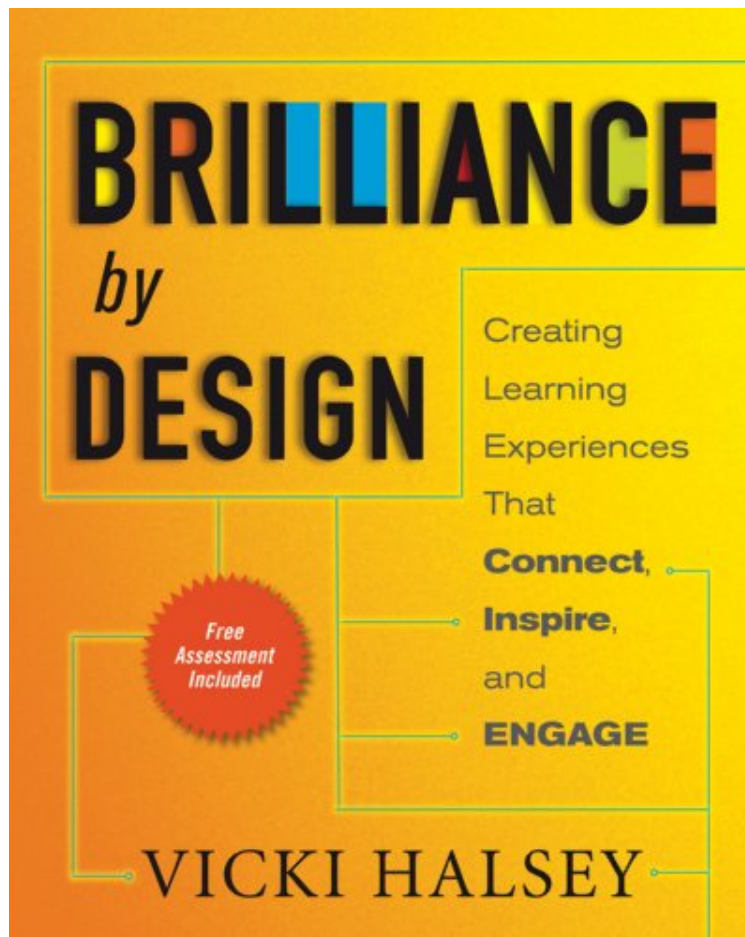


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Brilliance by Design: Creating Learning Experiences That Connect, Inspire, and Engage

Vicki Halsey

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Vicki Halsey : Brilliance by Design: Creating Learning Experiences That Connect, Inspire, and Engage before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brilliance by Design: Creating Learning Experiences That Connect, Inspire, and Engage:

2 of 2 people found the following review helpful. "The illiterate of the 21st century will be those who cannot learn, unlearn, and relearn." Alvin Toffler By Robert Morris This is one of several books published in recent years that discuss design principles that are relevant to the business world, notably Roger Martin's The Design of Business: Why Design Thinking is the Next Competitive Advantage, Thomas Lockwood's Design Thinking: Integrating Innovation, Customer Experience, and Brand Value, and Tim Brown's Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. In this volume, Vicki Halsey explains how many of the core principles of design thinking -- with appropriate modification -- can be effectively applied to almost any learning situation in

schools, college, and universities as well as to corporate education programs. It is also worth noting that many of the same principles are among the cornerstones of education at the U.S. military academies. She recommends a four-step process to create or increase "brilliance" in both teaching and learning. How does she define the term? "Brilliance is not a random act. It is the result of learning over time -- having the space to dig deep into preexisting learning and combine it with new knowledge, resulting in unique thoughts. It is about people, content, and a structure for learning designed to connect, inspire, and engage." Think of brilliance as being, at least potentially, multi-dimensional illumination. It can occur suddenly ("Eureka!") or over an extended period of time and countless setbacks, as when Thomas Edison and his associates eventually invented (no pun intended) the first commercially practical incandescent light.

