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Ron Edwards is the Managing Director of Ambient Performance, a consultancy helping organizations innovate in learning strategy, design and delivery, specializing in the application of technology to reach more people, more often, closer to their moments of need. His "be where the eyeballs are"™ approach to mobile learning and mobile gaming are enabling organizations to bring fun and anywhere, anytime engagement to performance development.



Ron was previously with Unilever for over 13 years, most recently as the Head of eLearning where he successfully led their global efforts to transform how technology supports learning and performance. He introduced a new approach to their eLearning which shortened production time and cost while increasing reach and use by over 350% in just two years. He also implemented emerging technologies and applied existing ones in new ways for learning including online communities and mobile PDA delivery with clear results.

Ron is recognized as a thought leader and pioneer in learning, and has contributed to several industry publications including Learning on Demand's Mobile Learning Revisited Bulletin for SRI-BC, Human Resource Executive, Chief Learning Officer Magazine, Training & Development Magazine (ASTD), Learning Decisions and three HRD Press books - Blended Learning, The eLearning Field Book and Mobile Learning. He has served as a conference committee member, designer, chairperson, speaker and/or panelist at several industry conferences and international network membership meetings including Interclass and the Masie Center eLearning Consortium.

Ron resides in London.

Master of Science, Training & Development, Loyola University, Chicago, 1997.

Bachelor of Arts, Political Science and Speech Communication, University of Washington, Seattle, 1990.

Your Learners are Increasingly Mobile, is Your Learning?

Key issues for business leaders are often a combination of driving growth, innovation and productivity while ensuring alignment across their organizations. Yet much of the formal learning initiatives where the bulk of learning investments are made are either not aligned with strategy and/or don't take into consideration the constraints on people's time by re-engineering how they produce, deliver and encourage formal and informal learning - especially in developing countries where skill gaps can be high and traditional training not able to close them efficiently. With a significant proportion of the workforce already mobile and the trend on the rise, the question is not should mobile learning be part of learning strategy but how. Mobile learning over the last three years has primarily focused on repurposing content and distributing it on PDAs (personal digital assistants). It's time to rethink how workers communicate, collaborate and learn especially as growing numbers of workers now are very comfortable with and expect to use technology that enables just-in-time, just-for-me and anytime, anyplace learning. The result will be more effective learning that aligns with needs and workflows, with much greater impact than traditional training.

This paper will address key trends in technology and culture that are enabling and fueling demand for mLearning, discuss practical approaches to leverage mobile devices already in use by learners through techniques such as moblogging, podcasting and location based learning, focus on innovating in the classroom to better reach mobile learners, and will provide useful tips to learn more about these approaches.