



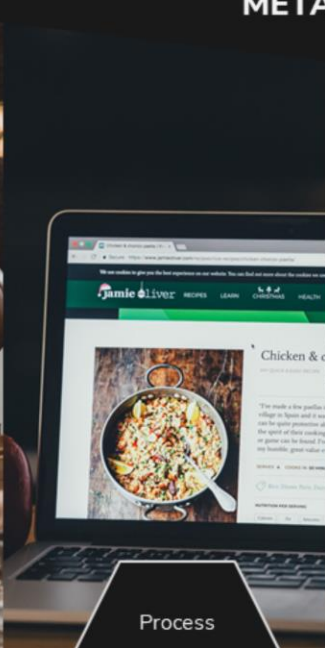
I guess you are all in a stage of your e-learning journey, where optimisation is a point in the future for you.

But optimisation doesn't strictly happen at the end of your journey. It should be more like a loop.

„BAKE THE CAKE“ METAPHOR



People



Process



Tools



Distribution

WHAT KIND OF CAKE DID YOU BAKE?



- How to optimise your offer?
- It depends on which cake you baked.
- Your solutions might look completely different because of different goals and different learners
- Depending on your cake – if it's a traditional one, a fast-developed E-Learning, something with a lot of detail and love – you will make different decisions:
- Where to dedicate your next resources, how to optimise your offer, retain your users?
- Still there are two aspects I want to talk about, that should be helpful and important to all of you

Community & Action Mapping



People

Distribution

Tools

Process

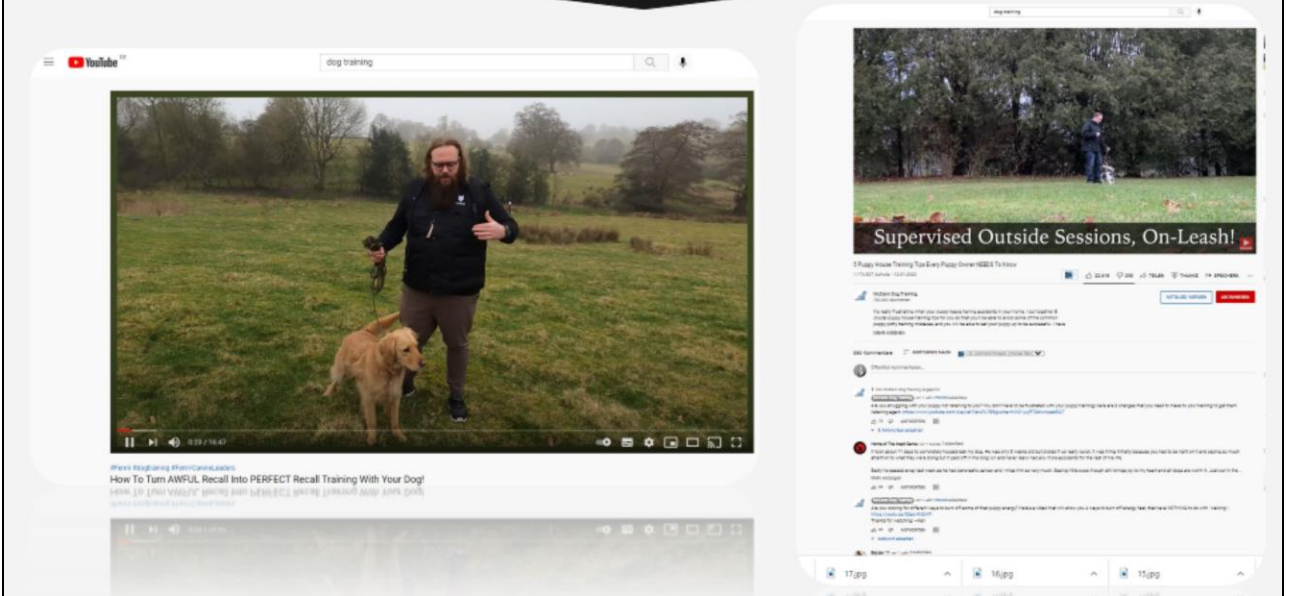
- I chose: Community and Action Mapping as two topics, I want to focus on today
- I'll show you different Training Concept – Train the Trainer Concept and what makes it a successful community
- Action mapping is another way to look at your goals.
- Our goal is to hear this less: "Could you turn this information into a course?" and hear this more: "We have a performance problem. Can you help?"

Community



- First optimising the feeling

Community



- How did they start



Welcome Home Gamechanger!

Come in, get playing some games and get real life results.

Login

Welcome to AbsoluteDogs.

EMAIL

PASSWORD

LOG IN

☐ REMEMBER ME

[Forgot Password?](#)

