



**People don't buy what you do;
they buy why you do it**

Start with Why: How Great Leaders Inspire Action
Simon Sinek (2009)



The WHY Behind Learning **REMIX**

DISCOVERY | ADVENTURE | EXPLORATION



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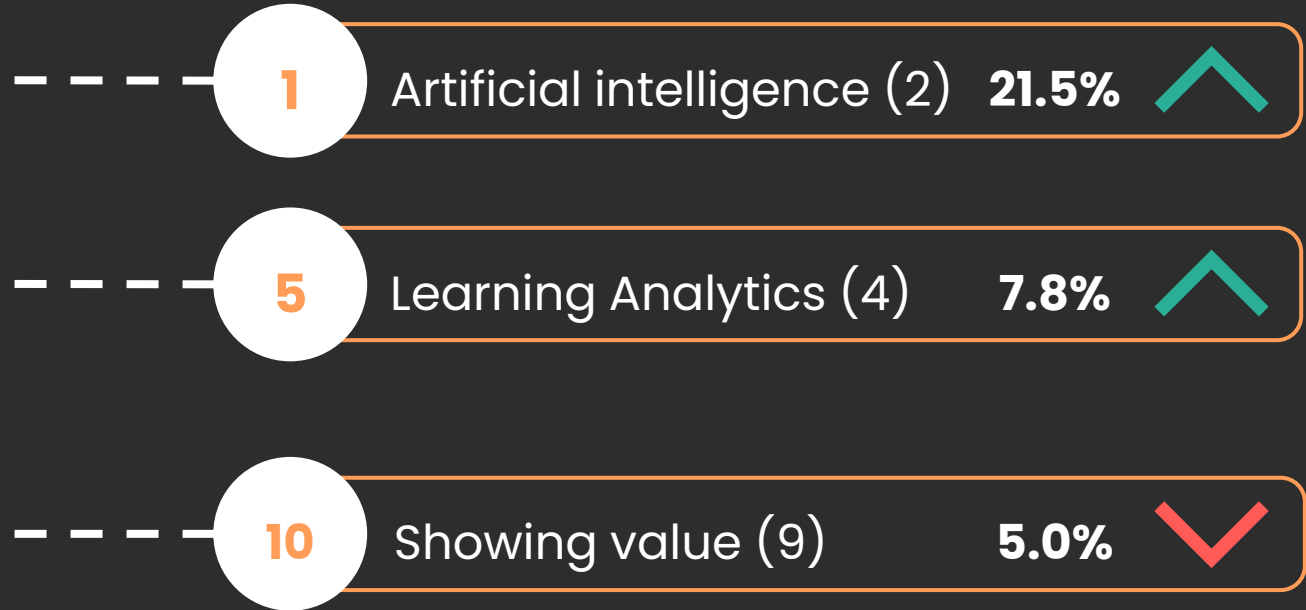


[Of the internet] **Intelligence** now means
**the knowing of lots of things,
not knowing about them.**

Global Sentiment Survey 2024

GSS 2024		
1. Artificial intelligence (2)	21.5%	↑
2. Reskilling/upskilling (1)	11.0%	↓
3. Skills-based talent management (3)	8.9%	↓
4. Personalization/adaptive delivery (6)	8.1%	↑
5. Learning analytics (4)	7.8%	↑
6. Coaching/mentoring (7)	5.9%	↓
7. Collaborative/social learning (5)	5.8%	↓
8. Micro learning (10)	5.8%	↓
9. Consulting more deeply with the business (8)	5.4%	↓
10. Showing value (9)	5.0%	↓
11. Learning experience platforms (11)	4.3%	↓
12. Virtual and augmented reality (13)	3.3%	↓
13. Performance support (12)	3.3%	↓
14. The Metaverse (14)	1.6%	↓
15. Cohort-based learning (new)	1.6%	new
16. Other (16)	0.8%	↓

n = 3,270



State of Learning Technologies **2024**

Relevance: A **71%** focus on job-specific training



Low Engagement: Only **53%** of respondents find their current training useful



Variety: **62%** of organisations are taking a blended approach to learning



Resource constraint: **46%** of organisations face budget and resource constraint



Collaboration: Up to **57%** of organisations are using communication tools within learning



