

How technology unleashes **the power of our social brain**





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- **Introduction**
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- **Social Learning**
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Introduction

Technology
requires humans
to learn faster



Humans Adapt



Society is
Extrovert



Learners are
connected



AVADO 

Human Brains Need Social Interaction



The Social Brain

7 Ways the Brain Benefits
from Social Stimulation



We Learn From Explaining

**In Your Own Words
Builds Confidence in Existing Knowledge
Think on Their Feet**

Information has Social Value

**Social Currency
The Basis of Society (Civilisation?)**

**Shifting Perspective Gives
Greater Understanding**

**Forces Re-evaluation
New Neural Pathways
Contextualised
Appreciation of Diversity**



**Socialising a Challenge
Reveals Better Solutions**

**You Are Not Alone
Better Solutions**



Humans Make Learning Fun

**Play Not Work
Enjoyable
Social Value**



**Unleash Your Competitive
Nature**

**Natural Competitive Spirit
Performance Optimisation
Get the Data**

The Age of Collaboration



4 Ways Collaboration Can Transform Your Culture



Many Hands Make
Light Work



Technology Brings
Scale



Multiple Sources of
Information



Create the Culture We
Want

Social Learning

How can we make learning more social?





Being Part of a Group

Shared Experience
Shared Objectives
Define Identity



Group Marking

Incentive to Collaborate
Quickly Identify Strengths
Recognise Value of All Members



Foster a Network

A Network of Peers
Trusted Support
Similar Challenges, Different Perspectives



Peer Learning

**Ask For and Provide Help to Each Other
Publicly Make Mistakes (and Learn)**



Peer Review

**Unique Perspectives, Same Question
Forces Evaluation (Marking Scheme)
Contextualise Answers**



Performance Visibility

**Non Threatening Performance Benchmarks
Group Provides Context and Support
Foster Competitive Spirit**

Emerging Technology

Technology Needs a Purpose



What is an Empathy Machine?



Why is Virtual Reality Useful for Professional Education?



Experience Someone
Else's World



Virtual Mentorship



Connect with Other
Humans

Life Long Learning Companions

AI powered, curated learning pathways



Gamification

Make Learning Personal



Building the Learning Culture





Start with the Learner

Profile
Analyse
Predict
Personalise



Plug and Play

Agile Tech Stack
Modular
Apply Learnings



Just in Time Learning

Right Information, Right Time
Powered by AI
Refine Best Question
Shares Learnings with Organisation

Open Source Curriculum

**No Right Answer
Constantly Evolving Domain
Involve Individuals**

Continual, Deeper Assessment

**Measure Learning As-it-Happens
Continually Assess Beyond 'Stop and Test'
Collect Deeper Insights**

Right Skills for the Job

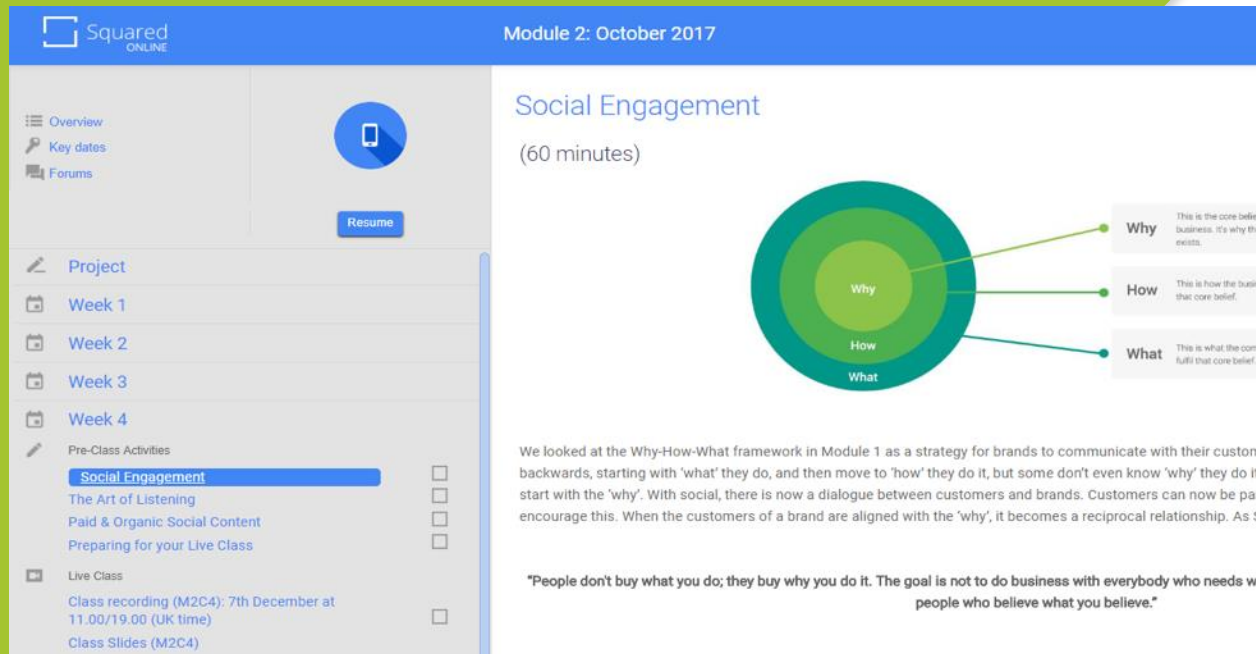
**Prioritise the 'Cognitive' 21st Century Skills
Evaluate Knowledge Quality, Not Knowledge Retention
Collaborative Skills and Empathy
Leadership and Entrepreneurship**

