

Action for Digital Literacy

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Digital literacy is the set of competencies required for full participation in a knowledge society. It includes knowledge, skills, and behaviours involving the effective use of digital devices for purposes of communication, expression, collaboration and advocacy. ~ *Wikipedia*

How do we become digital? “I feel like I’ve been sent back in time 20 years, because this is the same question that’s been asked in every conference for years; how are we going to move from traditional classroom to digital learning?” ~ *Julian Wragg*

Action for Digital Literacy

- What's Stopping Us?

- Business



- Technology



- Human and Behavioural



Business

No models to copy
Complexity of knowledge
Lack of investment
Lack of focus in terms of strategy
Business needs ROI metrics to move ahead
Lack of alignment – different tools for different channels
Google it
Lack of imagination
Digital literacy not seen as a strategic objective at corporate level
Where to start? Lack of education and expertise

Change (link to culture)
Boring content (old experiences)
Cannot see the strategic imperative
Do we need it? Is it just the next fad?
Business model threatened by digital change
Understanding what works for this business
Control – could that become curation?
Speak to the right enablers
Leveraging the right tech so you can demonstrate ROI
Google it

Technology

Replicate existing social technology – everyone already uses it

The technology is moving too fast

Need a level ground – and there are moving goals

IT and operations see this as unimportant

Small apps that need to be plugged together

Platform interconnectivity

Adaptability

Coherent tech formats (or lack of)

Knowledge, confidence, cost – scary

Unstable

User journey fit for purpose

Keep it simple, make it clear what is in it for me

Structure and systems inefficient

IT barrier – cumbersome

I don't trust digital as much as a textbook

Have we got right balance of digital and face to face?

Right tools available

Data – no hiding place

Fear of not understanding technology and how to use it

Want easy access – one or two clicks

Human & Behavioural



Multi-generational challenges

Leadership legacy

PurposeMindset (need reverse mentoring?)

Let people use tools as they would in life – eg Facebook for work

Anxiety of the new

Why are we here? Because we prefer face to face for this

Having the time

Command and control cultures

Motivation

Changing manager to employee learning culture (self-driven)

Some do/some don't -->chasm

Stop assuming people can't because they aren't

Creativity – avenues exist to use digital to deliver story, problem-solving etc but grand strategies put a stop to it

Paralysis when faced with an enormous abundance of knowledge available

Understand behavioural traits and emotional reactions that hinder and help

Fear of presenting

Lack of understanding and skills

Instant gratification – short attention spans

Confidence

No clear pathway

Resistance to change

Knowledge is power conviction, so I keep knowledge to myself

Learner insecurity

Lack of learning culture

Stereotyping – assuming people will want to embrace digital

Not believing digital is the best option

How do you find purpose?

Is digital worth it?

Communication

Adult conversation

Case for change

Educating learners – different ways to use tech

Fear of failure

Range of user skills sets – from techie to technophobe

Tendency to revert back to traditional ways of learning

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What Now?

- An invitation to an experiment. Two weeks of setting goals, and taking action.
- Encouraging? Yes.
- Powered by Curiosity? Yes.
- Action Orientated? Yes.

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