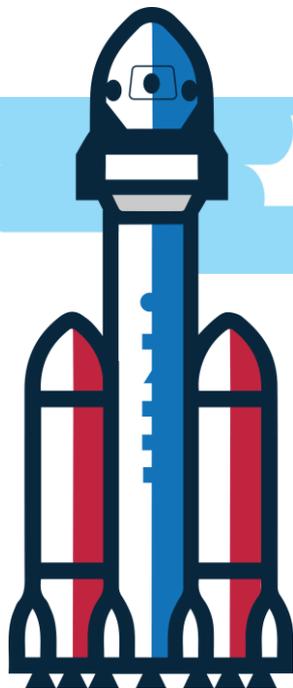


THE TECH HUMAN LEARNING PLATFORM

OPEN edX 2018

MONTREAL, MAY 31



Miguel Moreira

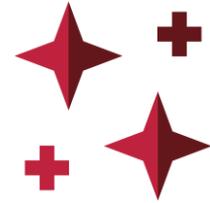
miguelmoreira@iamplification.com

Carlos Gomes

carlos.gomes@bridgek.com



OUR JOURNEY

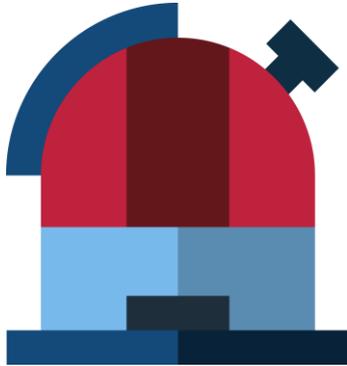


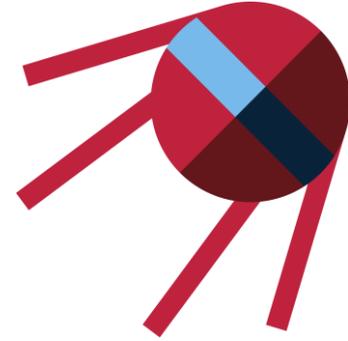
1# AMPLIFYING EDUCATION

2# TECH&TOUCH JOURNEY

3# CHALLENGES

4# NEXT STEPS





1# AMPLIFYING EDUCATION



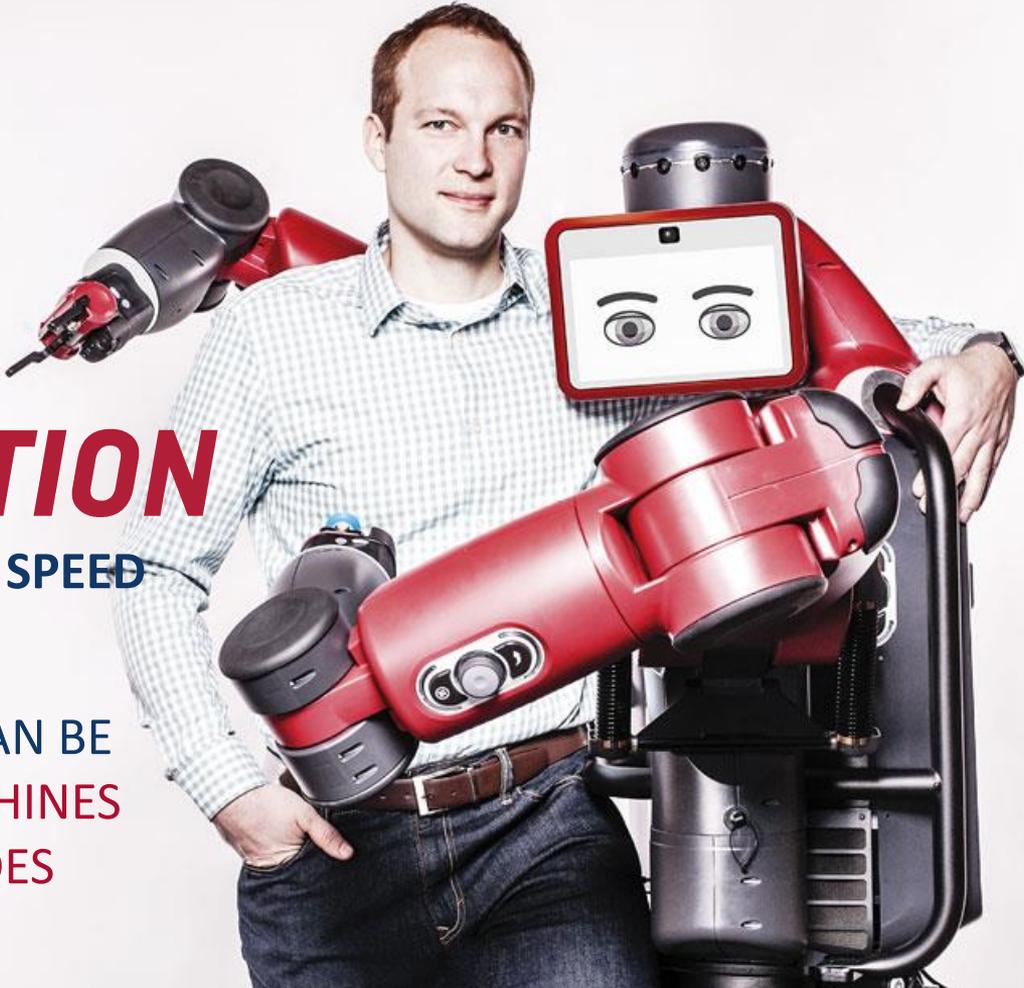
JOB LANDERS

**THE REFUGEES OF THE
DIGITAL WORLD OF WORK**

**MIDDLE CLASS INCOME
REDUCED **SINCE 2002****

**4 JOBS DESTROYED
FOR **EACH ONE** CREATED**





AUTOMATION

@ MOORE'S LAW OF SPEED

47% OF ACTIVITIES CAN BE
PERFORMED BY **MACHINES**
IN THE NEXT **2 DECADES**



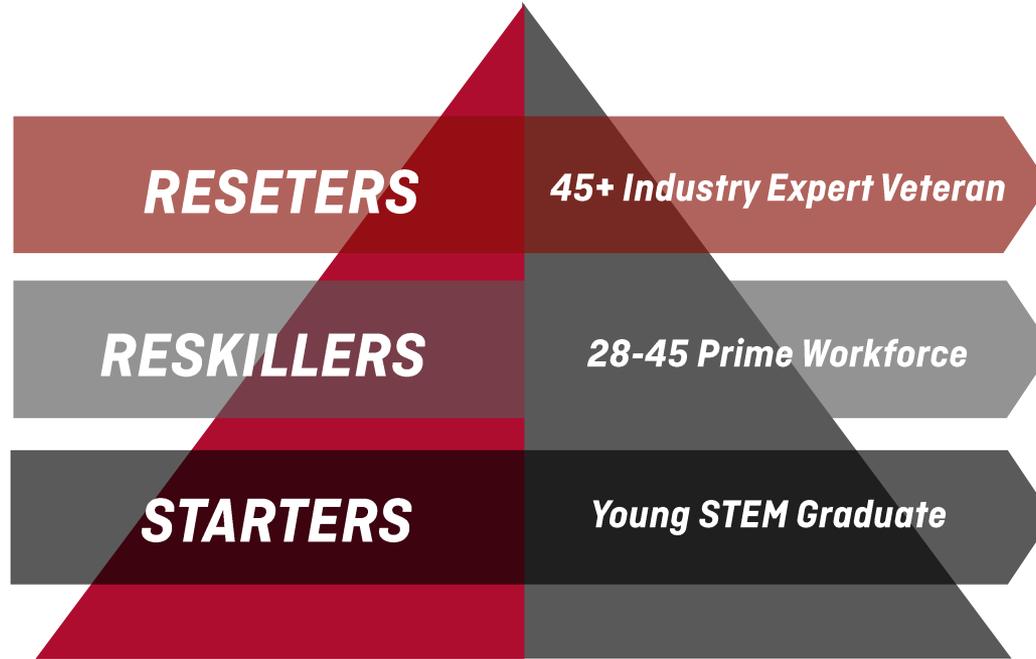
CURRENT EDUCATION SYSTEM IS

POLARIZING

THE DIFFERENCE BETWEEN
HAVES AND HAVE NOT'S



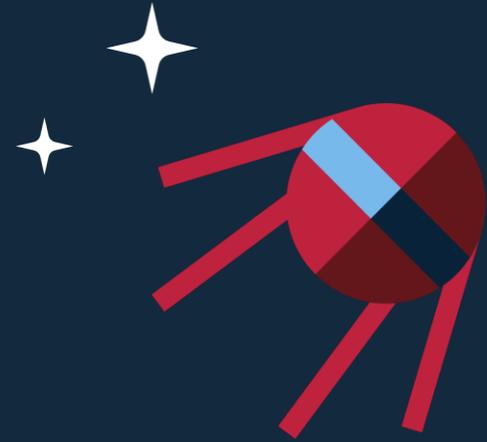
