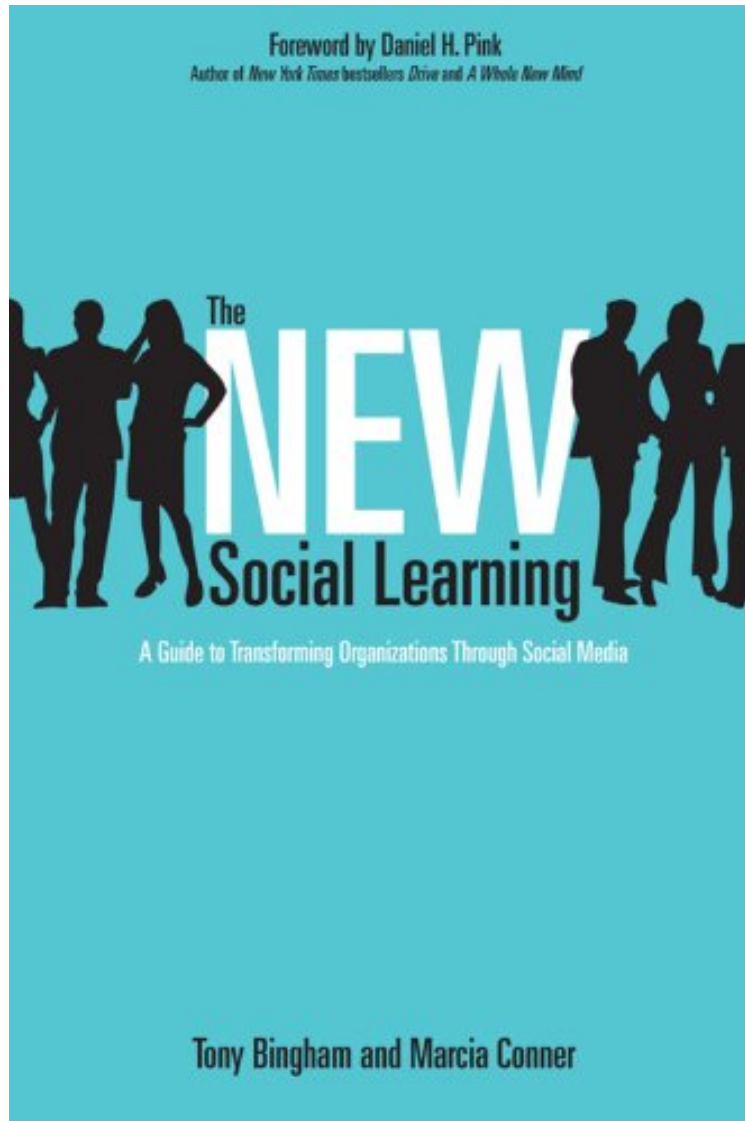


(Ebook pdf) The New Social Learning: A Guide to Transforming Organizations Through Social Media

The New Social Learning: A Guide to Transforming Organizations Through Social Media

Tony Bingham, Marcia Conner
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Tony Bingham, Marcia Conner : The New Social Learning: A Guide to Transforming Organizations Through Social Media before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Social Learning: A Guide to Transforming Organizations Through Social Media:

8 of 8 people found the following review helpful. Social Learning - The New LD ImperativeBy Bill CushardIf your profession is learning and development, The New Social Learning is a must read.Even if you are one of those people who are suspicious of social media or one who thinks social networking is a place for wasting time or if you think

Twitter is a place where people tell you what they are eating for lunch, you will read the book and understand exactly how social learning is a new imperative for how we enable organizational learning. You will find this book to be a practical guide to implementing social learning in your organization. At the end of each chapter, there is a list of common objections and how to overcome them. I found this to be the most useful part of the book. Just like a sales person needs to overcome objections from prospects, any organizational leader who intends to implement a new thing, must prepare for the inevitable objections that arise from the skeptics and curmudgeons. And there will be many. The list of objections and the ways to overcome them are, by themselves, worth the cost of your time to read this book. The other idea that I infer this book is that people will learn what they want to learn when they want to learn it despite our best efforts to design and deliver training. Too many LD professionals are hung up on the need to control the instructional design and training delivery process, believing that people simply do not learn properly, unless proper instruction is used in proper training delivery. Well this book is one step in the direction of proving that idea wrong. Our job is to not deliver instruction, but to enable people to learn what they need to learn to get their jobs done now. Although the New Social Learning does not propose that instructional design and classroom training will be replaced (far from it), Tony and Marcia weave tales of company's that are using various elements of social and collaboration technologies to enable people to learn and most importantly grow and improve job performance....which is what this is all about in the first place. 0 of 0 people found the following review helpful. An Important Read By Parson Bill The material present come with a sense of excitement about what can be done to form community through technology. As a novice I found myself overwhelmed. It's a good read but the more acquainted you are with all things internet the more helpful it will be. 0 of 0 people found the following review helpful. Five Stars By Bethany H. Interesting information.

The first book to help organizations understand and harness the extraordinary workplace learning potential of social media. Co-written by the CEO of the world's largest workplace learning organization and a consultant and writer with extensive experience on the forefront of workplace learning technology. Features case studies showing how organizations around the world have transformed their businesses through social media. Most business books on social media have focused on using it as a marketing tool. Many employers see it as simply a workplace distraction. But social media has the potential to revolutionize workplace learning. People have always learned best from one another -- social media enables this to happen unrestricted by physical location and in extraordinarily creative ways. The New Social Learning is the most authoritative guide available to leveraging these powerful new technologies. Tony Bingham and Marcia Conner explain why social media is the ideal solution to some of the most pressing educational challenges organizations face today, such as a widely dispersed workforce and striking differences in learning styles, particularly across generations. They definitively answer common objections to using social media as a training tool and show how to win over even the most resistant employees. Then, using examples from a wide range of organizations -- including Deloitte, IBM, TELUS, and others -- Bingham and Conner help readers sort through the dizzying array of technological options available and decide when and how to use each one to achieve key strategic goals. Social media technologies -- everything from 140-character "microsharing" messages to media-rich online communities to complete virtual environments and more -- enable people to connect, collaborate, and innovate on levels never before dreamed of. They make learning dramatically more dynamic, stimulating, enjoyable, and effective. This greatly anticipated book helps organizations create a contemporary learning strategy that is as timely as it is transformative.

About the Author Tony Bingham is President and Chief Executive Officer of the American Society for Training Development (ASTD), the world's largest professional association dedicated to the training and development field. ASTD is focused on helping members lead talent management, build their business skills, understand the impact of social media on informal learning, close skills gaps, and connect their work to the strategic priorities of business. Marcia Conner, Partner with Altimeter Group, works with leaders every day to bridge the gap between the promise of collaborative technologies and the practice of putting them into action. She aligns digital strategy with corporate culture, engaging people and invigorating the value chain across an organization. Former Vice President and Information Futurist at PeopleSoft and Worldwide Manager at Microsoft, she now advises corporations, writes the popular Fast Company column "Learn at All Levels," and is a Fellow at the Darden School of Business. Follow her on Twitter @marciamarcia.