Halsey has devised what she identifies as "The Brilliance Learning System" (BLS) whose model consists of seven components or steps in an acronym, ENGAGE: Energize learners, Navigate content, Generate meaning, Apply to the real world, Gauge [or Measure] and celebrate, and Extend learning to action. She devotes a separate chapter to each and readers will appreciate an abundant provision of various exercises, checklists, and boxed reminders of key points. She also offers supplementary resources: a free assessment ("The Building Excellence Survey"), "Getting Started Creating Brilliance by Design" (e.g. running a meeting, designing a workshop), and "Do-It-Yourself" templates. These are among the dozens of passages that are of special interest and value to me:

- o Brilliance Is a Relationship (Pages 2-3)
- o Design a Structure that Supports Optimal Learning (5-6)
- o Rebalance the Learning Equation: The 80/30 Principle (11-15)
- o Help People Be Smart (26-30)
- o Shift Beliefs and Break Through Barriers (40-44)
- o Connect-Inspire-ENGAGE (52-56)
- o During the Session: Energize Learners Upon Arrival (66-76)
- o How to Navigate Your Content (81-89)
- o Teach to Diverse Learning Styles (90-95)
- o Benefit from Feedback (123-128)
- o Celebrate Brilliance and Assessing Learning (134-141)
- o Part I Review: Keys to Success in the Virtual Classroom (170-172)

Although Halsey does not mention it specifically, I presume to suggest that, in months and years to come, those who learn and then practice whatever is most valuable to the given objectives will themselves become most valuable wherever they are, whatever they do, regardless of the organization with which they may be associated. For thousands of years, the best teachers have been the most avid learners. Socrates once confided, the more he learned, the more he realized what he did not know. Brilliant learning can illuminate the "unknown unknowns" and that may be its single greatest benefit. As indicated earlier, "The Brilliance Learning System" (BLS) - with appropriate modification - can be effectively applied to almost any learning situation in schools, college, and universities as well as to corporate education programs. That said, its advocates must be both willing to think differently about thinking differently. The BLS requires a mindset that repudiates what James O'Toole so aptly characterizes as "the ideology of comfort and the tyranny of custom." No brief commentary such as mine can possibly do full justice to the scope and depth of material that Vicki Halsey provides in this volume but I hope that I have at least suggested why I think so highly of her and her work. Also, I hope that those who read this commentary will be better prepared to determine whether or not they wish to read it and, in that event, will have at least some idea of how the information, insights, and wisdom could perhaps be of substantial benefit to them and to their own organization.

1 of 1 people found the following review helpful. A Disruption You're Sure to Remember! By Justin L. Patton There is finally a resource that will cause a classroom disruption you're sure to remember. . . I've had the opportunity to devote the past 11 years to training and leadership development, and Vicki Halsey's book, Brilliance by Design, is unequivocally one of the best, most practical training and development resources and a must-read for any teacher, instructional designer, and facilitator. Vicki Halsey reminds us that "Brilliance is NOT a random act" and that we owe it to learners to create a positive, safe environment that gives them the opportunity to showcase their brilliance. To create that type of participant-centered learning environment, Vicki presents the ENGAGE model: * Engage Learners * Navigate Content * Generate Meaning * Apply to Real World * Gauge and Celebrate * Extend Learning to Action She takes you on a journey through each component of the model, provides practical strategies that you can immediately apply, and summarizes each chapter with reflection exercises and/or a checklist. More importantly, she provides all the templates you can re-use to create brilliant sessions of your own. I first read Brilliance by Design when it was published in 2011 and I have supported Vicki's message ever since. In fact, this is one of the first gifts I buy anyone I coach in the training and development industry. Additionally, I think the best compliment any author or thought-leader can receive is to know their work was implemented and delivered positive results. Below are just a few examples of how my peers and I have applied concepts from Brilliance by Design: * Design and facilitate every session with the 70/30 principle in mind * Started using video introductions to introduce selected courses * Facilitator always starts training session sharing their commitment to the learner * Facilitator incorporates the KWL strategy so he/she can meet learners where they are * Incorporated mind maps as participant activities and as job aids * Strive to have interaction in our virtual sessions every 2-3 minutes Vicki reminds every teacher, instructional designer, and facilitator out there that great learning doesn't happen by getting up and showing how much you know. It's about creating an experience where learners can wrestle with the concepts, discuss it in meaningful ways, and find their own voice. Keith Ferrazzi summarized Brilliance by Design best when he said, "You will never teach the same way again!" I definitely recommend this book!

