

5th Annual ECLF Conference

June 30 – July 1, 2009

Siemens Global Leadership Center, Feldafing near Munich (Germany)

The Social Infrastructure of Learning

Results from the 5th Annual ECLF Survey

Roland Deiser

The ECLF Survey is not a Scientific Instrument but Should Rather Provide a Glimpse of Perspectives

Target Group

- Sent to 175 of Europe's largest corporations
- Sent to the most Senior L&D Executives only
- Only one executive per company approached
- 66 responses (38 %)

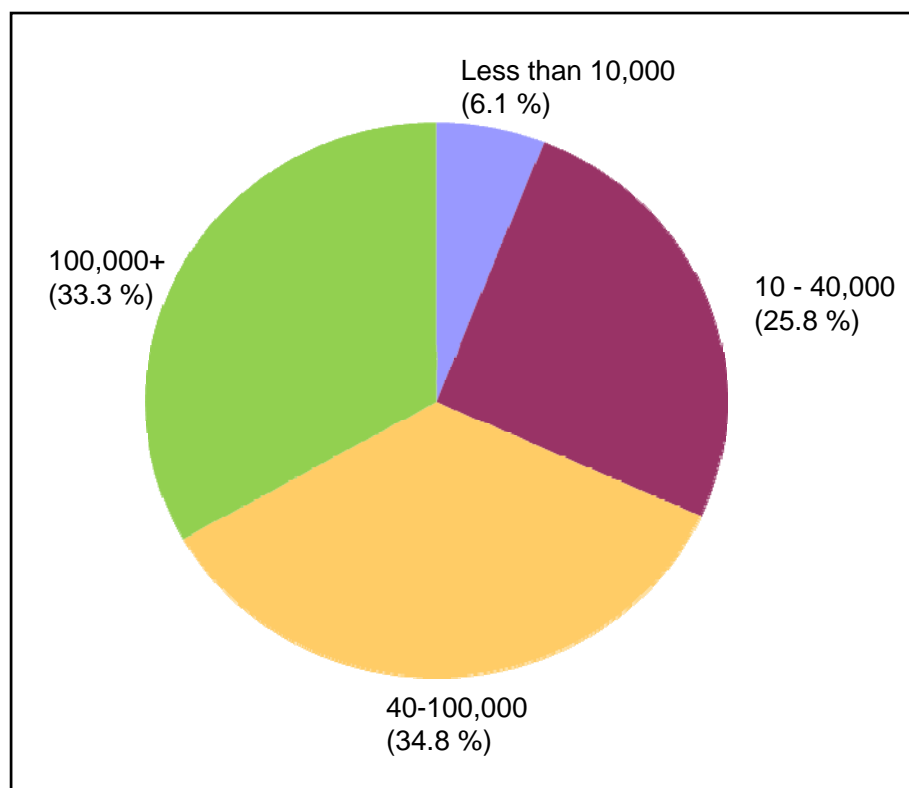
Survey

- Kept deliberately short
- 15 questions or statements
- Mainly rating scales with fixed statements

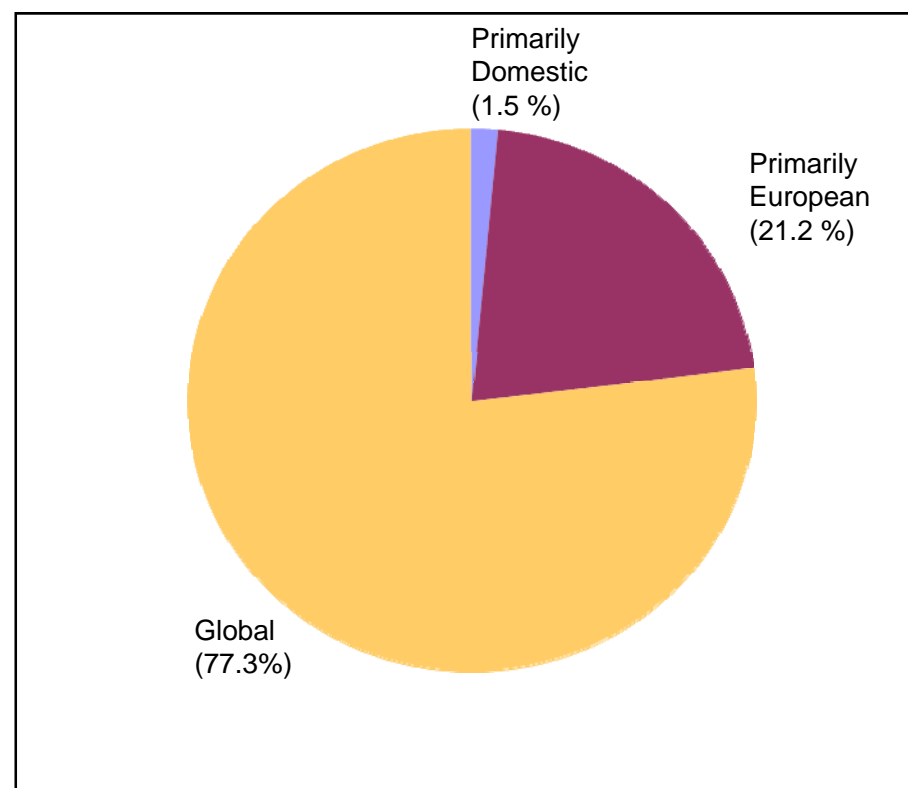
We Deal with the Real Large Players Who Face Significant Complexity on a Global Scale...

