



Content Curation for Learning: Let's Get Practical

anderspink.com



Let's look at

Why continuous learning and curation matters

What it means in practice for

How to get started with curation to power continuous and self-directed learning

Continuous learning and curation
matter more than ever.

Why?

If you're not learning, you're not earning...

Figure 1. The changing nature of a career

Length of career



60 to 70 years

Average tenure in a job



4.5 years

Half-life of a learned skill



5 years

Sources: Lynda Gratton and Andrew Scott, *The 100-Year Life: Living and Working in an Age of Longevity* (Bloomsbury, 2016); Douglas Thomas and John Seely Brown, *A New Culture of Learning: Cultivating the Imagination for a World of Constant Change* (CreateSpace, January 4, 2011).

Don't fear AI or
machine learning

Fear humans not
continuously learning...

The shelf life of a business
competency in 1984 was **30** years.

Today it's less than **5**.

89% of the companies on the
Fortune 500 list in 1955 aren't there
today.

Source: Exponential Organisations: Ismail,
Van Geest et al 2017



“Lifelong learning is the new economic imperative”

54% think it will be essential to develop new skills throughout their working lives

Rising to 61% of those under 30.

Formal, episodic
learning isn't enough

**“If we don't each spend
5-10 hours a week staying
on top of the firehose of
new information, mark my
words, in three years we'll
be managing decline”.**

Randall Stephenson,
CEO AT&T





“How can we build a culture of learn-it alls as opposed to know-it-alls?”

Satya Nadella
CEO Microsoft

“Learnability is the
key skill. We hunt
for learning
animals”

Eric Schmidt
Ex Chairman Google



So what's so hard
about building a continuous learning
culture?

1. Time and budget pressure

We want to support continuous learning and build the workforce of the future

But...

Not enough time or budget to create or commission all of the content.

Not enough time to search for the best content - for learning professionals or individuals.



Yet



Finding relevant
external content
is high value
but high effort



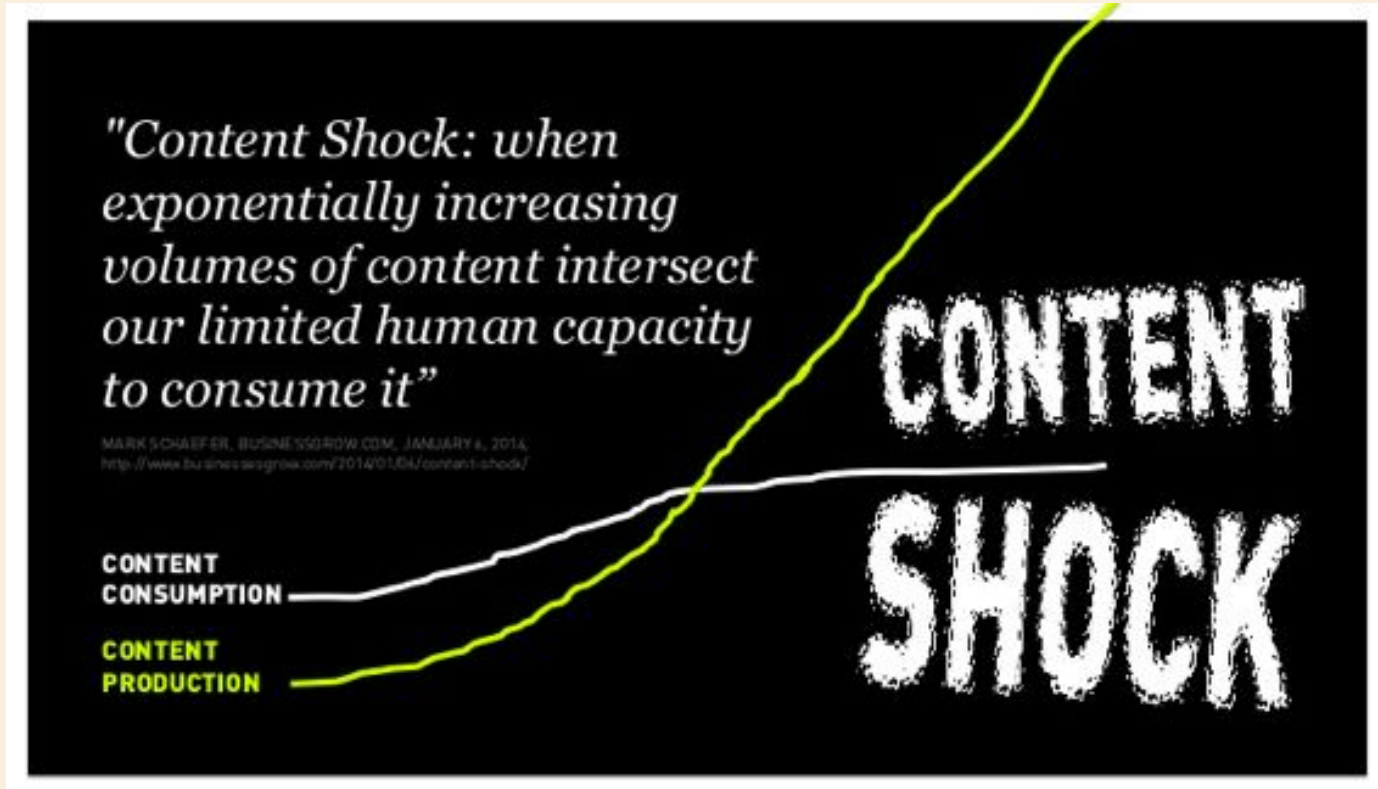
60% of learners say they learn more from external sources than courses

70% find external web sources essential or very useful (47% for elearning)

