

Tony Bingham Presentation
ASTD 2012 International Conference & Exposition
Monday, May 7, 2012

On behalf of ASTD's fabulous Board of Directors and our incredible staff, welcome to the 2012 ASTD International Conference and Exposition here in the Mile High City.

Thanks to each of you for investing your time and your energy to share in this unique and special experience. All of us at ASTD are grateful for your support.

Isn't it awesome to be able to spend several days with so many dedicated learning professionals? Speaking of dedicated learning professionals, our keynote speakers this week are among the finest.

Today we'll be hearing from Jim Collins who is going to help us understand why some companies thrive in uncertainty—even chaos—while others don't.

Based on nine years of research, his most recent book *Great by Choice* has a unique focus on performance and the unstable environments faced by leaders today.

And tomorrow ... John Kao, known as "Mr. Creativity" and a "serial innovator" by *The Economist*, will help us understand how to really get innovation done in our own organizations.

On Wednesday, Heidi Grant Halvorson will help us understand what successful people do differently, and how we can all master the art and science of execution.

We're also fortunate to have several leading thinkers with us today who we'll be hearing from via video. They are:

- Tamar Elkeles, Vice President of QUALCOMM's Learning Center
- John Heyman is the Director Global Operations & Finance for Unisys University
- Karl-Heinz Oehler is the Vice President of Global Talent Management at The Hertz Corporation

Before we begin today's program, I'd like to acknowledge two icons in the profession who are internationally recognized experts in measurement and evaluation: Jack and Patti Phillips.

Jack and Patti have recently published their 40th book with ASTD Press called *10 Steps to Successful Business Alignment*. Be sure to visit Jack and Patti at the ASTD Store today from 2:00 to 3:00, where they will be signing their books and leading an informal chat on "how to get your know-how in print."

Please join me in recognizing and thanking Jack and Patti Phillips for their contributions to ASTD and to the field!

Do you know...your roles have never been more important or as critical to an organization's success as they are today. And, this is just the beginning. One of the biggest challenges for CEOs today is talent.

How can that be?

We have a very interesting dynamic occurring in the workplace today. Gallup shows the U.S. unemployment rate at 8.4% and the underemployment rate at 18.3%. Yet, according to PwC in their just released 2012 CEO survey - many CEOs are changing talent strategies to improve their ability to attract and retain the right people.

Skill shortages are very real – a mere 12% of CEOs say they're finding it easier to hire people – and the constraints are having quantifiable impacts on corporate growth.

What does that mean for each of you? What does it mean for the profession?

We believe that it will be incumbent upon the profession to accelerate the employee development process. And to accelerate that development, we're going to have to adapt.

That is to adapt to the learning preferences of what is soon to be our largest workforce demographic, and that's the Millennials. What's important to the Millennials?

In December 2011, Cisco released a study called the *Cisco Connected World Technology Report*. In it, they interviewed 1,400 college students and 1,400 young professionals throughout the world.

One finding was that online communication is challenging face to face contact as the primary method of interpersonal communication. If you have children, I'm sure this resonates with you.

Another finding was that attitudes toward information access, mobile devices, and social media will influence the future of work – from business communications and work lifestyles to corporate cultures and talent acquisition.

Another finding in the Cisco study is the importance of devices and the information they carry rivaling the importance of money. Yes devices are rivaling dollars. Interesting.

If you combine the themes of the Cisco study and the PwC report, you begin to see the making of a perfect storm. A result of that storm that's going to impact all of us is the mandate to leverage mobility through these devices - and specifically with mobile learning.

Why is this topic so top-of-mind today? Let's look at some data.

According to Ambient Insight, by 2015, over 300 million preK-12 school children across the planet will be carrying personal learning devices. Learning with a mobile device will be expected as they enter post-secondary education and the workforce.

Gartner reports smart phone worldwide sales in 2011 were 472 million phones. And, according to several of the large research houses including Gartner and IDC, roughly 4 billion smart phones will be sold between 2011 and 2015.

What's the world's population? Seven billion.

