OCTOBER 17-19, 2016

MUNICH

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Lead Learning Out

A teaching technique designed to guide the customer to learning by discovery.

Lead Learning Out

How Does Apple Apply SCRUM & Agile Techniques?

Apple has a rich history through the last few decades. Steve Jobs was the head of Apple for a large time of the company's history before his tragic passing in October 2011.

The company was always considered a constant second place behind Microsoft until the 2000s, at which point it came out with a few innovative products that changed the game entirely. Apple currently offers the iPhone, iPad and a line of Macintosh computers for any need.

Source: https://pyrodragonfin.wordpress.com/2013/03/26/learning-from-giants-successful-companies-using-scrum-agile-training-tactics/

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SCRUM & Agile Techniques

How Does Apple Apply SCRUM & Agile Techniques?

Apple is famous for having a work environment that is high pressure yet open to collaboration, innovation, and originality. Employees work with teams, each team has a leader who takes responsibility for the results.

Employees work on the functions that they are strongest and most comfortable with, and people ignore their weaknesses to focus on their strengths. SCRUM & Agile training helped IT, marketing, and training professionals be comfortable in Apple's work place.

Source: https://pyrodragonfin.wordpress.com/2013/03/26/learning-from-giants-successful-companies-using-scrum-agile-training-tactics/

How Does Apple Apply SCRUM & Agile Techniques?

Even though products change and the store design is altered slightly to accommodate the new products, there's one thing that never changes, and that's the Apple Store's secret sauce.

Many brands try to imitate the Apple Store model and most fall short because they fail to recognize this simple fact. The soul of Apple is not its products. The soul of the Apple Store is; its people, how they are hired, trained, and taught to engage the brand's customers.

"I was in and out of the store in 15 minutes"

The Apple Store relies on a very effective communication technique it adapted from The Ritz-Carlton: Steps of Service.

Every employee is trained to walk a customer through five steps that spell out the acronym A-P-P-L-E (The Ritz-Carlton has three steps)
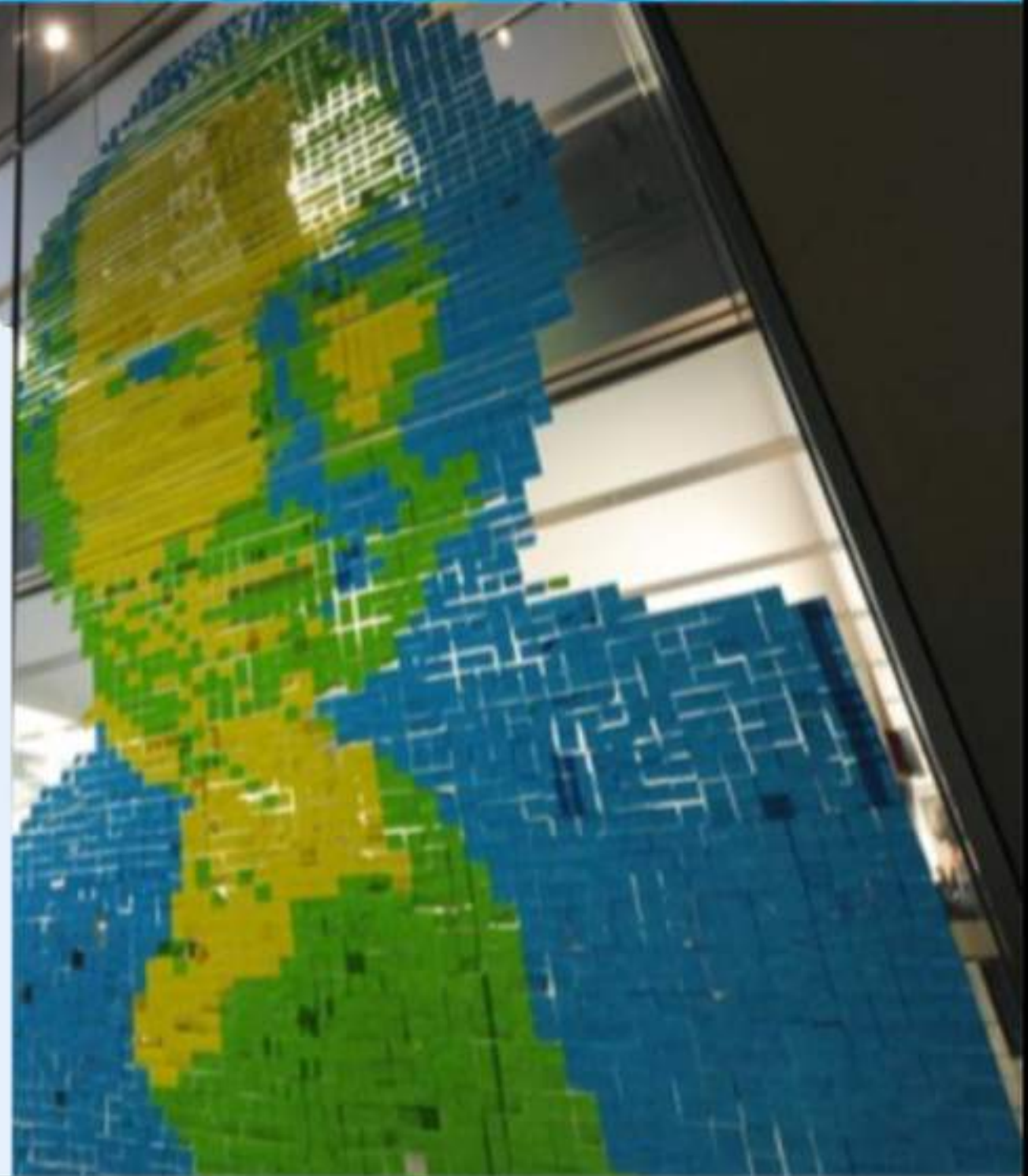
A - Approach the customer with a "warm welcome"