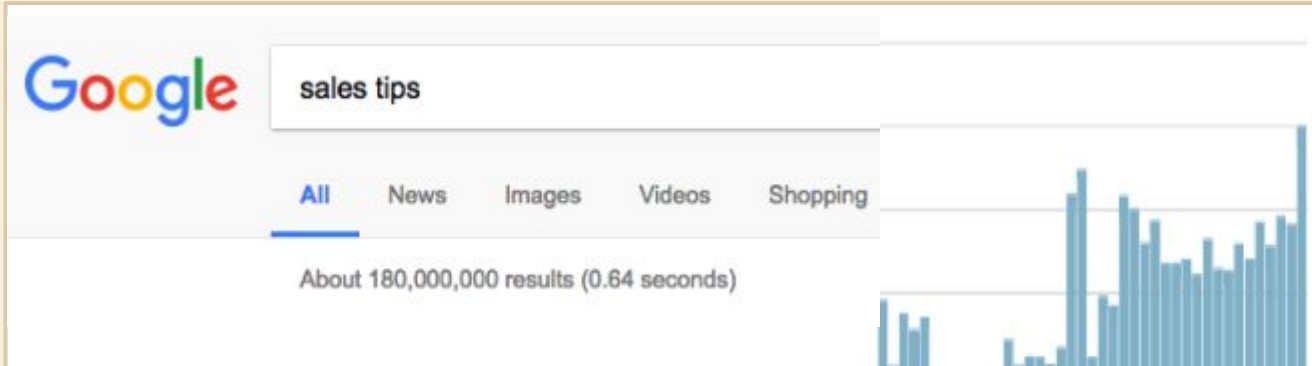
BUT

Knowledge workers spend **9.5** hrs a week looking for information (IDC)

That feeling has a name




Actually a few names



A screenshot of a Google search for "sales tips". The Google logo is on the left. The search bar contains "sales tips". Below the search bar are tabs for "All", "News", "Images", "Videos", and "Shopping", with "All" selected. Below the tabs, it says "About 180,000,000 results (0.64 seconds)". In the background, there is a large blue bar chart with many bars of varying heights.

**“It’s not information overload.
it’s filter failure.”**

Clay Shirkey



A portrait of Clay Shirkey, a man with glasses and a black shirt, looking directly at the camera.

How do you stay
on top of trends
and keep
learning every
day?

- A. Go to your LMS / Learning Platform
- B. From professional networks: Twitter, LinkedIn, Slack, Yammer, conversations...
- C. Google / YouTube / other Search
- D. Subscribe to Blogs/sites/newsfeeds
- E. All of these, somewhere else?

2. What we offer

Learners value on the job learning, short web-based resources and collaboration

They place a lot less value on classroom training and elearning courses

But where does our time and budget typically go?

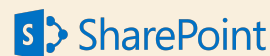
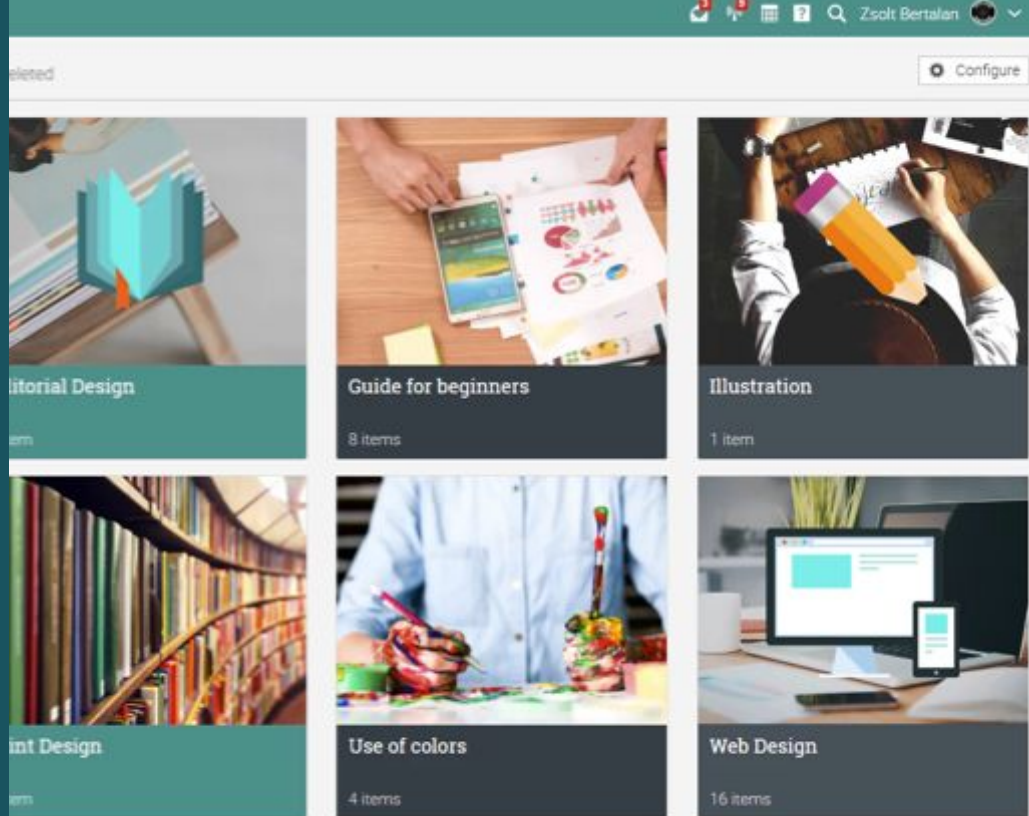
| RANK | Results of the 7th Annual Learning in the Workplace survey | Not | Quite | Very | Essential | VIP + |
|------|--|-----------|-----------|-----------|-----------|-----------|
| | | important | important | important | % | Essential |
| | | % | % | % | | % |
| 1 | Daily work experiences (ie doing the day job) | 1 | 5 | 36 | 58 | 94 |
| 2 | Knowledge sharing within your team | 1 | 11 | 34 | 54 | 88 |
| 3 | Web search (eg Google) | 1 | 16 | 33 | 50 | 83 |
| 4 | Professional networks and communities | 1 | 25 | 42 | 32 | 74 |
| 5 | Web resources (eg videos, podcasts, articles) | 2 | 25 | 41 | 32 | 73 |
| 6 | Manager feedback and guidance | 5 | 22 | 39 | 34 | 73 |
| 7 | Coach or mentor feedback and guidance | 6 | 27 | 44 | 23 | 67 |
| 8 | Internal resources (eg documents, guides, etc) | 13 | 29 | 30 | 28 | 58 |
| 9 | Regular blog posts and news feeds | 6 | 37 | 37 | 20 | 57 |
| 10 | E-Learning (ie online courses for self-study) | 20 | 41 | 27 | 12 | 39 |
| 11 | Conferences and other professional events | 12 | 57 | 28 | 3 | 31 |
| 12 | Classroom training | 34 | 37 | 21 | 8 | 29 |

3. Where we put it

Access to continuous learning should be at point of need

An LMS or LXP is one point..

