

Action Research Partnership with Shell International

Action-Research Partnership

The Caledonian Academy led an Action-Research Partnership with Shell (2008-2010) to advance current approaches to work-based learning. Shell, the international oil and gas company, needed to address key challenges in its approach to work-based learning. The demographic changes in the workforce and the close integration of formal and informal approaches in learning and development were top of its list.

Shell's central aim was to harness the power of collective intelligence in supporting employees in the transition from education to the workplace.

The research partnership centred on the concept of collective knowledge: that the key knowledge within an organisation is constantly being enhanced and refined through the daily activities of its employees. Social technologies (such as blogs, microblogs, wikis, social bookmarking tools, and virtual worlds) allow the individual employee to access the power of the collective: consuming the knowledge and expertise held throughout the organisation, creating new knowledge based on their own experience, and connecting with others to learn and to pass on new practice.

Blue Skies Research

Alongside action research activity, aimed to improve performance within Shell, the group advanced more conceptual research around the relationship between knowledge building and collective learning that will be of interest to learning experts from education and the corporate sector.

Networked technology tools can empower employees to take control of their development: to chart their own learning pathways, find new resources and people who can help them achieve personal and organisational goals. How best can these new technologies and approaches to workplace

learning be deployed to enhance the effectiveness of knowledge workers?

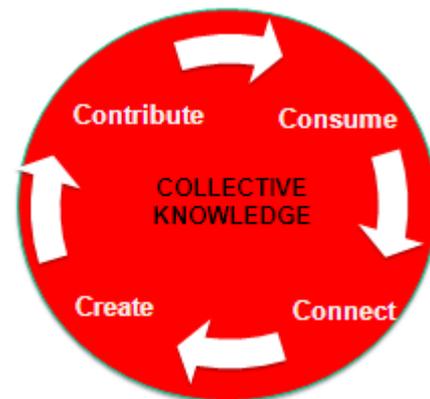


Figure 1: Individuals can consume and create new knowledge, and connect with others to chart their learning pathways

Project team

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The Caledonian Academy

The Caledonian Academy is a research centre in Technology Enhanced and Professional Learning at Glasgow Caledonian University, UK. The Academy works in partnership with leading research centres and industry partners, including Shell, Conoco Phillips & BP.