P - Probe politely to understand the customer's needs

P - Present the appropriate product solution that fits their needs

L - Listen to their concerns

E - End with a fond farewell and an invitation to return

"Lead Learning Out"

The Methodology is as follows:

The 3 A's

A - *Acknowledge* that their concerns are valid.

A - *Align* with the customer, agreeing that you would feel the same, if you were in their shoes.

A - *Assure* the customer that you will be able to solve their problem to their satisfaction.

The 3 P's

P - *Position:* Tell the customer what you want to do.

P - *Permission:* Ask their permission.

P - *Probe:* Ask them questions to determine their needs.

How I used Scrum within Learning

- LLO is a facilitation style that may be used at all stages of learning scrum.

- LLO allows the team member to engage in a process of self discovery building confidence and retention with stakeholders.

- Leading questions with a clear path and objective are essential to an effective meeting with your stakeholders and leadership.

- Recognizing the differences between Constructive and Non-Constructive Probing is important.

- I want to take the opportunity to put these concepts together in a series of Scrum discussions that spread across the session.

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Personal Training

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Lead Learning Out

is a teaching technique designed to guide the customer to learning by discovery.

One to One

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The learning goal is to create an environment that fosters collaboration, debate and a genuine sense of discovery on the part of the student, reflecting an ideal One to One training experience.

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Personal Training

Apple Creative Trainer

I inspired creativity by sharing my knowledge with Apple Store visitors — whether they were first-timers or longtime loyal customers. As a Creative training team, we were the foundation of the Apple Store's welcoming environment that invites individuals to share their ideas and learn how to bring their visions to life.

Discovery-based Learning

"Lead Learning Out"

Adults and students are inspired when the learning is discovery-based. The answer lies within the learner, and the trainer works to draw it out through the learner's own reasoning.

Adults are given the opportunity to internalize concepts and create solution from their own understanding.

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One to One Training

123 Getting Started ★★

In these sessions, your customer will discover how to set their preferences, get familiar with the Mac environment, and get connected to the Internet.

[Select a Session Topic ▼]

Moviemaking

In these sessions, customers discover how easy it is to edit and share video with iMovie and Final Cut.

[Select a Session Topic ▼]

Musicmaking

In these sessions, you'll help your customers create songs in GarageBand. You will introduce them to Apple loops, recording, editing, mixing and sharing their musical creations.

[Select a Session Topic ▼]

Mac 101 ★★

In these sessions, customers learn how to set up and manage contacts, calendar, email, video chat, and instant messaging on their Mac.

[Managing Contacts With Addres ▼]

WWW Building Your Own Website

In these sessions, you'll introduce customers to iWeb and help them discover all the great ways to share their movies, photos, blogs and more.

[Select a Session Topic ▼]

iPhone 101

In these sessions, you will cover everything from how to sync with iTunes and get started on iPhone, to using the iPhone to send and receive email and search the web.

[Select a Session Topic ▼]

Presentations

In these sessions, you'll introduce customers to Keynote – including its new text effects, transitions, Apple–designed themes, and built–in voiceover tool.

[Select a Session Topic ▼]

Podcasting

In these sessions, you'll cover podcasting basics, like recording, adding sound effects and publishing to the web.

[Select a Session Topic ▼]

Productivity

In these sessions, you will teach customers how to create and publish projects using the templates and graphics tools in Pages. Customers will discover how to make innovative spreadsheets with ease in Numbers.

[Select a Session Topic ▼]

One to One Training

Baybrook: Personal Training

Getting Started
We'll customize your Mac by setting your preferences, familiarize you with the Mac environment, and get you connected to the Internet.