Search this site

CLAUDIA SCHEEL

My dashboard

My account

Logout

CONTINUE YOUR COURSE

The Sexier Than A Squirrel Challenge

3/30: Day 3: Orientation Game

VISIT LESSON →

COURSES DVDS CERTIFICATES

My courses



The Sexier Than A
Squirrel Challenge

More courses for purchase

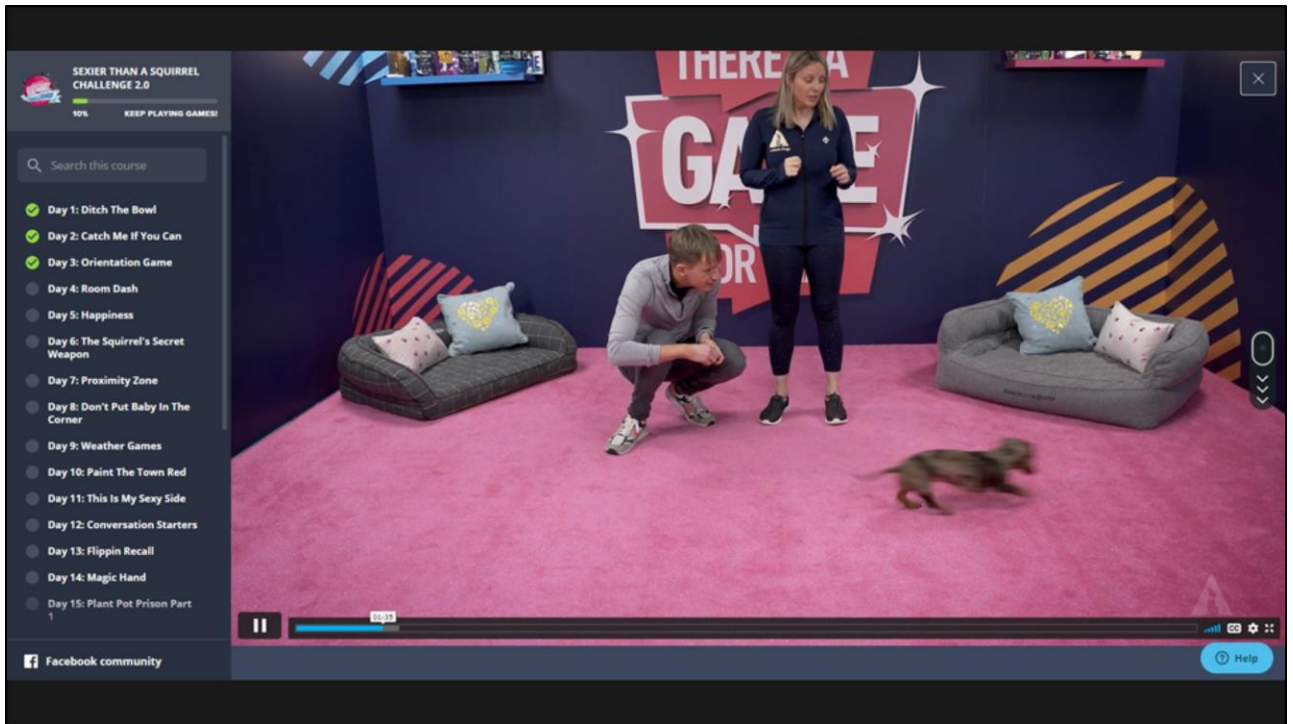
Most popular first



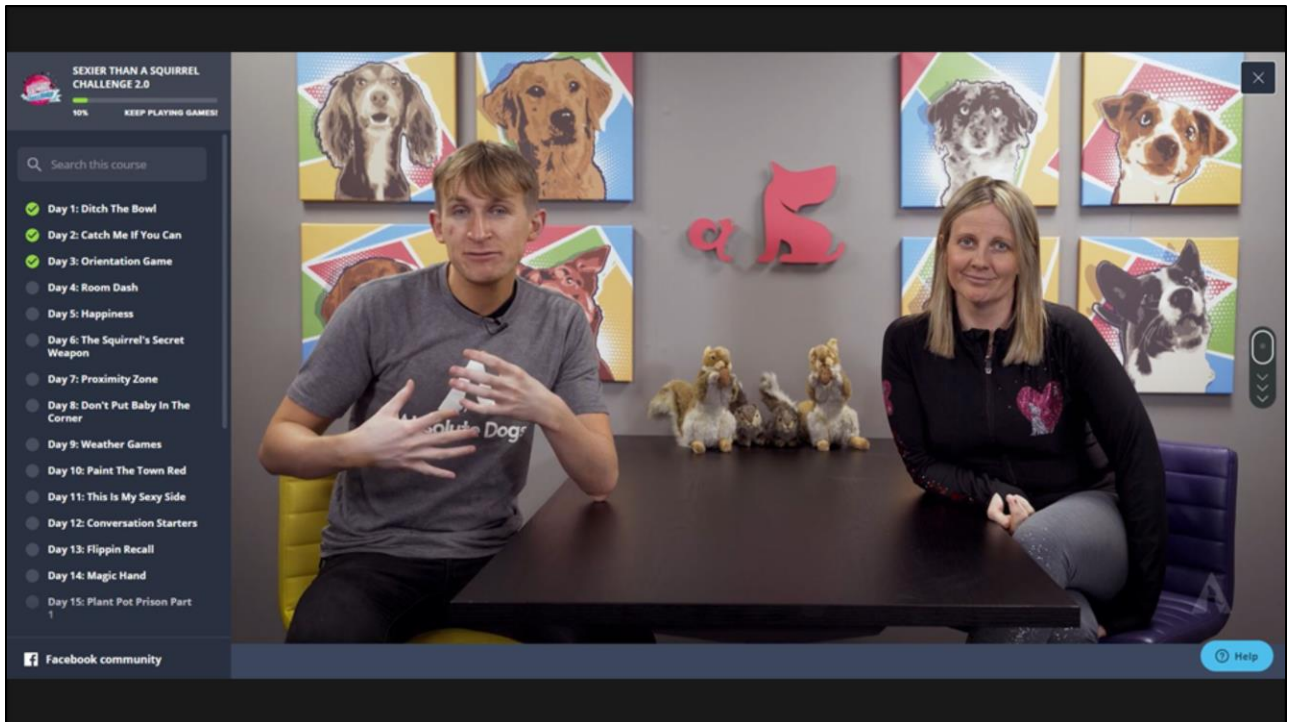
Help



- Advantage of a studio: lights, sound, control over diversions
- Branding



- Show the perfect training



- Give some theoretical insights
- TWO People
- Dynamic, questions, different opinions on deeper topics, different experiences



- Also training videos
- BUT they show more realistic trainings with people who are not perfect trainers
- Learner can identify



- Also show kind of a very basic example. Doing the same training but the trainer or the dog has some different issues
- More realistic
- Show lower stages of training and adress ways to go around boundaries some of the trainers of dogs have
- Most learner feel like they are in between those groups and even if a game does not work perfectly, they still believe in the challenge and the success



SEXIER THAN A SQUIRREL CHALLENGE 2.0

100%

KEEP PLAYING GAMES!

