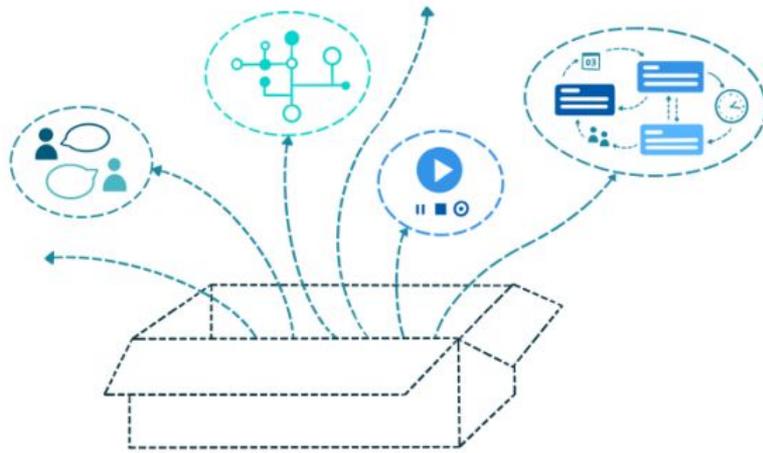# Webinar:
Creative thinking for learning designers

Please turn off your microphone if you are not talking

If you are having trouble with your audio the phone in details are:

AUS +61 02 8015 6011
US: +1 669 900 6833 US
UK: +44 203 966 3809

Meeting ID: 856 3001 7326
Passcode: 473999

Sprout Labs

Robin Petterd

Founder of Sprout Labs, host of the
'Learning While Working' podcast

Sprout Labs

Sprout Labs builds digital learning platforms that enable you and your team to author, deliver and measure high impact digital learning ecosystems.

Glasshouse

totara

Other content from Sprout Labs

- The Learning While Working podcast
- The blog
- eBooks
- Recordings of past webinars
- Virtual conference recordings

Sprout Labs

DESIGN
THINKING
AND
LEARNING

FREE EBOOK

What we are thinking about today

- How to spark new, engaging ideas for learning experiences

- Using design thinking and learning

- New brainstorming and thinking techniques

- Where to look for inspiration on innovative approaches to learning

Mindset and process
- not solutions
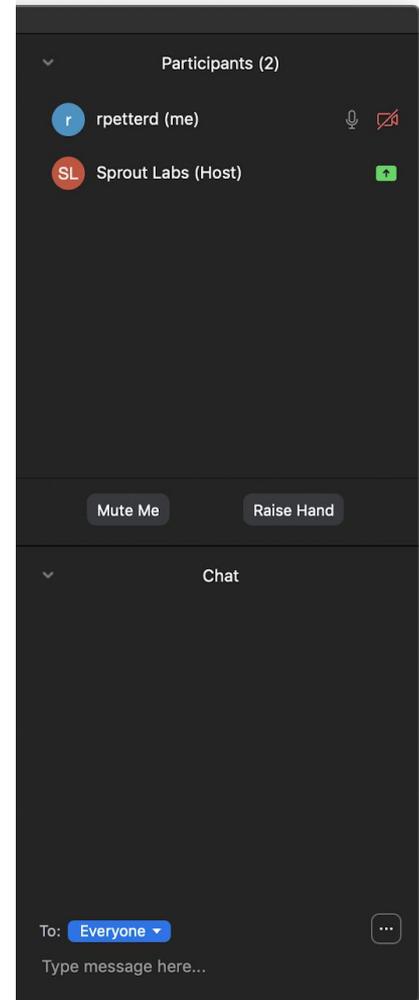
Using the interface

