



The Learning Hub

learning made digital



1 Over The Learning Hub

2 De doelgroep

3 Het juiste moment

4 De werkvormen



Over
The Learning Hub

Onze *expertise*

A photograph of two women in a professional setting. One woman is standing and looking at a laptop, while the other is seated and looking towards the camera. The image has a yellow overlay.

Content
Creation

A photograph of a woman standing and presenting to an audience. She is holding a remote control. The image has a green overlay.

Training
Design

A photograph of three women standing together and smiling. They are wearing lanyards. The image has a blue overlay.

Learning
Management Systems



2

De

doelgroep



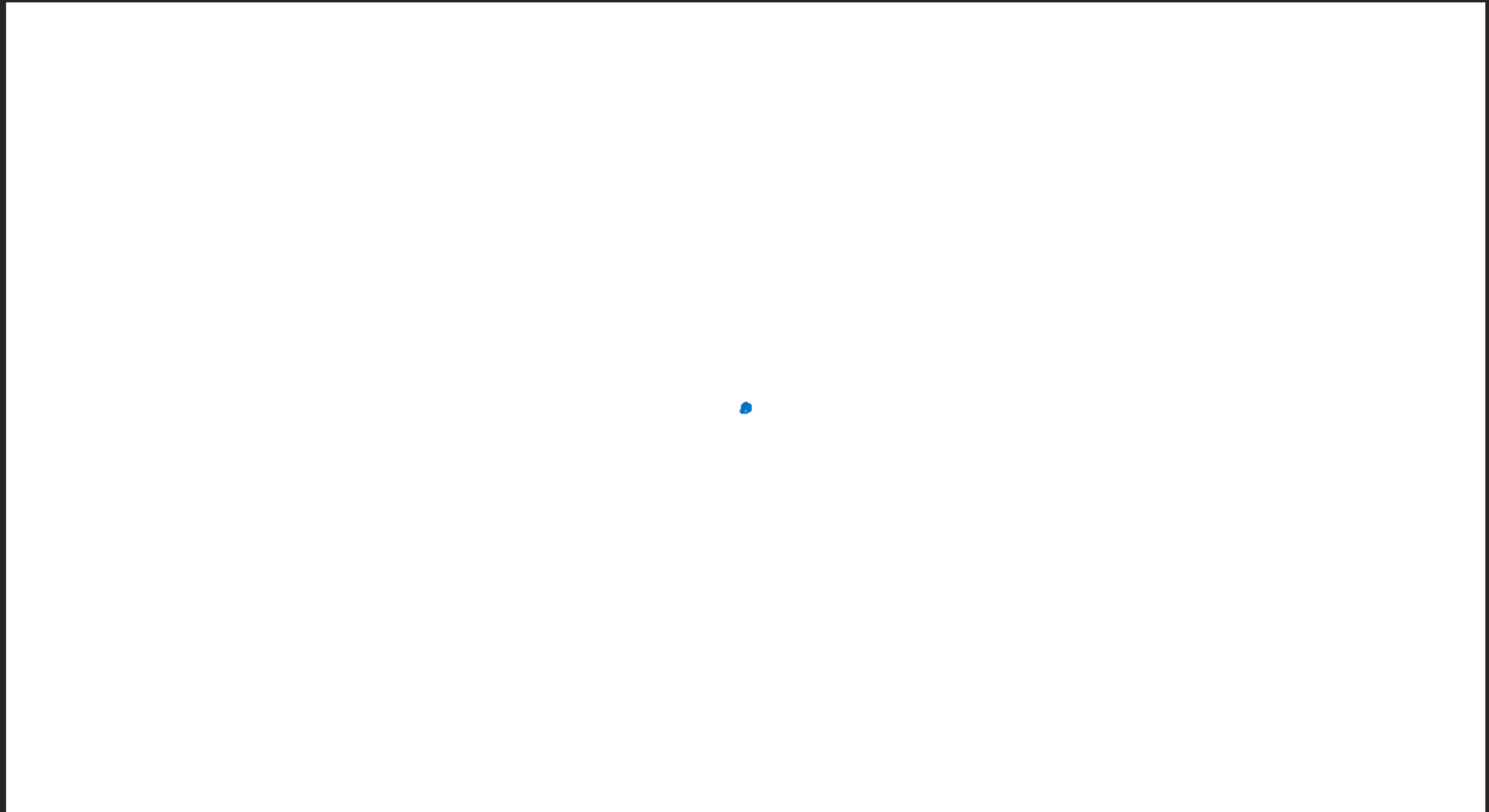
Akkoord met deze
stelling?