Search this course

- ✓ Day 1: Ditch The Bowl
- ✓ Day 2: Catch Me If You Can
- ✓ Day 3: Orientation Game
- Day 4: Room Dash
- Day 5: Happiness
- Day 6: The Squirrel's Secret Weapon
- Day 7: Proximity Zone
- Day 8: Don't Put Baby In The Corner
- Day 9: Weather Games
- Day 10: Paint The Town Red
- Day 11: This Is My Sexy Side
- Day 12: Conversation Starters
- Day 13: Flippin Recall
- Day 14: Magic Hand
- Day 15: Plant Pot Prison Part 1

Facebook community

REWARDING BEHAVIOR THROUGH POSITIVE REINFORCEMENT IS THE KEY TO SUCCESSFUL TRAINING. THE FOCUS IS ON THE REWARD EXPERIENCE, NOT ON THE TASTE OF THE FOOD OR HOW HUNGRY OUR DOG HAPPENS TO BE.

Here we demonstrate some of the ways you can use and animate your dog's food to create that reward experience. Experiment and find out what your dog enjoys! Over the next 25 days we will then shape these reward experiences into learning opportunities.

Downloads



Ditch The Bowl

DOWNLOAD



Ditch The Bowl - Raw Edition

DOWNLOAD

SINGLE CHOICE QUESTION

We like to ditch the bowl because:

- ☐ Squirrels don't use food bowls so in order to beat that squirrel our dogs shouldn't use a bowl either
- ☐ It gives our dogs an enhanced, enriched experience by earning their food through us, which also gives us amazing learning opportunities
- ☐ It gives us an excuse to fling kibble around the house, which then keeps our dogs entertained trying to find the bits that went under the

Help



4



5



6



7



8



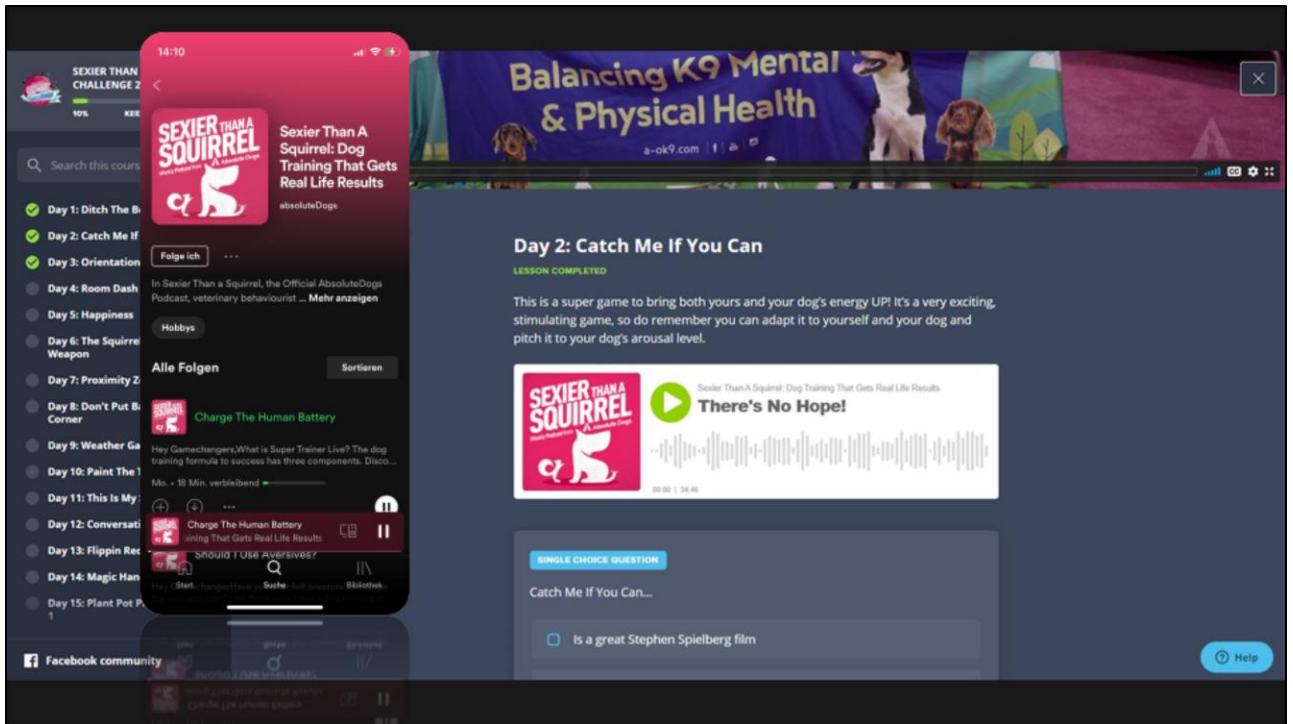
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TRAINING TREAT IDEAS

