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Innovation, Transformation through Imagination?

Yes, imagination. As we all learn how to do more with less, find out how to utilize engaging 2.0 and 3D strategies as part of your broader blended Learning & Development programs.

ACS Learning Services is sponsoring the 2009 Bersin Impact Conference, April 14-16 in St. Petersburg FL. ACS will be sharing ways companies can address globalization, a challenging economic environment, a younger workforce with rising expectations of collaborative, engaging and interactive work environments — by creating learning exchanges in Second Life® and other 3D virtual worlds.

Stop by the ACS exhibit table to see how some major organizations are incorporating virtual worlds, social media and communities. Gain some “hands on” experience of navigating “in world” and learn the difference between some of the public and private software platforms used in corporate environments.

And, if you are really intrigued, set up a an appointment for one of the ACS strategists to take your team through a virtual “proof of concept”; using one of your own programs we will “recast” it as a simulated experience in Second Life, Forterra or Protosphere for you to determine the potential in your organization.

Here are a excerpts from our whitepaper “Content Strategies for 3D and Immersive Learning” of the business reasons that have corporations taking a hard look at virtual world applications

www.acs-inc.com/learning .

Virtual Worlds Make Real Cents! 3D should be seen as a new learning delivery channel — a channel through which companies can deploy facilitated experiential or simulated learning or group activities in a secure or semi-secure space. Not only does this capability address varying learning styles, interaction and outcomes, it also offers significant business advantages in cost, time and the ability to reach broadly dispersed audiences efficiently and effectively. ACS has built a Learning Center within Second Life to explore the design of other facilitated learning experiences with other client scenarios. ACS' investment in this capability is continuing evidence of our commitment to thought leadership in our markets and our continued desire to help clients address and adapt to changing trends and business requirements.



Businesses are seeking innovative solutions to do more with less. Virtual world applications are significantly cheaper than video conferencing, e learning development and traveling to instructor-led events but still provide an engaging and enjoyable learning medium.

There is a relentless focus on innovation to drive additional growth and competitive viability. For professional outsourcing firms, this means innovating not only with enhanced products, processes and services, but also with vision and expertise that help organizations develop new strategies to recruit, develop and retain top talent.

Best-in-class organizations must find ways to harness the power of informal learning exchanges to capture and share knowledge throughout the organization. With up to 85 percent of “on the job” knowledge transferred via information interaction, no wonder businesses are concerned their expertise is at risk. The fast-growing development and adoption of Web 2.0 tools and enterprise social software make it not only possible but fairly easy and engaging and, most importantly, instructionally sound. “Digital” engagement and collaboration allows organizations to capture and share expertise in a manner not previously available.

What About Learning? Virtual worlds provide a platform for higher levels of engagement, particularly when designing for the needs of the adult learner. Studies have shown that adult learners require engaging interactions in order to improve retention. Our 3D environment allowed the enhanced interaction with content and other individuals in a unique way because of the notion of “advanced presence,” or feeling like you are really there. Adult learners prefer learning that is real-time, applies directly to their work, and offers a customizable experience. Since our 3D environment is electronically generated, the platform allowed for creation of interactions that are both unique and meaningful for the learner, including “hands on” and immersive experiences unique to this environment.

Virtual worlds allow design of passive and active learning, as well as synchronous and asynchronous learning. Traditional online learning appeals to learners since it is just-in-time and time-managed by the learner, yet learners complain that online learning lacks the opportunity to explore and engage with other learners. Our virtual world created an environment where learners can explore and discuss content independently or at the same time, approach problems with varied paths and styles, as

well as collaborate in groups. Virtual worlds provide a unique blended approach to learning that allows for a broad variety of outcomes.

Virtual worlds marry experimentation with innovation. The design plan for this environment was to create a place where ACS and our clients could experiment with 3D as a new learning delivery channel, designing facilitated experiential or simulated learning activities in a semi-secure space. According to Tony O'Driscoll, "Do the benefits outweigh the risks associated with venturing into a virtual world educational platform? For me, the virtual world is my preferred learning and teaching environment. And I am not alone. Over 400 universities and 4,500 educators participate on the Second Life Educators List (SLED) [1] All of us are studying how to leverage the benefits of learning in a virtual world in order to assist our students in today's educational frontiers.