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Tony Bingham's Presentation  
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Does your CEO use Twitter? Or send messages with WhatsApp or WeChat? Probably not.

Except for the leaders of tech companies, CEOs around the world are not known for being active on social media. Most don't share on Twitter or have a Facebook page. You won't find them reaching out with Tencent's Weibo. But that's changing.

And there's a very good reason why that should matter to you as much as it does to CEOs: using social tools to engage with customers, suppliers, and employees will help organizations be more adaptive, agile, and innovative.

That was the conclusion of an IBM survey of almost 2,000 CEOs and public sector leaders around the world. The report, called "Leading through Connections," emphasizes the need for organizations to be social and mobile.

Last week Verizon announced it would buy AOL for \$4.4 Billion. In a memo to employees, AOL's CEO Tim Armstrong, wrote, "Let's mobilize." That says a lot about the value and importance of mobile.

The wake-up call about mobile and social technology isn't just for CEOs. If you don't embrace social and mobile technology in your work as talent developers, you will miss out on *the* most significant trend in business today.

If you don't believe this, think about the disruptive changes that social and mobile technologies have made in these industries: travel, retail, entertainment, publishing, and higher education – to name just a few.

This week, are you relying on the hotel concierge to find restaurants for you, or are you using a smartphone app to find them yourself? Did you use a travel agent to book your flight or did you do it yourself online? These days, mobile tools let you control of every aspect of travel, from planning, to booking, to sharing photos.

By giving travelers control of transactions through their mobile apps, companies are turning the customer experience upside down. That's the kind of rapid impact mobile technology can have when it disrupts long-standing ways of doing business and substitutes something customers wanted all along but no one was giving them.

To be more innovative, and help your organizations be more innovative, you need to be comfortable using social and mobile technologies to help all employees engage, connect, and learn. If you haven't started on this journey yet, don't panic.

The biggest users of mobile and social technologies right now are people in their 20's and early 30s – the Millennials or Gen Y. Just five years from now, nearly half of all workers in the U.S. will be Millennials. By 2025, they will make up 75 percent of the global workforce, according to Deloitte.

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Millennials work, play, and learn – and most of all, interact - with their mobile and social tools. They've grown up with them. They already use them at work to communicate and collaborate, and they expect their bosses and co-workers to do the same.

They email less than other generations, and even though they carry their mobile devices everywhere, they don't make a lot of phone calls. That's so last-century!

Instead they tweet and text, blog and search, and make and send videos, from anywhere, any time. It's the way they live. They are ***the*** connected generation.

You'll be lucky to have them in your workforce when you work on a social learning program because they already get what social and mobile are all about — and they're good at it.

Marcia Conner and I just finished updating our book, *The New Social Learning*, which we originally wrote in 2010 to help managers and leaders understand the power of social media in the context of learning. In the five years since the book was first published, the use of social and mobile tools has increased tremendously.

According to a Cisco white paper, there will be 2 billion smartphone users and 1.4 billion tablet users in the world by 2018. By the end of this year, there will be twice as many networked devices as there are people on earth.

That growth will increase the anywhere, anytime nature of social and mobile tools, making them impossible to ignore. Mobile learning has grown and evolved too.

An ATD research report, "The Mobile Landscape 2015," which we did in collaboration with i4cp, shows that 34 percent of organizations today have mobile learning programs. Five years ago, only 3 percent had them.

In the course of doing this research and updating our book, we found many examples of the great work companies are doing with social and mobile learning.

We have some virtual guests today who will share their stories. We'll hear from pediatrician Traci Wolbrink at Boston Children's Hospital. Several years ago, she was working at a hospital in Malawi where children were dying from breathing problems that could be fixed easily with the right equipment.

She wanted to try a simple ventilation device called a bubble CPAP that she had seen a doctor use in Cambodia, but the Malawi hospital didn't have one. So she looked for discarded parts and built her own device which saved that child's life and the lives of many others.

Back in Boston, she and her colleague, Dr. Jeff Burns, chief of critical care, began work on a social platform as a way for expert clinicians to share cutting-edge and life-saving practices. And that's how the collaborative platform OPENPediatrics started.

Lear Corporation is a Fortune 500 company that manufactures and distributes seating and electrical components for every major auto maker in the world. They employ 132,000 people at

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235 locations in 33 countries. With that kind of large global footprint, Lear found it natural to turn to mobile technology for executive development.

They purchased an LMS and a library of leadership content that their executives can access through their mobile phones and tablets – anywhere and anytime. In a minute, we'll hear more about that program from Marian Mahoney.

The retail sector is undergoing huge changes. Many of these are driven by social and mobile technology that puts more of the shopping experience in the hands of customers who come armed with product information.

