



# Strategic Curation: How Curation Can Help Meet The Business Needs Transcript Summary

## Summary

- **Content curation and sharing in the workplace.** [0:00](#)
  - Shannon Tipton is excited to discuss curation and its connection to business goals, especially after Mike Taylor introduced his curated model on LinkedIn.
  - Michael, an instructional designer at Thrivent Financial, joins the chat and shares his experience with curation tools.
  - Shannon Tipton: Encourages listeners to share curated content to avoid information hoarding and ensure helpfulness.
- **Curating and organizing learning resources.** [5:46](#)
  - Jason and Shannon Tipton discuss the importance of curating learning resources, with Jason mentioning he likes to read on paper and Shannon sharing

how they've started a learning community practice within their organization to share resources.

- Shannon Tipton agrees with Jason and adds that it's important to have a system and a cadre inside of sneeze to help with curation, especially for single projects or initiatives.
- Shannon Tipton discusses the importance of concise content creation and curation, citing the paradox of choice and cognitive overload as challenges.
- Mike Taylor's curated model for content curation is mentioned as a solution to help people find valuable content more easily.
- Shannon Tipton resonates with clarifying objectives in Mike Taylor's curated model.
- **Streamlining learning and development with a content curator. [15:20](#)**
  - Shannon Tipton suggests the need for a Content Curator in organizations to help narrow down overwhelming amounts of learning content.
- **Refining training content based on feedback. [19:14](#)**
  - Tom reflects on his training sessions, noting the importance of reviewing and revising content to ensure comprehension.
  - Tom explains how they created an LMS training module as a prerequisite for their live presentation to help refine the content and make it more accessible.
  - Shannon Tipton and the group discuss the importance of reviewing and refining content, but also consider the potential for analysis paralysis.
- **Content curation and subject matter expert involvement. [23:42](#)**
  - Katie discusses curating content for LinkedIn Learning based on professional and technical competencies, with a focus on prioritization and time management.
  - Subject matter experts can help L&D providers build content paths that align with the desired outcome.
- **Curated content for learning and development professionals. [27:14](#)**
  - Shannon Tipton: Encourages Maureen to expand on question about balance of 720 10 model, emphasizing importance of understanding objectives before building path to get there (28 words)
  - Shannon Tipton agrees, emphasizing the need for guardrails to keep people on track and avoid overly long content.

- Shannon Tipton discusses the importance of curated content for learning and development, highlighting the 70/20/10 model and how it can be applied to different environments.
- Abby contributes to the conversation by sharing her thoughts on LinkedIn learning and Skillsoft as tools for finding quality content.
- **Sourcing trustworthy information for L&D professionals.** [35:52](#)
  - Shannon Tipton: Go to the source for information, but also consider using curated content from blogs and other sources for related topics in leadership development.
  - Shannon Tipton advises on how to conduct research for ATD topics, emphasizing the importance of citation and trustworthy sources.
  - Shannon Tipton emphasizes the importance of reviewing and refining information, especially from trusted sources like McKinsey and Harvard Business Review.
  - Shannon Tipton emphasizes the importance of curation and communication in L&D, citing the World Economic Forum's 2023 future of jobs report as an example.
- **Creating an effective L&D newsletter.** [46:26](#)
  - Katie suggests starting L&D newsletters with a clear call to action, such as requesting feedback or input from readers.
  - Shannon Tipton and Katie Robbert discuss incorporating L&D into business communications.
- **Curating content for business growth and development.** [50:51](#)
  - Shannon Tipton: There's room for both L&D-specific content and integrated content, but it should be done well and not overly long.
  - Shannon Tipton is excited for the next Coffee Chat with Mike, where they'll dive deeper into tools and methods for gathering information and measuring performance impact.
  - Kevin Yates will lead a Learn Something New session on performance measurement, where participants will work through a use case to understand how to measure impact and avoid asking the wrong questions.
  - Shannon Tipton thanks everyone for joining the conversation and shares upcoming events.

- Shannon Tipton and others discuss their plans for the weekend, including Jason getting a haircut and Renee enjoying pumpkin lattes.
- Shannon mentions that she did not go to a ball game this year, and Tom is scheduled to attend a few White Sox games towards the end of the season.