In Summary

- **Learning Culture**
- **Leaders Must Empower Learning**
- **Technology is a Tool For Change**
- **Technology Augments Humanity**
- **Social Learning Builds Effective Cultures**

What We've Learned

Pioneering Social Learning

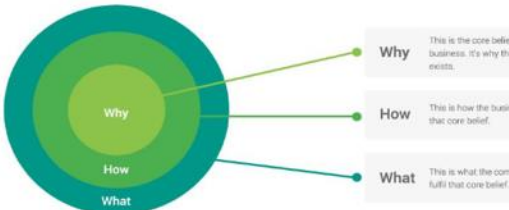


Squared ONLINE

Module 2: October 2017

Social Engagement

(60 minutes)



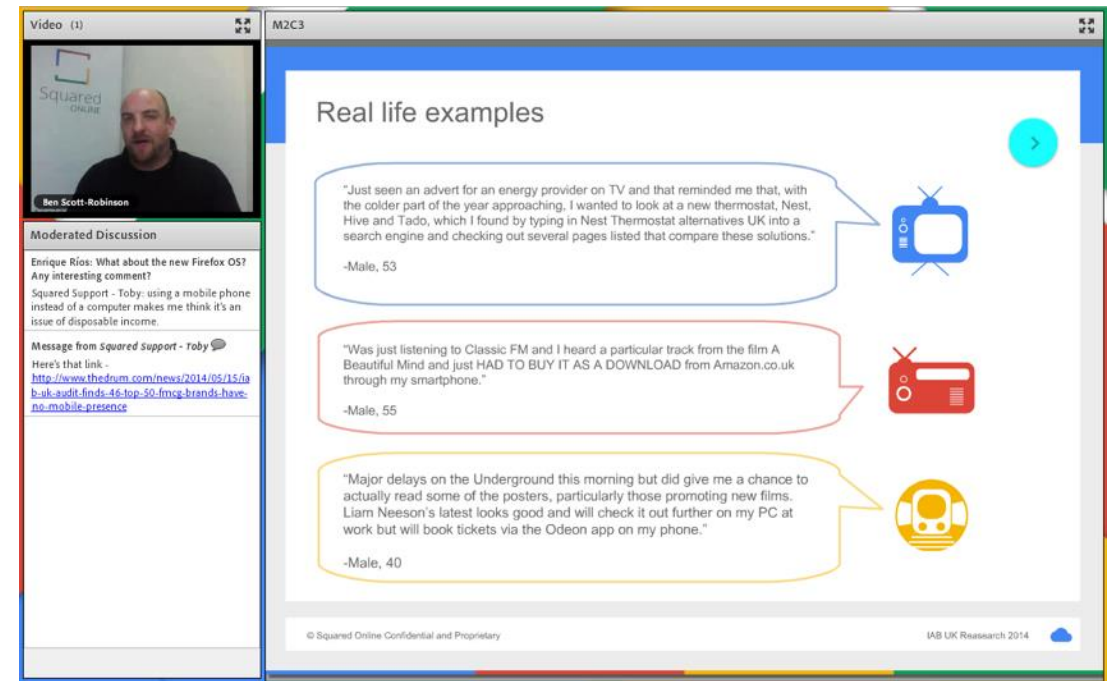
Why This is the core belief of business. It's why the business exists.

How This is how the business that core belief.

What This is what the company sells that core belief.

We looked at the Why-How-What framework in Module 1 as a strategy for brands to communicate with their customers backwards, starting with 'what' they do, and then move to 'how' they do it, but some don't even know 'why' they do it. Start with the 'why'. With social, there is now a dialogue between customers and brands. Customers can now be part of this. When the customers of a brand are aligned with the 'why', it becomes a reciprocal relationship. As Sir

"People don't buy what you do; they buy why you do it. The goal is not to do business with everybody who needs what you sell, but with people who believe what you believe."



Video (1)

M2C3

Ben Scott-Robinson

Moderated Discussion

Enrique Rios: What about the new Firefox OS? Any interesting comment?

Squared Support - Toby: using a mobile phone instead of a computer makes me think it's an issue of disposable income.

