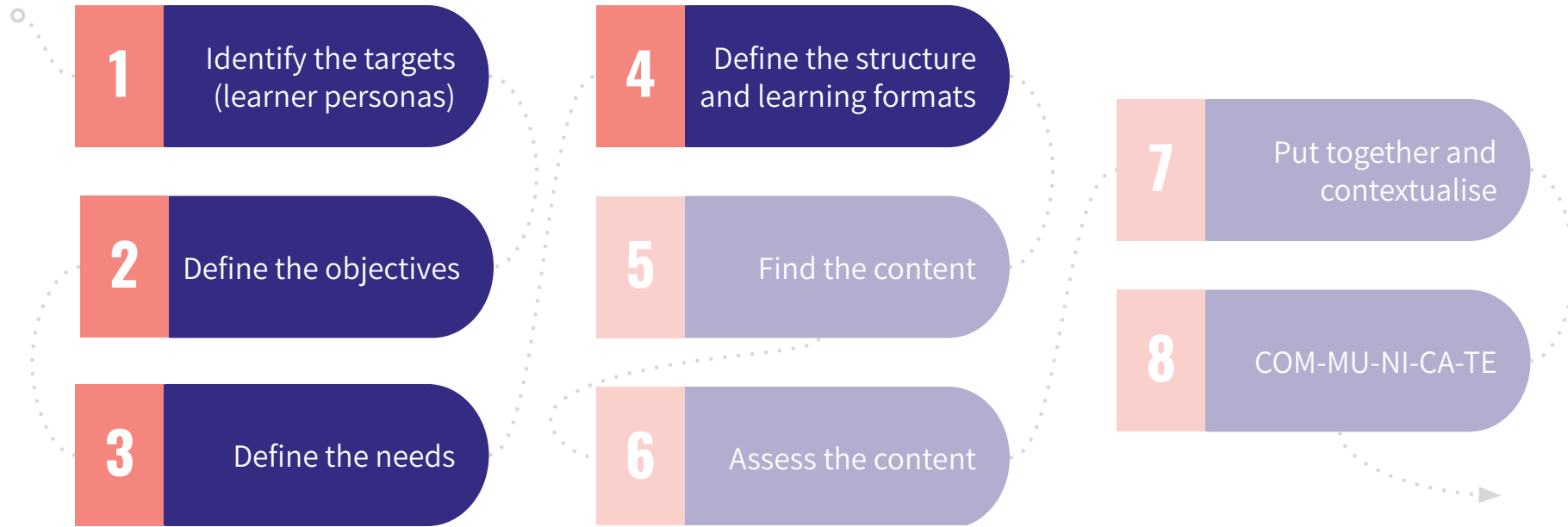


Define your “minimum criterias”