N = 66

Number of Employees

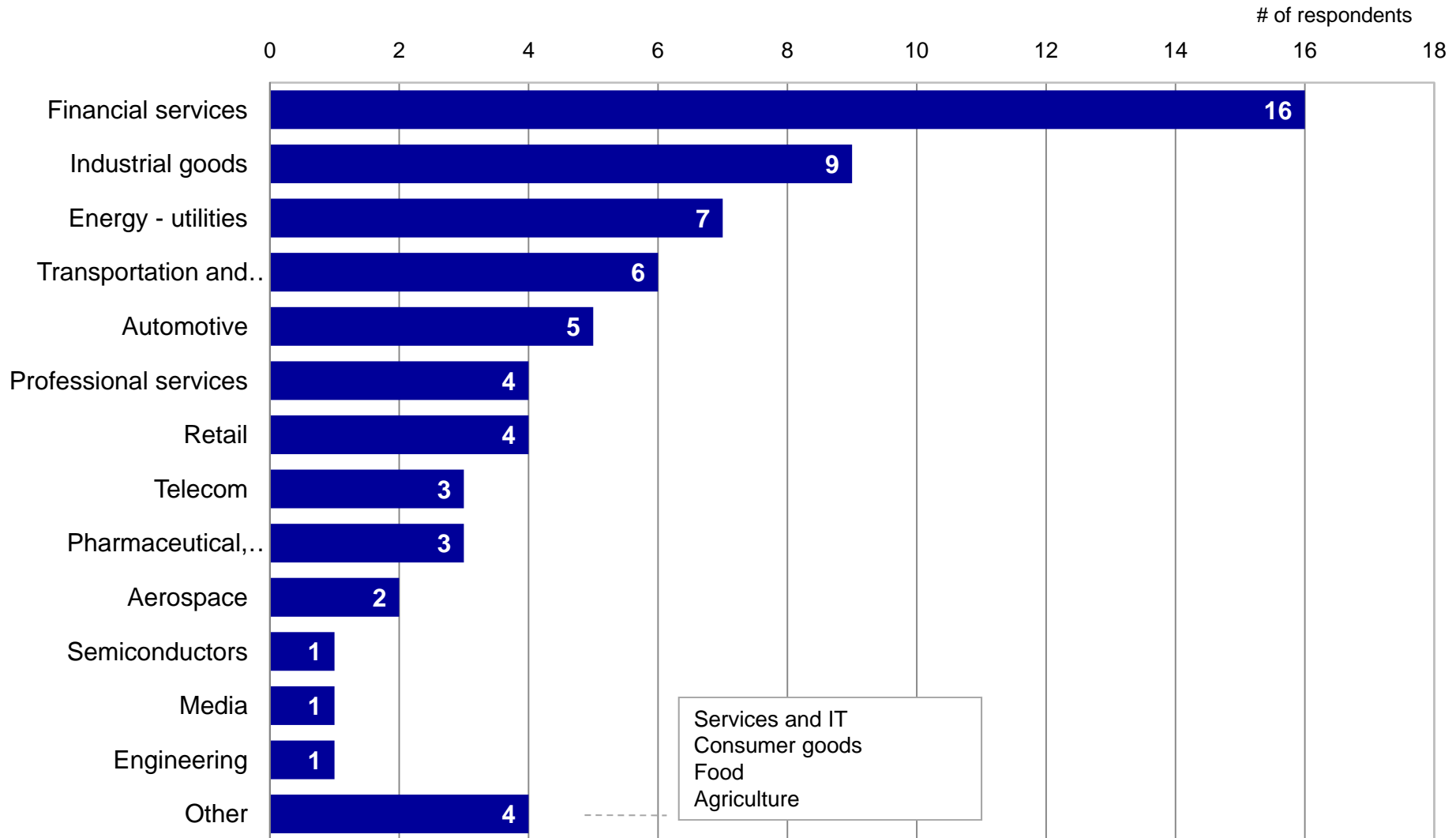


Scope of Business



... and They Come From a Diversity of Industries. One Quarter of the Respondents is in Financial Services

