uPTAke

MESSAGE FROM THE PARTNERS

Welcome to the first edition of *uPTAke* for the year. We trust you had a safe and happy break over the Christmas period and now ready for the year ahead. We hope we can help make this year a successful one for your organisation through our specialised services. So in this issue, we share our insights on a few future trends that we think are worth your attention.

Our feature article delves into the pros and cons associated with the growing demand for bring your own device (BYOD) in the workplace and the need for carefully considered BYOD strategies.

Plus, we share the key insights and takeaways gained from the 2013 Gartner Predicts Local Briefing, which focused on predictions for the information technology (IT) sector and results from their survey of nearly 2,000 Chief Information Officers (CIOs).

We also explain the new buzzword in eLearning – gamification; and examine the difference between learning facilitators and trainers.

Don't forget to check What's On for the next round of upcoming industry events and take a minute to give your mind a tickle with a brain-teaser or two.

Suzanne Pearson and Shannon Trueman

CAN A BYOD STRATEGY HELP ATTRACT THE BEST GRADUATES?

With the increasing demand from employees wanting to bring devices they use comfortably and competently at home (such as laptops, smartphones and tablets) into the workplace, some savvy businesses are starting to adopt BYOD strategies to accommodate them.

According to the 2012 Connected World report compiled by Cisco Systems UK, three in 10 young professionals globally admit the absence of remote access to work information would influence their job decisions. Generation Y graduates expect to access their corporate network using their computer and mobile devices when they like. A business wanting to recruit the best graduates will need to be able to support this.

So what do we mean by strategy? A strategy is an organisation-wide approach to achieving goals and objectives. An individual policy or groups of policies describe the business' rules to support the strategy and provide direction to ensure results. A procedure or groups of procedures support a policy, and describe how to perform activities in a logical order to ensure the policy and overarching strategy is realised.

If managed correctly with good policies and governance in place, a BYOD strategy can have a great impact on a business and provide several benefits. According to PTA's Shannon Trueman, it can:

- empower employees
- provide a flexible working environment
- reduce employee frustration on faulty equipment
- decrease hardware costs
- reduce IT service desk demand.

But a BYOD policy also presents a variety of problems. As Gordon Thomson, head of security sales at Cisco Systems UK puts it: 'a BYOD policy is unleashing the chaos'.

SO, WHAT THREATS CAN BYOD POSE?

Security
The security of these devices raises many questions, which must be considered as part of a BYOD strategy. Who is responsible for the security of the devices? Is it the IT team and the CIO who are expected to develop solutions to protect the firm's intellectual property (IP)? Or is it the user's responsibility to protect the organisation through anti-virus software, data encryption, secure cloud computing and password management? Is the employee punishable if their own device is lost if it has sensitive information on it? Who is responsible for the device, is it the employee or the employer?

Sharing of information
Young professionals are too comfortable sharing information. They do not have the same attitude towards privacy as past generations, meaning they often do not understand that even small pieces of information put into public forums such as social media can cause irreparable damage to businesses. A perfect example of this is a young professional who was hired by Google. On the completion of his induction he posted about the excitement of his appointment after a period of unemployment to the site reddit, and in the process accidentally revealed that Google was developing an operating system. This information:

- breached a non-disclosure agreement Google had with an American retailer
- confirmed years of rumours
- dulled the hype surrounding an upcoming Google press conference
- violated a non-disclosure agreement the employee had with his employer.

Device management and support
How can an organisation effectively track and manage personal devices? How does a CIO or IT department control what is installed on and updated to these devices? What level of support does IT offer for the new devices, which have varying operating system platforms of each employee's preference?

Time-wasting
A problem many firms are finding now is employees wasting their time browsing the Internet during work time—whether it be using their own device or on the organisation's assets. Some firms have found success in allowing this within reason, while others are sticking to the zero-tolerance rule. Susan Eisner from the Society for the Advancement of Management argues this is not a situation with a one-size-fits-all approach, but time-wasting can lead to an inefficient workplace.