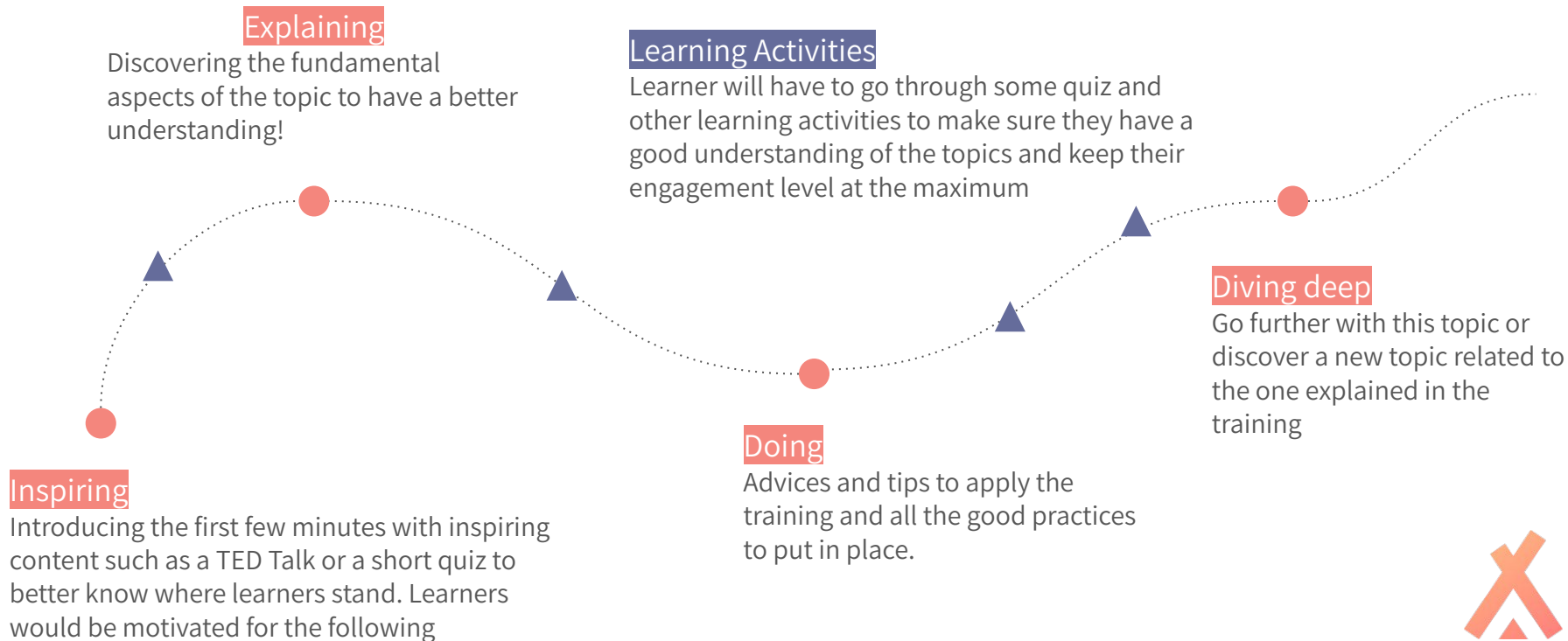
- Learning language(s)?
- Content format?
- Duration (minimum and maximum)?
- Any piece of content or Providers mandatory?
- Key messages?