0 of 0 people found the following review helpful. Essential read if you teach adults By splg Solid suggestions on how to improve your teaching experience; and, the learner's experience!

Many subject matter experts are just that, subject matter experts--not experts in the art of teaching, facilitating, or designing. Thousands of authors, trainers, and speakers have great content, but they lack the skills required to convey their content in a way that inspires learners to unleash their brilliance and move the learning to practice.. They often spend 70% of their time on WHAT they are going to teach, and 30% of their time on HOW, when they should be spending 30% on WHAT, and 70% on HOW. Their instructional techniques often are at odds with their message of inclusivity, eagerness for people to learn, and hopes that their content will change lives and organizations.

"Brilliance by Design" outlines how to design learning interactions (such as meetings and workshops) that enable people to do their best thinking. Using the tested, signature ENGAGE model, it helps anyone who brings people together for the purpose of learning, problem-solving, or innovating to develop a clear, high-impact training design that unleashes brilliance. It presents a model that enables teachers to analyze learner and teacher needs, create objectives that meet those needs, and incorporate interactive tools that "fire up," ensuring all key outcomes are met. To help readers unleash the brilliance in others, this book provides the structure, tools, language, and models needed to create optimal learning experiences from their ideas, practices, models and books. In learning these techniques, readers will achieve powerful outcomes, building communities of learners who share best practices and communicate at a deep and profound level while doing real work.

From the Back Cover "This is the book I have been waiting half my life for. Now millions of leaders, educators, coaches, therapists--all of us in the business of growing people--have an opportunity to read and apply it. It's that essential, that important." --Warren Bennis, Distinguished Professor of Business Administration, University of Southern California, and author of Still Surprised "Vicki Halsey is Blanchard's master learning conductor. This book is a treasure for all of us who want to 'borrow' Vicki's thirty years of innovative design and delivery experience!" --Ken and Margie Blanchard, bestselling authors and cofounders, The Ken Blanchard Companies "Vicki's Brilliance Learning System plays a fundamental role in the creation of all our training. Her ENGAGE Model has enabled us to revolutionize the learner's experience." --Marcus Buckingham, New York Times bestselling author of Go Put Your Strengths to Work and CEO, TMBC "Brilliance by Design is a contagious and disruptive book. Vicki's deeply personal, passionate, and reality-based approach, complemented by emerging neurosciences, calls for a radical departure from traditional learning methods. It is an inspiration." --Bruce H. Price, MD, Chief, Department of Neurology, McLean Hospital, and Assistant Professor of Neurology, Harvard Medical School "Fresh, engaging, and spirited...connects us all to our innate brilliance and shows us how to bring out the best in ourselves and in others." --Lisa Dokos, Director, Leadership and Organization Development, GlaxoSmithKline "You will never teach the same way again!" --Keith Ferrazzi, CEO, Ferrazzi Greenlight, and author of Who's Got Your Back and Never Eat Alone "Start a learning and performance revolution. Teach, learn, and lead so people release their brilliance with Vicki's models, stories, and insights." --Marshall Goldsmith, world-renowned executive coach and author of the New York Times bestsellers Mojo and What Got You Here Won't Get You There "Dr. Halsey reminds us that what is learned is more important than what is taught and that learning takes place in the heart and mind of the student, not the teacher." --Sheldon Harris, former President, Cold Stone Creamery About the Author Dr. Vicki Halsey is vice president of applied learning for The Ken Blanchard Companies and coauthor of Blanchard's Legendary Customer Service Training and their award-winning blended e-learning Situational Leadership II program. She also is the coauthor, with Ken Blanchard and others, of Leading at a Higher Level, as well as The Hamster Revolution and The Hamster Revolution for Meetings (with Mike Song and Tim Burrell).