...But not the only one



How curation can help



“A CONTENT CURATOR IS SOMEONE WHO CONTINUALLY FINDS, GROUPS, ORGANIZES AND SHARES THE BEST AND MOST RELEVANT CONTENT ON A SPECIFIC ISSUE ONLINE. THE MOST IMPORTANT COMPONENT OF THIS JOB IS THE WORD CONTINUALLY.”

-ROHIT BHARGAVA

3 practical steps for content curation



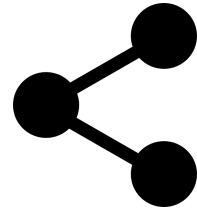
SEEK

Relevant, timely, useful
content for your audiences



SENSE

Make sense of content for
yourself and others



SHARE

Share relevant content in the
right places



SEEK

Relevant, timely, useful
content for your audiences

1. Choose a Target Audience

Define your use case: Who needs continuously updated insights?

Sales, Leadership, Technical teams?

2. Consult with them: Be a content concierge

Ask them what they want to see:

From what sites and sources, when and where?

3. Use tools to help you seek:

Don't just browse – you'll get content shock.

Use tools and algorithms to make it efficient:

Let machines do the seeking and sorting



SENSE

Make sense of content for
yourself and others

1. Curate your insights, not just content:

What did you learn, why does this matter,
who would this help?

Curation = machines + humans

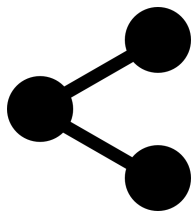
2. Provoke and challenge:

“Look what our competitors are doing –
should we respond?”

Involve SMEs and teams

3. Make connections and collections:

Build a knowledge base, involve others –
build collective intelligence and a culture of
contribution



SHARE

Share curated content in the
flow of work

1. Go where the eyeballs are!

Make it easy for people to find it.

That may be more than one place - Slack, MS Teams, CRM...and yes your LMS/LXP :-)

2. Do smart integrations

No copy and paste - you don't have time.

APIs and integrations take care of this

3. Build a continuous learning habit:

10 minutes a day = a week's worth of
learning over a year



One way to do it...

How we help you seek, sense and share relevant content

Add source

What type of source do you want to add?

Site

Twitter User

RSS Feed

Topic

Brings in recent all articles from a given site, e.g. bbc.co.uk

Enter a site (without the http:// or www.), or subdomains like bbc.com/news

Preview source

Add source

See suggested sources

Enter a topic and we'll suggest some relevant sources

Find sources

All (65)

Domains (30)

RSS feeds (5)

Twitter users (30)

Site

futurism.com

Preview source

Add source

Site

kyodonews.net

Preview source

Add source

Preview of recent articles from **futurism.com** filtered by keyword: **cybersecurity**

Cybersecurity is a top concern for healthcare executives

futurism.com · 19 days ago

Cybersecurity is a Top Concern for Healthcare Executives

futurism.com · 20 days ago

Cybersecurity isn't just a top technology concern of today's healthcare executives — it's the top concern. That's...

To bolster cybersecurity, France gives Google the guillotine

futurism.com · 25 days ago

To bolster cybersecurity, France gives Google the guillotine

futurism.com · 20 days ago

The US Finally Has a Defense Agency Devoted to Cybersecurity

futurism.com · 20 days ago

In July, officials from the Department of Homeland Security (DHS) confirmed a very scary rumor: hackers working for...

Complete curation control: any topic, keyword, public source - get content you want

AI powered: content learns from your preferences, briefings get smarter over time

If the article **"How military-style training may enhance your cybersecurity strategy"** isn't relevant you can:

Remove this article from the briefing.

Remove

Remove this article and future articles which are similar. Your briefing will learn as you give it more feedback.

Hide articles like this

Stop articles from **www.techrepublic.com** from showing in this briefing.

Block this domain

If this article is relevant, you can train your briefing to show more articles like this.

Show me more like this

Cyber security test - general

24 hours

3 days

1 week

1 month

3 months

How military-style training may enhance your cybersecurity strategy

www.techrepublic.com · 21 days ago

Militaries understand the importance of training in as realistic a manner as possible. It helps automate responses and...

Like

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More actions

Update on Enforcement of China's Cybersecurity Law | JD Supra

www.jdsupra.com · 24 days ago

JD Supra is a legal publishing service that connects experts and their content with broader audiences of...

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Update: Vietnam's New Cybersecurity Law | JD Supra

www.jdsupra.com · 25 days ago

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Vietnam sheds light on impending cybersecurity law | JD Supra

www.jdsupra.com · 5 days ago

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New Cybersecurity Law Offers Safe Harbor Against Tort Claims | JD Supra

jdsupra.com · 14 days ago

JD Supra is a legal publishing service that connects experts and their content with broader audiences of...

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NFA Members: Will You Need to Update Your Cybersecurity Policy? | JD Supra

www.jdsupra.com · 3 days ago

JD Supra is a legal publishing service that connects experts and their content with broader audiences of...

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Worried About Complying with ABA Opinion 483 on Cybersecurity? Fear No More | New Jersey Law Journal

law.com · 13 days ago

Copyright © 2018 ALM Media Properties, LLC. All Rights Reserved. In response to the omnipresent threat of...

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More actions

INSIGHT: SEC Disclosure Obligations and Strategies on Cybersecurity: Knowing How and When to Disclose Cyber-Incidents to Minimize Damage

biglawbusiness.com · 21 days ago

The number of cybersecurity-related disclosures that companies must provide to markets and investors has steadily...

Like

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8 steps to a stronger cybersecurity strategy | MIT Sloan

mit.edu · a month ago

If there's an attack on the country, the military mobilizes. When a natural disaster strikes, recovery plans go into...