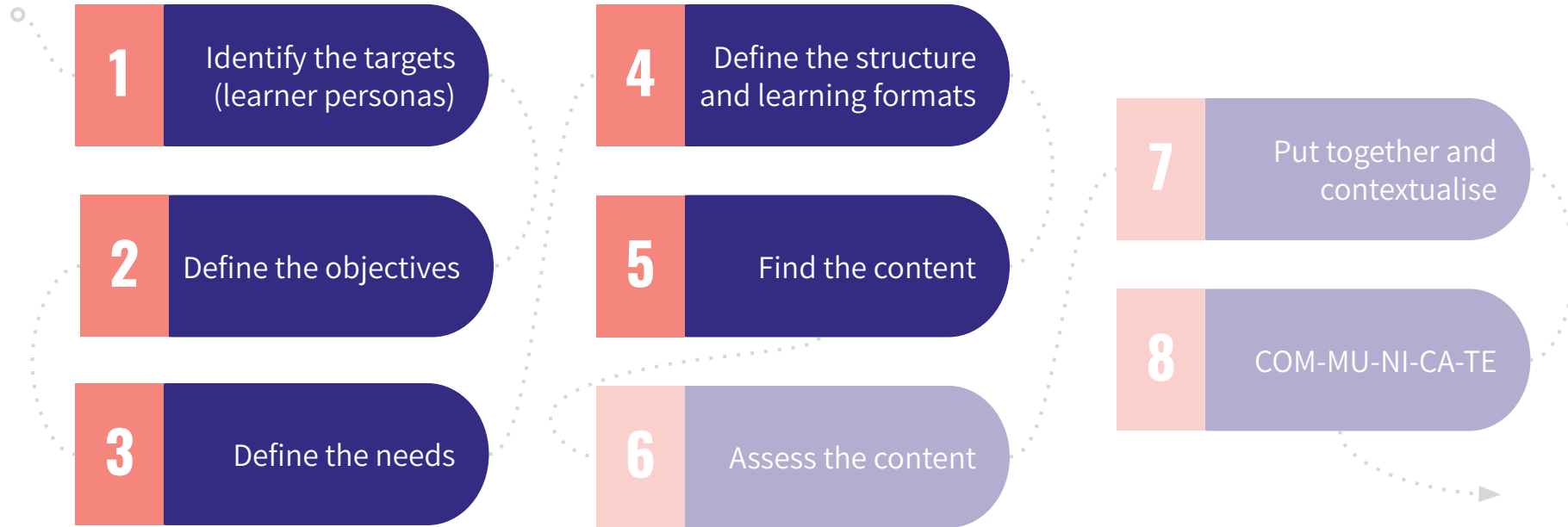
Learning Curation process



Pedagogical approach of a learning path at myskillcamp



Learning Curation process



Search, find, put together...

- TED Talks
- YouTube
- Articles & blogs
- Podcasts
- Catcat
- LinkedIn
- ...



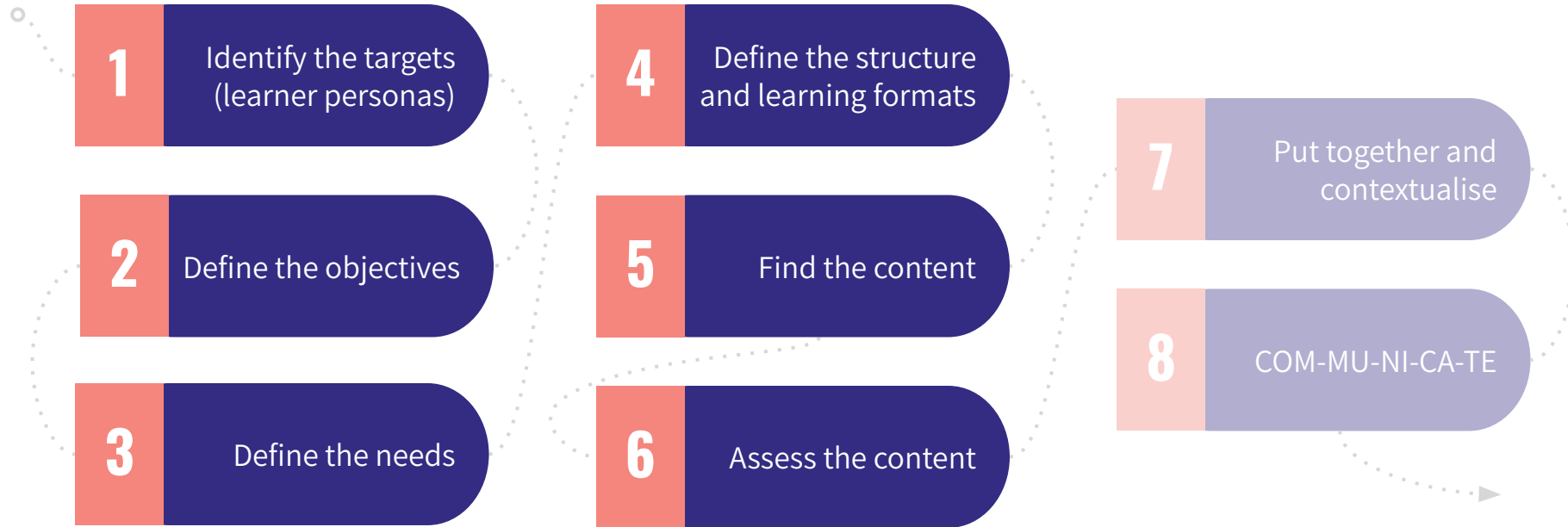
“stress management game”

“stress management infographic”

“stress causes consequences”

“stress management in 5 mn”

Learning Curation process



8 criterias to assess a piece of content



Relevance

Does the content was relevant and up to date?



Application

Does the content applicable in the daily job?



Duration

Does the content have a sufficient duration? (not too short nor too long)



Learning Objectives

Does the content help to complete the learning objectives?



Ease of use

Is the content easy to use?



Diversity

Does the content have enough variety?



Activities

Are the activities (quizzes, projects, videos) appropriate (challenging, concise)?