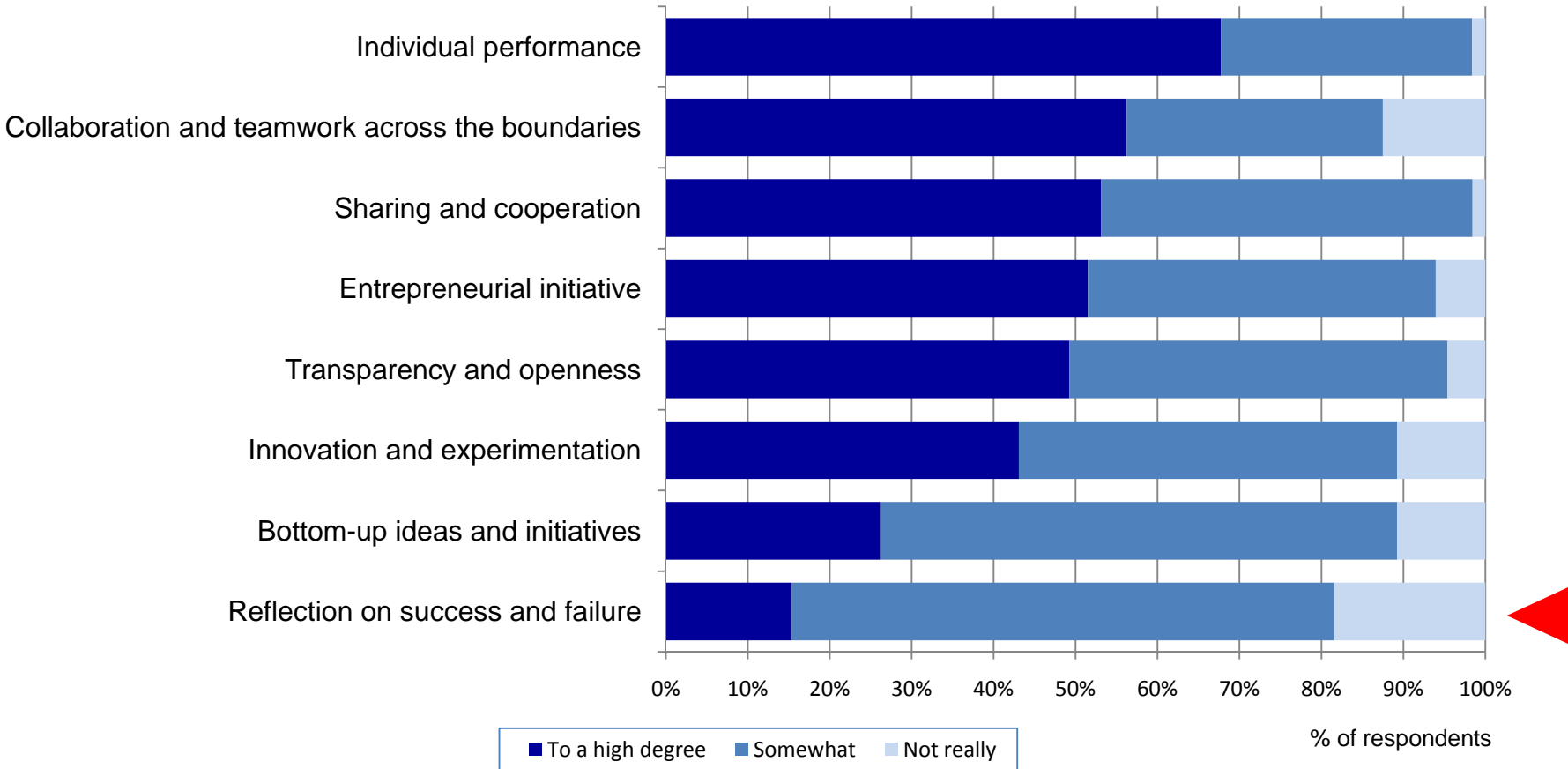
N = 62



Cultural Values of an Organizations Are an Important Element of the Social Infrastructure of Learning

N = 65

“Our company culture generally values and encourages...”



Corporate Learning Uses a Wide Scope of Interventions but has no Say on Social Media Tool Usage ...

“Our Learning and Development function is involved in making decisions about...”

N = 65

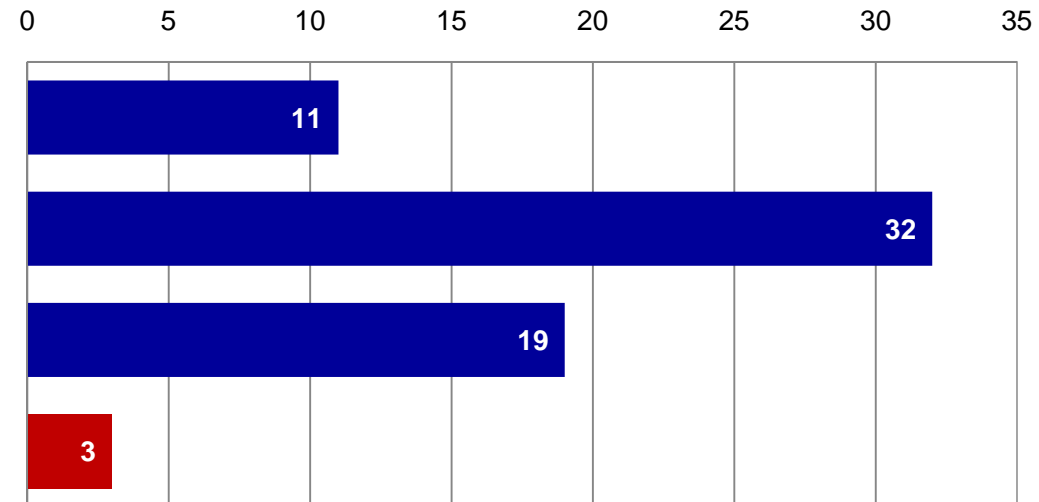


... but Virtually Everybody Recognizes the Importance of the Phenomenon.

N = 65

“How would you describe your current approach to informal / social learning and the use of social media technology (web 2.0)?”