Usability: Just **31%** find their LMS user-friendly



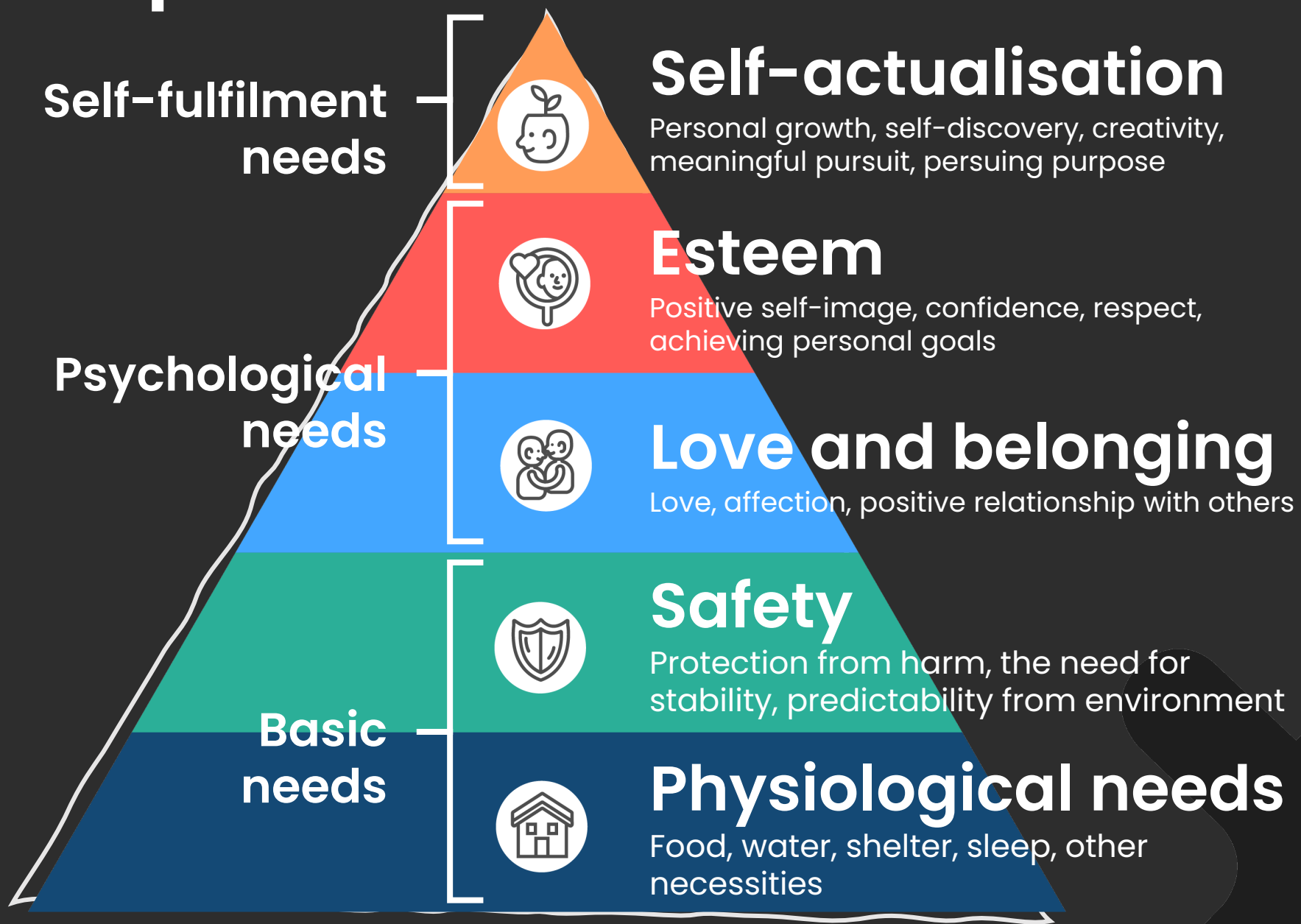


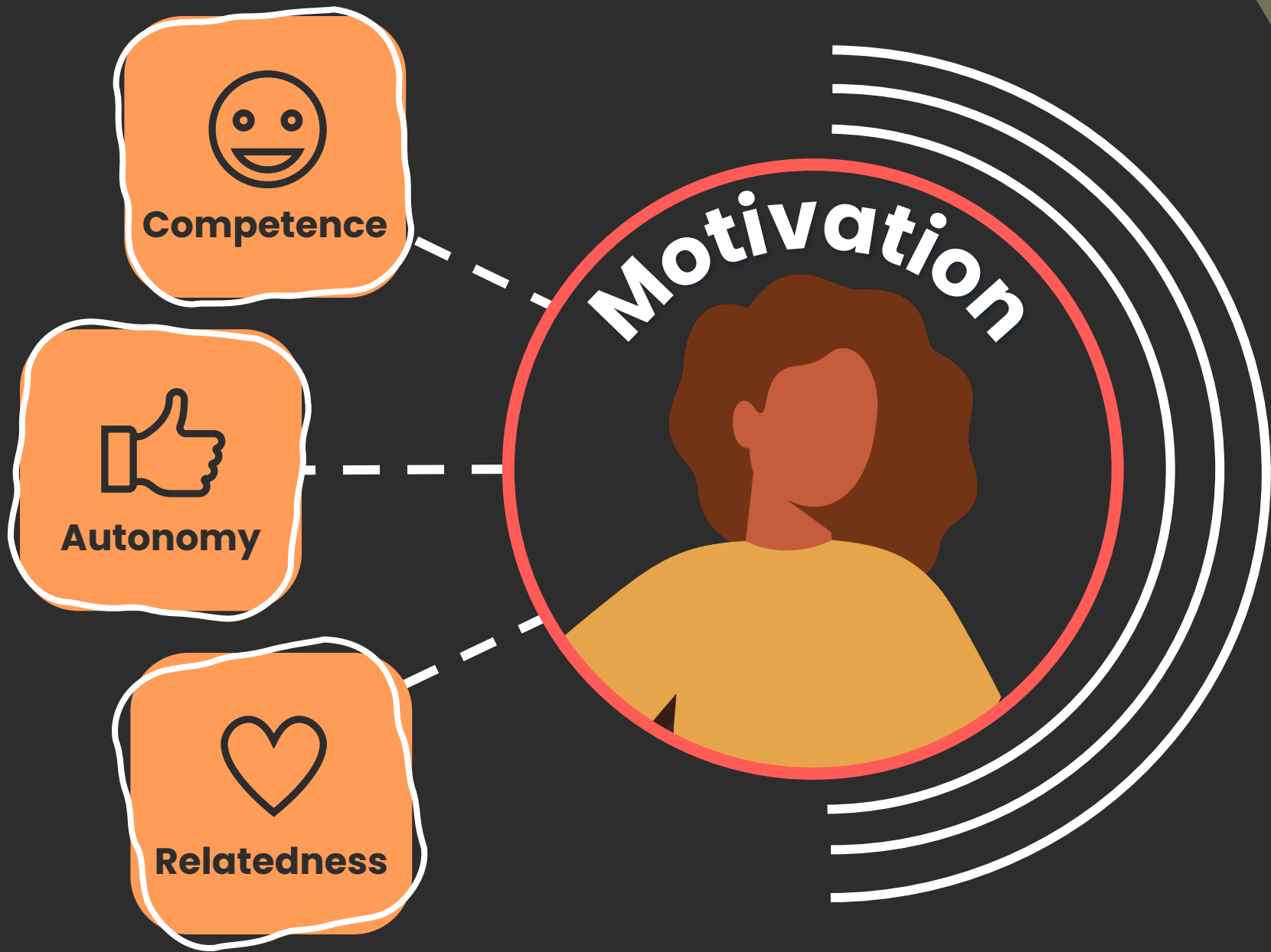
Among the **greatest challenges** facing education is that the use of disruptive technologies is relatively unsophisticated, and when technology is used, **it is often misused.**

DISCOVERY

ADVENTURE

EXPLORATION





Enhanced Performance
and
Well-being





Autonomy, competence, and relatedness, align with the **inherent motivations of adult learners who seek self-directed learning and **value practical application** of knowledge**

Autonomy
Competence
Relatedness

	Reason	Focus	Motivation
Heutagogy Self-directed learning	Based on a need and desire to know and improve	Proactive social engagement based on experience and reflection	Internal factor and identifying how best to learn
Andragogy Adult learning	Coming from a need to know or based on a need to progress	Task or problem centric defined on progression	Coming from both an internal and external factor
Pedagogy Child learning	In order to advance and progress to the next stage	Subject centric with a prescribed sequence of learning	Usually coming from an external motivation



Learning is non-linear and can go backwards, forwards, and sideways...
Learning will not be measured by those who cannot read and write, but by those who cannot learn, unlearn, and relearn.

