

Curation Decision Tool

Move beyond simple aggregation to quality gathering and sharing that aligns with the needs of the people.



This tool works best when used in conjunction with the other tools in this series

1. Needs analysis tool
- 2. Curation decision tool**
3. Communication plan launch tool
4. The power hour tool
5. Improving impact tool

These tools have been brought to you in partnership with Emergent Stronger — Shannon Tipton, Laura Overton and Michelle Ockers.



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Summary

By answering the questions within this tool, your curation skills will move beyond aggregation to quality sharing and curation. By developing strong curation practices and skills the business will see improvements in areas such as:

- Supporting performance through faster access to relevant content
- Facilitate/accelerate ownership/ self directed learning
- Encourage knowledge sharing through the re-use of user-generated content



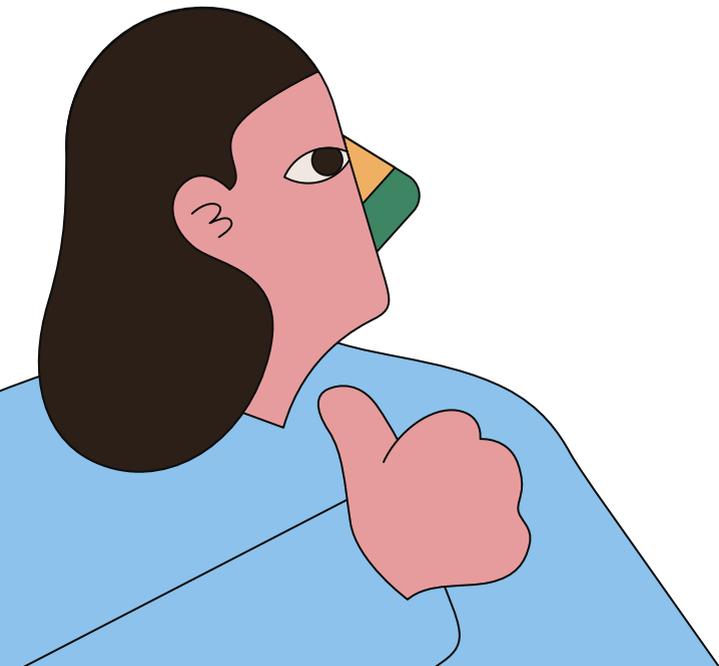
Who is this tool for?

Any L&D professional within an organization who has responsibility for creating and sharing content to the business.

When to use this tool?

- ✓ To help define curation goals
- ✓ Before sharing curated content to determine validity and need
- ✓ Before gathering content to supplement any learning activity
- ✓ To help others to begin curating their own content (supporting user-generated knowledge sharing)

This tool will help you to determine:



1. What problem are you trying to solve?
2. Audience readiness, what should people be able to do with the information?
3. Available resources, what content sources will be used?
4. Accessibility, how will information be shared?
5. Content potential and validate content as fit for purpose.
6. Your curation "next steps"



How to use this tool

Use this tool to support your curation efforts to shift from simple content aggregation to thoughtful content curation. By using the “Curation Decision Tool” you will be able to determine if the content you are about to share is useful, applicable and relevant to the user.

This tool is broken into three parts. **Part one** addresses five decisions that need to be made regarding the content and if it is fit for purpose.

Part two helps you decide what content to share. By answering a series of Yes/No questions, you will be able to make the decision if there is a specific piece of content is fit for purpose and should be distributed.

And finally, **Part three** helps you create a communication plan that will drive use and effectiveness.

Part 1.

Assessing the content

1. Assess the Need: What business problem are you trying to solve? Is there an expressed need for the content? Describe business pain point.

By having an understanding of the real need or business problem, you will be able to search and share content that is more relevant to the audience. You are helping them solve a problem, this makes the content more impactful.

2. Assess Audience: Who is the audience? Describe the user. New Managers? Frontline? Experienced Leaders?

Who should be engaging with the content? Knowing the target audience will help you to send information that is more beneficial and fit for purpose. Not just “leaders” but “sales leaders”, “new leaders” or “high potential leaders”.