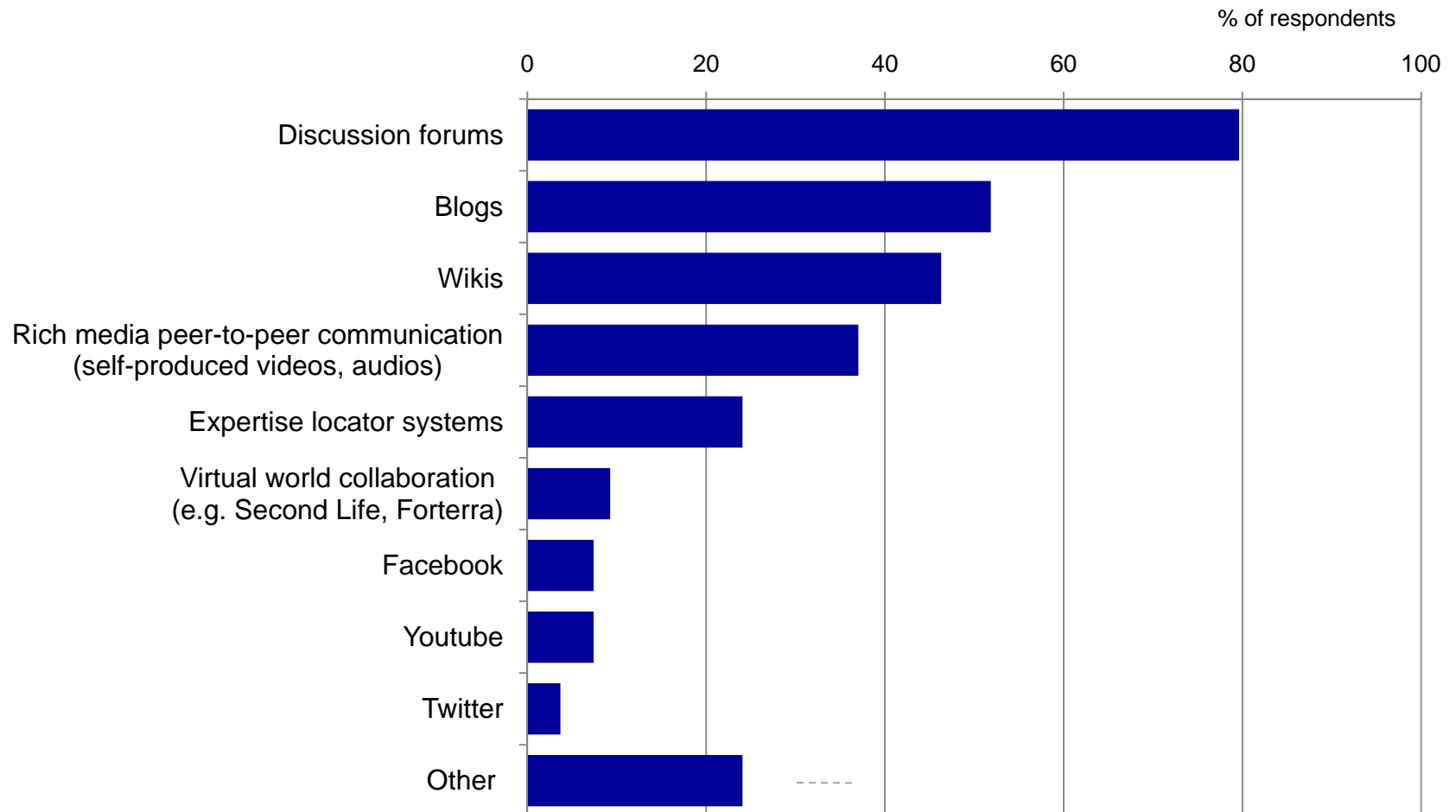
of respondents



Among the Plethora of Social Media Tools, only Discussion Forums Are Widely Used

N = 55

“What technical tools are currently in use at your organization that are designed to foster informal learning and collaboration?”

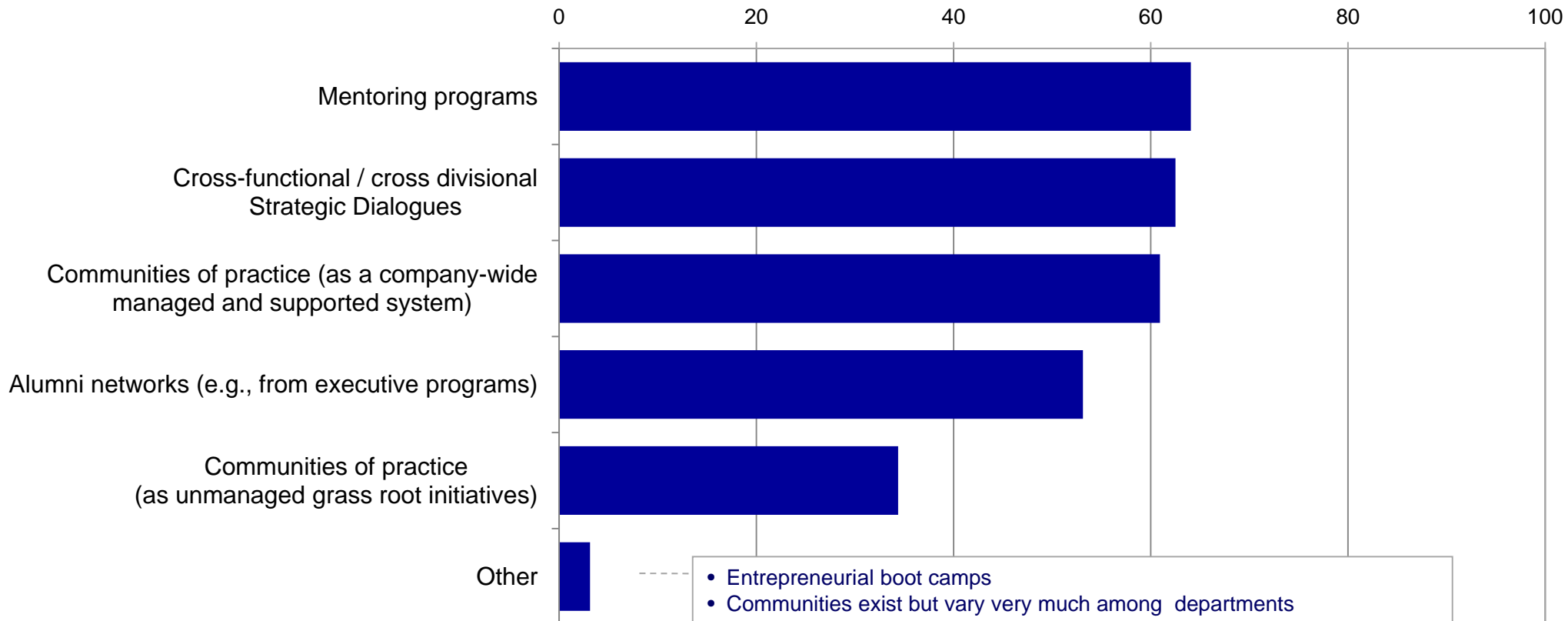


Social Tools for Informal Learning Play an Important Role

N = 65

“What social tools are currently in use at your organization that are designed to foster informal learning and collaboration?”