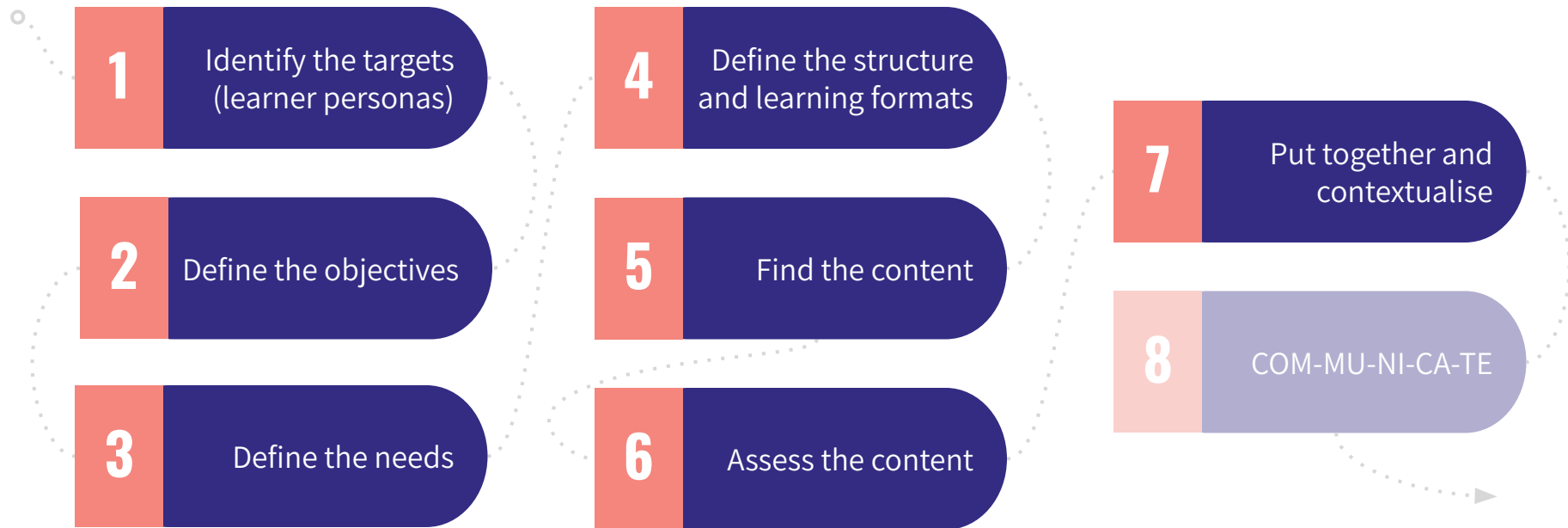


Playfulness

Is the content was fun and enjoyable?