Open the
participant list

Open chat

Sprout Labs

Using the interface

Names of participants, host
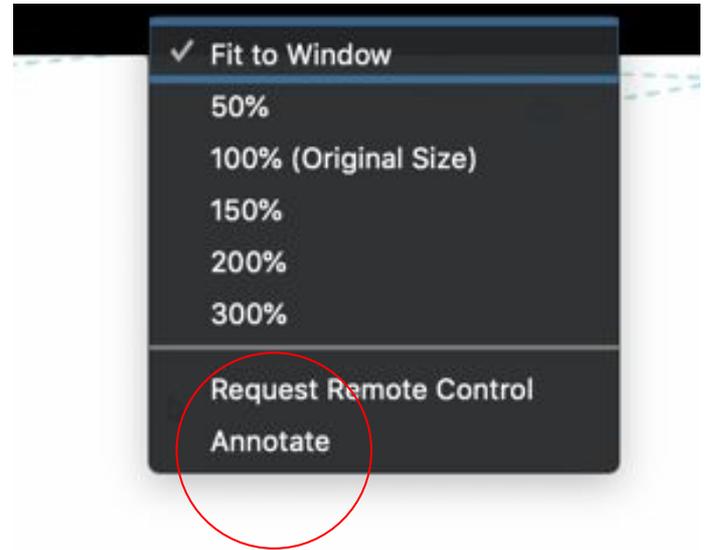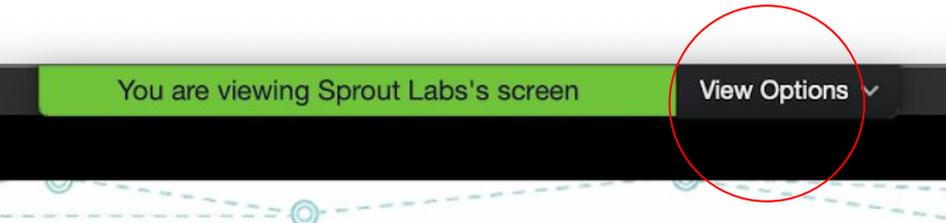and presenter

Send your chat messages to
"Everyone"

Sprout Labs

What do you want to gain from this session?
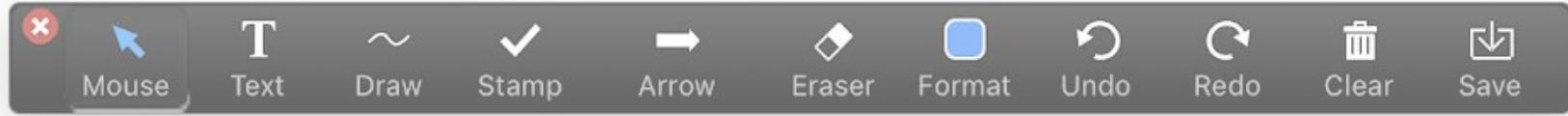
Please add your thoughts in chat

Sprout Labs

Annotation Tools

1. Choose the view options

You are viewing Sprout Labs's screen | View Options ⌄

✓ Fit to Window
50%
100% (Original Size)
150%
200%
300%

Request Remote Control
Annotate

2. Choose the Annotate menu item

Sprout Labs

Annotation Tools

Stamp tool

Sprout Labs

What is your background?

I have a creative background

My background is in learning

Workplace learning often has an engagement problem

Sprout Labs

We copy what we have seen in the past

What does a creative learning solution look like?

Please add your thoughts in chat

Sprout Labs

It's often novel

It has a concept, theme or 'hook'

Learning while working podcast: Increasing the impact of your learning videos with Danielle Wallace

Sprout Labs

How does 'creativity' work in a marketing agency?

	Strategist	Creative director	Copywriter	Graphic designer
What they do	Defines the overall approach e.g position	Makes high-level creative decisions	Works with text	Works with design Is often the final person to work on a project
Background	Marketing or management	Often a copywriter or graphic designer	Marketing and creative writing	Graphic design
				The designer isn't the person driving the creative concept

