

# KnowledgeAdvisors Investigates Importance of Informal Learning in Organizations

CHICAGO, Ill., July 22 (SEND2PRESS NEWSWIRE) – KnowledgeAdvisors, the world’s largest provider of learning and talent measurement solutions, has announced it has released a brand new whitepaper focusing on informal learning measurement. The research conducted by KnowledgeAdvisors was based upon substantial data collected across diverse industries in an effort to gain a comprehensive representation of the present condition of informal learning.

In the paper, authored by Jeffrey Berk (Chief Operating Officer at KnowledgeAdvisors), informal learning is acknowledged to have numerous definitions such as unintentional or unstructured learning. However, in the paper, informal learning is simply and best defined as knowledge transfer that occurs without the assistance of a structured curriculum.

As a result, readers will have their principal queries resolved in terms of what to measure, when to measure and how to measure informal learning. In terms of “what to measure,” KnowledgeAdvisors advocates organizations measuring an informal learning program from solution, experience and benefit constructs taking into account key elements within each construct. In considering “when to measure,” KnowledgeAdvisors recommends that it takes place at different points in the process: at each interaction, periodically and at the conclusion.

In looking at “how to measure,” there is a multitude of measurement enablers broken out by Systems, Tools and People enablers which should be considered to ensure that the time spent on measurement is proportional to the time spent on learning. Finally, the paper will also highlight the value behind informal learning measurement indicating whether an organization should invest in technology tools or personalized initiatives and determines if informal learning investments should further develop.

“Although only 9% of the learning budget is formally allocated towards informal learning today, its presence is strong within organizations and will only continue to grow as it does clearly contribute to the performance of a workforce. Also while measurement methods have been sparse, culture has proved to be a critical enabler to its uptake, technology and social networking tools have influenced its adoption and growth,” stated Berk.

Organizations interested in further details about this research can access the complimentary white paper found at: [knowledgeadvisors.com/media-research/white-papers/informal-learning-measurement/](https://knowledgeadvisors.com/media-research/white-papers/informal-learning-measurement/).

## **July 29 Webinar:**

In addition, a complimentary webinar “Measuring Informal Learning: What, When, How” accompanying the Informal Learning whitepaper will be conducted by

KnowledgeAdvisors on July 29th, 2010 at 10am CST/CDT. The webinar will elaborate on the current state of informal learning and how organizations are using it in the workplace today. To register, please access: [www2.gotomeeting.com/register/853431963](http://www2.gotomeeting.com/register/853431963).

**About KnowledgeAdvisors:**

KnowledgeAdvisors is the world's largest provider of learning and talent measurement solutions. Leading organizations access its measurement expertise and on-demand software to ensure a high-performing workforce. As a thought leader in Human Capital Analytics, KnowledgeAdvisors provides the most comprehensive analytics solutions in the market. By combining measurement expertise, on-demand evaluation software, and integrated analytics solutions with benchmarking, organizations gain the necessary insights on how to best develop their workforce. For more about KnowledgeAdvisors, visit: [www.knowledgeadvisors.com](http://www.knowledgeadvisors.com).

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