"Je biedt het beste voor iedereen hetzelfde traject aan.
Zo geraken de werknemers niet in de war."



- 1 Go to wooclap.com
- 2 Enter the event code in the top banner

Event code
PROEVERIJEN





Voor *Wie?*

- Content, LMS, een nieuwe leercultuur
- One size fits all?
- Persona's (denk 'Jammers')



Waarom deze

doelgroep?

- Doel $\neq$ middelen
- Wat wil je bereiken ...
 - als organisatie?
 - voor deze doelgroep?
 - doelstellingen?
 - evaluatie?
- Waarom wil je dit bereiken?
- Hoe past het doel voor deze doelgroep binnen het grotere doel voor de organisatie?



Verwachtingen &

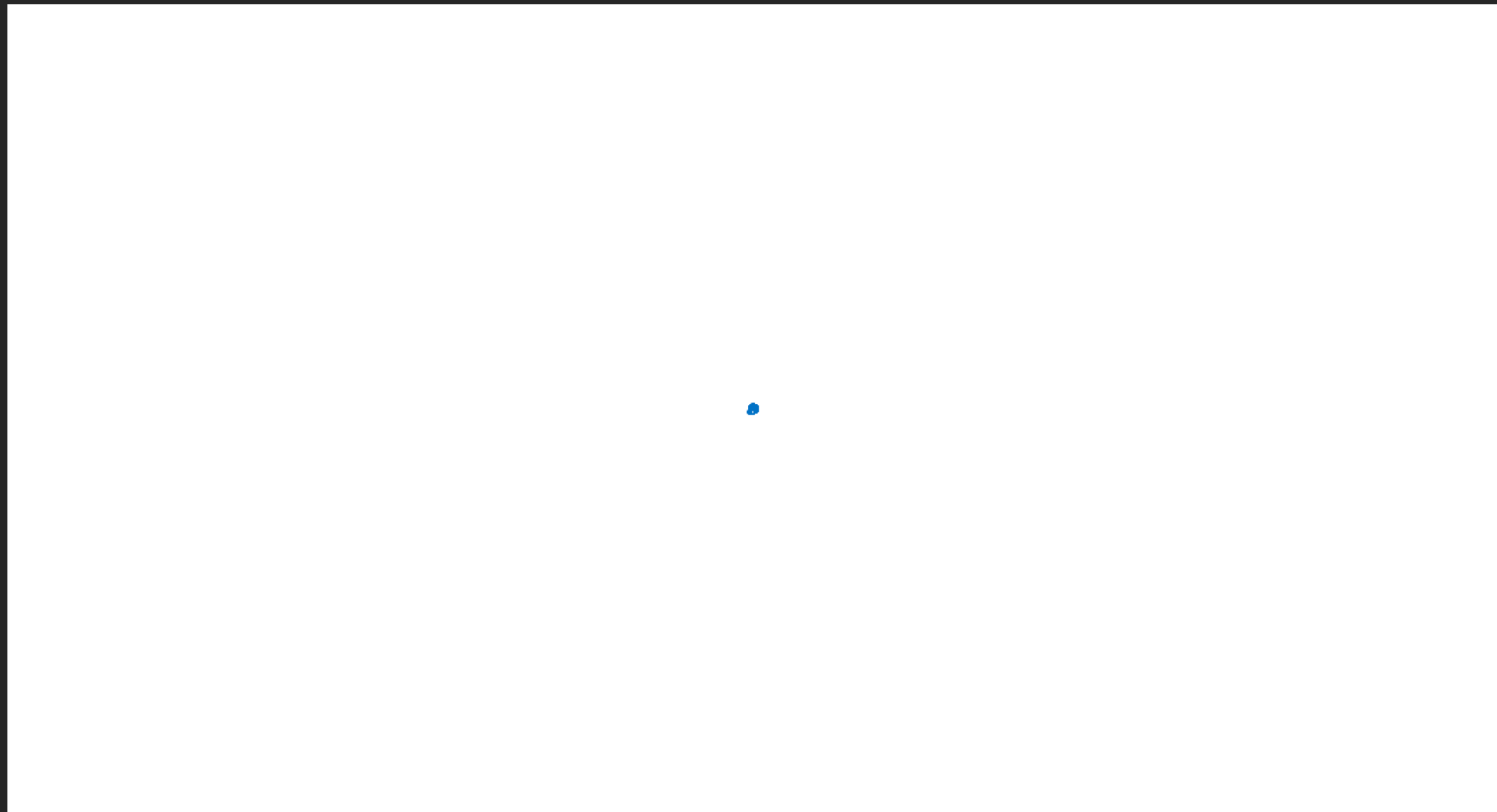
Weerstand

- Geef doelstellingen mee ("What's in it for me?")
- Leercultuur?
- Feiten vs. verwachtingen (weerstand)
- Kritische blik "A polished turd, is still a turd."

Casus onboarding *Maria*

- Maria
- 52 jaar
- Sinds 3 jaar in België, afkomstig uit Venezuela
- Basiskennis Nederlands en Engels, moedertaal Spaans
- Volgde enkel verplicht onderwijs (tot 15 jaar)
- Werkervaring als winkelbediende
- Maakt zelf juweeltjes
- Heeft een webshop waar ze juweeltjes verkoopt
- Aangeworven als orderpicker sinds 1 maand





Casus Onboarding *Melanie*

- Melanie
- 41 jaar
- Sinds 3 maanden in België, afkomstig uit Oostenrijk
- Geen kennis van het Nederlands, moedertaal Duits, zeer gevorderd in het Engels, basis Kroatisch
- Doctoraat 'Computer Science and Software Engineering'
- Werkervaring als software engineer
- Skiet graag
- Aangeworven als software engineer sinds 2 maanden







3

Het juiste
moment

The background image shows a university campus scene. On the left, a tall, curved flagpole holds a flag with a circular logo and the text 'The Learning Hub' and 'learning made digital'. To the right of the flag, a vertical sign displays '489' and 'COMMUNICATE CAMPUS' with a circular logo. The scene includes a paved walkway, some greenery, and a building in the background. A color gradient overlay transitions from orange at the top to green at the bottom.