Sprout Labs
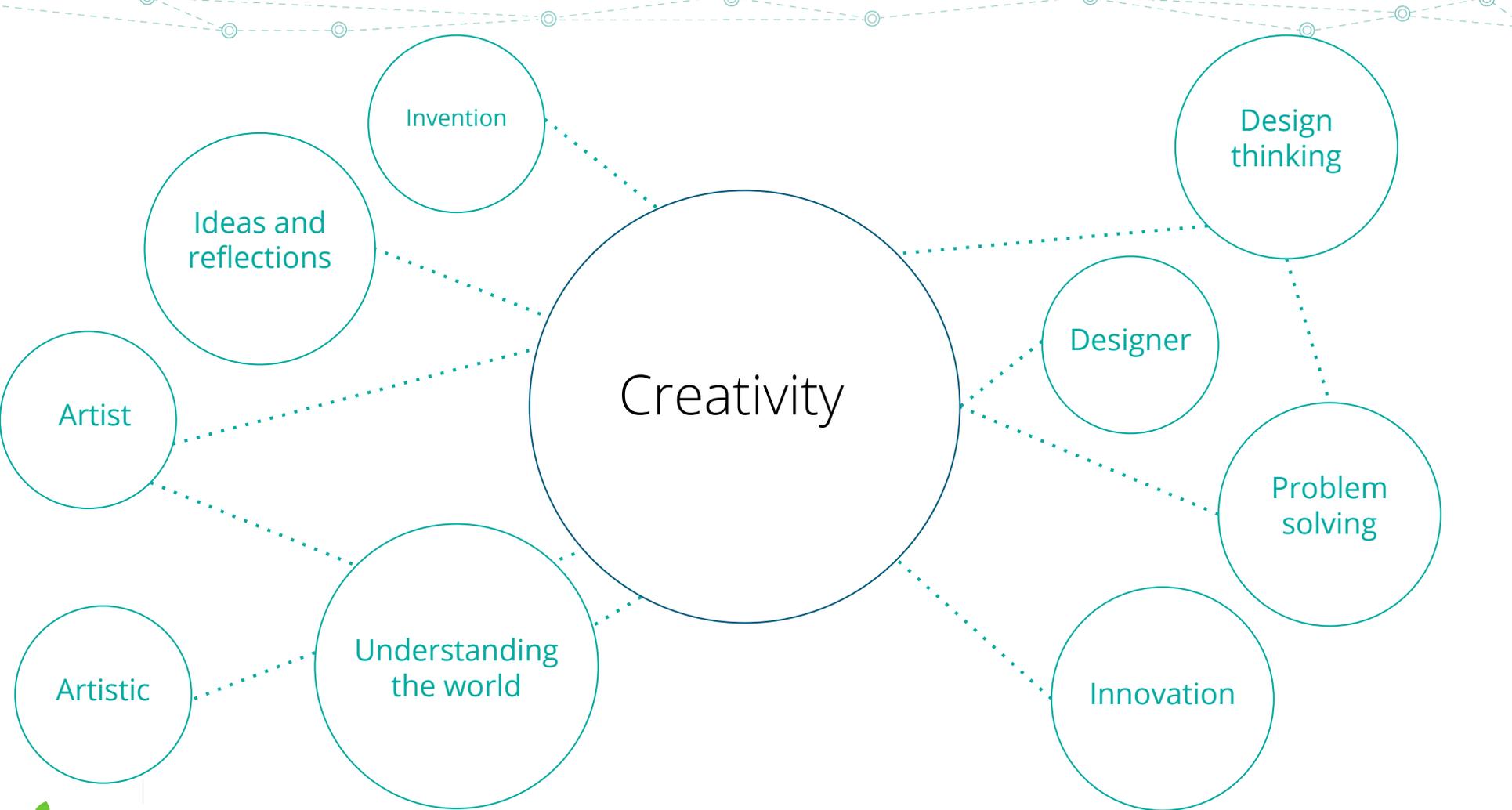
Let's do a "**Chatfall**" - Write up your response to this question but don't press return until I say so. This means we get to see everyone's answers all at once.

What does being creative feel like?

What do you see as being the most common barriers to creativity in learning design?

Yourself

Your content

Your stakeholders

Your organisation's culture

How can we overcome some of those barriers?

Please add your thoughts in chat

Learning while working podcast design thinking series and eBook

Sprout Labs

Design thinking

Provides L&D professionals with processes to overcome some of these barriers.

Design thinking is a process for **creative** problem solving....