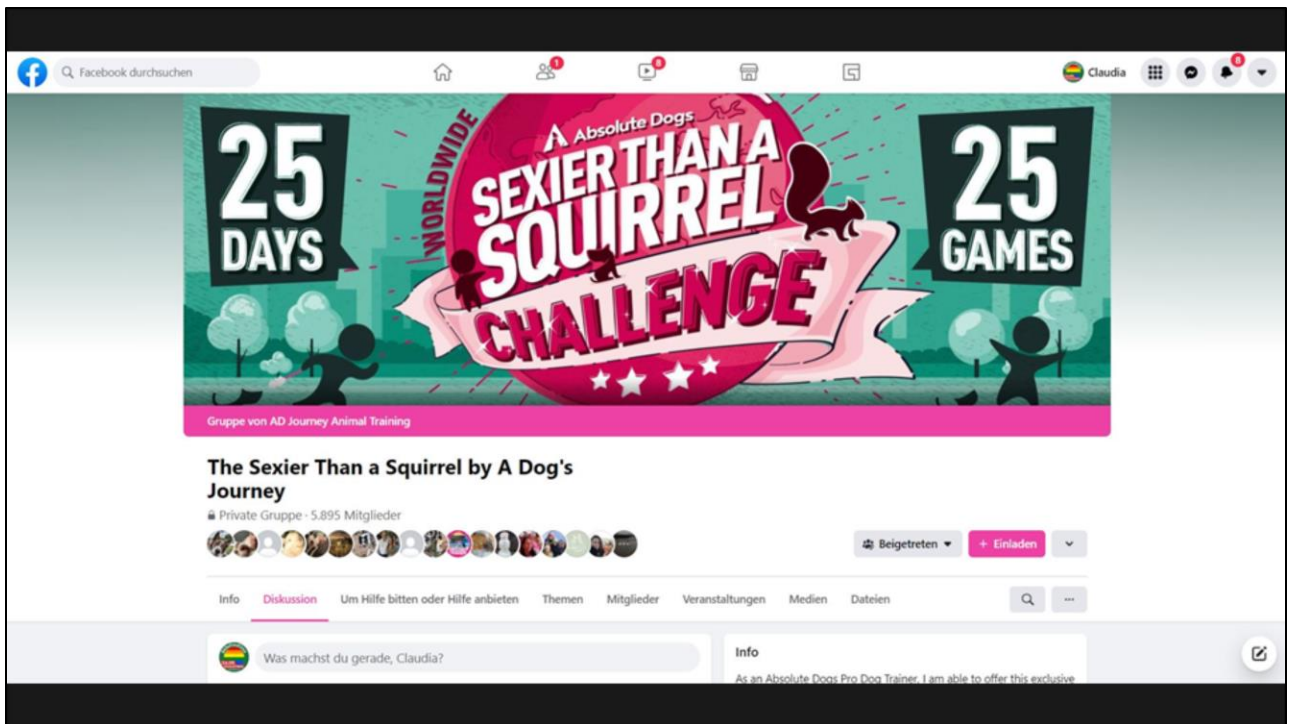
While it's hard to use your dog's dinner as much as possible, it is good to have a variety - all of different value for different situations. Remember at all times to be mindful of your dog's tolerances but remember there are lots of different food groups available so you to keep the variety. There are far too many options to list here, but to get you thinking...

It is good to have a variety, all of different value for different situations

<h3>VEGETABLES</h3> <ul style="list-style-type: none"> • Carrots • Broccoli • Parsnips • Pumpkins • Kale • Runner Beans • Spinach • etc... 	<h3>FRUITS</h3> <ul style="list-style-type: none"> • Coconut • Apple • Pineapple • Strawberries • Oranges • Bananas • Beet • etc... 	<h3>MEAT</h3> <ul style="list-style-type: none"> • Chicken • Beef • Liver • Lamb • Duck • Turkey • Mince • etc... 	<h3>HERBS & SEEDS</h3> <ul style="list-style-type: none"> • Turmeric • Anise Seed • Ginger • Cloves • Parsley • etc... 	<h3>DAIRY</h3> <ul style="list-style-type: none"> • Milk and Yoghurt • Coconut oil • Cheese • Skim milk • Eggs • etc... 	<h3>THINGS FROM THE KITCHEN CUPBOARDS</h3> <ul style="list-style-type: none"> • Tinned Fish • Beans • All Beans • etc...
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- PODCAST
- Regular contact on another channel
- Fast reaction to questions that came up in the community
- Talk about recent topics in media, new laws or scientific news, invite other trainer with different perspectives
- Podcast is a very flexible thing and easy to produce
- Get in contact to learners while driving a car...



- Main community
- Facebook: easy to access, point of interest anyway
- Closed group
- Especially for generation using facebookk – alternative: Slack

#help-feedback Ask for feedback on projects, portfolio websites, ideas, and anything else on-topic. 2,560 members

Martha Swirzinski 10:17 PM
Hello, love this Slack group and all of the great ideas. Now I'm looking for some input into my resume and what buzz words I should be using. Any feedback will be greatly appreciated.

This file was deleted.