The Home Depot, with its vast number of big box stores and huge product lines, is no exception. Brandon Carson will tell us how and why a big retailer like The Home Depot would adopt a mobile technology strategy for learning.

The system that Carson's team developed augments formal training with what they call "in-aisle" learning. Sales associates use mobile devices to answer customers' questions the moment they ask them.

I think it's telling that Brandon, who is director of learning at The Home Depot, has a background in software development. He says, "Our goal is to ensure a good customer experience regardless of the way the customer decides to shop with us."

While you may think mobile and social applications are cool and irresistible, not everyone in your organization is going to share your enthusiasm.

Most companies find they must take specific steps to get a program started and engage employees in social and mobile programs. Let's hear from our virtual guests how they did that.

(VIDEO)

Our virtual guests emphasize how important it is to listen to the people who will be using your social or mobile tools and to tailor your offering to their needs.

Introducing any new, major initiative will have its challenges. This is especially true when it's radically different from anything the company has done before. And, initially there might be some push-back.

At Boston Children's Hospital, the idea for OPENPediatrics met resistance just because it seemed like such a huge undertaking to develop a platform for worldwide collaboration.

The content had to be accurate and up-to-date, and the tool had to be easy to use. The solution was to take one step at a time and work toward small achievements. The system also needed to have legal safeguards for Boston Children's Hospital.

And the site had to be secure enough so that clinicians would feel safe posting videos and protocols that affect critically ill children.

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They also made sure that every piece of content was reviewed by at least two subject-matter experts before it was posted. That sets OPENPediatrics apart from most other sites containing medical information.

The challenges at Home Depot were a bit different. With over 40,000 items in each store and 400,000 more available online, it's really a stretch to expect the person in the orange apron to know everything about all of them.

The mobile learning system provides information in very short bursts so that an associate can quickly meet a customer's needs – right there in the aisle.

As Brandon says, he and his team are constructing this experience to work in a big loud metal box, which is usually what The Home Depot stores are like. So it has to perform well, be really easy to use, and get to the point quickly.

Traci, Marian, and Brandon have been at this long enough to have some lessons to share. They've put time into figuring out the strategic purpose of their programs. They've sold their ideas to leadership, and they've learned what works and what doesn't. Let's hear what they've learned about overcoming barriers and moving forward.

(VIDEO)

Isn't mobile and social learning exciting? It's really changing the landscape of learning, and you're in the perfect position to lead this wave of change. There are so many possibilities opening up for talent development professionals who see the future. This is absolutely ***the*** best time to be in talent development!

To help you learn more about what was discussed today, we've put together a bundle of resources available in our bookstore. This bundle includes these four resources:

- The new ATD research report, "The Mobile Landscape 2015." These are facts and figures about mobile learning that will give you a high-level view of what's happening now.
- *The New Social Learning*. This is the brand-new, just-released, revised edition of the book Marcia Conner and I wrote. Things change quickly in social learning so we've added many new examples and lessons from companies at different stages of the social learning journey.
- To help people use social tools strategically, we've included a third resource that ATD has just published. It's called "Improving Formal Learning with Social Media," written by Dan Steer.
- It's part of the *TD at Work* series covering the "how-to's" of the talent development profession. And, please visit the expo to see social tools in action.
- The fourth resource is to help those of you who aren't sure how to start a social or mobile effort. With Wiley we co-published a book of advice called *Mastering Mobile Learning: Tips and Techniques for Success*, by Chad Udell and Gary Woodill.

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In this book, people share advice on how to dive in and keep up with the constant improvements in mobile learning.

I'd like to thank our virtual guests from The Home Depot, Lear Corporation, and Boston Children's Hospital for sharing their lessons about social and mobile learning. They're creating whole new ways of working that are truly game-changers.

When Marcia and I first decided to write a book on social learning, we did it because everyone was talking about social media in the context of marketing.

And we felt then — as we do today — that there was a bigger story to tell, and that's the impact of social media on learning. It allows us to leverage our collective intelligence in ways that were never before possible to solve the simplest to the most complex problems.

Everyone's lives, both personally and professionally, continue to get more complex. And the ability to learn from and to share our knowledge with others — using mobile and social technologies — offers a key approach to addressing that complexity.

I encourage each of you to commit to learn as much as you can about these technologies — you're in the right place here at the conference. And please apply those technologies and principles so that people in your organizations can be both learners and teachers.

In doing so, you will be a catalyst for collaboration, and you'll be exceptionally valuable to your organizations. It's up to you — to commit and to take action.

Together we are smarter, together we are stronger, and together we are creating a world that works better. Thank you!