"Design thinking is a **human-centered approach** to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

Tim Brown. IDEO

Sprout Labs

Traditional learning and design approaches	Design thinking
Learner is seen as a stakeholder	Learner centred – the learner pathway is put at the centre
Process is premised on developing a course or other intervention	Process does not define an outcome
Good at solving well-defined problems	Solves ill-defined problems
Imports approaches from other organisations	Builds new approaches that solve problems in new ways
Cycles, e.g. beta, pilot, implementation	Iterative, with the bias towards action and prototyping
Focus on approving and reviewing content	Collaborative, solutions are co-designed
Event and content driven	Process driven
A single solution is piloted	Experimentation, testing and data define the best solution

Sprout Labs

The design thinking process

UNDERSTANDING

EXPLORING

EVOLVING

PROTOTYPING

TESTING

Sprout Labs
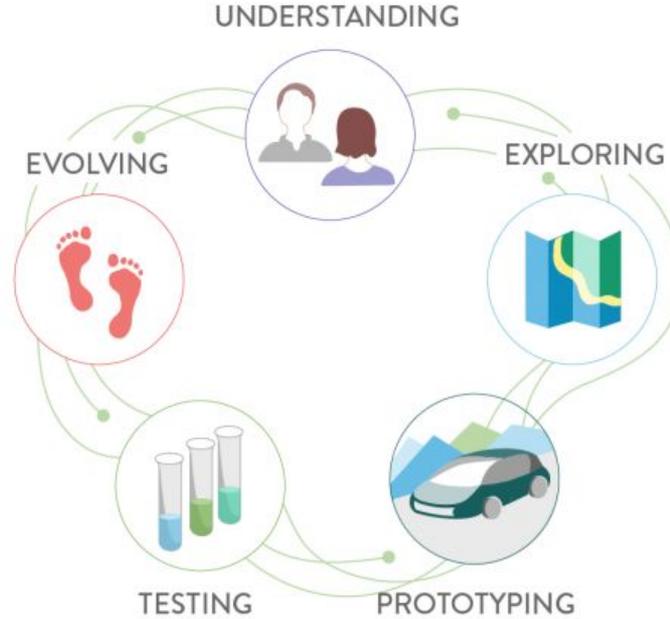
Design thinking - mindset

The beginner's mind – where you are forever learning, seeing things anew, living in the present and not in the past.

**The liquid mind** – having the ability to change perspectives and positions on ideas.

The open mind – being open to new perspectives, ideas, beliefs.

The creative mind – belief that everything is open to being questioned and anything can be changed in creative ways.

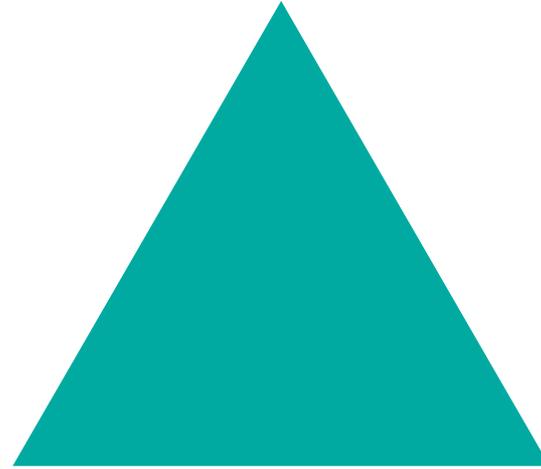**The disciplined mind** – being mindful about how our mind works.

The whole mind – seeing the whole connected system and being aware of the full holistic scope of what you're working in.

Learning while working podcast: The mindsets needed for design thinking, with Huddle