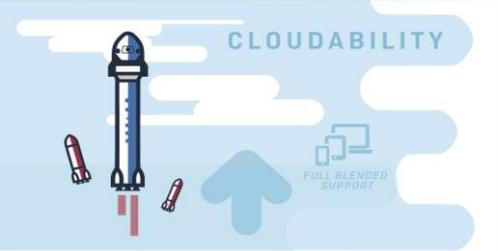
WHO NEEDS THE JOURNEY?



WORKING

“DIGITAL REFUGEES”

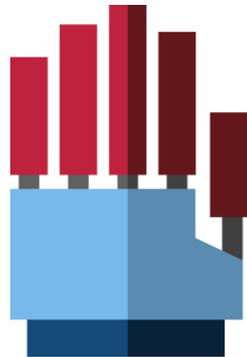




AMPLIFYING EDUCATION



2# TECH & TOUCH JOURNEY

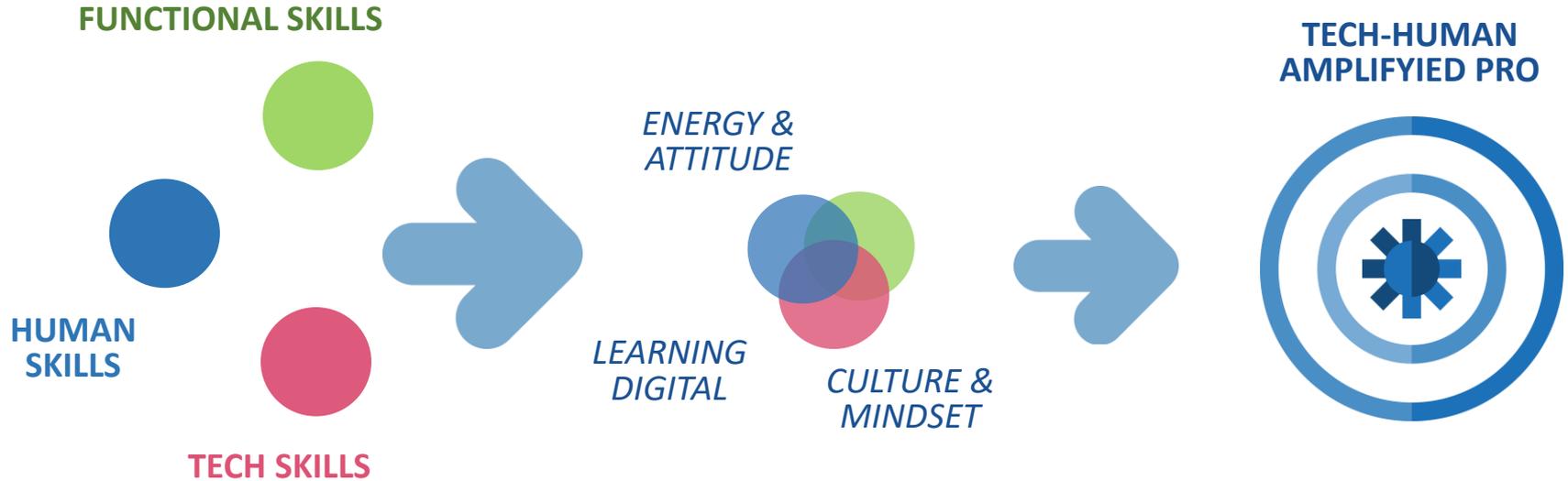


KEY CHALLENGES

- 1 CURRENT PROGRAMS DESIGNED TO ALREADY **HIGHLY EDUCATED PEOPLE** AND AN ASSUMPTION OF A STANDARD MODEL
- 2 PROGRAMS DESIGNED FOR A **ONE OFF** MAGIC DIPLOMA OR SPORADIC TOP UP
- 3 FUNDAMENTAL **HUMAN SKILLS NOT COVERED** NOR THE POWER OF COMBINING TECH WITH HUMAN
- 4 LEARNING SEEMS AS A CHALLENGE AND NOT A MODEL THAT **SHOULD BE CONVENIENT** AND PART OF A DAILY ROUTINE AND FUNCTION
- 5 USUAL METHODS ARE **NOT ENGAGING, SOCIAL AND FUN**, THAT PEOPLE VALUE IN THEIR DAILY EXPERIENCES
- 6 THERE IS **NO IMMEDIATE GRATIFICATION** FOR CONTINUOUS IMPROVING CAPABILITIES (PAY, ACCESS, RECOGNITION....)
- 7 **NOBODY WANTS** TO TAKE THE RESPONSIBILITY FOR THIS KNOWLEDGE **INVESTMENT**