How can organisations avoid these traps?
Although BYOD is still early in corporate policy development, it is important policies surrounding BYOD are clear. Gordon Thomson suggests policies are the key to protecting a firm's IP. It is essential, he argues, to define a realistic compromise between the desires of employees to share and the business requirements of maintaining IT security, data, privacy and asset protection.

If such a compromise involves granting access to social media or content sharing websites, it is hard to maintain control. To compensate for this lack of control over employee actions, additional security measures can be implemented including:

- Developing an intrusion prevention system which protects the organisation from network threats associated with social media and unsecured networks
- Implementing reputation filtering which detects suspicious activity and content relating to the business name and stakeholders.

It is also essential to have a strong policy outlining company's expectations and rules are when it comes to the use of its IP and information—whether it's accessed through a personal or company-owned device.

Good governance is also critical. Cisco, for example, has a BYOD steering committee led by IT but includes a variety of stakeholders from different streams ensuring a clear path is defined. This model allows for input from various levels and functions regarding security and use of remote access.

Strong leadership in strategy and policy development along with inclusive training programs and detailed governance could mitigate the potential risks associated with a BYOD strategy. Consistent thinking and approaches could change the way business thinks about information management and information technology.

Cisco's study highlights technology freedom of choice as a major make-or-break benefit for younger workers considering career moves. This re-affirms the importance of having a BYOD strategy to attract the best young professionals to your organisation.

BYOD can be complemented with bring your own application (BYOA)… but that's another article for another day. If you would like to discuss developing a BYOD strategy with PTA, get in touch. See the back page for contact details.

Service in the spotlight

STORYBOARDS AND eLEARNING

When developing eLearning it can be extremely challenging to visualise what the outcome is going to be. Using a storyboard can help realise the result. It's a process taken from movie production where storyboards are created (usually just with simple black and white drawings) to depict the various scenes of a film before shooting begins.

In eLearning, storyboards are a visual representation of the architecture, parameters and acts of the eLearning material. Effective storyboards:

- Contain integrated content from different source materials
- Don't over-use media such as text, graphics, audio and video
- Highlight how a typical student will progress through the content
- Include practice exercises and examples
- Outline what types of technology will be required for the different components
- Provide a time frame for each section of the course material.

A storyboard is not the final product; it is just one element in a strong eLearning development program. If you have learning requirements for your teams, talk to PTA about developing successful eLearning solutions. See the back page for contact details.

LEARNING IS FUN WITH GAMIFICATION

Gamification is an informal umbrella term for the use of game elements in a non-game like setting. Research conducted by Gartner suggests that by 2015, 40% of global organisations will use gamification as the primary mechanism in changing business operations.

Gamification in learning is used to make repetitive and uninteresting tasks more enjoyable. With the intention of improving user experience and user engagement, it utilises a variety of elements to aid the learning of material. These include:

- leader-boards
- progress bars
- rewards
- virtual currency.

Using gamification in learning provides several benefits:

- A well-designed game will promote understanding and awareness to contextualise the learning experience
- Games and learning provide a sense of achievement
- Games foster a 'play mind-set' which creates a state of flow leading to increases in motivation to finish and learn the content
- Games have a representation and a story which gives us an attachment to the material, making it easier to learn
- Gamification allows users to compare scores with colleagues which can help motivate learning.

COMPARING APPLES AND ORANGES: FACILITATORS V. TRAINERS

In the past we have associated the training and development of staff with basic classrooms and workshops with a teacher or trainer delivering the learning material. Once the session was over, the trainer's responsibility was over. There may have been an evaluation of the session at the end but that was it —the learner would be left to implement their new knowledge on their own.

We know people respond differently to various methods of teaching. Successful professional development and eLearning sessions are about ensuring the long-term skills taught are being utilised and implemented effectively.

There are two types of people who run eLearning and professional development days—a trainer and a facilitator. What is the difference between the two?