Like

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More actions

Automatic updates: fresh content every few hours

Human + Machine: automated feed, teams can save, comment, curate and share

Put it where you want it: APIs and integrations to embed in any tool, app or platform



In practice:

What, where and how are organisations curating?

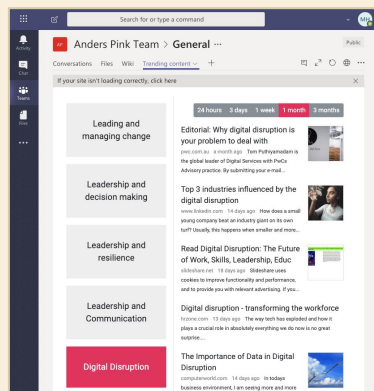
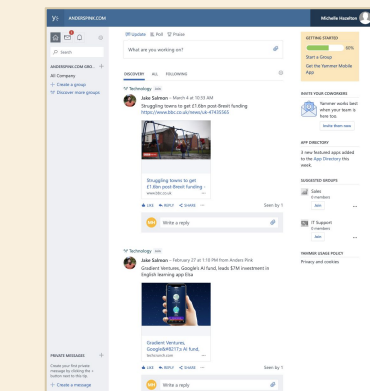
Let's take a look

Daily updates in collaboration tools: Slack, MS Teams and Yammer



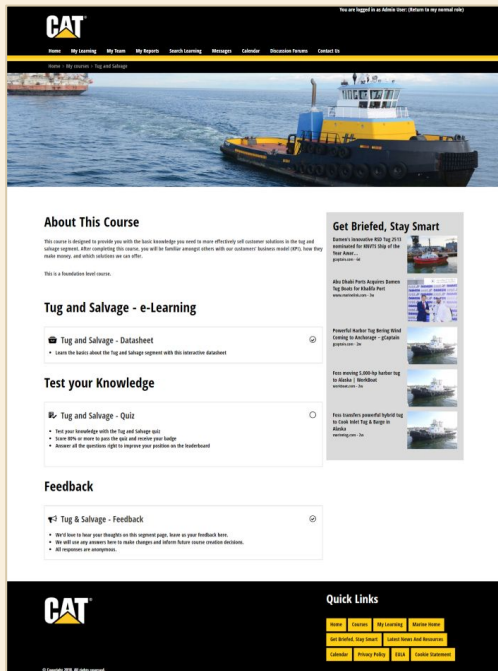
Make a briefing on Anders Pink for a specific audience - e.g. **news from top 5 competitors**

Drop it into a Slack Channel, MS Teams or Yammer (**no coding involved**) - e.g. sales channel



Fresh content every day in the right channels to to drive **continuous learning** and **collective intelligence**.

Relevant content with less effort: More Value in Learning Platforms

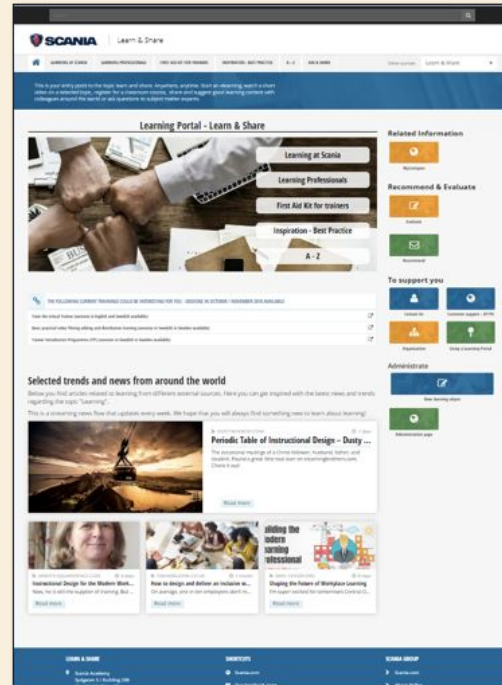
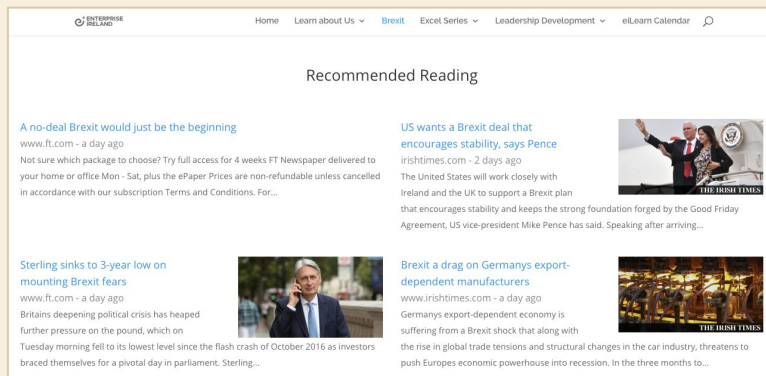


Trending and niche topics to drive continuous learning.

Automated updates for sector, clients, and competitors.

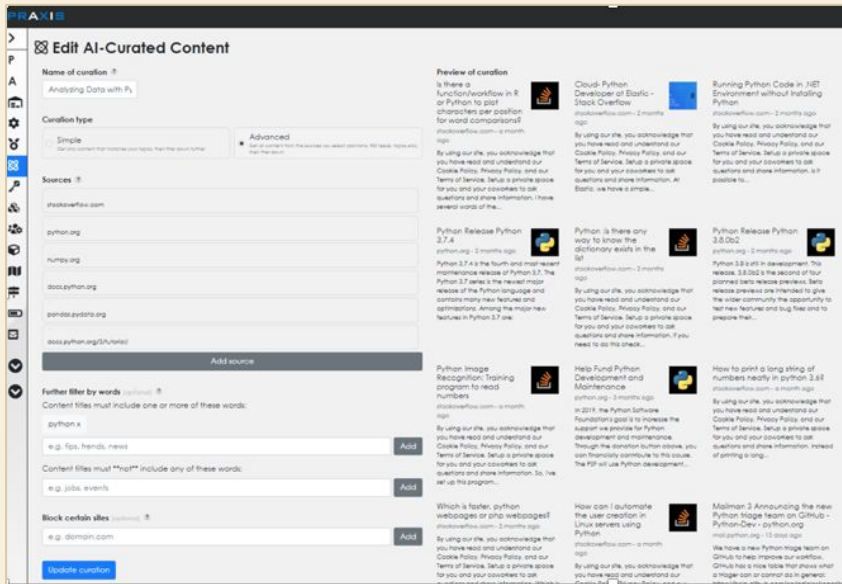
Hand-picked resources for leadership audiences.