*THE KEY
PROBLEMS
DEMONSTRATE
THAT EDUCATION
**NEEDS AN
UPGRADE
TODAY!***

AMPLIFYING THE LEARNING JOURNEY



TECH HUMAN – 3 key dimensions

WHERE

PLACE & TIME
TO LEARN

EVERYWHERE

HOW

THE RIGHT
METHOD &
TECHNOLOGY

IN CLASSROOM

OPEN EDX + GAMIFICATION

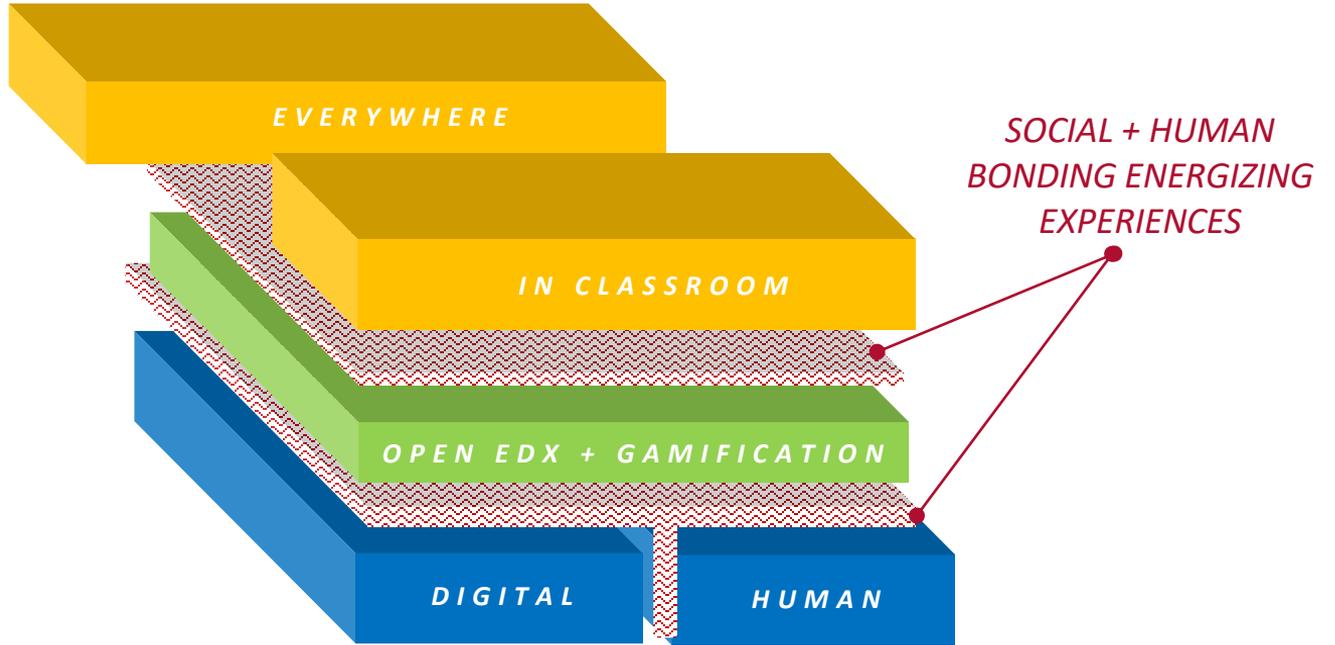
WHAT

THE CONTENT
TO LEARN

DIGITAL

HUMAN

SOCIAL + HUMAN
BONDING ENERGIZING
EXPERIENCES



TECH HUMAN – 3 key dimensions

WHERE
PLACE & TIME
TO LEARN



PERSONALIZED
MULTICHANNEL
BI-DIRECTIONAL
COMMUNICATION

HOW
DELIVER BY THE
RIGHT METHOD



OPEN edX PLATFORM
INTEGRATED WITH GFOUNDRY
GAMIFICATION MISSIONS

WHAT
THE CONTENT
TO LEARN



edX AND LOCAL
PARTNERSHIP FOR
CERTIFIED CONTENT

FROM

TO

1 CURRENT PROGRAMS DESIGNED TO ALREADY **HIGHLY EDUCATED PEOPLE** AND AN ASSUMPTION OF A STANDARD MODEL

FRIENDLY OPEN MODEL, AND AN PERSONALIZED EXPERIENCE DESIGNED TO ATTRACT PEOPLE THAT NEEDED THE MOST

2 PROGRAMS DESIGNED FOR A **ONE OFF** MAGIC DIPLOMA OR SPORADIC TOP UP

CONTINUOUS RE-SKILLING LEARNING FOUNDATIONS, **LEVELS OF PROFICIENCY** AND UPDATES

3 FUNDAMENTAL **HUMAN SKILLS NOT COVERED** NOR THE POWER OF COMBINING TECH WITH HUMAN

COMBINING DIGITAL WITH HUMAN INTERACTION
CREATING
A UNIQUE AND **POWERFUL COMBINATION** OF SKILLS

4 LEARNING SEEMS AS A CHALLENGE AND NOT A MODEL THAT **SHOULD BE CONVENIENT** AND PART OF A DAILY ROUTINE AND FUNCTION

CONVENIENT AND EASY ACCESS TO CONTENT AND PLATFORM IN A PERSONALIZED WAY, BASED ON **SHORT MODULAR CERTIFICATIONS**

5 USUAL METHODS ARE **NOT ENGAGING, SOCIAL AND FUN**, THAT PEOPLE VALUE IN THEIR DAILY EXPERIENCES

EXPLORE **GROUP SOCIAL** BONDING, EXPERIENTIAL METHODS AND ELEMENTS OF SURPRISE AND **HUMAN EXPRESSION**

6 THERE IS **NO IMMEDIATE GRATIFICATION** FOR CONTINUOUS IMPROVING CAPABILITIES (PAY, ACCESS, RECOGNITION....)

START WITH MICRO CERTIFICATION, INCREASED CONFIDENCE, AND SUPPORT BETTER PLACEMENT, PURSUING **NEW WAYS TO REWARD** NEW CAPABILITIES

7 **NOBODY WANTS** TO TAKE THE RESPONSIBILITY FOR THIS KNOWLEDGE **INVESTMENT**

SEARCH FOR **CREATIVE WAYS TO FINANCE** LEARNING AND SHARING RISKS AND REWARDS BETWEEN THE STAKEHOLDERS

COURSES | SAMPLE JOURNEYS



DEEP DIVE BLENDED CONTENT

HUMAN & SOCIAL SKILLS

HIGH ENERGY & ENGAGEMENT ACTIVITIES



Data Science



Artificial Intelligence

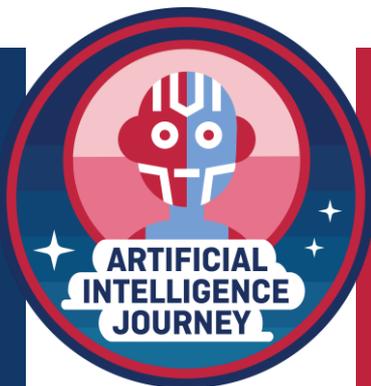


oact
DIGITAL
ACADEMY

COURSES | SAMPLE JOURNEYS

DIGITAL SKILLS

ARTIFICIAL INTELLIGENCE (AI)
PYTHON & DATA SCIENCE
MATHEMATICS & AI
ETHICS & LAW IN DATA AND ANALYTICS
DATA SCIENCE ESSENTIALS
PRINCIPLES OF MACHINE LEARNING
DEEP LEARNING EXPLAINED
REINFORCEMENT LEARNING EXPLAINED
HUMAN-LIKE CAPABILITIES
CAPSTONE: ARTIFICIAL INTELLIGENCE