Message from Squared Support - Toby

Here's that link - <http://www.thedrum.com/news/2014/05/15/3-bulk-audit-finds-46-top-50-fmcg-brands-have-no-mobile-presence>

Real life examples

"Just seen an advert for an energy provider on TV and that reminded me that, with the colder part of the year approaching, I wanted to look at a new thermostat. Nest, Hive and Tado, which I found by typing in Nest Thermostat alternatives UK into a search engine and checking out several pages listed that compare these solutions."
-Male, 53

"Was just listening to Classic FM and I heard a particular track from the film A Beautiful Mind and just HAD TO BUY IT AS A DOWNLOAD from Amazon.co.uk through my smartphone."
-Male, 55

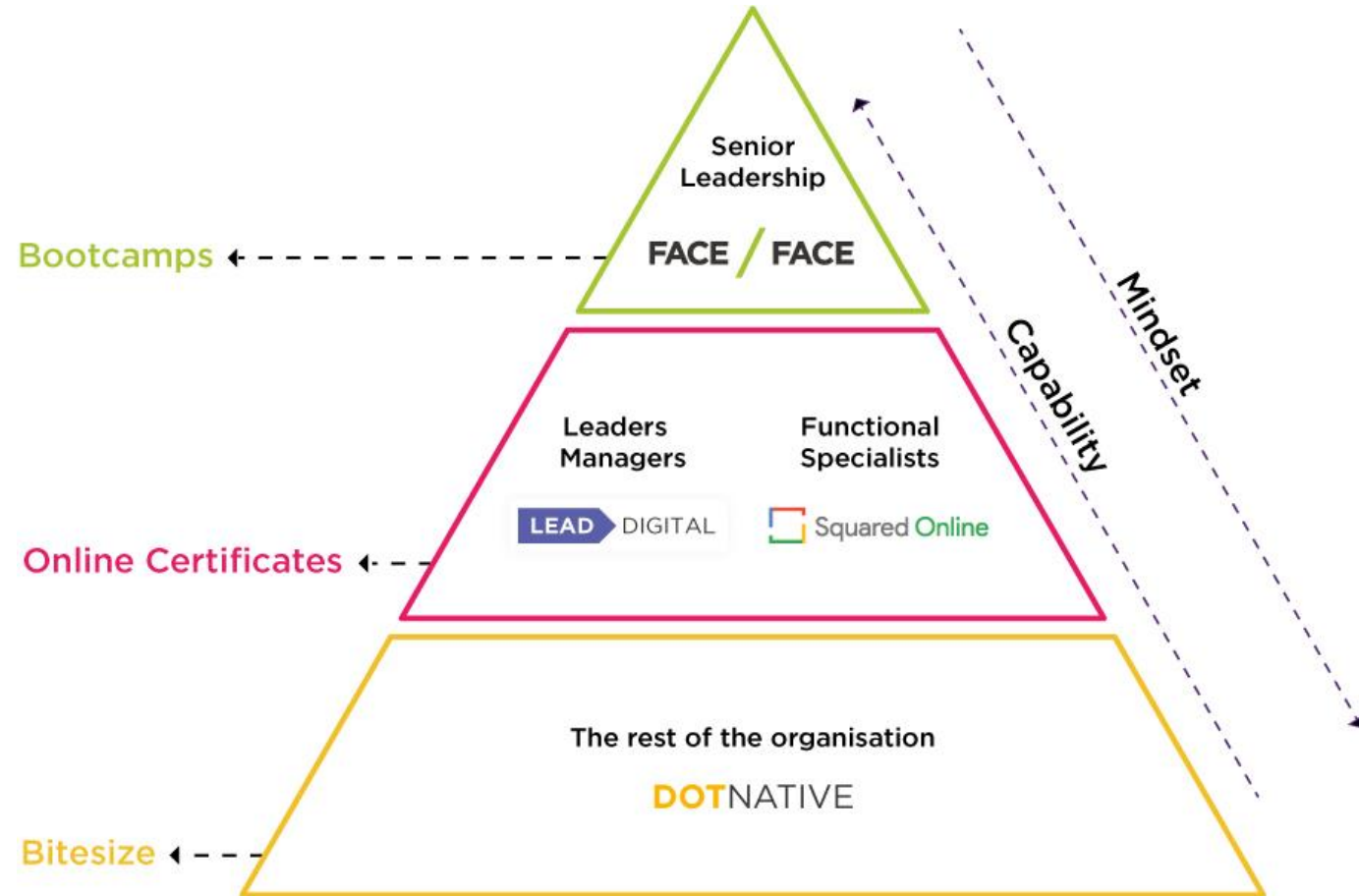
"Major delays on the Underground this morning but did give me a chance to actually read some of the posters, particularly those promoting new films. Liam Neeson's latest looks good and will check it out further on my PC at work but will book tickets via the Odeon app on my phone."
-Male, 40

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IAB UK Research 2014



Works in partnership with your organisation to build digital first cultures from C suite down





ORGANISATIONS TAKING ADVANTAGE OF OUR DIGITAL TRANSFORMATION SERVICES

Financial Services



Brands & Retail



Telecoms



Technology



Agencies



SAATCHI & SAATCHI



Pharmaceutical





Thank you