Embedded into an LMS or portal with comments for context.

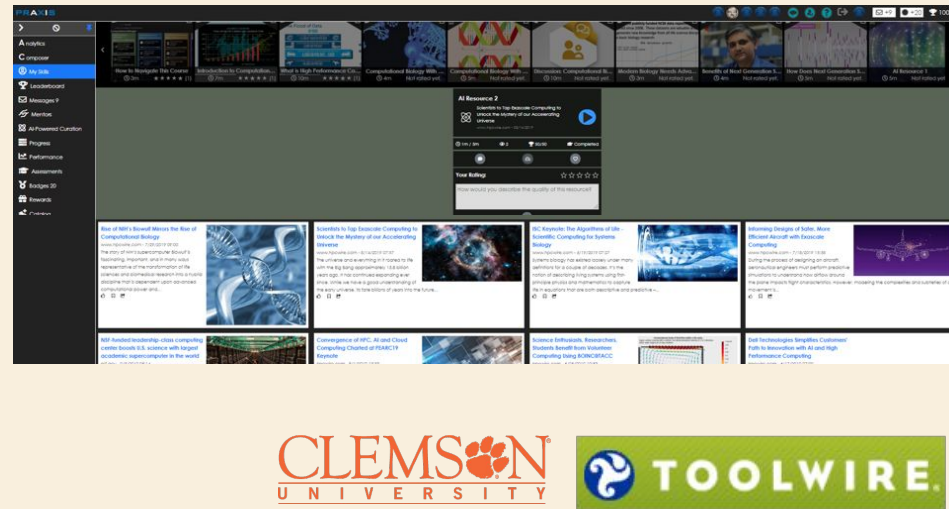


AI-curated content as part of learning experience design

Learning Designers add curated content to programme
Choosing sources and keywords
Native to Toolwire Platform via Anders Pink SDK



Learning experience with formal and curated content
Powers continuous learning at Clemson University with
less development effort



CLEMSON
UNIVERSITY



[Join a webinar Thurs 11th Sept to find out more](#)

Powering recommendations in the LXP: Self directed content feeds

1

Customise your feed Clear all Save

Selected briefings (4 selected) ▼

☒ Leading and Managing Teams

☒ Coaching and Mentoring

☒ Strategic Thinking

☒ Business Strategy

Featured by Fuse ▲

Agile ▲

AI, Machine Learning and IoT ▲

Business (1 selected) ▲

Career Development ▲


Change Management ▲

Communication ▲

Customer Service ▲

2

Featured articles from around the web Personalise




In Strategic Thinking, [linkedin.com](#)

The 4 key elements of a holistic talent management strategy

Poor hiring strategies and decisions. Inadequate systems and technology. Ineffective leadership. High employee turnover. Low employee engagement. Sound familiar? Perhaps you've struggled with some of these in an organisation you've worked with...

Share

And if that isn't enough...




In Business Strategy @insideBigData, [insidebigdata.com](#)

How AI Is Transforming Business Strategy as We Know It - insideBIGDATA

Cognitive computing a term used to describe technological platforms that are based on the concept of artificial intelligence (AI) is changing the way we do business today. One of the main reasons for this is that AI systems can process...

Share



In Leading and Managing Teams Ginny Marvin, [marketingland.com](#)

Making the leap to multi-touch attribution: How to get buy-in from sales, tech, leadership

Widget powered by Anders Pink in Learning Platform:

- User selects topics of interest from predefined set of feeds grouped by theme
- Dynamic combined feed of trending content from their chosen topics, updated every few hours
- User can change topics any time, share with colleagues, add insights
- Client admins can add custom feeds on any topic

Building the future workforce with personalised, skills-based recommendations

What do you do in the organization?

Activity *

Des

User experience designer

Interior designer

Motion designer

1

User chooses job role (current or aspirational)

As User Experience Designer, which areas would you like to improve?

My Areas of Improvement *

information Architecture x Use

User Testing

User Centered Design

User Journey

User Interview

PREVIOUS

CANCEL

NEXT

2

User selects from suggested skills areas based on role

3

My Dashboard



My Areas of Improvement

Get fresh external content based on your areas of improvement. You can add new areas of improvement and edit them on your [My Profile page](#).

FILTERS

18 Items



EXTERNAL CONTENT

Mindsets, Tools and Terminology of ...

www.mindtools.com
11 hours ago

UX Design



EXTERNAL CONTENT

Better Public Speaking Becoming a Confident ...

www.mindtools.com
a day ago

Public Speaking



EXTERNAL CONTENT

What is User Experience (UX) Design?

www.interaction-design.org
3 days ago

UX Design



EXTERNAL CONTENT

Important Leadership Skills for Resumes & ...

www.thebalancecareers.com
22 days ago

Leadership



EXTERNAL CONTENT

What is User Experience (UX) Design?

www.interaction-design.org
3 days ago

UX Design



EXTERNAL CONTENT

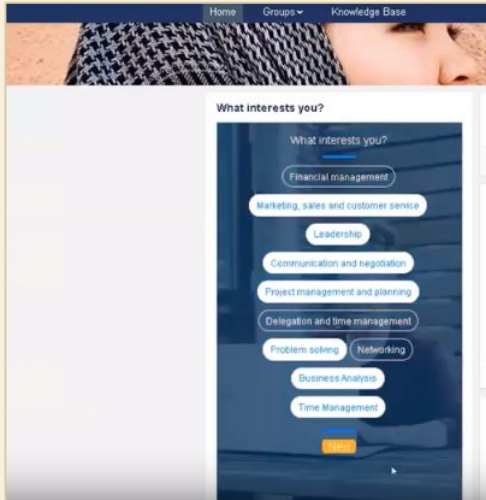
Important Leadership Skills for Resumes & ...