Bob Mosher's

5 moments of need

1

New

2

More

3

Apply

4

Solve

5

Change



4

Werkvormen

Waaier aan *werkvormen*

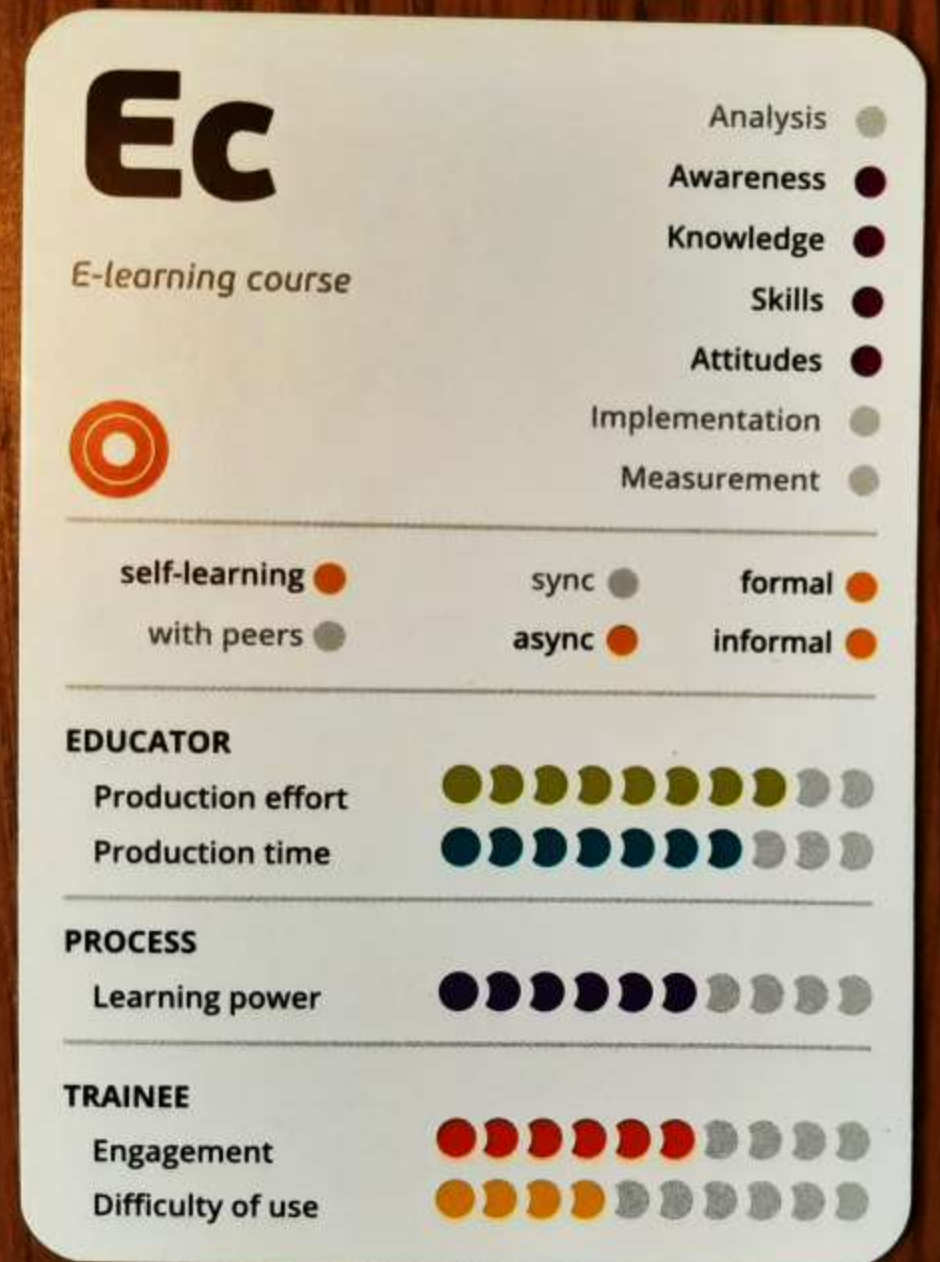
- Digitaal? Ter plaatse? Klassieke werkvormen?
- Werkvormen binnen werkvormen
- Learning Battle Cards