According to ITU, the International Telecommunications Union, in 2011, the number of mobile cellular subscribers hit 5.9 billion, which is 87% global penetration. Cisco predicts that in 2012 the number of mobile devices with Internet connections will surpass the number of humans on Earth.

Do you think that we're connected enough? We think the mobile story is very compelling, and investing in it - now - is absolutely critical for all of us in the profession.

Our virtual guests have already started investing in mobile learning. Let's hear on where it's having the biggest impact today, and how they view mobile learning's future impact.

VIDEO

Our three virtual speakers talk about mobile's impact on performance support – the ability to get what you need when you need it – adding immediate value.

Clark Quinn, who wrote the book *Designing mLearning*, talks about mobile augmenting our reality. He said: "It's accessorizing your brain. And what it does is it complements what our brains do well. Our brains are really good at pattern matching and filling in the gaps, and they're really bad at remembering rote information and doing complex processes. But these devices do that perfectly. So together we're a much more formidable learner."

To gain further insight, ASTD with assistance from its research partner i4cp, just released a Mobile Learning research report.

Key findings include:

1. Less than one third of organizations deliver learning content via mobile devices
2. Mobile learning enhances the learning function through performance support
3. Chief barriers include:

- Budget
 - Integration with legacy systems
 - Security
4. More than half believe mobile technologies will improve learning in their organization in the next three years

What we're seeing is that mobile learning is off to a slow start. The challenge for the profession is that the mobile world isn't moving slowly. Fortunately, it's still very early, so today we are ahead of the curve, but as we all know, that won't last long.

Let's hear from our virtual guests about how mobile is being used in their learning functions today.

VIDEO

There's great learning from our virtual experts. The ability to access and learn at the point of need is incredibly important. And mobile learning isn't treated separately, but as a part of an integrated learning approach.

Now that we understand how mobile is being used, what are some potential obstacles that you may have to overcome to move forward with mobile.

From ASTD's Mobile Learning Research report:

1. Budget is the chief barrier in the study
2. Integration with legacy systems – whether that's integrating with an LMS, traditional IT infrastructure, or talent management suite – integration is often a challenge and must be part of the implementation equation.
3. Security - this is a more complex issue to solve. Breaches often drive fear of implementation. That is natural and we must be concerned about security, but this is solvable.

Other barriers include gaining a general understanding of the capabilities, and determining how and where to start. How did our virtual guests address their obstacles?

VIDEO

What are your obstacles to getting started? I encourage you to get started or take your existing mobile learning to the next level, learn from others who are already making progress, and of course, share your results, as our virtual guests have so generously done, so that we can all learn from you.

Let's talk about a few key steps that you can take to get started.

1. Think mobile. With your learning programs always consider how mobile can be applied to support and augment learning; we're not at the point of mobile first - but, we're not that far from it either
2. Start small. Realize some successes; expect obstacles and be prepared for them; some of the areas where mobile is already seeing success is in service and in sales
3. Encourage executive sponsorship. At Hertz, Unisys, and Qualcomm - and other successful companies - the execs understand and support the efforts of the learning function
4. Partner with IT / compliance / regulatory – we've heard about the importance of security and integration. You will need those partnerships to be successful.
5. Identify impact. Look at how the mobile solutions are adding value to the organization. Understand what's most important to the organization and ensure that your learning programs — including mobile — are aligned with those key initiatives.

Let's hear from Karl-Heinz, John, and Tamar about why we need to take action now.

VIDEO

Isn't mobile learning exciting - isn't learning exciting?! Mobile technology is changing the world and our experience of it. From an organizational perspective, mobile learning allows for a spectrum of possibilities that were not present before, and they continue to evolve before us.

This IS the best time to be in the learning field!

Each of you in this room impacts the organizations where you work in ways that other functional areas can only dream about.

Not only do you interact with just about every part of the organization, you are deeply aligned to what's most important to the organization and, that's its people.

As we've heard today, CEOs get this very clearly and are seeing the impact of not providing enough support to you – their organizations are missing opportunities.

YOU have the chance to change this. YOU can help your organizations realize those opportunities and ultimately, be more successful.

It's a huge responsibility — and a great privilege. Make it exceptional! Thank you.