

Build Rich, Active and Social eLearning

Effective organisational learning needs a Social Learning space: a place where learners share thoughts and experiences whilst collaborating together to build their knowledge.

Curatr transforms existing eLearning and other digital content into a Social Learning experience, encouraging learners to reflect, curate and build their understanding as they collaborate with their peers.

Normally a Rich, Visual and Social Learning programme would take months to build; most Curatr spaces take about a day. There is no software to install, you have complete administration control and our API enables integration with existing software.

Curatr is quite unlike any other Social Learning platform on the market; log on to the website, www.curatr.co.uk and play the free demo to see the difference for yourself.



Does operations strategy set an improvement path?

We can use the 'efficient frontier' concept to illustrate an improvement path, as is shown in the diagram opposite.

Example: British Airways

When British Airways became the first large airline to introduce seats the folded back flat in their first class cabins, they knew it would increase their costs. Not only were the seats more expensive than ordinary seats, but also they could not fit as many into the cabin. So the cost efficiency per seat reduced. However, the executives travelling in these cabins now could get a far better nights sleep on BA's flat 'beds'. So the customers' quality of experience increased. This turned out to be a better trade-off because the popularity of the flat bed seats had customers flocking to travel on BA flights. The

The Efficient Frontier

Does Operations Strategy set an Improvement Path?
0 / 2 points - view this object and make a comment to get full points

Object Description:
Processes are in all of our businesses, some just choose to focus on them, more than others. View this object and then, using the comments box, answer the discussion question: Does your business take a process perspective?

Comments:

My company has a significant process focus for a small company. We have a phase gate process for new product development that is pretty well followed. We have full time engineers working on our production area to keep processes up to date AND look for ways to improve those processes. We also are working to formalize the office processes so we can look for ways to remove waste.
5 February 2012 18:25

I recognize one end-to-end business process that my company uses in order to generate revenue from services like the Rolls Royce example, however we are in an

5 reasons to use Curatr as a part of your Social Learning strategy

- 1. With Curatr, Social is not an option:**
Social Learning is just the way it works, not an optional extra. We blend sharing, reflecting, curating and user-generated content into your Social Learning space.
- 2. Visual and Intuitive:**
Our unique visual approach encourages users to explore learning following their own path and creating personal journeys. Curatr is so intuitive that no training is required.
- 3. Reuse Existing Content:**
Build Social Learning programmes using existing content - use our API to integrate with your LMS to keep Single Sign On and re-use LMS learning objects.
- 4. Motivation comes as standard:**
Curatr uses Games-based learning principles to structure the experience and encourage Social Learning at every opportunity.
- 5. iPad ready:**
With our Curatr app for iPad, you can take your Social Learning mobile without the hassle.

"We particularly like Curatr's ability to support 'social creation' and like the fact that it is self regulated and paced by the user."
- Dr. Brad Poulson, Wipro Technologies

"Curatr is a valuable addition to the online learning toolkit at Ashridge."
- Tony Sheehan, Ashridge Business School