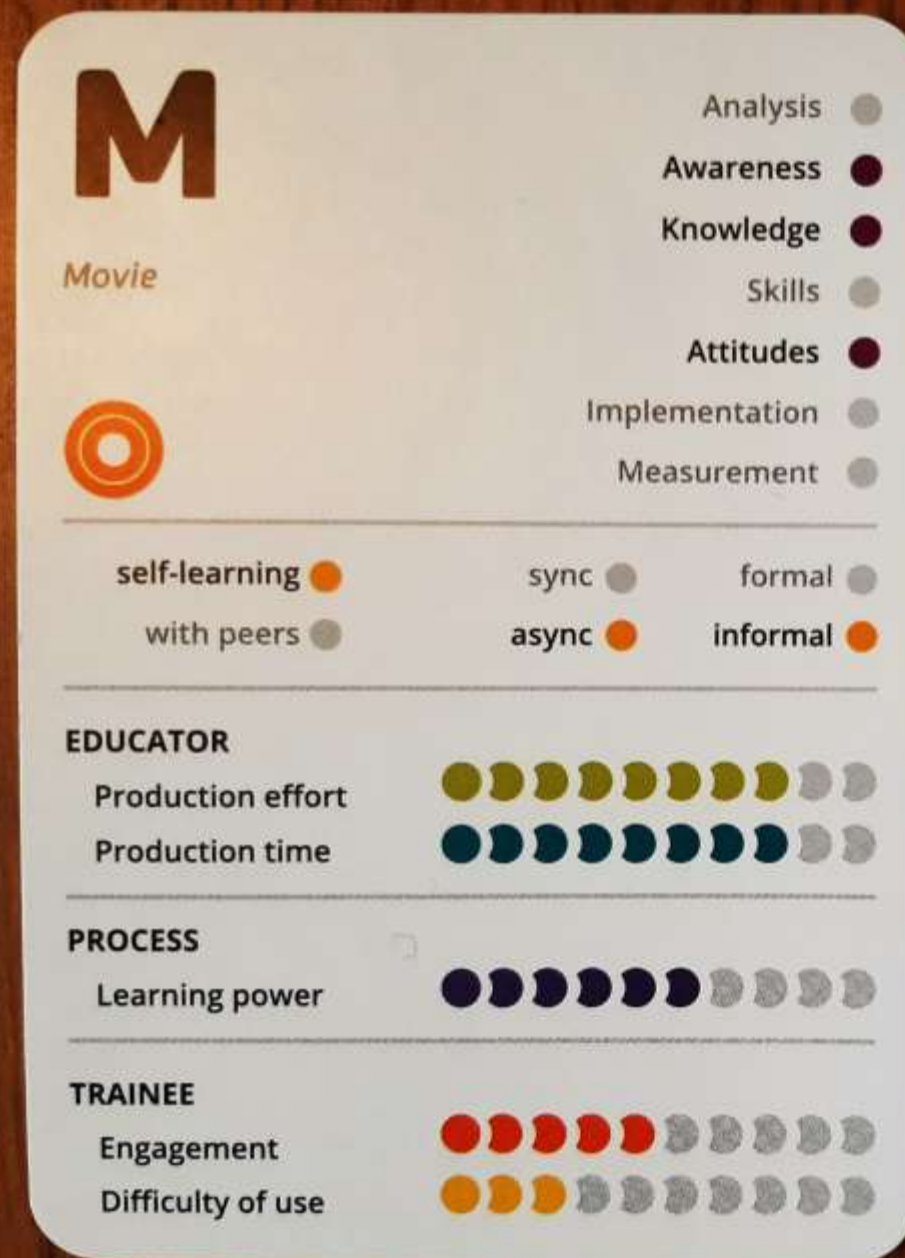


Learning Battle Cards

Learning Battle Cards



Learning Battle Cards



Learning Battle Cards Canvas

7 Windows of Instructional Design

The Learning Battle Cards ecosystem introduces the 7 windows of Instructional Design, a new approach to developing an instructional strategy.

The 7 Windows focus on:

1. Needs analysis
2. Building awareness
3. Transfer of knowledge
4. Skills building
5. Influencing attitudes
6. Implementation of new competencies
7. Measurement of results

The 7 windows of Instructional Design is intended to be used with the Learning Battle Cards deck. The way a card is used depends only on the instructional designer's creativity. Our recommendations on matching any given card to any of the windows can be found on the reverse of each card in the right top corner.



Go here to download the Learning Battle Cards deck: www.learningbattlecards.com

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HOW TO USE THE LEARNING BATTLE CARDS CANVAS

The 7 Windows of Instructional Design canvas consists of two main sections:

Header: Used to discuss and define the context of the learning process.

7 Windows: Used to brainstorm, create and visualize the concept of the learning process.

Step 1: Define and write down all information in the header: describe the client, define the learning objectives, elaborate on the potential audience, and discuss critical needs and factors which could influence the instructional design process.

Step 2: Solve the learning process following the sequence of 7 Windows, starting from the left and going to the right.

- Reveal and discuss the situated questions.
- Use the Learning Battle Cards to brainstorm learning tools and approaches which could be used in that window.
- Discuss and select the best solution to meet the stated learning objectives.
- Create icons (tokens) to represent selected Learning Battle Card methods in the window.
- Add arrows, lines, circles, other graphical elements to show sequence, dependencies or other relationships between tokens.
- Repeat these steps for each of the windows.