3. Assess Application: What should people be able to do after reviewing content? Describe the actions people should take upon engaging in the content.

When sharing content, suggest to the audience how the information could be used. By demonstrating the usefulness of the content you are making the information more relevant to workplace day-to-day activities.

4. Assess Access: How will you share what you find? Describe how you plan to communicate the usefulness and availability of the content.

What is your communication plan for the content? Will you share it via email? Intranet? Enterprise social networks like Slack or Teams? How will people know the content is available?

5. Assess Potential Impact: How will you know the content has been helpful? Describe how you will assess effectiveness.

What is the follow-up plan? How will you know people have benefited from the content?

Part 1. Assessing the content

Worked Example

1. Assess Problem:

What problem are you trying to solve? Describe business pain point.

Example:
New Managers are struggling with constructive feedback. Managers are having a tough time balancing "being a friend" and "being a boss".

2. Assess Audience:

Who is the audience? Describe the user. New Managers? Frontline? Experienced Leaders?

Example:
New Managers within manufacturing who are new to the management role. They have previous peer relationships with the people they manage.



3. Assess Application:

What should people be able to do after reviewing content? Describe the actions people should take upon engaging with the content.

Example:
New Managers will have tips and new methods to have constructive conversations while maintaining professionalism.

4. Assess Access:

How will you share what you find? Describe how you plan to communicate the usefulness of the content.

Example:
1. Direct email message with targeted message to all managers who have been in a management role less than one year. Resend nudge after one week.
2. Email general message to all manufacturing managers over one year to alert them on content with link.

5. Assess Potential Impact:

How will you know the content has been helpful? Describe how you will assess effectiveness.

Example:
Idea #1: After 10 days, send short personal email to ask primary audience if content was helpful.
Idea #2: After 10 days, send 2 question survey to assess usefulness.



Part 1.

Assessing the content

1. Assess Problem:

*What problem are you trying to solve?
Describe business pain point.*

2. Assess Audience:

Who is the audience? Describe the user. New Managers? Frontline? Experienced Leaders?



3. Assess Application:

What should people be able to do after reviewing content? Describe the actions people should take upon engaging with the content.

4. Assess Access:

How will you share what you find? Describe how you plan to communicate the usefulness of the content.

5. Assess Potential Impact:

How will you know the content has been helpful? Describe how you will assess effectiveness.



Part 2. Making the decision

1. Potential Content:

Link to the content with attribution (ascribing a work or remark to a particular author, artist, or person).

2. Brief Content Description:

Describe the content and key takeaways.

3. Does the content about to be shared help solve the problem you have identified?

(Box #1) A yes answer would indicate that the content is helpful to address the identified need.

4. Is this content relevant/meaningful to the audience?

Is this content that the audience will use over and over again?

5. Does the content "fit" the audience?

Is the content focused on the person who is expected to use it? Example: Content for new managers is not a good fit with managers who are experienced. Ensure the content focus aligns with the audience.

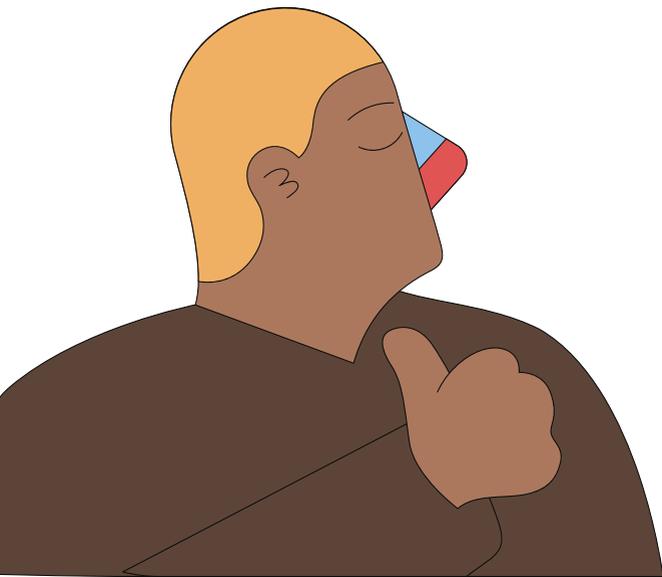
6. Are you able to assess impact?