Sprout Labs

UNDERSTANDING

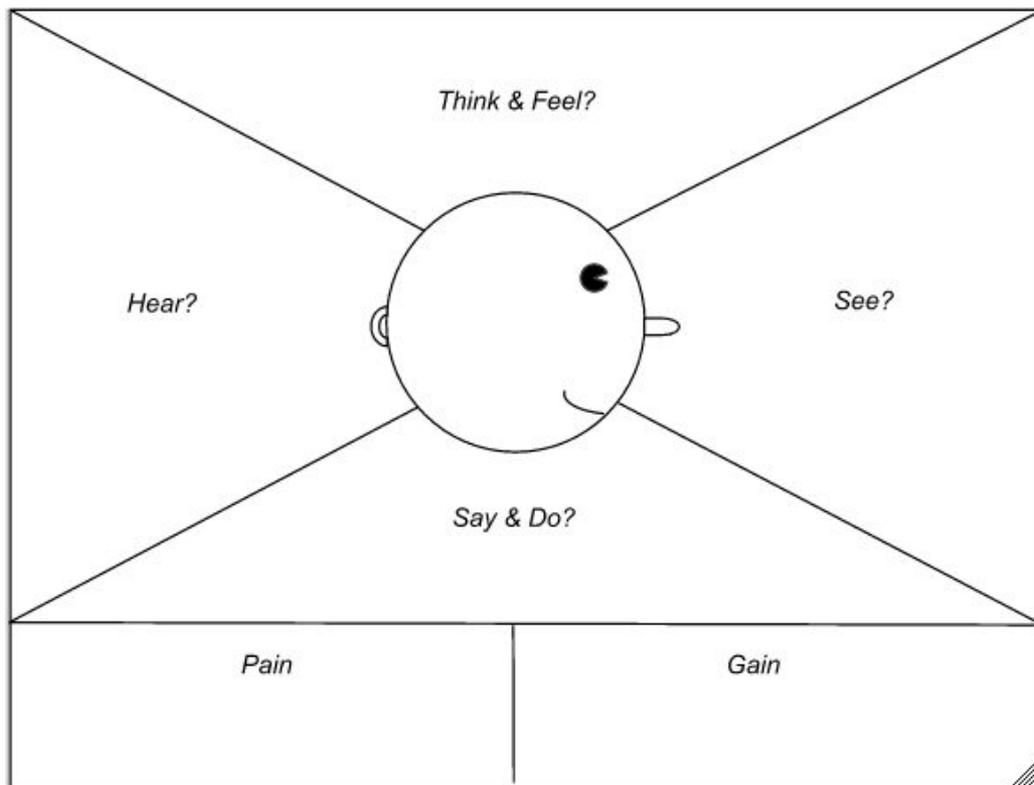EVOLVING

EXPLORING

TESTING

PROTOTYPING

Sprout Labs
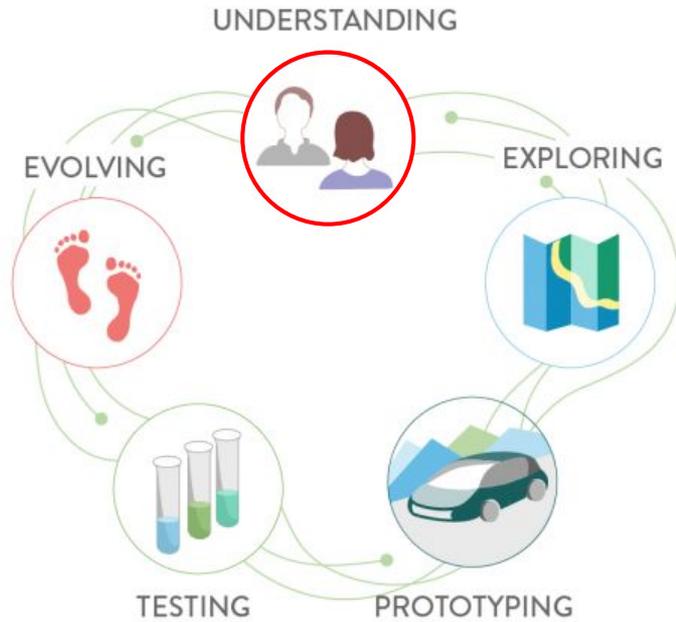
Being in the shoes of..

It's about an emotional understanding - empathy

Empathy maps

Think & Feel?

Hear?

See?

Say & Do?