The WHY before the HOW

Be a practitioner. **Understand** the issue and you will have a closer relationship with the learner



Our guiding principles

ISSUES

SOLUTION

----- Define the target

----- Know your audience

----- Identify goals/barriers

----- Mindful of constraints

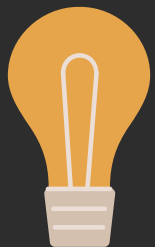
----- Imagine the experience

DISCOVERY

ADVENTURE

EXPLORATION

Moments of learning





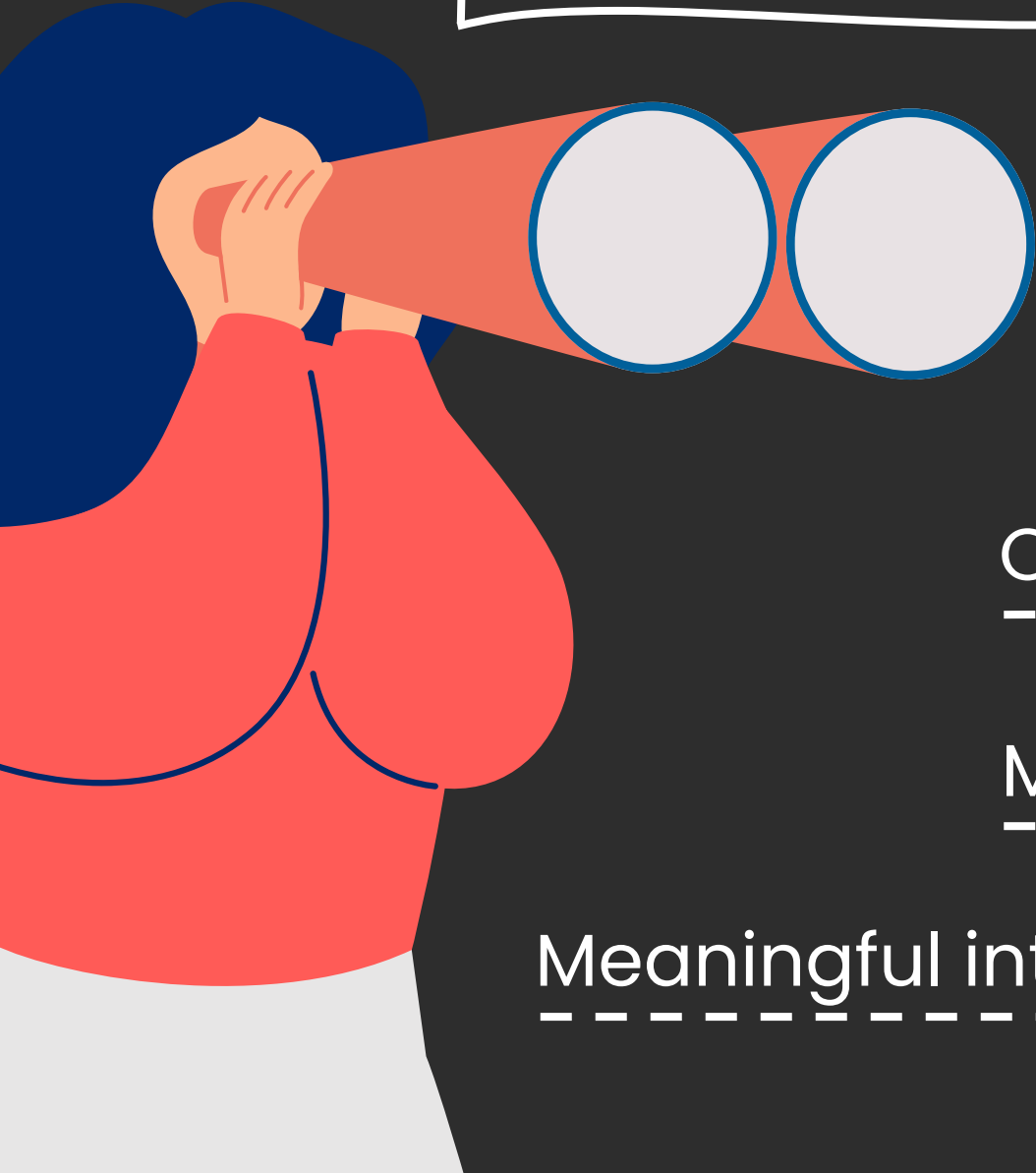
For learning to really happen, **it must fit**
around and align itself to
working days and working lives.