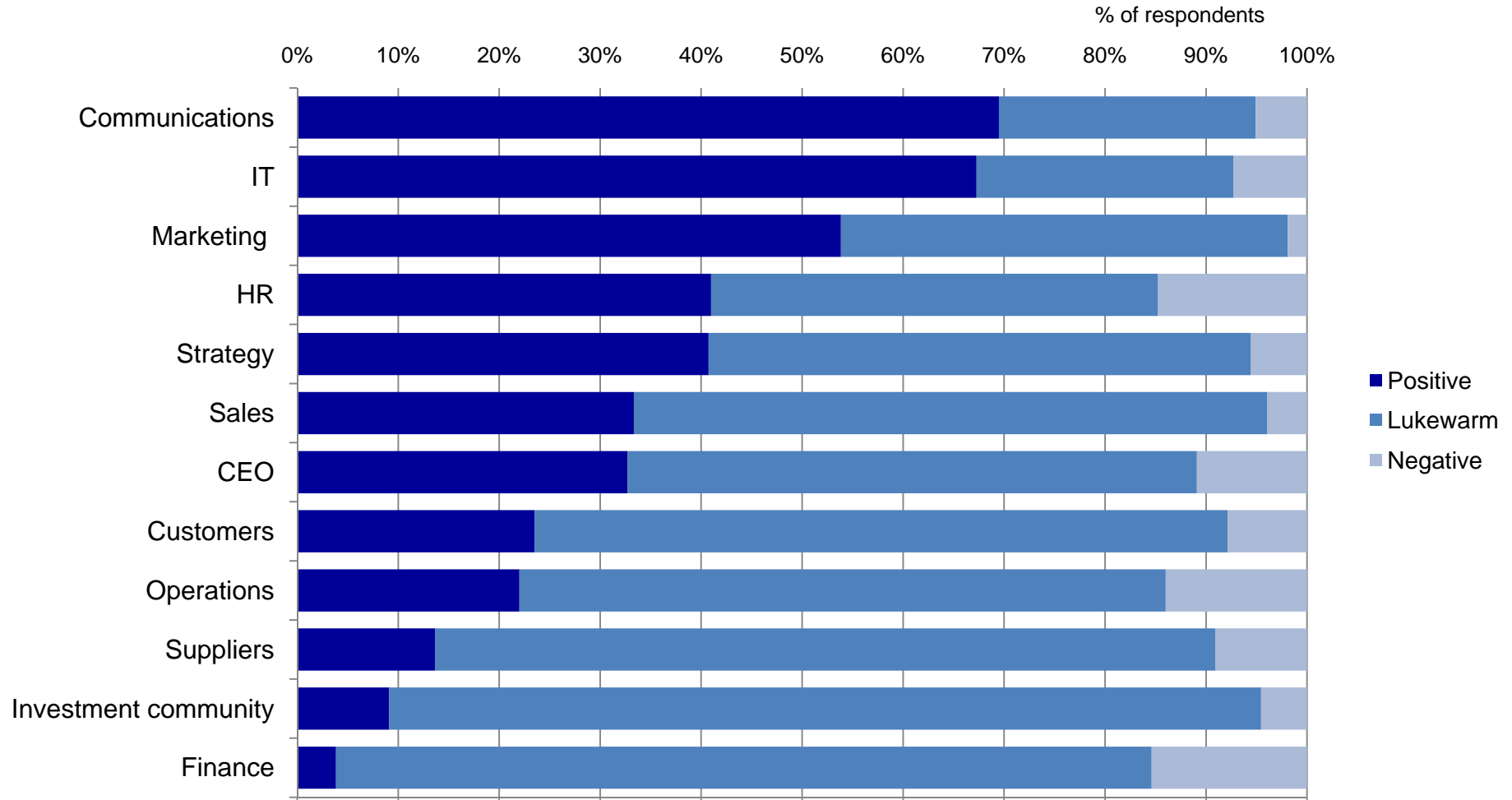
% of respondents



Few Stakeholders Have an Explicitly Negative Attitude Towards Web 2.0 Solutions, but Support is Still Limited

“How do you perceive the attitude of various stakeholders towards a web 2.0 enabled infrastructure?”