www.thebalancecareers.com
22 days ago

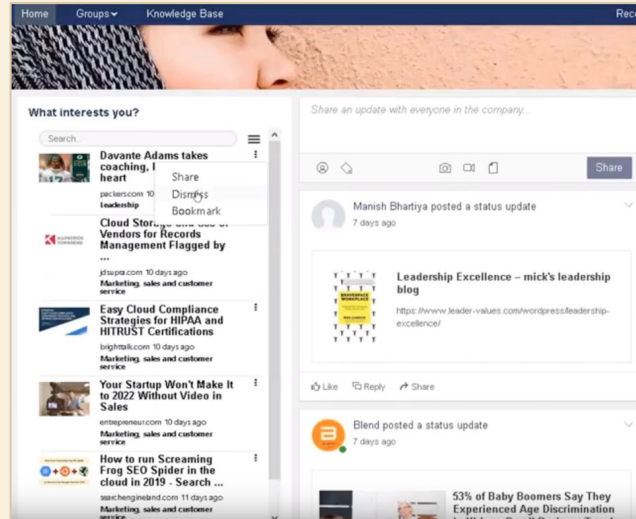
Leadership

- **Personalised feed** of recent and relevant content based on chosen skills and interests
- Users can **save, share, edit**, recommend
- **Dynamically generated** using Anders Pink API, updated every few hours

Powering recommendations, search and personalisation in LXP

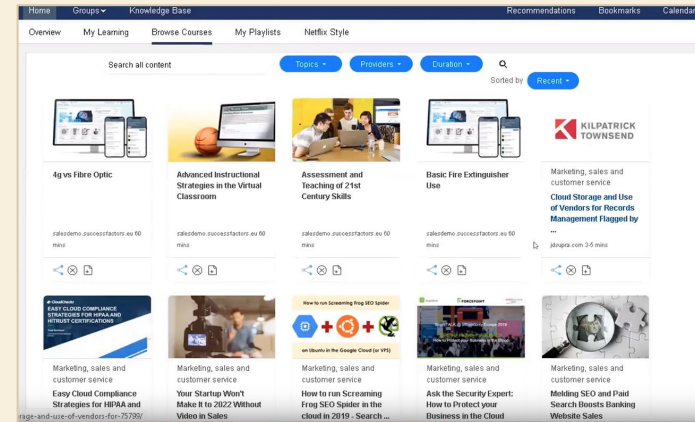


User selects topics of interest



Dynamic feed of trending content on their interests (via Anders Pink API)

Users can save, share, dismiss - system learners from preferences



Global search includes Courses, resources, trending content (via API)

What's the ROI?

Save time, cost,
create a new
habit

Client used to produce elearning modules
as the default response: over 50 a year

Now 25%+ of their content is curated
from the web and integrated into their
platforms and workflow

Saves 3 months per topic versus elearning

“Through this we can **encourage a cultural change** where learning is something you can do for 5-10 minutes a day to help us turn into a learning organization.”

Analytics:

We track views of content via API for your Instances:

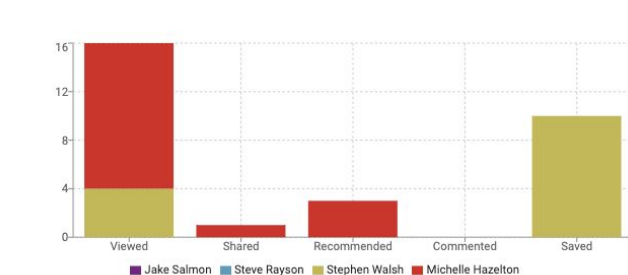
- Over time period
- By briefing
- Aggregated and anonymised

So you can refine briefings to drive engagement

You can also store content on your side to do more.

More on the roadmap...

Team Statistics: Live API Demo



| Name | Viewed | Shared | Recommended | Commented | Saves | Total |
|-----------------------------------|--------|--------|-------------|-----------|-------|-------|
| Jake Salmon | 0 | 0 | 0 | 0 | 0 | 0 |
| Steve Rayson | 0 | 0 | 0 | 0 | 0 | 0 |
| Stephen Walsh | 4 | 0 | 0 | 0 | 10 | 14 |
| Michelle Hazelton | 12 | 1 | 3 | 0 | 0 | 16 |

Articles tracked through the API

1 day 3 days 1 week 2 weeks 1 month 3 months

Showing results from Feb 28, 2019 12:00 PM to May 30, 2019 12:00 PM

| Article | Source | Views |
|---|-------------------------|-------|
| Nissan 'set to abandon plans to build X-Trail model at Sunderland plant' as Brexit uncertainty shakes UK car industry https://www.independent.co.uk/news/business/news/nissan-abandon-plans-x-trail-model-sunderland-plant-brexit-tf-a8760321.html #1207845657 | Briefing: Business News | 43 |
| London Bridge blocked by minicab drivers in protest over congestion charge https://www.independent.co.uk/news/business/news/london-bridge-taxi-minicab-protest-congestion-charge-private-hire-tf-a8762731.html #1211194217 | Briefing: Business News | 43 |
| Asda loses equal pay case against shopfloor workers https://www.independent.co.uk/news/business/news/asda-shopfloor-workers-win-equal-pay-case-court-of-appeal-gender-a8756221.html #1203698445 | Briefing: Business News | 42 |
| What does Mike Ashley own and how much is he worth? https://www.independent.co.uk/news/business/news/mike-ashley-net-worth-what-does-he-own-sports-direct-house-of-fraser-a8758896.html #1205755922 | Briefing: Business News | 40 |
| Scottish Power latest energy provider to hike prices https://www.independent.co.uk/news/business/news/scottish-power-price-hike-energy-bill-gas-electricity-cap-british-gas-customers-a8786731.html #1244784471 | Briefing: Business News | 35 |
| Farewell to the Airbus A380, the double-decker plane destined for oblivion https://www.independent.co.uk/travel/news-and-advice/airbus-a380-double-decker-aircraft-plane-emirates-boeing-a8779921.html #1235596066 | Briefing: Business News | 34 |