Pain

Gain

Sprout Labs
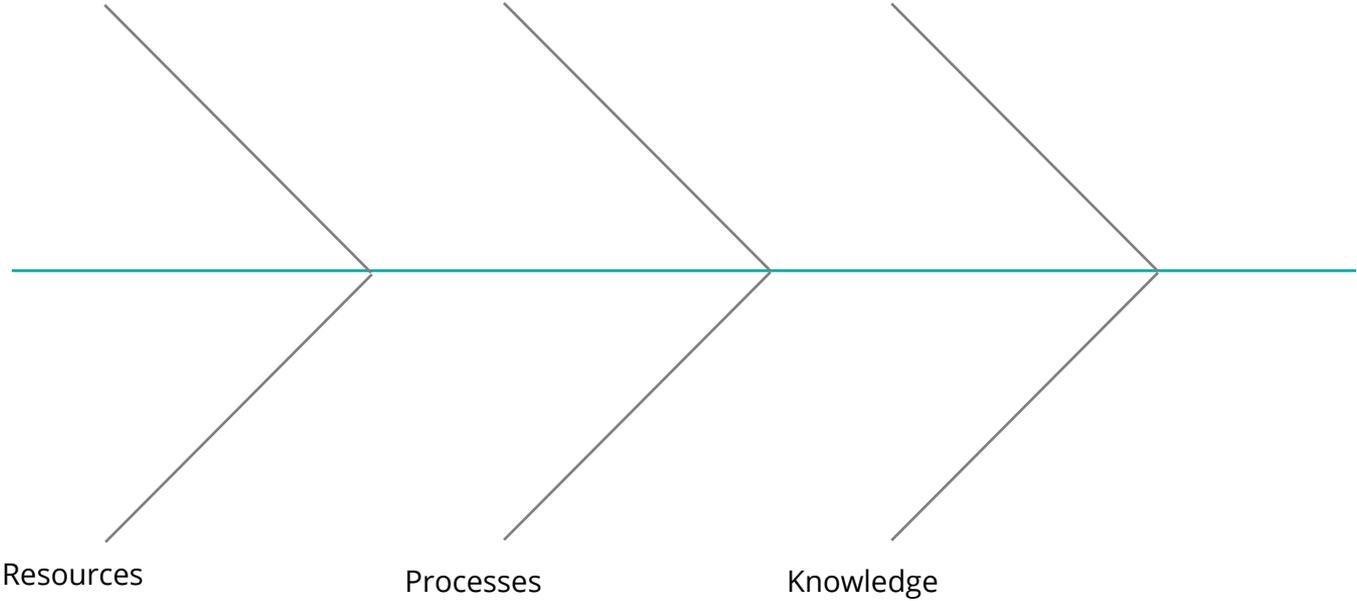
Measurement

Skills

Mindsets

Resources

Processes

Knowledge

Based on Paul Matthews approach

Sprout Labs

Camera Journal

HOW: Ask potential users to keep a written and visual diary of their impressions, circumstances, and activities related to the product.

WHY: This rich, self-conducted notation technique is useful for prompting users to reveal points of view and patterns of behavior.

The IDEO team designing a travel information system distributed camera journals to families taking car trips to capture map reading and other car travel behavior.

IDEO   www.ideo.com

Cognitive Task Analysis

HOW: List and summarize all of a user's sensory inputs, decision points, and actions.

WHY: This is good for understanding users' perceptual, attentional, and informational needs and to identify bottlenecks where errors may occur.

Cognitive task analysis helped the IDEO team understand the proximity and disorientation problems that remote-vehicle operators suffered due to the design of their controls.

IDEO   www.ideo.com

Draw the Experience

HOW: Ask participants to visualize an experience through drawings and diagrams.

WHY: This can be a good way to debunk assumptions and reveal how people conceive of and order their experiences or activities.

By asking people to "draw your money," the IDEO team designing an online bank was able to discern people's attitudes towards their finances.