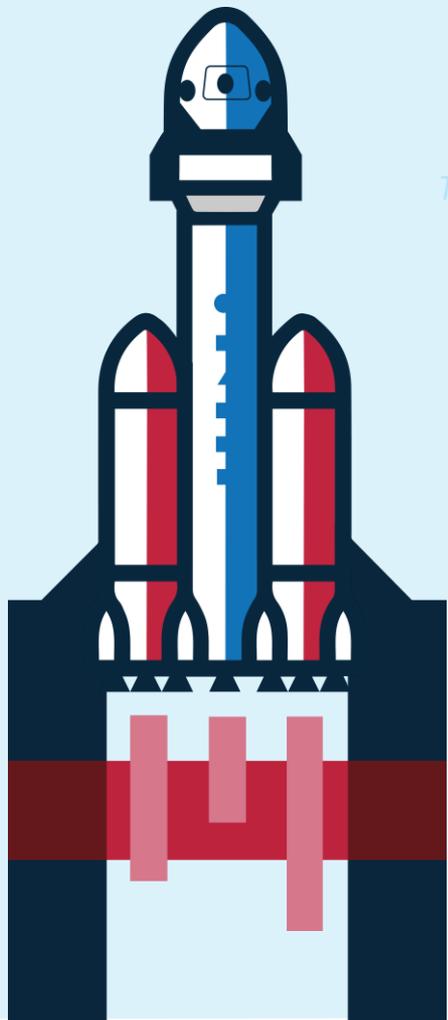


HUMAN SKILLS

CRITICAL THINKING
CREATIVITY
CURIOSITY
EMPATHY
RESILIENCE
STORYTELLING
COMPLEX PROBLEMS

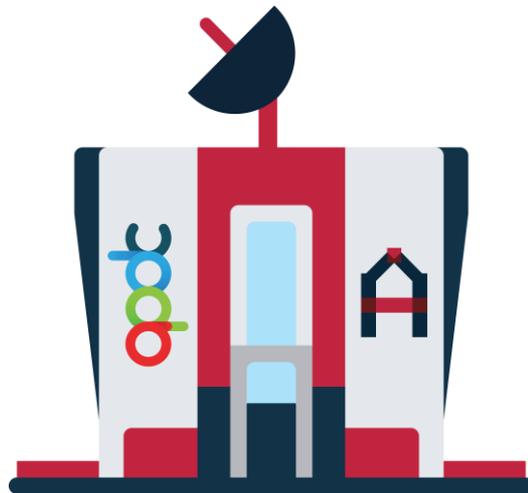
COURSES | SAMPLE JOURNEYS





TRACK & TRACE
JOURNEY

LIFT OFF





TRACK & TRACE
JOURNEY



POSITIVE
AMPLIFICATION

Unit 1 | 3 w

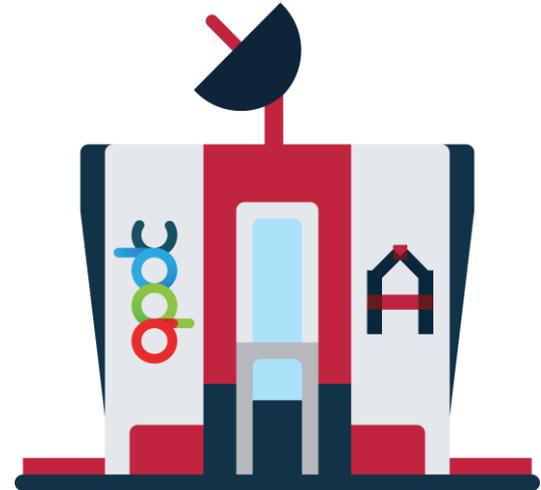


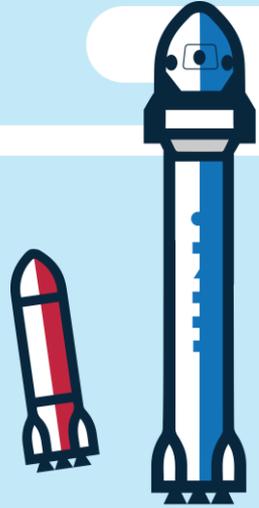
Introduction
to Big Data



WELCOME ABOARD
NETWORK EVENT

LIFT OFF





Unit 3 | 3 w



NoSQL Data Solutions



*TOP SKILLS
COMMUNICATION*

Unit 2 | 12 w



Analyzing and Visualizing Data

CLOUDABILITY



FULL BLENDED
SUPPORT



*TEAM ENERGY
BOOSTER*

GRAVITY ZERO



*CREATIVITY &
INNOVATION*

Unit 3 | 3 w



*NoSQL Data
Solutions*



*SKILLS COACH &
LIVE ENERGIZING*

OPEN

edX®

DATA
SCIENCE
JOURNEY

JOURNEY
ACHIEVEMENT



ABOVE & BEYOND

Unit 4 | 6 w

0100
1011
0100

Querying Data
with Transact-SQL



GAMIFIED
MISSIONS



THE TECHNOLOGY JOURNEY

THE CHALLENGE

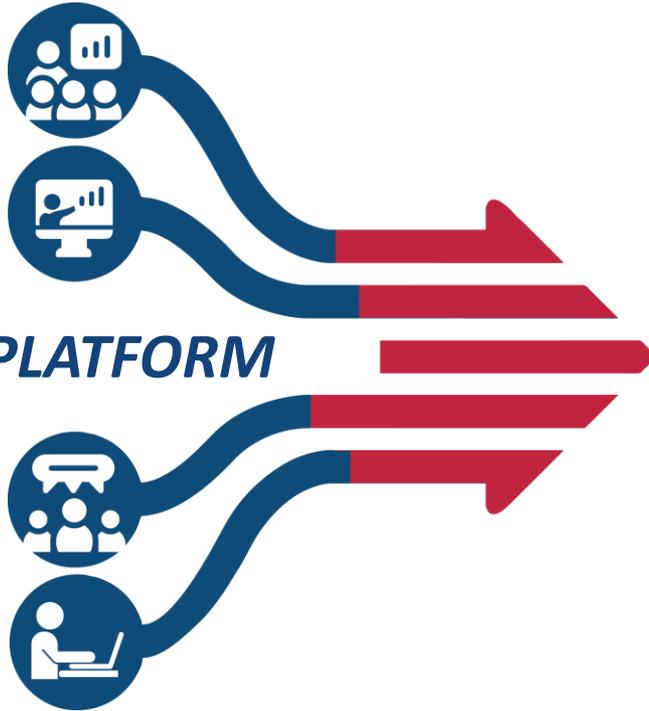
CLASSROOM
WORKSHOPS

ON-LINE
SYNCHRONOUS

DIGITAL ACADEMY PLATFORM

ON-LINE
COLLABORATIVE

SELF-PACED
ASYNCHRONOUS



DIGITAL ACADEMY
DATA SCIENCE JOURNEY

JOURNEY ACHIEVEMENT

Unit 4 | 6 w
Querying Data with Transact-SQL

CREATIVITY & INNOVATION

TEAM ENERGY BOOSTER

Unit 3 | 3 w
NoSQL Data Solutions

TOP SKILLS COMMUNICATION

Unit 2 | 12 w
Analyzing and Visualizing Data

POSITIVE AMPLIFICATION

Unit 1 | 3 w
Introduction to Big Data

WELCOME ABOARD NETWORK EVENT

GAMIFIED MISSIONS

LEARNING POD

OPEN edX

LEARNING STATION

ABOVE & BEYOND

GRAVITY ZERO

CLOUDABILITY

LIFT OFF

LEARNING CAPSULE

SKILLS COACH & LIVE ENERGIZING

TRACK & TRACE JOURNEY

THE TECHNOLOGY JOURNEY

THE PLATFORM FOR THE NEEDS OF THE MODERN LEARNER



OPENedX

DIGITAL
ENGAGEMENT

CLASSROOM
WORKSHOPS