A trainer:	A learning facilitator:
Is focused on the goals of the training program	Is focused on the overall goals of the organisation
Has a one-size-fits-all approach	Creates tailored learning solutions
Is measured by looking at the satisfaction of the employee through feedback	Is measured by how the skills were transferred to the role to make a positive improvement
Their responsibility ends once the training is over	Their responsibility is on-going to ensure that the information is understood and transferred into a job setting for the long term success of the organisation

If you would like to talk to us about our eLearning and facilitation options, get in touch. Our contact details are on the back page.

WHAT'S ON

Mind Exercise **1**

THE WRONG WAY*

What do the following words have in common?

TRAMS PAY LIVE STRAW NIPS SNAP

Solution: back page
* sourced from www.mensa.org.uk

Community

PTA VISITS MELBOURNE CITYMISSION'S FRONTYARD CENTRE

In last year's Winter issue of *uPTAke*, we provided an insight to Melbourne Citymission's Frontyard Integrated Youth Services, which helps young people who are currently experiencing or at risk of homelessness.

Melbourne Citymission has worked with the most vulnerable individuals, families and communities across Melbourne and Victoria since 1854. Every week they help thousands of people build a clear pathway through a variety of services and support programs away from economic exclusion and social isolation.

Frontyard is one of these services and is designed to underpin the physical, social, and emotional needs of young people up to the age of 25. It provides young people with choices that contribute to their health and wellbeing, and where possible, return them to their community of origin.

Frontyard offers a variety of programs for youth at their drop-in centre in Melbourne. PTA recently visited Cameron Smith, Corporate Partnerships Manager for Melbourne Citymission, to learn more about the vital services Frontyard provides.

'The impressive aspect of the centre is the variety of programs they have on offer,' said PTA's Suzanne Pearson. 'From job placement to family reconciliation programs, there is a service or program to address almost any issue a young person could face.'

Once such program is Youth Connections, offering one-on-one intensive support to young people aged 13 to 19 who are disengaged from education. It helps them address issues in their lives and supports a return to education or training.

'The artwork developed by some of the young people involved in getting their education back on track was truly memorable', Pearson added.

Other services include Youthlaw, providing free legal information; and Young People's Health Service, run by The Royal Children's Hospital Centre for Adolescent Health. A range of health staff provide assessment, treatment, information and referrals.

PTA was so impressed by Frontyard's fantastic programs, they made a sizable donation to help the centre continue their amazing work. PTA will also be taking part in 'Sleep at the 'G', a sleepover at one of the most historical and iconic sports venues in the world, the MGC, to raise funds for Melbourne Citymission. Are you tough enough to take the challenge? You can help end youth homelessness by joining PTA at Sleep at the 'G on Thursday 18 April. Find out more at melbournecitymission.org.au.

PTA Happenings

INSIGHTS FROM THE 2013 GARTNER PREDICTS LOCAL BRIEFING

Gartner Inc., the world's leading IT research and advisory company, hosted their annual Gartner Predicts Local Briefing in Melbourne this February. The summit provided PTA with further insight to IT trends for 2013 from experts and industry leaders.

John Mahoney, vice president and distinguished analyst at Gartner, presented his thoughts from the recent Gartner survey of 1,958 CIOs on the future of IT. Some of the key predictions and takeaways were:

- 51% of the CIOs surveyed said that their firm's technology assets had reached less than 50% of its full potential
- CIOs believe that by 2016 59% of firms will no longer treat the IT function exclusively as a cost centre and 38% of firms will stop providing personal technology devices
- IT budgets are unsurprisingly down from their pre-GFC peaks. Despite improvements in the budgets for the IT function in 2010, 2011 and 2012, Gartner predicts that 2013 will see a fall in the budget for IT and a stronger fall in the APAC region
- Reducing the cost of IT was considered lower in importance in APAC, more than any other region in the world
- The business strategy of increasing enterprise growth remains the number one strategy for CIOs for the third year in a row.

Mind Exercise Solutions