IDEO   www.ideo.com

IDEO method cards

Sprout Labs

UNDERSTANDING

EVOLVING

EXPLORING

TESTING

PROTOTYPING
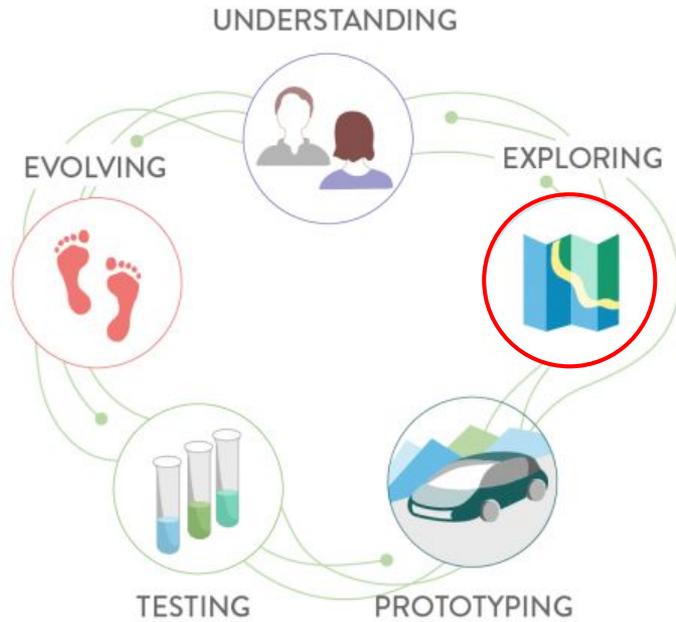
What are the challenges with brainstorming?

Please add your thoughts in chat

Sprout Labs

Alternatives to brainstorming

It needs to be visual

Forced connections

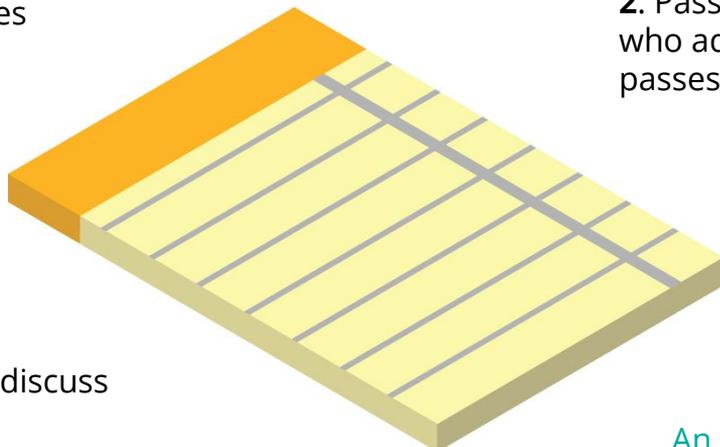Bring different ideas together to generate new connections.

Brain writing

1. Everyone writes down a idea

2. Pass it to the next person who adds their idea and then passes it to the next person

3. Share and discuss

An alternative is group sketching

S.C.A.M.P.E.R

Substitute e.g. What would happen to the project if we swapped X for Y?

Combine e.g. What would happen to the project if we combined X and Y?

Adapt e.g. What changes would need to be made to adapt this project to a different context?

Modify e.g. What could we modify to create more value on this project?

Put to another use e.g. What other uses or applications might this project have?

Eliminate e.g. What could we remove from the project to simplify it?

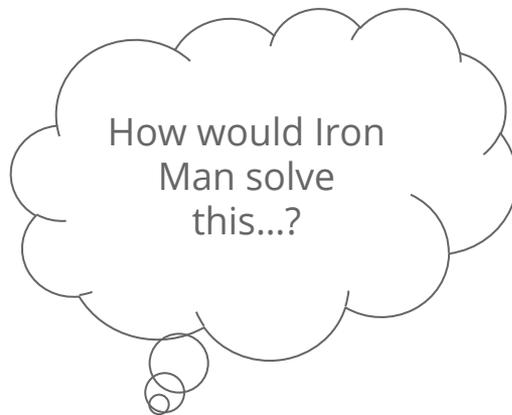**Reverse** e.g. How could we reorganize this project to make it more effective?

Sprout Labs

Wishing

Wishing

What do these approaches have in common?