4 replies Last reply 2 months ago

Wednesday, July 28th

Robbie Christian 2:45 AM
I put this together today for fun as a submission for the latest eLearning challenge. It's not for my portfolio or anything of real significance, but I always welcome and value feedback.
<https://360.articulate.com/review/content/7f54620c-187b-4b31-92eb-63b18e387f80/review>

Articulate 360 Review
eLearning Challenge 336 - eLearning Magazine
Created By Robbie Christian

11 replies Last reply 1 month ago

Amanda Wilson 11:18 PM
Hey All,
I have decided to build a scenario aimed at Foster Parents who want to know how to de-escalate a situation with an irate teen. I'm debating whether to have the interface with illustrations or realistic images (photos). I'm realizing it's hard to find an asset that is a photograph of a teen with various expressions. In between action mapping I'm trying out different looks.
I appreciate any and all feedback:
<https://xd.adobe.com/view/85a8b906-c14a-4444-97bb-ce3ee3e33d2-d0fb/>

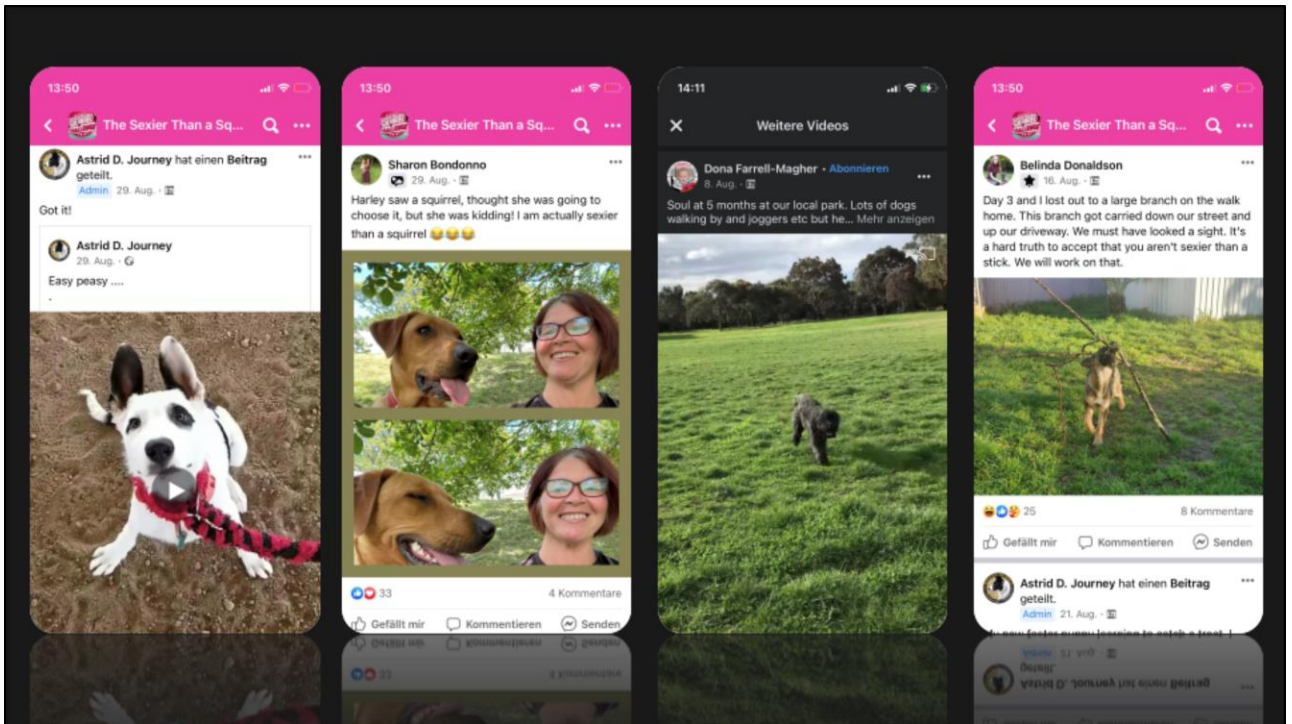
xd.adobe.com
Flagship MockUp -- July 28, 4:52:59 AM
5 Screens. Published on Jul 28, 2021 21:03 GMT