Assessing the impact will allow you to ascertain if you are hitting the goals of the audience and the business.

7. Send date:

What is the schedule for alerting audience to content or curated collection (more than one piece of content focused on the same topic)

8. Plan any follow-up.



Part 2. Making the decision

Worked Example

Can you answer “yes” to the following questions?

By answering “yes” you are ensuring you are sending the right content to the right people at the right time.

<p>1. Potential Content, link and attribution</p>	<ul style="list-style-type: none"> - Difficult conversations - https://emergentxgo1.mygo1.com/play/12929140 - Go1, Learning Planet 		
<p>2. Brief content description (what are the key concepts of the content?)</p>	<ul style="list-style-type: none"> - Understand how to hold an effective difficult or courageous conversation - Tools for giving and receiving effective feedback 		
<p>3. Does this content help solve the problem? Y/N</p>	<p>Yes</p>		
<p>4. Is this content relevant to workforce? Y/N</p>	<p>Yes</p>		
<p>5. Does content “fit” the potential audience? Y/N</p>	<p>Yes</p>		
<p>6. Are you able to assess overall impact? Y/N</p>	<p>Yes</p>		
<p>7. Send date/s of content or curated collection</p>	<table border="0"> <tr> <td>For single piece: Piece 1: 09/10/2021</td> <td>For curated collection: Piece 1: 09/10/2021 Piece 2: 12/10/2021 etc.</td> </tr> </table>	For single piece: Piece 1: 09/10/2021	For curated collection: Piece 1: 09/10/2021 Piece 2: 12/10/2021 etc.
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Part 2. Making the decision

Can you answer “yes” to the following questions?

By answering “yes” you are ensuring you are sending the right content to the right people at the right time.

1.

Potential Content, link and attribution

2.

Brief content description (what are the key concepts of the content?)

3.

Does this content help solve the problem? Y/N

4.

Is this content relevant to workforce? Y/N

5.

Does content “fit” the potential audience? Y/N

6.

Are you able to assess overall impact? How? Y/N

7.

Send date of content or curated collection

Part 3.

Sharing content



Pro-Tip

When crafting your curation communication, ensure it is conversational in nature. This creates interest, piques curiosity and encourages conversation.

Before sharing your carefully curated content, or curated collections, consider your communication plan.

Communicating the need for the content will help drive use and effectiveness, reducing confusion and frustration. Follow these steps to craft your communication messaging.

1. Duration:

Explain the duration of the content. This allows people to plan to watch/read or listen.

2. Explain the “Why”:

Why is this piece of content relevant to what they do? How will it make their job easier? Will this create an upskilling opportunity? People will want to know your thoughts about the content, in one two quick sentences.

3. Explain the “What”:

What are the key items to look for? Downloadable materials? Will the content explain steps or actions? What will the audience get for their time? Find two main takeaways to list.

4. Determine the “how”:

How will you post or share the content or the curated collection?

Part 3.

Sharing content

Worked Example

Step	Action	Example
1. Duration	State how long it will take to read/watch/listen to the content shared	This video is 10 minutes long and perfect for watching over your morning tea.
2. The Why	Create a “why” statement. Express why this article/video/podcast will be helpful and relevant.	There you are, face to face with a team member who has delivered another late report. What do you say, and more importantly, how do you say it without fracturing your relationship. Watch to learn more.
3. The What	List any pertinent take-aways to encourage curiosity	In this video are 5 easy and helpful tips you can put into practice now. Includes downloadable checklist.
4. The How	How do you plan to post the content?	You may have to post the content in a couple of different places to reach your target audience. Consider what your audience has easy access to: Slack, Teams, LMS, Email, Internal Social Network etc.

Part 3.

Sharing content

Step	Action	Map it out!
1. Duration	State how long it will take to read/watch/listen to the content shared	
2. The Why	Create a “why” statement. Express why this article/video/podcast will be helpful and relevant.	
3. The What	List any pertinent take-aways to encourage curiosity	
4. The How	How do you plan to post the content?	