Please add your thoughts in chat

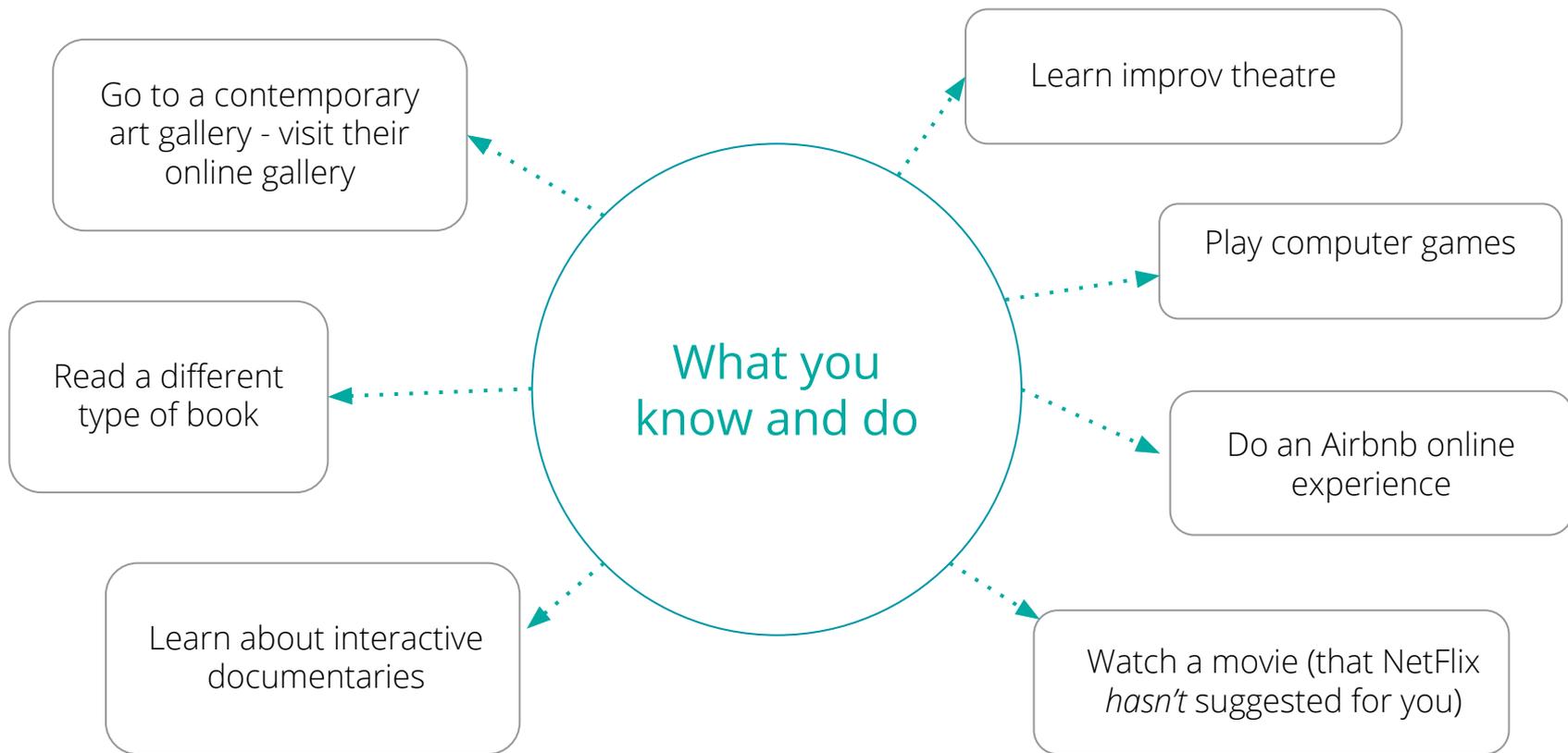# Finding *inspiration*

Don't look at more learning

Work somewhere **different**

Talk with someone **different**

Do something **different**

Learning while working podcast: Increasing the impact of your learning videos with Danielle Wallace

Sprout Labs

What are you going to do differently after this webinar?

Sprout Labs

If you're interested in talking about ways to improve how your learning design team works, please **get in contact.**

0419 101 928
robin@sproutlabs.com.au

Dr Robin Petterd

Founder | Sprout Labs