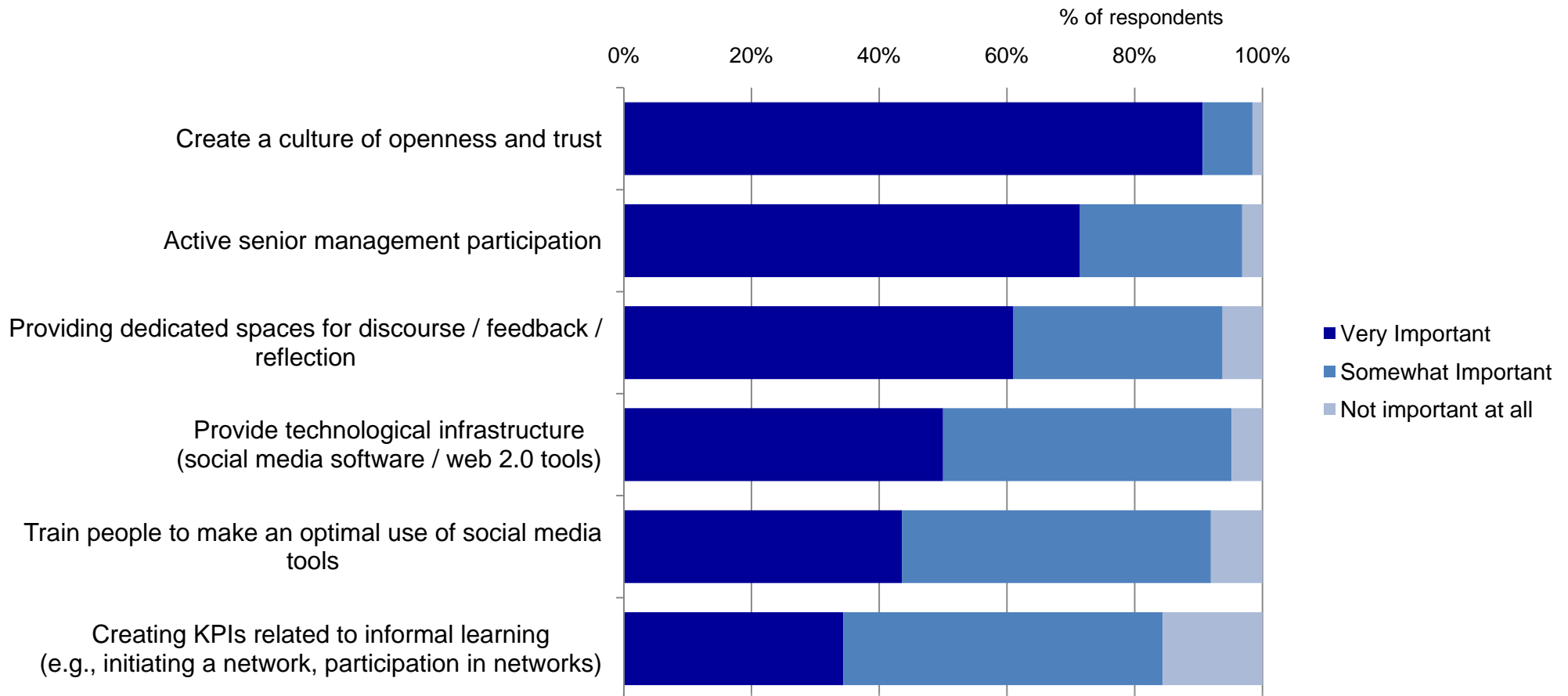
N = 61



Openness and Trust are Key...

N = 64

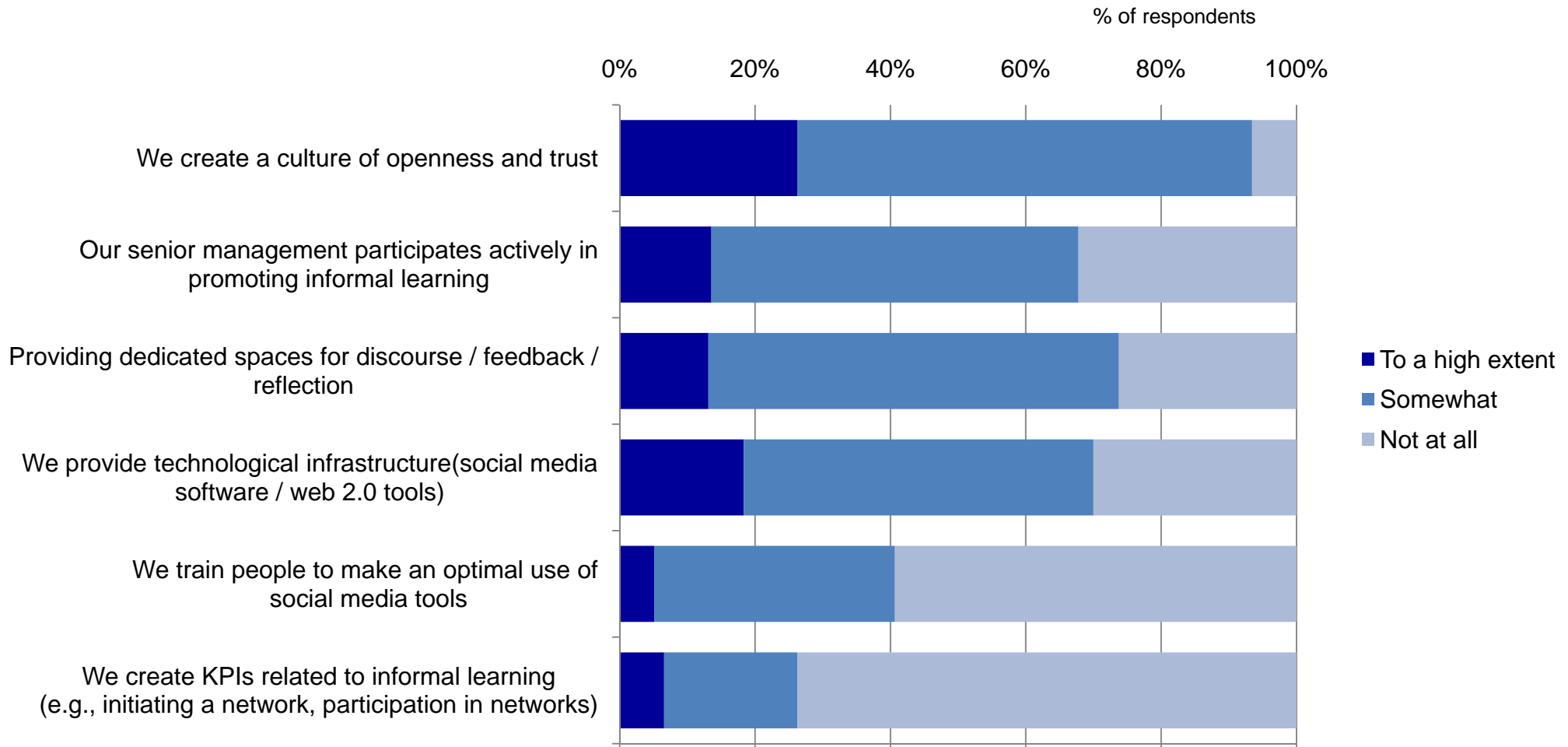
“In your opinion, how important are the following enablers for creating an informal learning environment?”



