0:08 Okay, so this one was a little bit hard to come up with like the best homework for, cuz really Sarah's doing two things in this talk.

0:15 She is informing you about the tech tool general categories and I think really her talk does a good enough job about that.

0:22 It might be helpful to like just like start to explore some of these things like find an l m s, find one that has LXP features, but also function as, as an LMS get used to some BI or HIRS tools like she's talking about and just kind of understand their functions.

0:40 Maybe play around with one somewhere. But, and honestly most teachers I think nowadays have used some kind of LMS unless your school's been using Google Classroom, which is functioning as your LMS, but which really doesn't have full features.

0:55 It's more an LCMS learning content management system. I'm not completely sure about Schoolology, but I think it has full LMS  features and I know Canvas and Blackboard do, which are common ones. Moodle does, which is a common one.

1:13 But it's not so much about using every tool. And one of the things she doesn't talk about at all is authoring tools, which you will probably need more practice with to build a portfolio and so forth if you're going towards an instructional design role that includes any development.

1:29 But it is about that kind of awareness, which she does a great job of. But what her talk is also about, it's not titled this but it's also very clearly about how these tools function at the analysis, evaluation and of course implementation stage of delivering learning.

1:47 She doesn't talk a lot about tools that you would develop in or necessarily tools that would help you with the design process of like storyboarding out learning or, or you know, structuring the learning or the development of like creating the slides, creating the e-learning, creating the video, whatever she talks about tools that would implement the learning, host the content be delivery mechanisms for the learners.

2:15 And she talks about tools that would help you analyze the needs. You know the business tools like Tableau can look at metrics and figure out what the performance needs are.

2:29 And your LMS administration data tools can help you figure out what your learners are doing. xAPI can help you figure out how your learning is, like evaluate learnings, effectiveness, how your learners it can help both in the implementation and evaluation phase and then later in analysis phases.

2:48 I would say. So, and I'm putting that in like ADDIE terms. Obviously not everywhere uses ADDIE, but those phases exist in different iterations throughout any kind of model of learning design.

3:00 So I think that is what she's really doing is telling you like, okay, here is the focus on performance.

3:09 IDs are not in the content development business. Many of us may have roles in which we do content development as part of our instructional design job.

3:17 And you might go after a pure content development job, especially as an entry level job. That might be something you're interested in.

3:23 One that focuses mainly on content development. But instructional design and learning and development as a whole is not just a content development center that people order from or if it is then it's not as valuable to the business and it's one of the first places that would be cut.

3:42 It is a place where metrics should drive. Metrics should drive what we do in a way that helps the business, helps the business, increase productivity, save money, make money, helps your salespeople sell more, helps your doctors make less errors, helps your staff on the floor be safer around heavy machinery.

4:08 Like whatever your company is doing. Learning and development should help reduce costs or improve profits in some way that can be very direct.

4:21 Like okay, it improves direct sales. And then salespeople's commissions go up or it can be very indirect, like it improves employee retention through our excellent orientation program and that keeps costs down and improves productivity and our profits in the long run.

4:38 Where it's not like a one-to-one like this happened, this training happened and then we made more money. It's a much more complex equation but overall the goal is still there.

4:48 That you're helping the organization on that business level. So that's kind of the gist of it, I would say. And looking at this and kind of what we would do with this, the homework that I came up with was just, I think it's helpful because you're learning so many new tools all at once.

5:09 It's helpful to start keeping a journal. This can be done for authoring tools too, not just the kind that Sarah's talking about.

5:14 In fact, a lot of the things you put on here might be authoring tools. But keep a journal and then also take some time to do like she said and go to G2 or like other places and research some of these tools.

5:25 You don't necessarily need to learn. Like you don't need to go into WalkMe or Workday or anything like that and like learn how to use it.

5:30 You might not even be able to get a demo and do that for some tools like especially HRIS and BI tools because they just don't offer freelance demos cause that's not really their market.

5:43 But that you have an awareness of the existence of tools so you can keep them in your journal. So that was my kind of thought here was like there's so much to learn and people get so they drink from the fire host and they get so sort of piled under things that this might be a way to kind of organize that information.

6:01 And also you could set goals with it. Like I'm gonna learn one new authoring tool about one new authoring tool.

6:06 Not learn the tool necessarily, but I'm gonna learn about one new authoring tool and one new other kind of tool this week and jot them down in my book and then I'm gonna put a star next to ones that I wanna sit down and actually– like Articulate Storyline.

6:15 I'm gonna sit down and actually learn and I'm gonna put a star next to that because I know I'm gonna build something for my portfolio from that.

6:22 And that can just kind of help you so you don't get lost in the like deluge of what's the hottest thing and you don't miss out on things that maybe you should go back and kind of check up on that are really commonplace.

6:32 Cause the hottest thing is not always what every business is using. Businesses are slow to change as Sarah mentioned, especially large ones.
6:39 Small startups are very agile and they can be like speedboats but they still aren't necessarily using whatever somebody else considers the hottest thing cause it may not fit their business needs.

6:48 So remember that a lot of the people posting about tools are either selling that tool or they're freelancers or the people who like tools and they're using the coolest tool.

6:58 They're not necessarily thinking about it from a business perspective all the time. Some are, some aren't. And so you wanna kind of broaden your horizons a little.