ON-LINE
SYNCHRONOUS

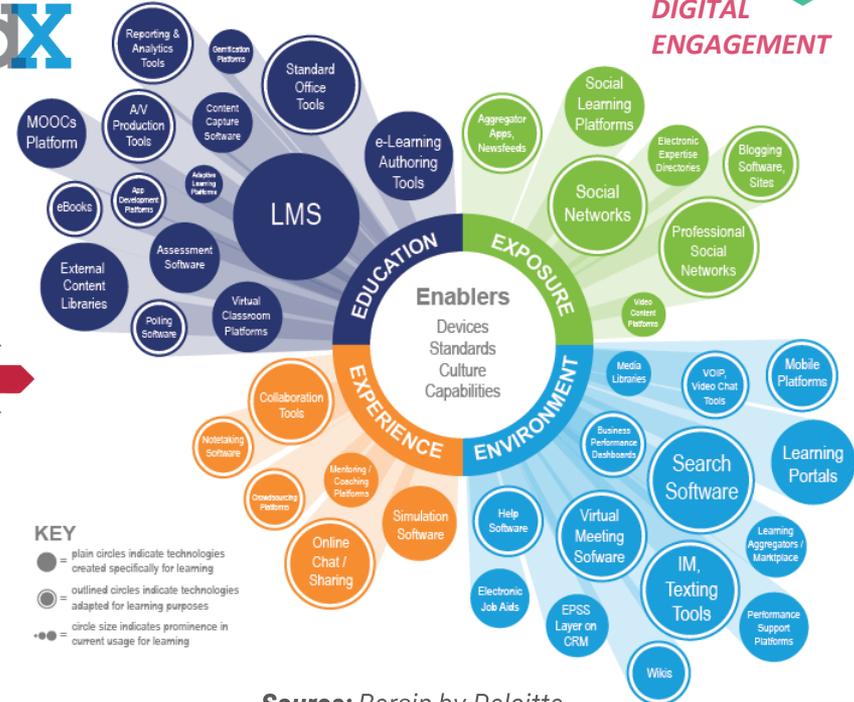


DIGITAL ACADEMY PLATFORM

ON-LINE
COLLABORATIVE



SELF-PACED
ASYNCHRONOUS



Source: Bersin by Deloitte
The needs of the modern Learner

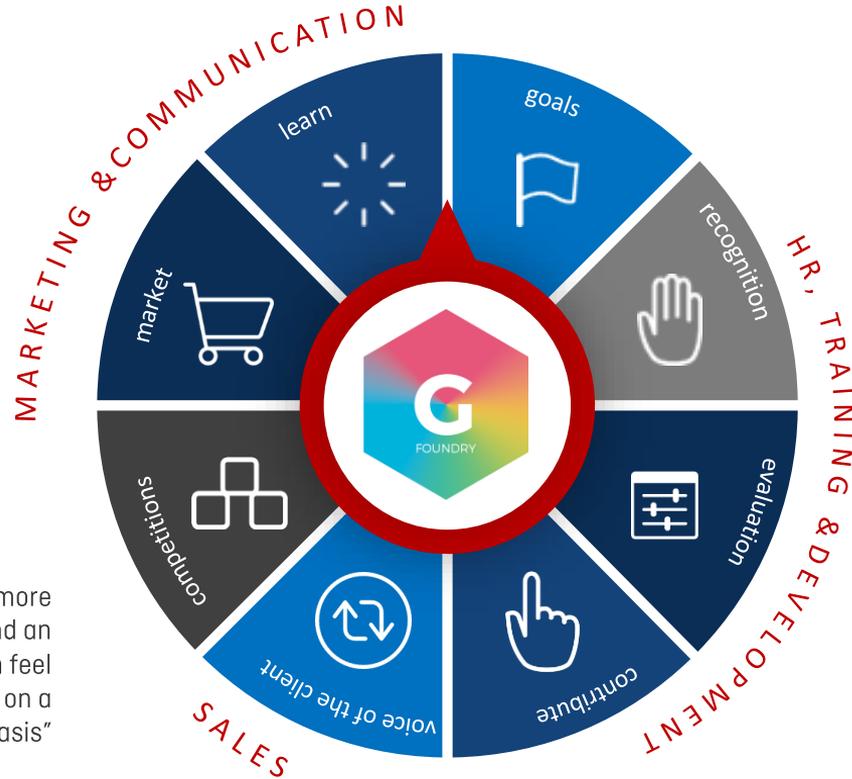
DIGITAL ENGAGEMENT BY GFOUNDRY

MOBILE

“the power to capture attention when and where its more convenient, both for employers and employees”

SOCIAL

“giving people more communication autonomy and an environment that let’s them feel part of a larger community on a consistent basis”



GAMIFICATION

“the process of using game thinking and game mechanics to solve problems and engage users”

ANALYTICS

“the use of data and immediate feedback to help make better decisions”

TECHNOLOGY MISSIONS WITH GAMIFICATION



ACADemy The ACADemy is a new learning method, addressing the challenges of rapid change in the world of work and the profession. Its major aim is to provide a way of learning that is relevant, based on opportunities, learner interests and their personal aspirations.

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Learner Engagement add-on



MISSIONS



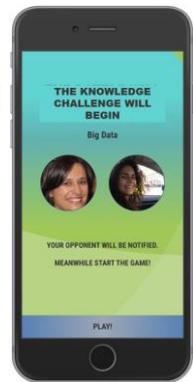
CHALLENGES



BADGES



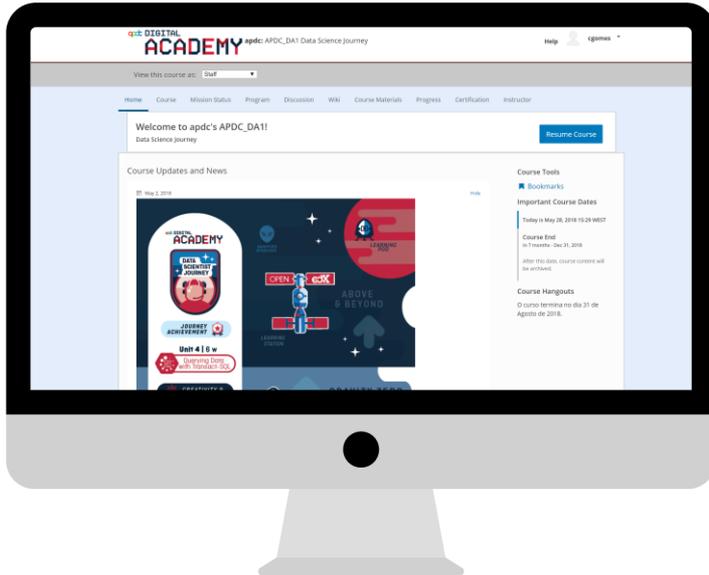
REWARDS



TECHNOLOGY MISSIONS WITH GAMIFICATION



Learner Engagement add-on



**Learner Journey
Mission**

Engage and guide de
learner

Push notifications to
stay on track

Promote collaboration
and participation

Challenge your mates

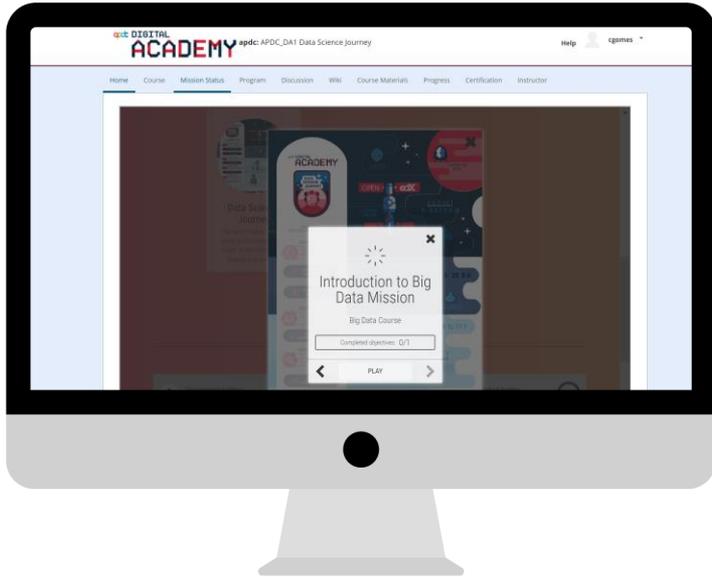
Reward

Recognition



TECHNOLOGY

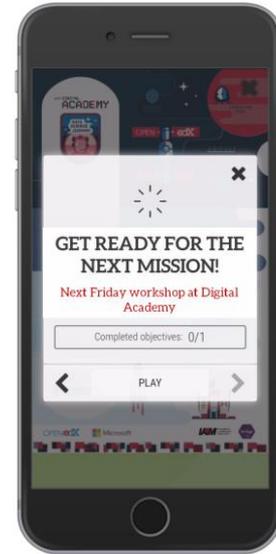
MISSIONS WITH GAMIFICATION



- Learner Journey
- Mission
- Engage and guide de learner
- Push notifications to stay on track
- Promote collaboration and participation
- Challenge your mates
- Reward
- Recognition