DISCOVERY

ADVENTURE

EXPLORATION

Wander leads to wonder



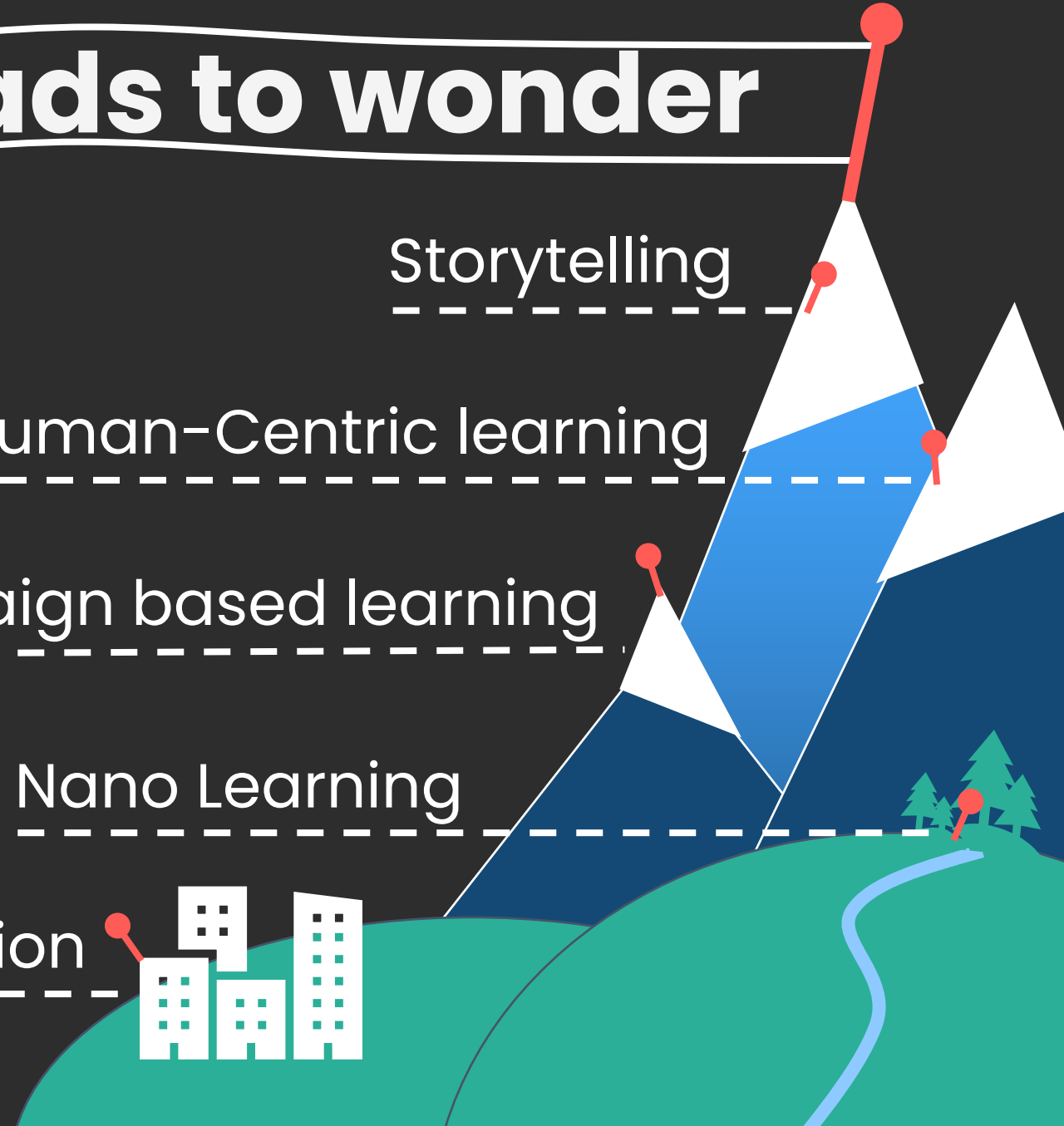
Storytelling

Human-Centric learning

Campaign based learning

Micro / Nano Learning

Meaningful interaction



DISCOVERY

ADVENTURE

EXPLORATION

Not a one way journey

Spaced learning

Connected Experiences

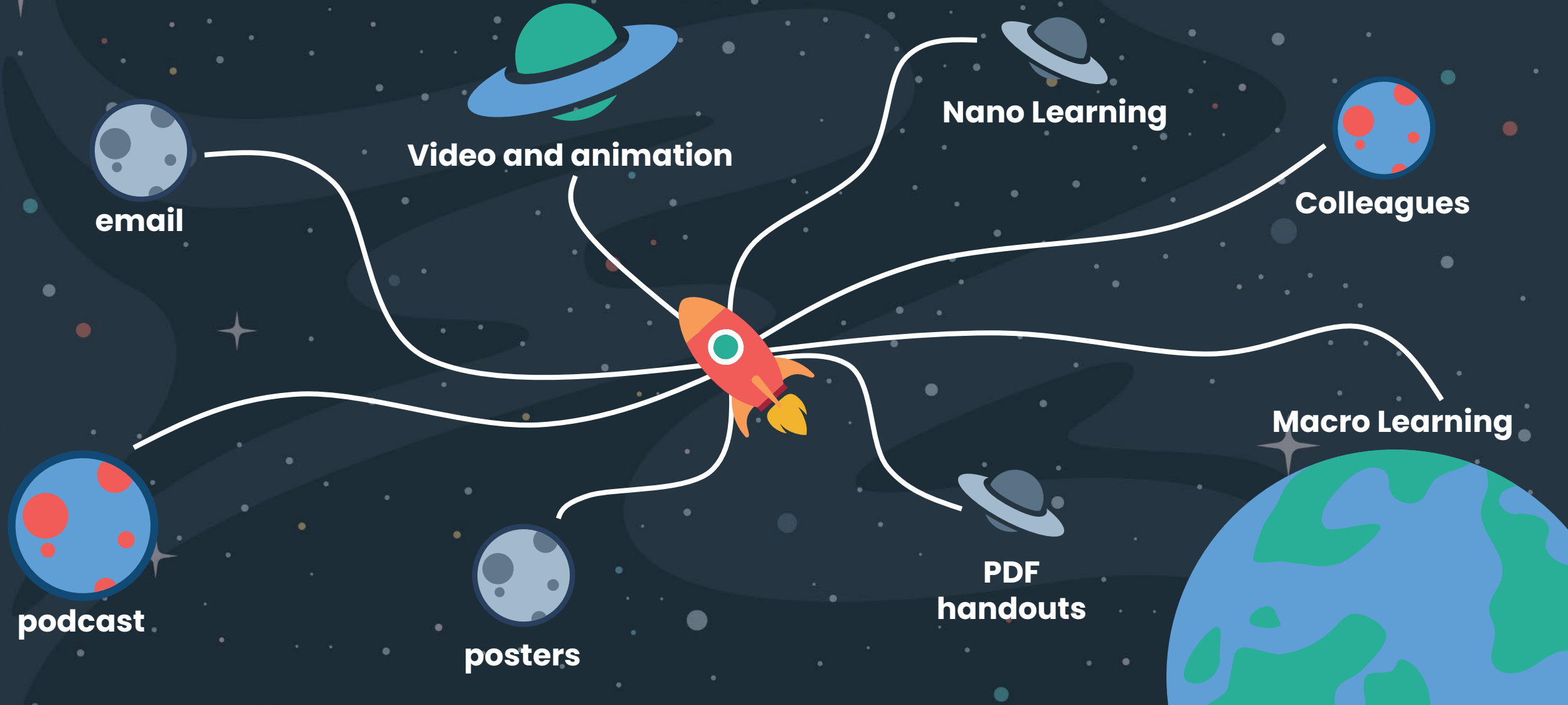
Build communities

Small steps

Focus on the outcomes