5 replies Last reply 1 month ago

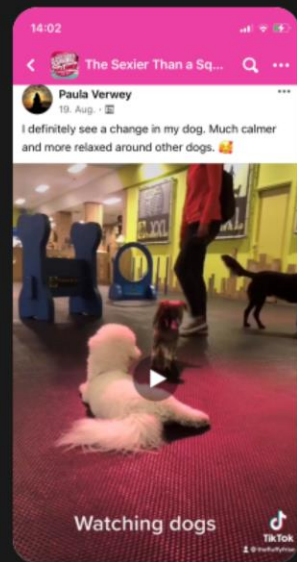
Thursday, July 29th

Shante Bryan 10:43 PM
Message #help-feedback

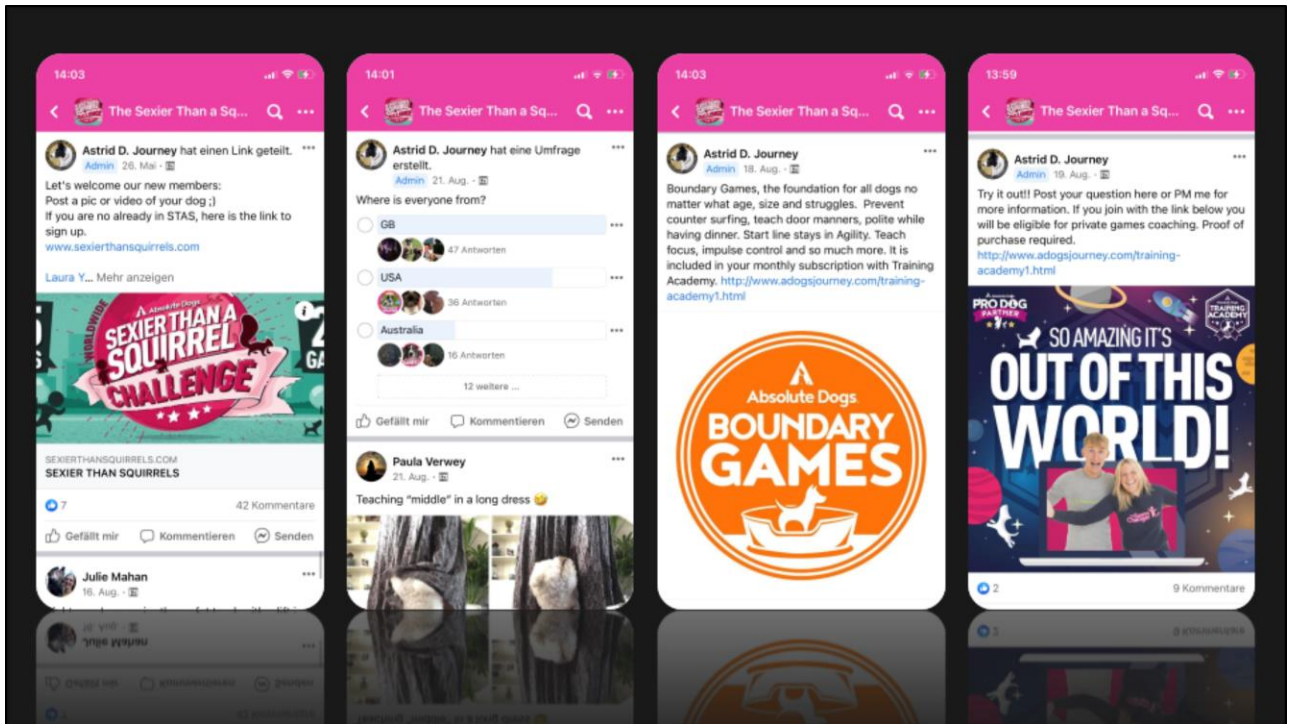
- Slack-Chanel - alternative to facebook
- For people working with slack anyway...
- What is the advantage of a community?



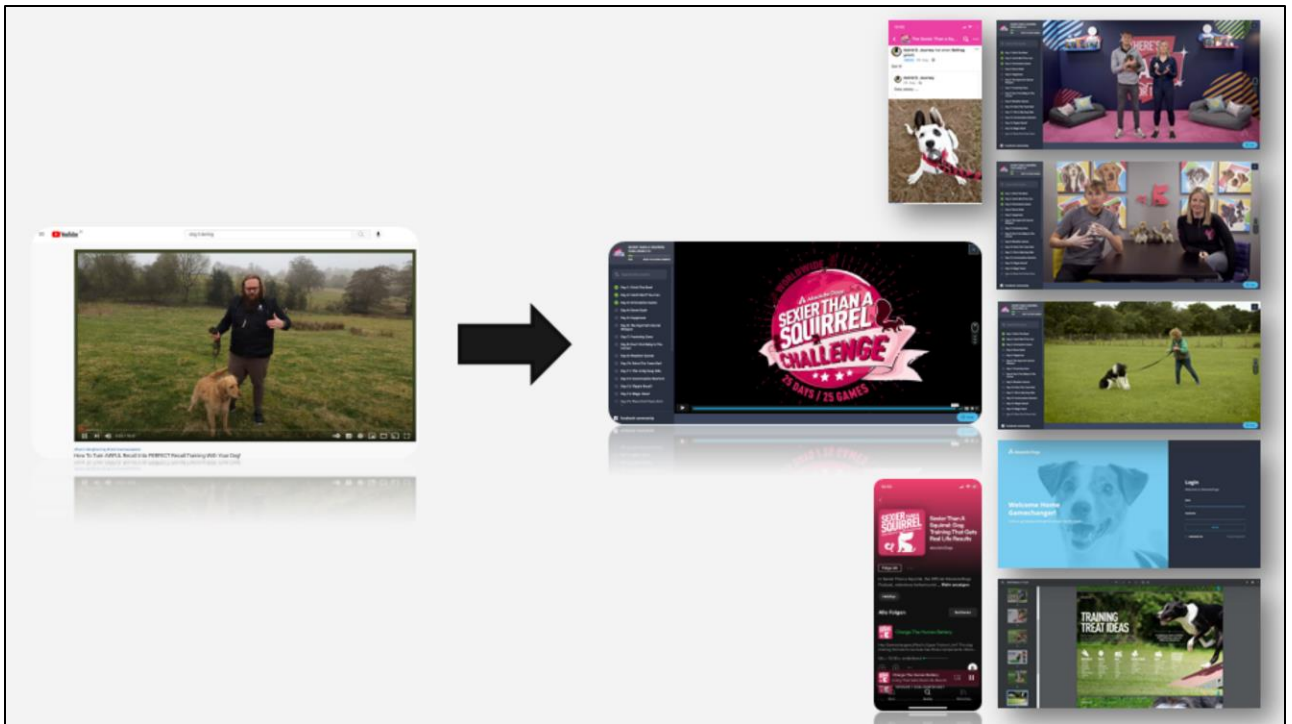
- How do I retain users?
- This is a perfect opportunity
- You can use a LMS forum – but some disadvantages:
- people are only there, when they work, hardly login with their mobile when they are at a trainstation or bored at a family dinner
- LMS is often not optimized for mobile
- It is harder to upload pictures and videos for people due to restrictions of the LMS
- Often LMS don't have a nice comment and like structure
- ...
- What you see here
- people posting training pic and videos
- Lerner see other lerner in different stages of the challenge
- They see success and failure
- People take the metaphor „sexier than...“ and use it in different funny ways = identification
- Commenting, cheering people on, giving advice



- Pointing people to other resources
- Sharing experience and workarounds
- Share what they bought to help with the training, share their experience and recommendations
- It helps to have a „Yay-saying“ mentality. That's what they really emphasize at the beginning: Become a yay-sayer, not a nay-sayer
- People share stuff, they already posted on other platforms