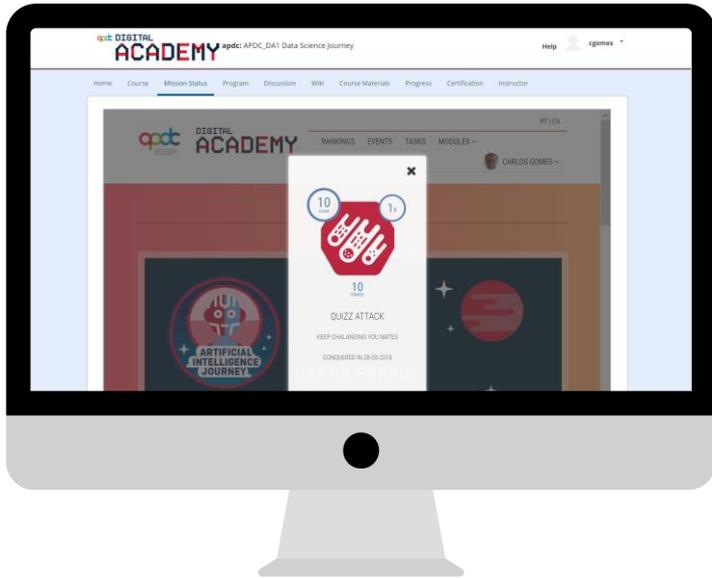
Learner Engagement add-on



TECHNOLOGY

MISSIONS WITH GAMIFICATION

OPENedX



- Learner Journey
- Mission
- Engage and guide de learner
- Push notifications to stay on track
- Promote collaboration and participation**
- Challenge your mates
- Reward
- Recognition

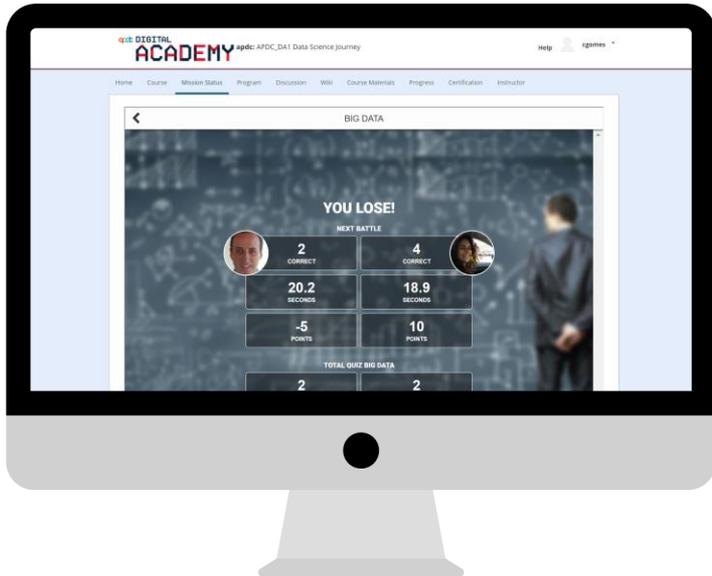


Learner Engagement add-on



TECHNOLOGY

MISSIONS WITH GAMIFICATION



- Learner Journey Mission
- Engage and guide de learner
- Push notifications to stay on track
- Promote collaboration and participation
- Challenge your mates**
- Reward
- Recognition

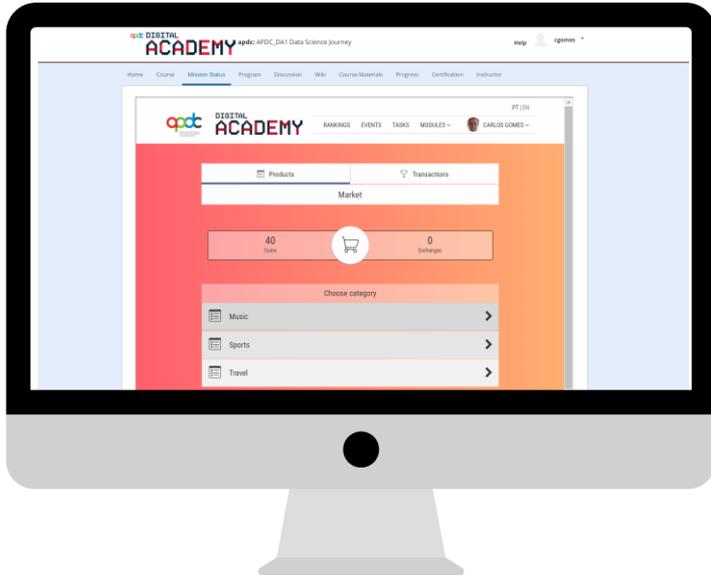


Learner Engagement add-on



TECHNOLOGY

MISSIONS WITH GAMIFICATION



- Learner Journey
- Mission
- Engage and guide de learner
- Push notifications to stay on track
- Promote collaboration and participation
- Challenge your mates
- Reward**
- Recognition



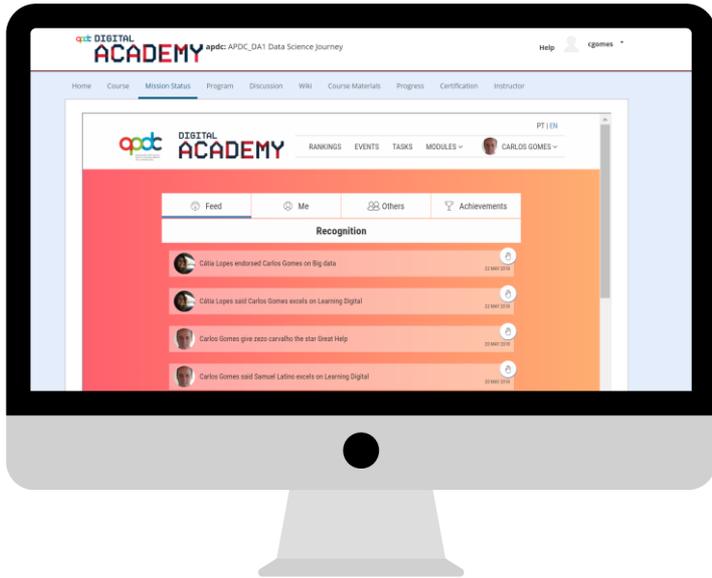
Learner Engagement add-on



TECHNOLOGY

MISSIONS WITH GAMIFICATION

OPENedX



Learner Journey
Mission

Engage and guide de learner

Push notifications to stay on track

Promote collaboration and participation

Challenge your mates

Reward

Recognition



Learner Engagement add-on





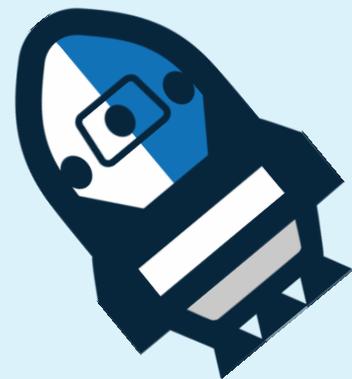
DIGITAL ACADEMY

HOW AND WHERE IT HAPPENS?