A Connected Experience





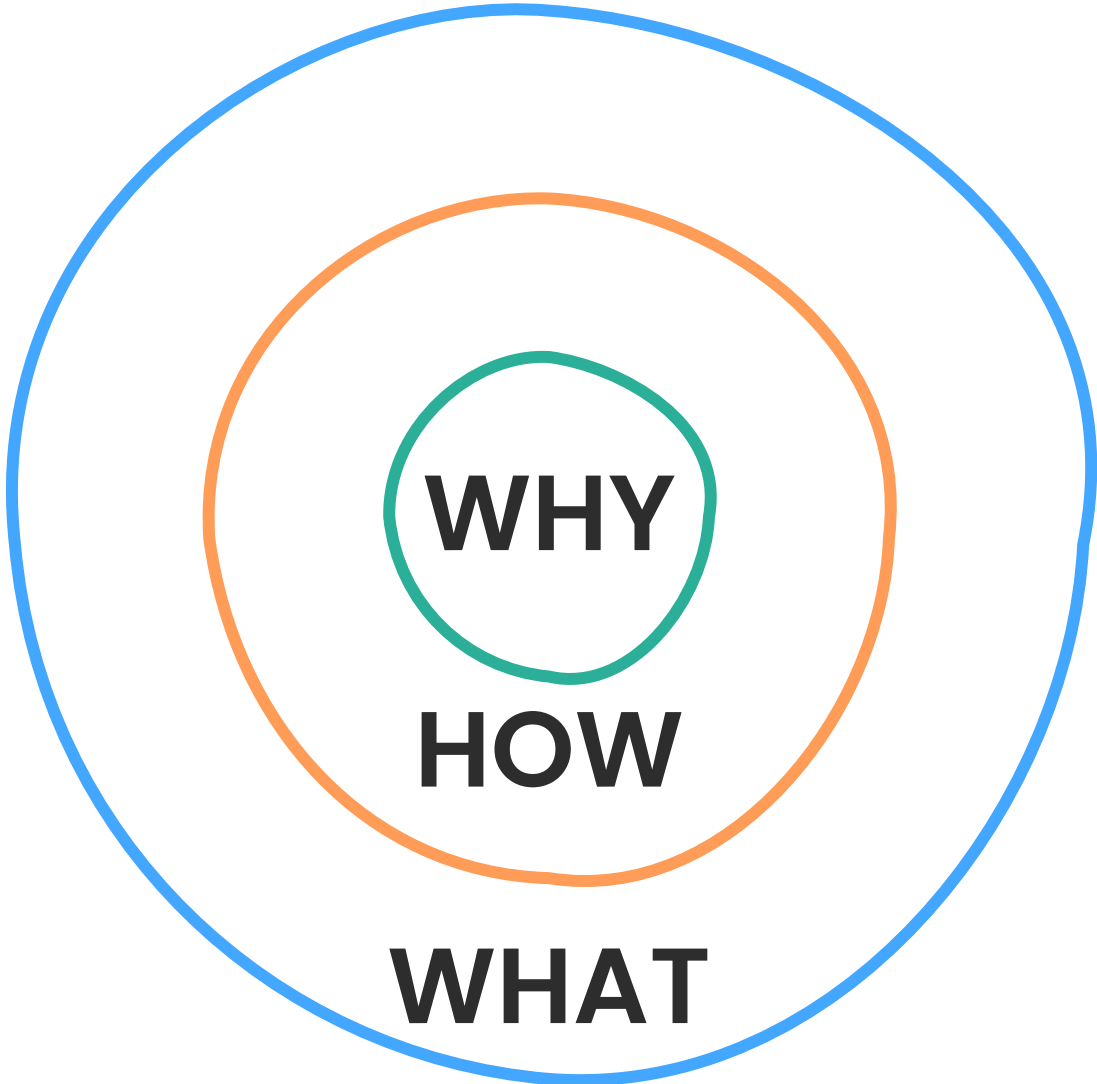
**People don't buy what you do;
they buy why you do it and what you do
simply proves what you believe. In fact,
people will do the things that prove what
they believe."**

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5 things we can do... right now!

Reflect on your journey as a learner

Question the role that disruptive technologies play in learning

Place the **learner's journey** front and centre

Do the **field work**

Encourage discovery, adventure and exploration in learning

... and 1 for luck!

Don't forget to ask **WHY!?**



Final thoughts?

Let me know what you think,
and let's continue the
conversation.



SCAN ME



LET'S **CONNECT ON LINKEDIN**

I am always keen to share,
learn, and discuss!

