
Lisa Murray-Johnson, PhD

SANS Philadelphia Summit
August 19, 2015
#SecAwareSummit
Learning Architecture

Flexible, interconnected structure that connects learners to behavioral outcomes, measures change and supports the behavioral pathway for learners.
What does your LA look like?

- Audience Analysis
- Behavioral Objectives
- Data and Analysis
- Creating Culture
Combine these LA Strategies

Education and Training
Performance Support
Knowledge Management
## Blend E&T, KM and PS

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Education &amp; Training</th>
<th>Knowledge Management</th>
<th>Performance Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Instruct</td>
<td>Inform</td>
<td>Perform</td>
</tr>
<tr>
<td>Learning</td>
<td>Structured learning</td>
<td>Unstructured, self-directed</td>
<td>Structured or unstructured</td>
</tr>
<tr>
<td></td>
<td>(extrinsic)</td>
<td>(intrinsic)</td>
<td>(intrinsic)</td>
</tr>
<tr>
<td>Goal</td>
<td>Gain skill or knowledge</td>
<td>Find and share information</td>
<td>Accomplish task/perform</td>
</tr>
</tbody>
</table>
Education and Training

Learners need help with

• Near-far transfer
• Neuroplasticity
• Fluid intelligence
The Learner’s Mental Model
## Education/Training

### What is this phrase?

<table>
<thead>
<tr>
<th>T</th>
<th>H</th>
<th>E</th>
<th>S</th>
<th>E</th>
<th>S</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>E</td>
<td>I</td>
<td>G</td>
<td>H</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>O</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>O</td>
<td>G</td>
<td>H</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Helps us to see it differently

<table>
<thead>
<tr>
<th>What is this phrase?</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
</tr>
<tr>
<td>W</td>
</tr>
<tr>
<td>T</td>
</tr>
<tr>
<td>G</td>
</tr>
</tbody>
</table>
Be a Knowledge Broker

- Reduce the uncertainty
- Keep the message focused
- Make the message sticky
- Keep it positive
- Scaffold the learning
Knowledge Management

• With your left hand, draw a circle. Practice.

• With your right hand, draw a square. Practice.
Helps your brain to organize information

Draw a circle and draw at square at the same time.
Knowledge Management

- Connects past—present—future
- Make the abstract behaviors concrete
- Identify logistics, success and failures
- Manage behavioral detractors
Performance Support

Answer these questions as fast as you can.

1. What color is the background of this slide?

2. What do cows drink?
Helps your brain to trigger the behavior-enable and reinforce

- Sparks motivation to propel action
- Facilitates behavioral sequences, avoid personal disengagement (ability)
- Environmental signal and social engagement
Learning Architecture

Education and Training
Knowledge Management
Performance Support
lead to measurable and supported behavior change.
Thank you. Questions?