... But the Current Reality in Organizations Leaves Ample Room for Improvement

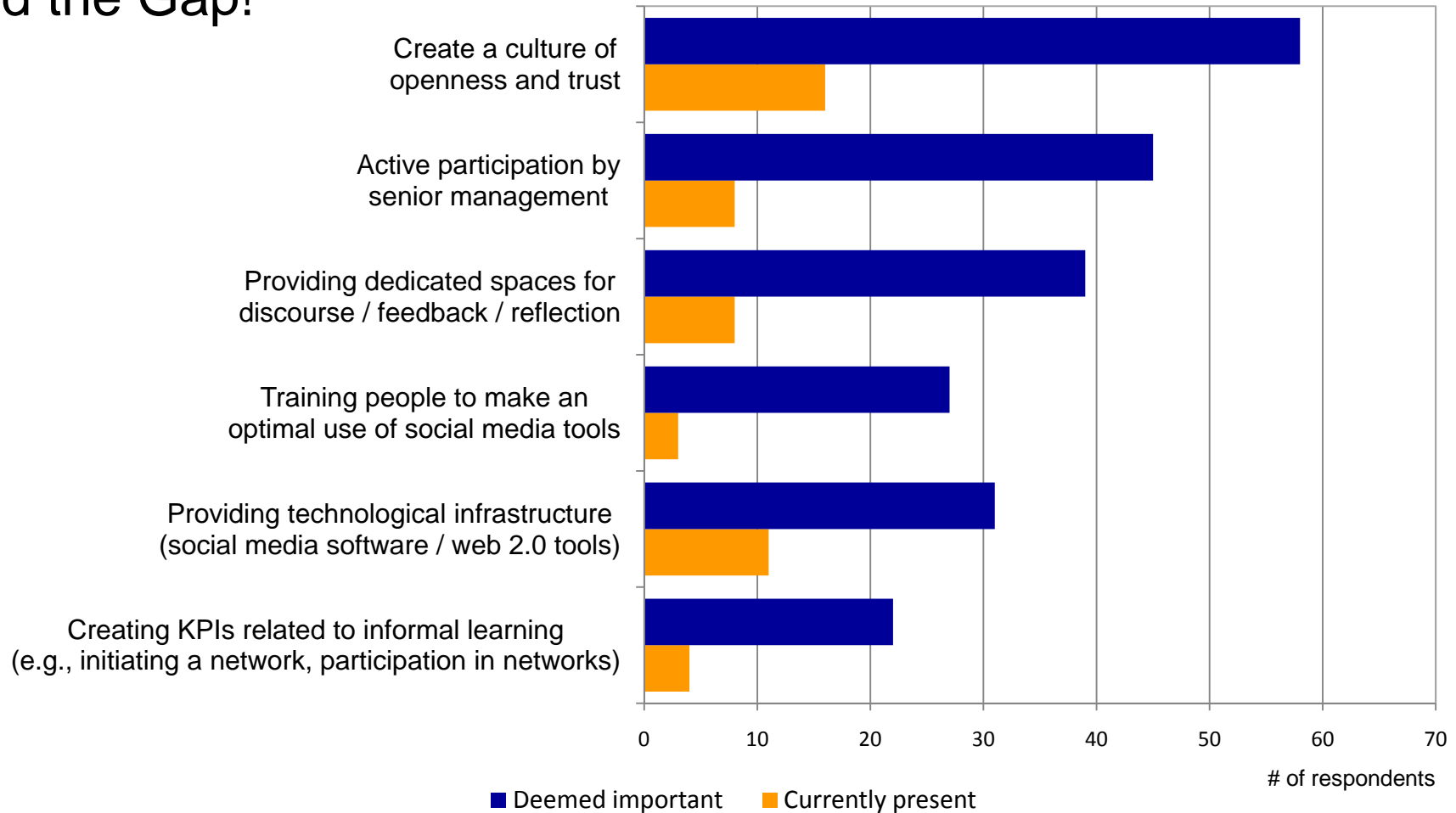
N = 61

“To what extent do these enablers exist in your organization?”



Gap Between Perceived Requirements and Current Situation within Companies

Mind the Gap!



Social Media Solutions Should Create a Positive Impact on Organizational Processes and Culture ...

N = 63

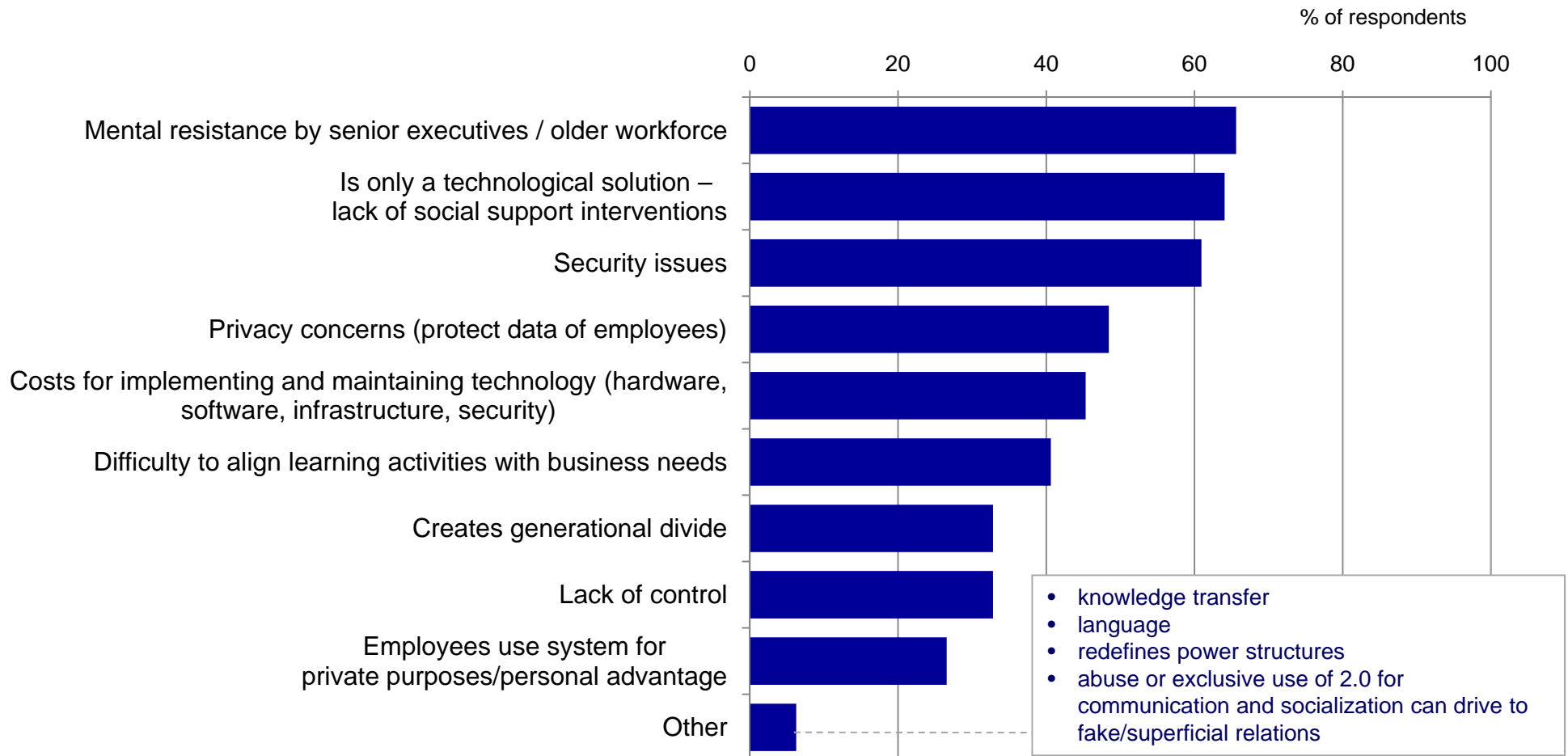
“In your opinion, what are the 5 most important benefits / opportunities that a web 2.0 supported infrastructure for learning can provide?”