Select a Topic ▾

Moviemaking
Learn how to make movies like never before, from editing and sharing video with the completely redesigned iMovie to using the high-performance features of Final Cut.

Select a Topic ▾

Musicmaking
We'll help you create a song in GarageBand by recording your own instruments, adding built-in loops and vocals, layering tracks, and editing your masterpiece.

Select a Topic ▾

Mac 101
We'll set up your contacts and calendar and show you how to email, video chat, and instant message on a Mac.

Building Your Own Website
We'll help you share all of your great movies and photos by teaching you how to create blogs and instant websites with iWeb.

Select a Topic ▾

iPhone 101
We'll teach you everything from how to sync with iTunes and get started on iPhone, to using your iPhone to send and receive email and search the web.

Select a Topic ▾

✓ Select a Topic
Navigating Your Mac with Finder
Managing Contacts with Address Book
Communicating with Apple Mail
Instant Messaging with iChat
Managing Events with iCal
Exploring the Internet with Safari
Getting More Out of Your Mac

stunning, professional-quality presentations.

Select a Topic ▾

Podcasting
We'll help you tackle podcasting basics, like recording and adding sound effects, and pretty soon you'll be telling your stories to the world.

Select a Topic ▾

Productivity
We'll teach you how to create and publish projects using easy-to-use templates and graphics tools in Pages. And learn how to make innovative spreadsheets with Numbers.

Select a Topic ▾

Digital Photography
We'll teach you everything from the basics of taking better pictures and sharing them using iPhoto, to more advanced photo management tools in Aperture.

Select a Topic ▾

iPod+iTunes
Learn how to import your CDs into iTunes and access the iTunes Store to buy music, movies, TV shows, and audiobooks and download free podcasts, then sync it all to your iPod.

Select a Topic ▾

Open Project
Bring in your photos, movies, sketches, or just an idea for a project, and your Trainer will give you tips, tricks, and creative advice to help you get from start to finish.
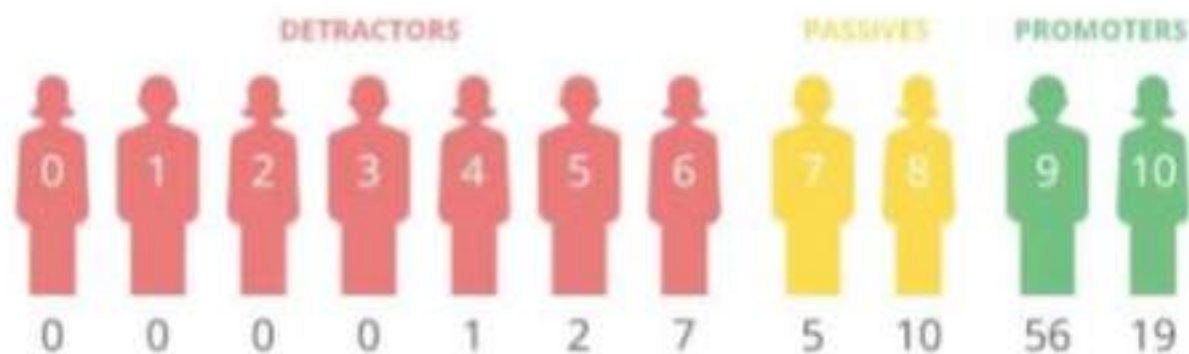
Select a Topic ▾

one to one

Music

Promoter or Detractor

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Agile Creativity

"I started this Agile Creative strategy first and foremost by listening"
I met once a week with our One to One customers and one of the pieces of feedback we heard loud and clear was the desire for more from us than just basic 123 sessions. Apple stands for innovation and the best of what Silicon Valley has to offer. Our business customers are asking for actionable insights that they can take back to their teams, and a broader perspective on how the technology world can help them produce better work. It was with this context in mind that I focused on the concept of Agile to bring into our Apple Creative Family Room!

"Lead Learning Out"

Creative Trainer

Agile Camp

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Enriching Lives

Inspiring

Encouraging

Overcame Fear

As a Creative, I needed to be an excellent listener, taking the time to understand what each user hopes to achieve or learn. By adjusting your teaching style to each user's individual skill level, you maximize his or her understanding and your own time. I was proud to enrich the lives of others - whether customers or team members - through teaching, in the way only a Creative can.

Put the learner in the Driver Seat

Moving, touching and doing!

Adults learn best when they are actively engaged in hands-on learning.

Adults learn best when the instruction leverages all of the senses: Aural, Visual, Tactile, Verbal.

Visual   Auditory   Kinesthetic

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Adult Learning Patterns

Let the customer drive – people learn by doing

Adult learners are pragmatic and goal oriented.

Adults learn best when they see the relationship between their immediate goal and the instruction given.

Adults learn best when the instruction is related to a personal goal or problem that they wish to solve.