THE LEARNING CAPSULE

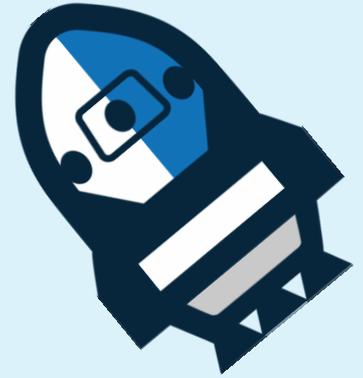
HOW AND WHERE IT HAPPENS?



CLASSROOM CONCEPT

THE LEARNING CAPSULE

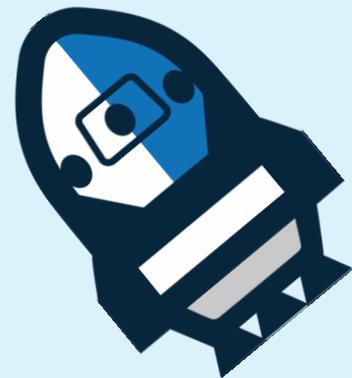
HOW AND WHERE IT HAPPENS?





THE LEARNING CAPSULE

HOW AND WHERE IT HAPPENS?





3# CHALLENGES

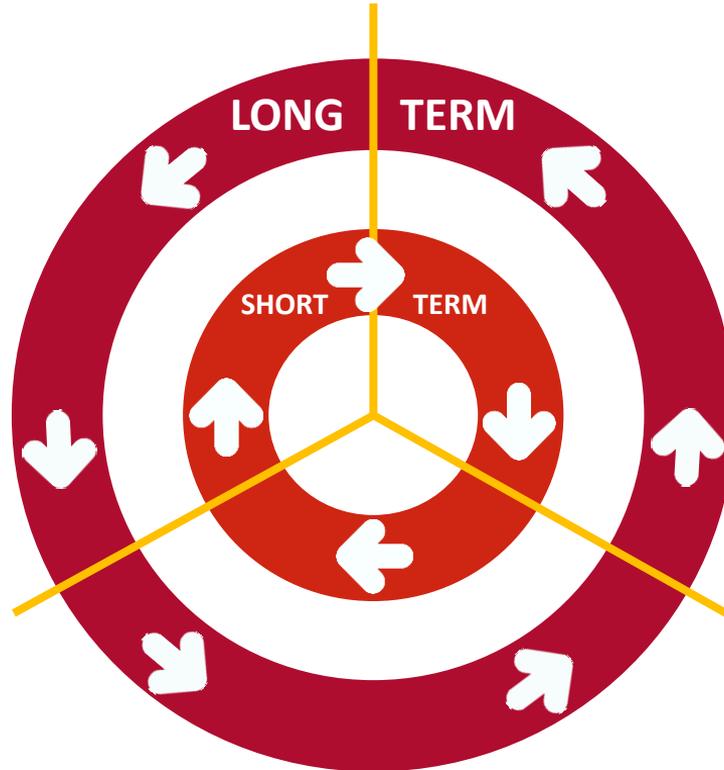


FIXING THE BROKEN LINK!

PROBLEMS

GOVERNMENT

*"IT'S VERY IMPORTANT, BUT
ITS JUST TOO COMPLEX TO
CHALLENGE THE SYSTEM AND
RESULTS BEYOND MY TERM!"*



COMPANIES

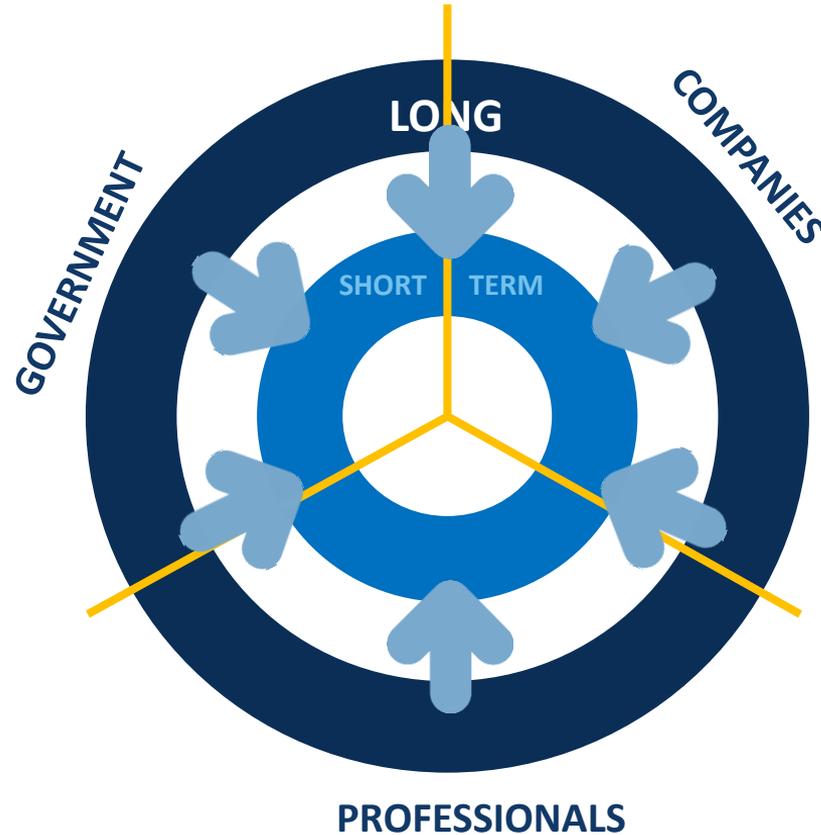
*"IT'S CRITICAL FOR MY
COMPETITIVENESS, BUT
ITS CHEAPER TO REPLACE THEM,
AND WHY DOESN'T THE
GOVERNMENT TAKE THE CHECK!"*

PROFESSIONALS

*"I KNOW I NEED TO LEARN NEW
SKILLS, BUT WHO ASSURES
THAT I WILL HAVE AN BENEFIT
FROM IT, AND WHY SHOULD I
HAVE TO PAY FOR IT!"*