Plugged in

To leading platforms
and partners

Delivering continuous
learning to 1m+
learners



SAP Jam

Cornerstone

docebo®



kineo
A City & Guilds Group Business



SharePoint

learn-amp



totara

fuse
universal

unicorn



KALLIDUS



learningCloud

moodle

Raytheon

learningpool

TWM
theworkingmanager.com

The Charity Learning
Consortium



GP
STRATEGIES®

GoodPractice



Elucidat

think learning

TOOLWIRE

TalenTeam



Powering Curation

in leading companies



9 Steps to power your continuous learning habit:

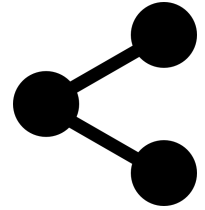


SEEK

1. Choose your audience
2. Ask them what they need, when and where
3. Use tools to automate and control seeking



SENSE



SHARE

9 Steps to power your continuous learning habit:



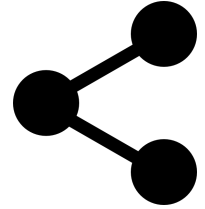
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SENSE

1. Live updates or hand picked content?
2. Add your insights
3. Involve SMEs and others, build collective intelligence



SHARE

9 Steps to power your continuous learning habit:



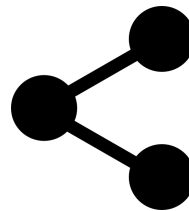
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SHARE

1. Go where the action is: LXP, LMS, Slack, MS Teams...
2. Use APIs and Plugins
3. Get feedback, refine, sustain the new culture

So where should you start?



Bundles: Pre-defined briefings on most commonly tracked topics



Get started faster with high quality briefings on most popular topics



Edit and customise from a great baseline

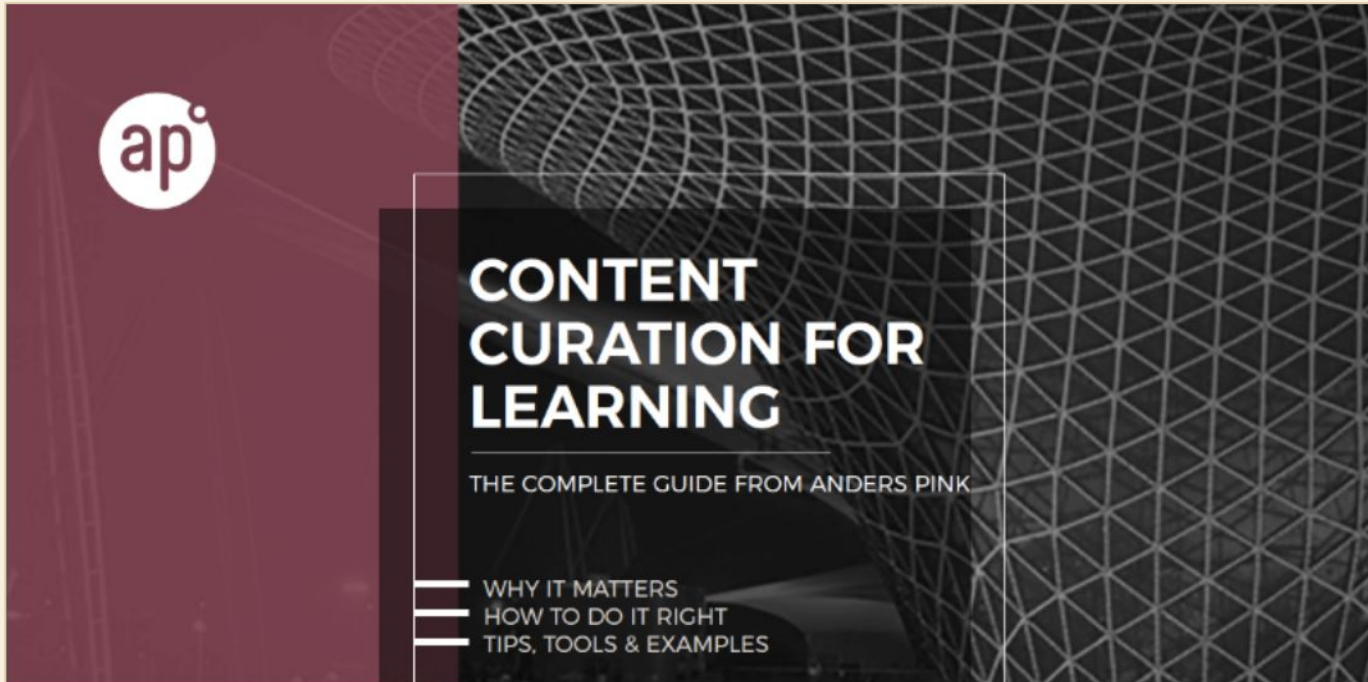


Make custom briefings for niche topics

Current bundle categories (each containing 10-20 briefings):

- Leadership and Management
- HR, Learning and Development
- Personal Development
- Sales and Marketing
- Technology
- Business and Strategy
- Compliance

Find out more in our free book...



<https://blog.anderspink.com/2017/04/content-curation-book/>



Get in touch
for a free trial:

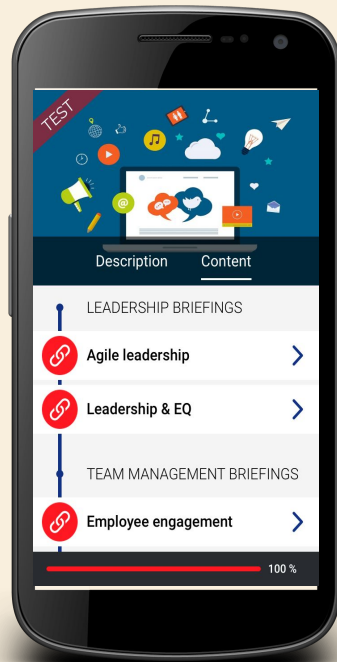
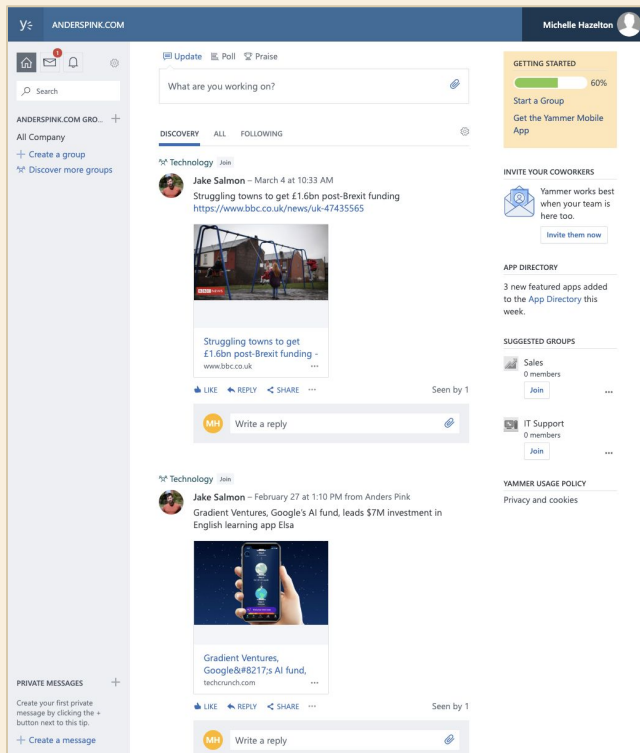
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Driving continuous leadership learning in Financial Services



Organisation runs **leadership programmes**, including groups on Yammer

Group is engaged by **fresh content and insights**

Push live briefings and curated content collections into **Yammer** via integration

Drives **continuous learning** after the formal programme is finished with recent and relevant leadership content daily

Also push it to their mobile LXP and SharePoint - same content, no extra effort

Bringing niche content into the LMS with less effort

The screenshot shows the CAT interface with a top navigation bar containing links like Administration, Theme Design, Customise This Page, and Manage Dashboards. Below this is a search bar and a user login status. The main content area is divided into sections: General Marine News, Segment Specific News, Fishing, Ferry, Offshore, and Tug And Salvage. Each section contains a list of news items with titles, brief descriptions, and small images. For example, under General Marine News, there's an item titled 'New Tag Named For K3 Maritime Services' with a small image of a tugboat. The interface is clean and professional, with a focus on providing easy access to niche maritime content.

This screenshot displays a course page for 'Tug and Salvage' within the CAT interface. The top section features a large image of a tugboat and the course title. Below this, there's a section titled 'About This Course' which provides a brief overview of the content. To the right, there's a 'Get Briefed, Stay Smart' section with a list of related articles and images. The main content area is titled 'Tug and Salvage - e-Learning' and includes a 'Tug and Salvage - Dataset' section with a list of related content. Below this is a 'Test your Knowledge' section with a list of related content. The bottom section is titled 'Feedback' and includes a 'Tug & Salvage - Feedback' section with a list of related content. The interface is designed to be user-friendly and informative, providing a comprehensive overview of the course content and related resources.

Niche topics filtered by topic and source to ensure relevance.

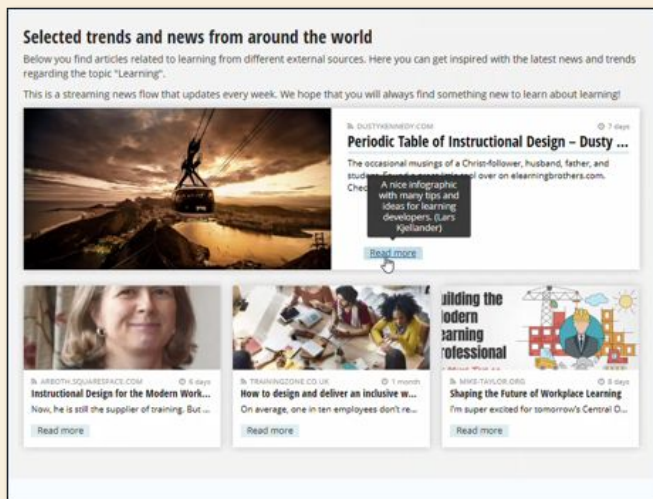
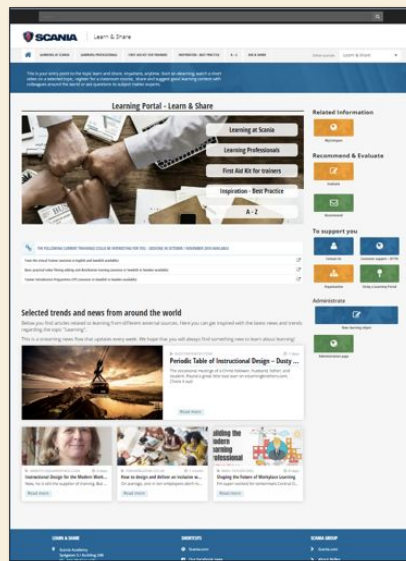
Automated tracking industry trends for sales team: tracking their sector, clients, and competitors.

Embedded into their LMS (Totara).

Content is crowdsourced for further discussion and sharing (podcasts).

Enables CAT to stay up to date on changing events in all their markets.

Powering Portals with relevant content



Range of portals on learning, engineering, HR, sustainability

Briefings created by SMEs on relevant topics. They add their comments and context.

Embedded into their portals via custom widget - display chosen content and commentary


“Using Anders Pink is a key component of our curation strategy at Scania. It’s creating a seamless experience for visitors to the portal together with our own legacy content. It’s crucial for us to offer the the latest and greatest content on key topics for our business.”

Adding relevance to leadership programmes with trending content


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Recent & relevant content added to learning programmes and live topics

Automated feeds update every few hours on topics like Brexit, Leadership and Business Growth.

Embedded into their LMS and public facing website via API to keep audiences informed and engaged. Simple CSS styling of output

We have added content quickly based on the needs of the relevant programme or trends. This has saved time and resources in sourcing content for subjects. Our clients tell us as time is precious for them, it is very advantageous to access relevant sources of content in one location."