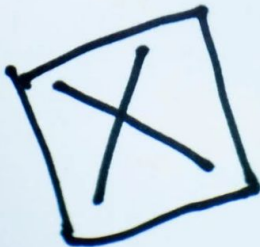
Learning Curation process



Checklist



Yes

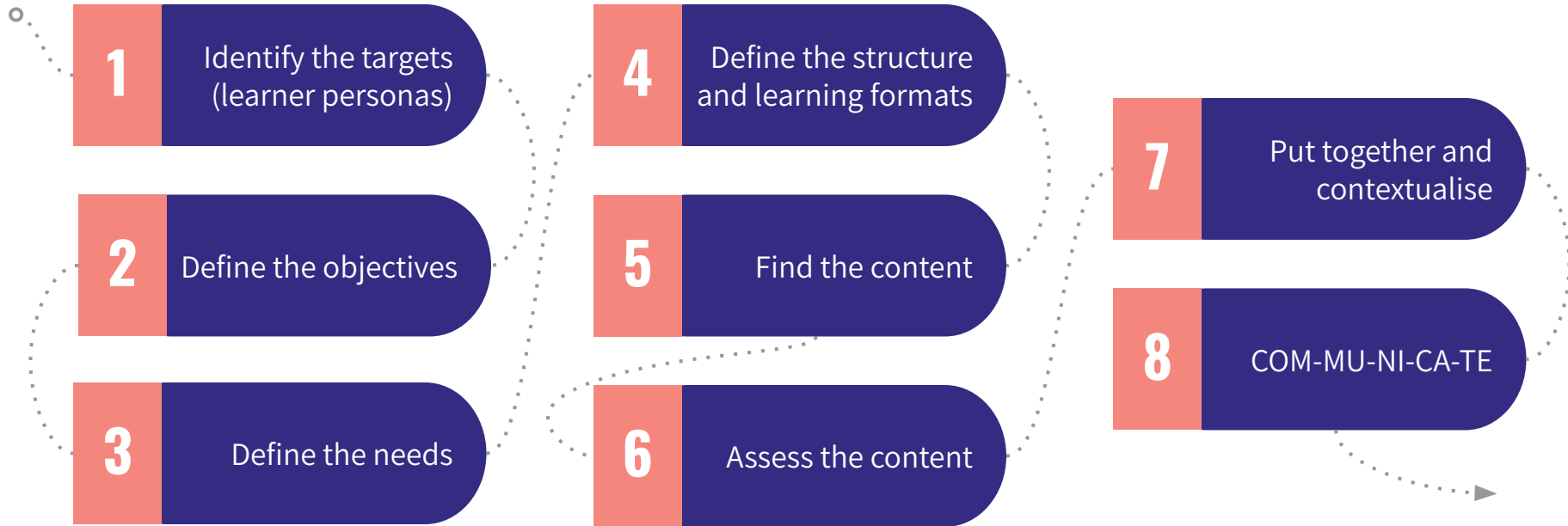


No

THE checklist for contextualisation

- ☐ Content repeats key messages but are not duplicated
- ☐ Content is not contradictory
- ☐ Formats are diversified
- ☐ Content and format are good quality
- ☐ Content can be used legally
- ☐ Content doesn't heavily feature ads

Learning Curation process



Learning Marketing

Build learning paths is great, but if nobody knows about them: it's useless

So make sure to communicate on multiple channels and repeat key messages, for example you could use:

- Kick off meetings
- Social learning sessions
- Internal newsletter
- Intranet...



Key skills for learning curation



Curiosity

- Ask the right questions
- Work with experts



Pedagogy

- Make information more simple and understandable
- Have a critical eye on content



Digital

- Use digital tools
- Understand users behaviours on digital channels



Learning curation at **myskillcamp**

Our partners

Myskillcamp works with more than **20 different partners** covering all topics of the workplace and training industry.

From selling to project management but also soft skills and office software, our topics are diverse.

[FIND OUT MORE](#)

coursera



LinkedIn LEARNING

goodhabitz
online training



and more...!

Marketing

Sales

Project Management

Finance

Human Resources

Communication

Leadership & Management

Personal Development

Languages

Computing

Office Software

Creativity

Compliance & Safety



Our collection of 'off the shelf' content

- Soft skills
- Management & Leadership
- Projects & Innovation
- Business
- Languages
- Safety, Conformity & Security
- Key skills for 2030
- ...

Or 'off the shelf' Learning Paths

Collection “Soft skills”

Off the shelf Learning Paths:

- Manage conflicts at work
- Better time management
- Remote work: best practices
- Learn how to learn
- Keys to assertiveness
- Dealing with stress

Collection “Leadership”

Off the shelf Learning Paths:

- Public speaking: reach excellence
- Lead effective meetings
- Mastering the art of feedback
- Management: the basics
- Manage your team remotely
- Leadership: the fundamentals



But that's not all!

We work with our customers on their digital learning strategy and their **learning curation approach**:

- Trainings,
- Workshops,
- Tailor made learning paths...

To meet their specific needs



Word from an Expert



*"There is a lot of amazing content out there. If you have precious resources, one way to think about your learning strategy is **only creating the content that no one else can create**".*

Kelly Palmer

Chief Learning & Talent Officer @Degreed



Creating content has its benefits,
but **curating** training content is vital...

Give your learners expert learning material from well-known training providers

Discover training on new skills quicker than competitors

Add curated content to learning paths to make well-rounded courses for your learners



...so download our free
whitepaper on **Content Curation**
and **Digital Learning** to see how to
curate the best content for your
learners.



SCAN ME



Thank you!



Loïc BOGAERT
Learning Curator

loic.bogaert@myskillcamp.com



myskillcXmp