- Your Community work:
 - They really don't do much, still works:
 - Welcome new members
 - They get in contact with the learners: Ask them in a small poll
 - Advertisement (distribution) of other courses
 - Show yourself – you (trainer) are there with them
 - Answer questions - in this example mostly inside of the community



- It's the same: Someone is showing and explaining a training
- How can you get your point across for a larger more diverse group of learners
- How can you improve on quality (sound, light)
- How can you address more topics
- How can you get the people hooked to your course, have fun, interaction and the great extra value of a community that adds to your content
- Optimisation number 1: create a more advanced training content with different resources and content that is already taking into consideration what you learned from learners: what are common training mistakes, questions / and you distribute over different channels like a podcast
- Optimisation Number 2: Build a community: Let the community work for you to build up fun, connection, new content, give feedback, motivation help
- Baking the cake: It's another form of distribution
 - Need different people for that
 - Need other tools for that
 - Other process
 - BUT you can use a lot from what you already have learned and done
 - And it's a much better learning experience

Action Mapping

(Cathy Moore)



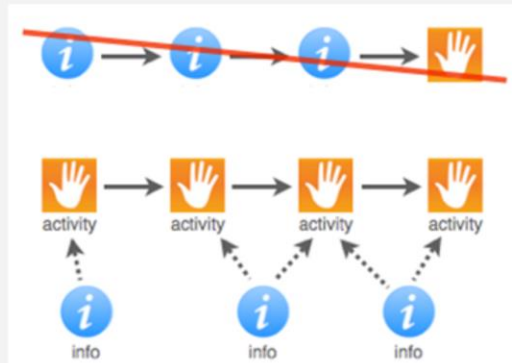
Our goal is to hear this less: "Could you turn this information into a course?" and hear this more: "We have a performance problem. Can you help?"

1. What's the problem?
2. How will we know we've solved it? (measure)
3. What do people need to DO, and why aren't they doing it?
4. How can we help them PRACTICE what they need to do?

Action Mapping

(Cathy Moore)

Everything supports the business goal.



- decide whether the info needs to be memorized or can be looked up in a job aid


Action Mapping

(Cathy Moore)

Realistic scenarios

Bill needs to pass a scalpel to Sara.
Which of the following is the best method?

- ☐ Put it in a sterile kidney dish and hold the dish out to Sara.
- ☐ Hold it by the neck and place the handle in Sara's palm.
- ☐ Toss it gently in her direction, handle first.
- ☐ Put the scalpel on the cloth draping near the incision and let Sara pick it up.



- Of course you can use videos
- But some stuff is too expensive to produce
- scenarios


Action Mapping

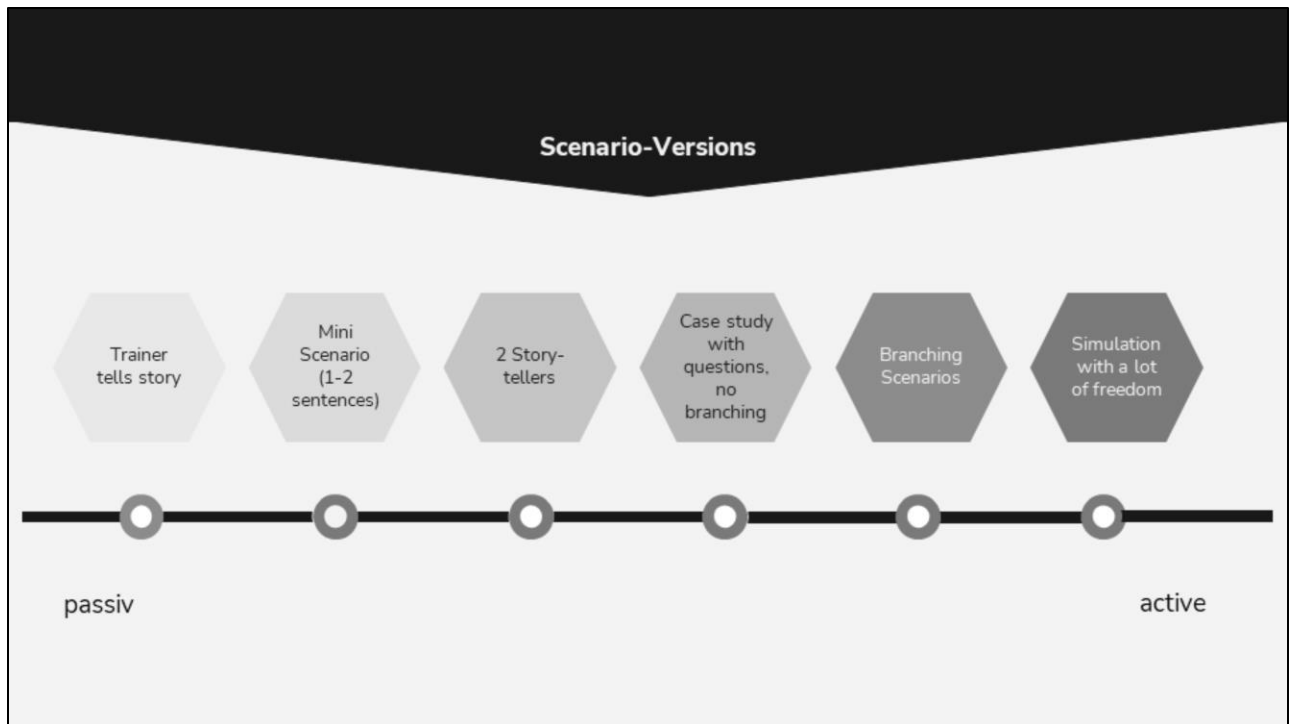
(Cathy Moore)

1 Incorrect. *I'm not using my brain*

2 As Bill places the handle in Sara's palm, she's suddenly distracted by a clamp that has slipped. She moves her hand and the scalpel cuts Bills thumb.

