Implementing Blended Learning

The 5 Principles

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Here are the **5 PRINCIPLES** that drive blended learning programs
1. Learning is behavior change
2. Use a framework
3. Make it personalized
4. Measure it
5. Pilot and test
Learning is behavior change.
LEARNING ISN’T ONLY ABOUT TRAINING
Use a framework.
OAM:
Opportunity, Ability, Motivation
MARKETING
CONTEXT
KEY ACTIVITY: AUDIENCE INSIGHT
DETERMINANTS
UNDERSTAND BARRIERS
Set CLEAR learning objectives
3

Make it personalized.
TREAT LEARNING NOT AS AN EVENT, BUT AS A PROCESS
PRE + POST ASSIGNMENTS, SUPPORT
NOT A
“ONE-SIZE-FITS-ALL”
80%

(soon)
Prototype and pilot.
It can be rough and rapid.
REVISE AS NECESSARY
4

Measure it.
IT’S ABOUT CHANGE
ON THE JOB
ROI
WILL THIS ALWAYS WORK PERFECTLY?

NO