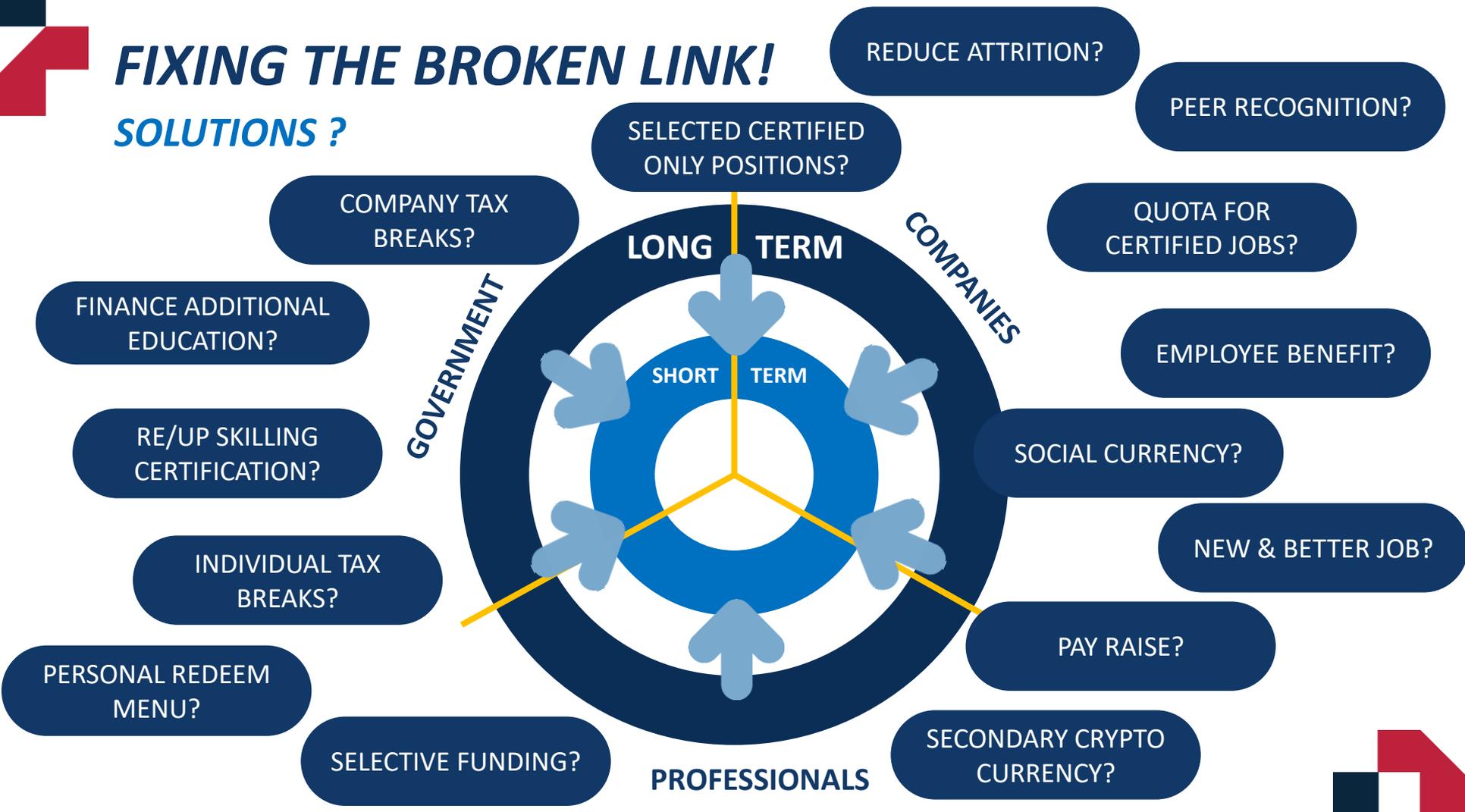
FIXING THE BROKEN LINK!

SOLUTIONS ?



FIXING THE BROKEN LINK!

SOLUTIONS ?



REALITY

1 OPEN MODEL, AND AN PERSONALIZED EXPERIENCE DESIGNED TO ATTRACT PEOPLE THAT NEEDED THE MOST

2 CONTINUOUS RE-SKILLING LEARNING FOUNDATIONS, LEVELS OF PROFICIENCY AND UPDATES FROM INDUSTRY

3 COMBINING DIGITAL AND HUMAN INTERACTION TO CREATE A UNIQUE AND POWERFUL COMBINATION OF SKILLS

4 CONVENIENT AND EASY ACCESS TO CONTENT AND PLATFORM IN A PERSONALIZED WAY, BASED ON SHORT MODULAR CERTIFICATIONS

5 EXPLORE GROUP SOCIAL BONDING, EXPERIENTIAL METHODS AND ELEMENTS OF SURPRISE AND HUMAN BEHAVIOR

6 FROM MICRO CERTIFICATION, INCREASED SELF CONFIDENCE, AND SUPPORT FOR BETTER PLACEMENT, PURSUING NEW WAYS TO REWARD NEW CAPABILITIES

7 CREATIVE WAYS TO FINANCE LEARNING AND SHARING RISKS AND REWARDS BETWEEN THE STAKEHOLDERS

PERCEPTION

FRIENDLY & OPEN

CERTIFIED CONTENT

TECH & TOUCH

BLENDED WITH LIVE INTERACTION

HUMAN NETWORK & ENERGIZING

FAST & RELEVANT GRATIFICATION

CREATIVE INVESTMENT FOR RETURN



4# NEXT STEPS



COURSES | TYPOLOGY

SPEED ACADEMY

1 HOUR DEMO

- A TASTE OF DIGITAL ACADEMY
- ONE HOUR DEMONSTRATION SESSION LEARNING BY DOING IN A SIMPLE PRACTICAL EXERCISE
- FEELING THE EDUCATION LAB ENVIRONMENT AND THE LEARNING METHOD PRINCIPLES
- DESIGNED FOR DEMONSTRATION SESSIONS OR EVENTS

CRASH ACADEMY

1 DAY LAB

- ONE TECHNOLOGY IN ONE DAY.
- FULL DAY IMMERSIVE LEARNING BY BUILDING A SAMPLE APPLICATION
- UNDERSTANDING OF THE POTENTIAL OF USE OF THAT TECHNOLOGY, AND THE MAIN CHALLENGES BUILDING IT.
- AIMED FOR DIRECTORS AND DECISION MAKERS WILLING TO GAIN A PRACTICAL INSIGHT OF A DISRUPTIVE TECHNOLOGY

DIGITAL ACADEMY

3-4 MONTHS JOURNEY

- THE CORE OFFERING
- A SHORT (10-14 WEEKS) CERTIFIED COURSE
- COMBINING HUMAN SKILLS WITH TECHNICAL SKILLS AND ONLINE WITH LIVE CLASSROOM EDUCATION
- USE OF OF AN ADVANCED TECHNOLOGY SUITE AND GROUP BONDING AND ENERGIZING ACTIVITIES TO INCREASE EFFECTIVENESS

DIGITAL POWERHOUSE

1 YEAR MISSION

- A COMPREHENSIVE RESKILLING PROGRAM
- DESIGNED FOR PROFESSIONALS OUT OF WORK MARKET REQUIRING FULLTIME DEDICATION
- 4 PHASES: SELECTION, EDUCATION, PRACTICE AND AUTONOMY. PROVIDING A PROFESSIONAL AND PERSONAL TRANSITION INTO THE JOB MARKET





setting the mission:



1. *MORE PILOTS FOR EXPERIMENTATION*
2. *DISCOVER NEW WAYS FOR SHORT TERM GRATIFICATION*
3. *INNOVATE WITH NEW FUNDING METHODS*



PROJECT SUPPLIERS

POWERED BY
OPENedX[®]

 **Microsoft**


Digital
Business
Community

JOURNEY CREW

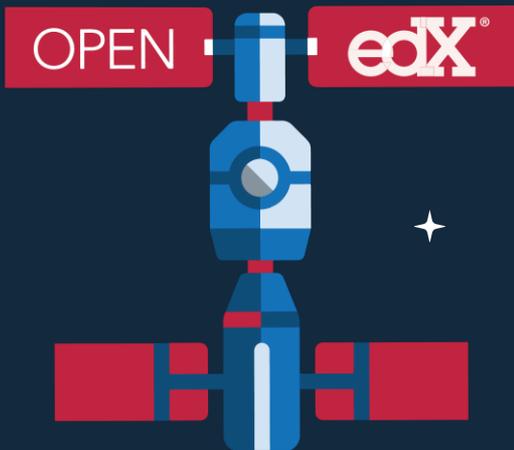
 **IAM**[®] *intelligence
amplification
mentorship*

 **bridge**
Linking
Knowledge

MY CHANGE
moving faster to the future

 **NOVA**
School
of Business
& Economics

 Shaping
powerful
minds



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