... But There is Wide-Spread Hesitation in Terms of Making a Significant Commitment.

N = 64

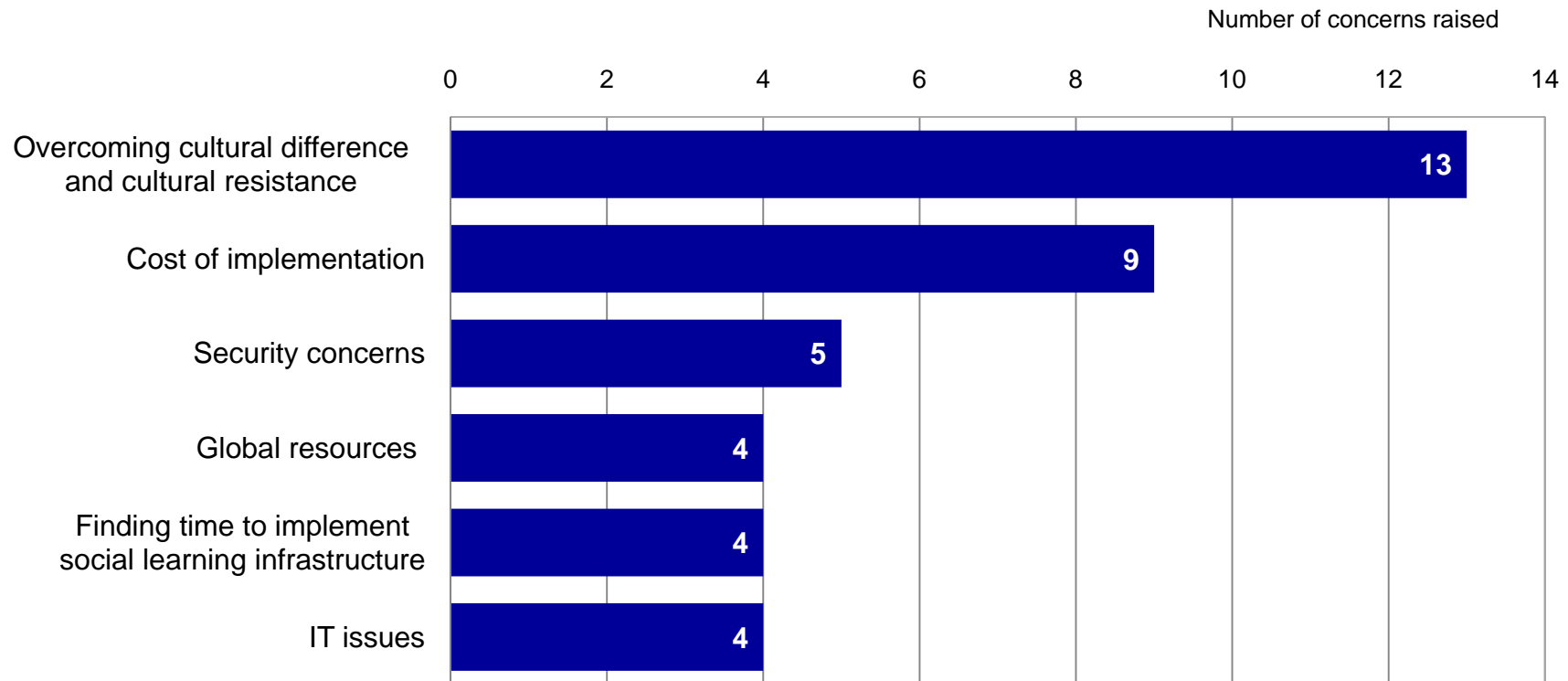
“In your opinion, what are the 5 most important risks / challenges that may come with a web 2.0 supported infrastructure for learning?”



Cultural Issues and Cost Concerns' are Key Inhibitors When it Comes to Implementing Solutions

“What challenges are you and your team facing when it comes to implementing a social learning architecture in your organization?”

N = 42



... but the Topic is Clearly a Hot Button That Will Stay on the Agenda

“Would you be interested in joining a dedicated ECLF working group that focuses on sharing experiences with web 2.0 learning solutions?”