I'm using my brain to draw conclusions from the consequence

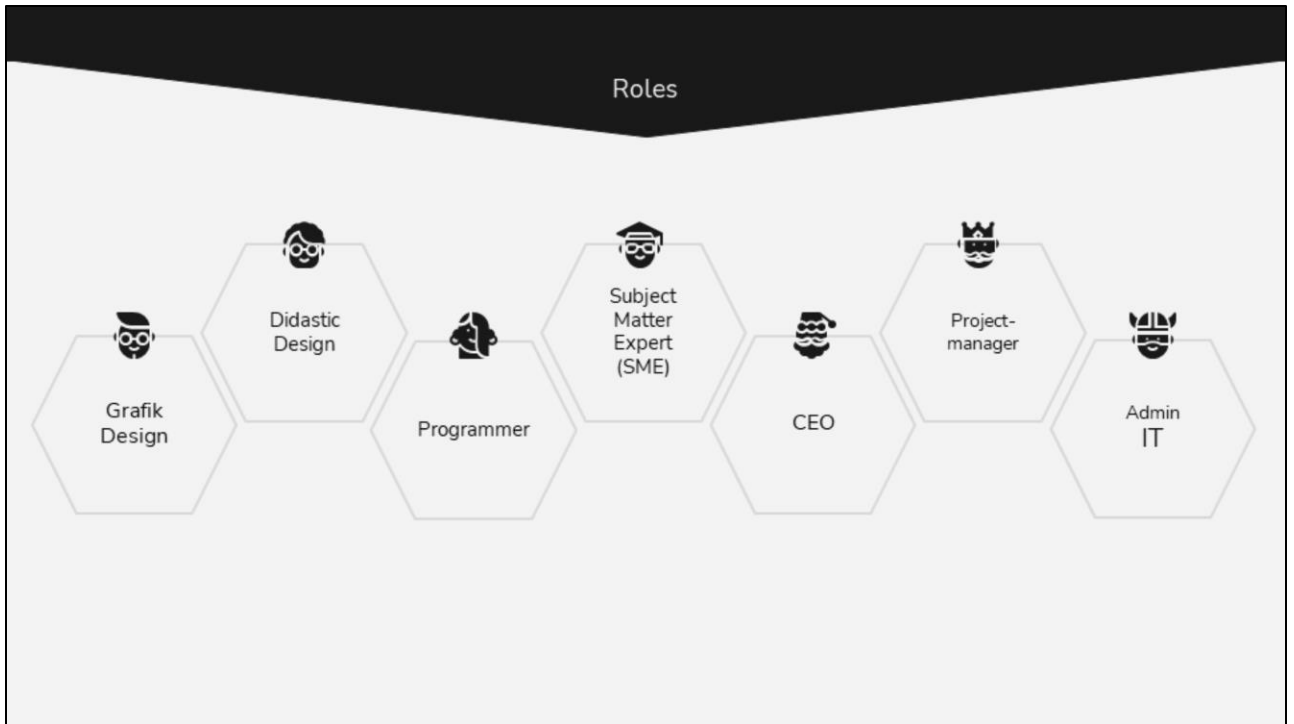




- Miniszenario= 1-2 Sätze Szenario mit Frage
- 2 Erzähler (1 Erzähler= Klassenraum), aber zwei Sprecher= abwechslungsreicher (Radioshows nutzen das, Podcasts auch immer mehr), einer sollte der unwissendere sein, der die Rolle des Lerners repräsentiert und Dinge lernt und hinterfragt
BEISPIEL: erste Hilfe: Warum muss man helfen?
- UK-Beispiel: ein Handlungsstrang mit Fragen
- Branching: Wirkliche Abzweigungen mit nachfolgendem anderem Storyverlauf

CREDITS

- Presentation template by [Slidesgo](#)
- Icons by [Flaticon](#)
- Images created by [Freepik](#) – Freepik,
<https://unsplash.com/>
- Text & Image slide photo created by [Freepik.com](#)



- Welche Rollen habt ihr?

Tools I use

Captivate

Articulate Storyline

Authoring Tool
für interactive E-Learning

sl

Rise

engage

DaVinci

Final Cut



Camtasia

Screen Capturing



**Illustrator /
Photoshop**

Indesign



Moodle

Lerning Management
System

Easylearn

Wordpress

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VIDEOS

PLAYLISTS

KANÄLE

DISKUSSION

KANALINFO



TRENDING

STATS

Uploads ▶ ALLE WIEDERGEHEN



Camtasia: Anklickbare Kapitel erstellen

47 Aufrufe • vor 1 Monat • 100%



Articulate Storyline: Create Marker similar to Rise

12 Aufrufe • vor 2 Monaten • 100%



Articulate Storyline: Marker wie in RISE (komplette...

36 Aufrufe • vor 2 Monaten • 100%

Untertitel



Articulate Storyline: Spiel mit sinkenden Schieberreglern

116 Aufrufe • vor 3 Monaten • 100%



Articulate Storyline: Pulseffekt für selbstgebaute...


116 Aufrufe • vor 3 Monaten • 89%

[illegible]

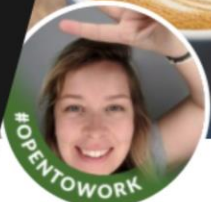
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Start Ihr Netzwerk Jobs

Technische Dokumentation - Zeitdruck ist das wohl größte Problem der TechD





Contact me



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