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Driver or the Passenger

Hands-on activity is vital to the adult learning process, so to overcome customer apprehension you let them take the wheel.

A successful Mentor is patient with the customer's learning curve and is confident in the customer's ability to achieve their goals.

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Successful Mentor

As a Mentor I tried to empathize with a customer needs, then present a solution to that need.

I felt a successful Mentor remains faithfully focused on the needs of the student, not the breadth and depth of their own expertise.

So the strategy in One to One sessions and the children's learning sessions was to address this learning style.

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Empathize with the Beginner's Mind

Establishing that effective learning is a collaborative partnership between Teacher and Student.

As a Mentor I operated from a Beginner's Mindset: exemplifying the best traits of a motivated student.

Shared learning experiences reduce customer intimidation and inspire self-confidence

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Effective Learning between Teacher and Student

A successful Mentor views the steps to the goal through the eyes of the student.

Students are inspired when the learning is discovery-based.

The Mentor believes the answer lies within the student, and works to draw it out through the student's own reasoning.

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Lead Learning Out

Discovery-based learning "Lead Learning Out"

A successful Mentor allows the student to make mistakes as a crucial element of comprehension.

Knowledge retention improves with repetition. *Repeat, Repeat!*

The successful Mentor recognizes the value of quality of learning over quantity of learning.

iPhoto

In camp we taught the student to edit their Photos on a Mac with iPhoto.

From quick fixes to fine adjustments, we explored the key elements of great photo editing with the tools in iPhoto for Mac and shared their movie with family and friends.

Learning Backlog

Efforts and Tasks

iPhoto Backlog

To-Do

- I want to be able to Organize Photos
- I want to learn the enhancing tools
- I want to add photos to Apple TV
- I wa... be a... rotate pics
- create folders in iPhoto
- Red eye

Doing

- In the process of adding titles and comments
- Changing size of photos
- Took photos to photo lab to get printed

Done

- Created a photo calendar
- Cr... p... gr... card.
- Created a photo book for Mom & Dad
- moved ...atches and blemishes
- photo
- All photos cropped and uploaded
- me
- Ev...
- Published photos for website

iPhoto Project | Tasks and Efforts

Camera types	Proper Exposure & lighting	Edit, crop, red-eye
File formats: JPEG, RAW	Existing light or flash	Apply photo effects
Camera features	Import photos from cam	Utilize themes all
Optical & digital zoom	Import digital video	Export photos
USB, megapixels, res	Import other sources scans	Use metadata
Camera settings Auto Man	Merge and split events	Custom photo books
iPhoto software	Discuss all tools	Publish photos web

iMovie

In camp we taught the student to edit Movies on a Mac with iMovie

We showed the fundamentals of movie editing with iMovie. They learned how to set up their story, fine-tune their footage, and share their movie with their family and friends.

Learning Backlog

Efforts and Tasks

iPhoto

iMovie

iWeb

Garageband

iWeb

In camp we taught Apple's iWeb site design and publishing tool which was easy for the students to learn. With it you could lay out your Web site without knowing HTML or CSS, apply preconfigured themes. Making Web deign possible for those who are not technical.

Learning Backlog

Efforts and Tasks

GarageBand

GarageBand for Mac has everything you need to learn, play, record, mix, and share great-sounding music, even if you've never played a note.

Learning Backlog

Efforts and Tasks

Presentation Day for Family and Friends

During the week they learn to take photos and make movies by story boarding ideas, shooting video, and creating an original soundtrack. Some created interactive books completed with their own illustrations and sound effects.
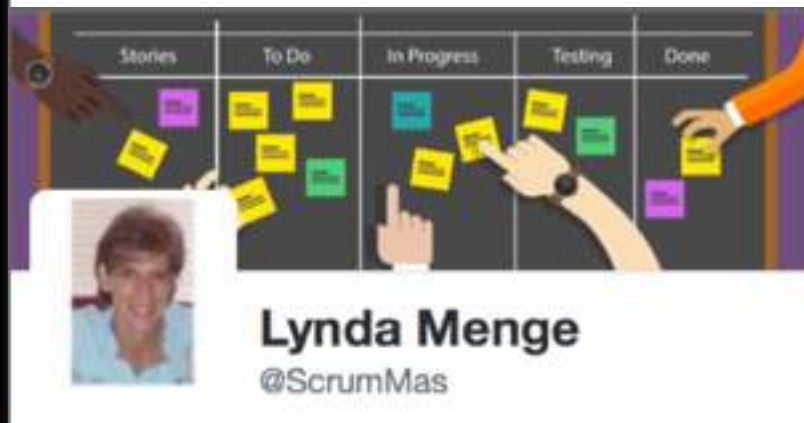
Friday is the day where kids ages 8 to 12 bring their project with their imaginations to life. Taking the experience of learning to a final project to show family and friends.