When you are done with the last window, review the solution alongside the header section and reflect on the learning process you have created. Be sure to:

- Remove redundancies and unnecessary activities.
- Review (remove, add) relationships between tokens.
- Add comments to help guide the flow of the learning process.
- Redraw your learning process onto a new IBC Canvas to make it clean and clear. You can also use the Learning Battle Cards Development Kit, which allows you to play in the instructional design space using removable tokens on a magnetic whiteboard.

ANALYSIS

• Which methods do I need to use to identify and understand the learning objectives?

• How can we ensure the learning objectives are met?

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AWARENESS

• How can we ensure the learning objectives are met?

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KNOWLEDGE

• How can we ensure the learning objectives are met?

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SKILLS

• How can we ensure the learning objectives are met?

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ATTITUDES

• How can we ensure the learning objectives are met?

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IMPLEMENTATION

• How can we ensure the learning objectives are met?

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EVALUATION

• How can we ensure the learning objectives are met?

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Client and budget		Goals and KPIs		Target group		Needs and critical factors	
PREPARATION		DELIVERY				CONCLUSION	
ANALYSIS	AWARENESS	KNOWLEDGE				IMPLEMENTATION	EVALUATION
		SKILLS					
		ATTITUDES					

Waar zou jij
jouw kaart
plaatsen in
de 5 MON?

Learning Battle Cards Canvas 7 Windows of Instructional Design

The Learning Battle Cards ecosystem produces the 7 Windows of Instructional Design, a new approach to developing an instructional strategy.

The 7 Windows focus on:

1. [Needs] analysis
2. [Building] awareness
3. [Transfer of] knowledge
4. Skills [building]
5. [Influencing] attitudes
6. Implementation (of new competencies)
7. Measurement (of results)

The 7 Windows of Instructional Design is intended to be used with the Learning Battle Cards deck. The way a card is used depends only on the instructional designer's creativity. Our recommendations on matching any given card to any of the windows can be found on the reverse of each card in the right top corner.



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HOW TO USE THE LEARNING BATTLE CARDS CANVAS

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7 Windows: Used to brainstorm, ideate and visualize the concept of the learning process.

Step 1: Define and write down all information in the header: describe the client, define the learning objectives, elaborate on the potential audience, and discuss critical needs and factors which could influence the instructional design process.

Step 2: Explore the learning process following the sequence of 7 Windows, starting from the left and going to the right.

- Read and discuss the related questions.
- Use the Learning Battle Cards to brainstorm learning tasks and approaches which could be used in that window.
- Discuss and select the best solution to meet the stated learning objectives.
- Create icons (tokens) to represent selected Learning Battle Card methods in the window.
- Add arrows, lines, icons, other graphical elements to show sequence, dependencies or other relationships between tokens.
- Repeat these steps for each of the windows.

When you are done with the last window, review the ideation alongside the header section and reflect on the learning process you have created. Be sure to:

- Remove redundancies and unnecessary activities.
- Review (remove, add) relationships between tokens.
- Add comments to help guide the flow of the learning process.
- Redraw your learning process into a new IBC Canvas to make it clean and clear. You can also use the Learning Battle Cards Development Kit, which allows you to play in the instructional design space using removable tokens on a magnetic whiteboard.

ANALYSIS

• After meeting the client to learn to identify up to 3 "critical" learning objectives and/or development needs.

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AWARENESS

• How do we make the participants engaged in the learning objectives?

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KNOWLEDGE

• What knowledge should the development process participants acquire to achieve the set goals?

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SKILLS

• What skills (soft & hard) are to be developed as part of the development process?

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ATTITUDES

• What attitudes need to be developed as part of the development process?

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IMPLEMENTATION

• What factors associated with a desirable change of behaviors will be implemented to achieve the learning objectives?

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EVALUATION

• How do we build 2020 that will make it possible to achieve the learning objectives using Battle Cards and the Learning Battle Cards Development Kit?

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PREPARATION		DELI VERY				CONCLUSION	
ANALYSIS	AWARENESS	KNOWLEDGE				IMPLEMENTATION	EVALUATION
		SKILLS					
		ATTITUDES					



Thank you!

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