

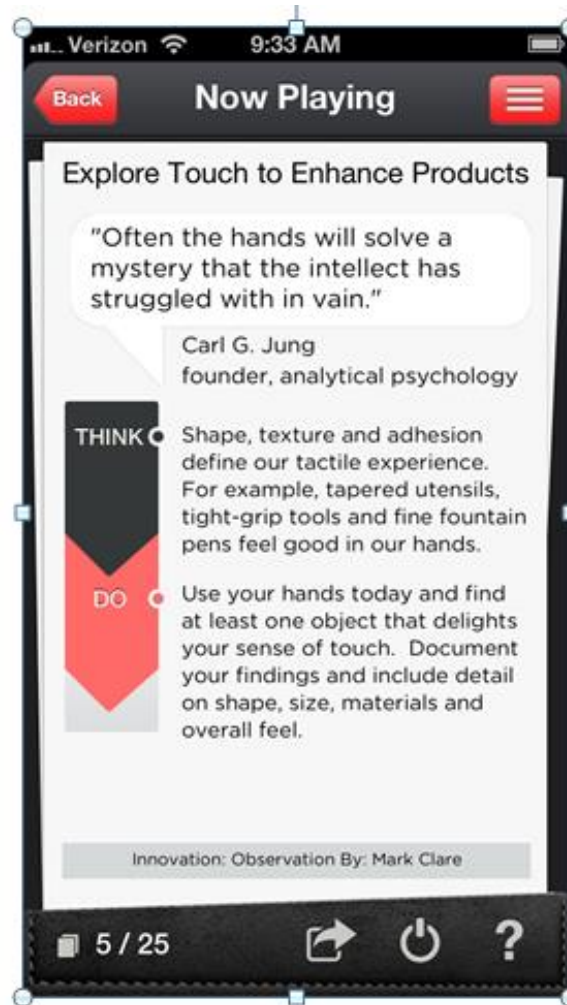
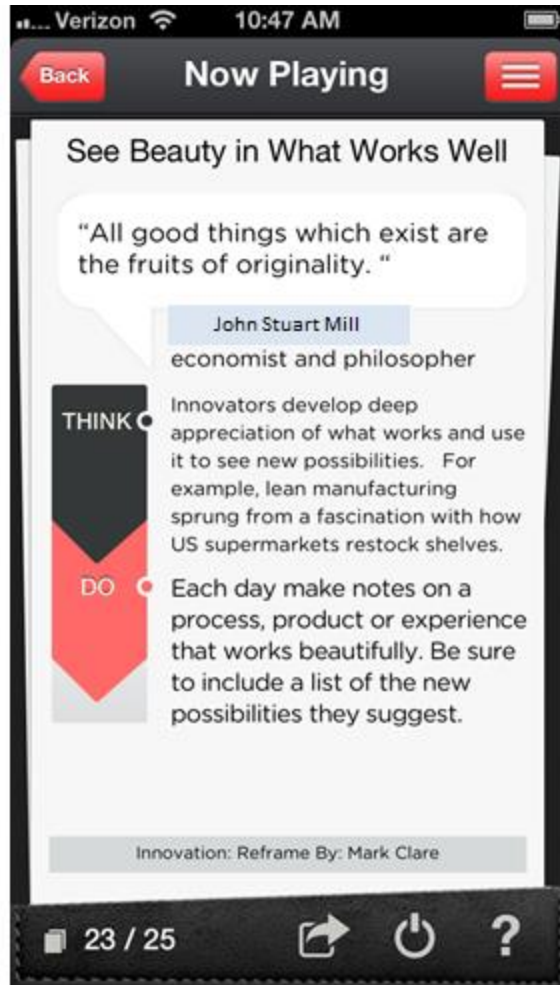


Using a Ning social network to crowdsource knowledge cards and improve learning outcomes

Mark Clare

New Value Streams Consulting

Example Cards



Each card teaches a skill and provides a very specific prescription for developing new habits. Cards, typically the front of a 3x5 card, include a title, motivating quote, thought for the day and a daily action item. Other formats can be used. Anyone can author, play, refine and share cards to develop skills and vital behaviors that improve performance at work or at home. Knowledge cards can be packaged, distributed and used in many ways including for example, a physical card on printed stock; an electronic card, embedded in a calendar, workbook or other organizer; part of computerized based training course or smart phone application. Cards are organized into collections including sets, packs and decks. It takes multiple cards to learn the behaviors associated with complex skills or competencies.

Home Page

Knowledge Cards

Achieve lasting behavior change & master new skills

[Main](#) [How it Works](#) [Assignment Desk](#) [Browse Decks](#) [Find Cards](#) [Create Cards](#) [Blogs](#) [Groups](#) [My Page](#) [Other](#) [Invite](#) [My Network](#)

Excellence accrues to those that take small daily steps to translate knowing into doing.

Mobile App for kCards Edit

Want to play and publish Kcards on the iPhone and iPad?

Visit [NewHabits](#) or search on "Newhabits" in the App store. You get 2 free decks and can pitch ideas for authoring your own.

Flash Cards for Behavior Change Edit

Knowledge cards are a simple and natural way to produce lasting behavior change in yourself and others. They can be used to forge new personal habits, influence group change and improve the effectiveness of training and coaching.

Get Started with a [VIDEO TOUR](#) of the Knowledge Cards Site

Blog Posts Edit





Find Your Leadership Calling - Extra Credit Opportunity


Posted by me on April 29, 2013 at 2:39pm


Mark Clare

Sign Out

 Inbox

 Alerts

 Friends – Invite

 Settings

Events Edit

[+ Add an Event](#)

The site has over 260 users and nearly 1000 cards on leadership and other areas

Example Deck



Design Thinking

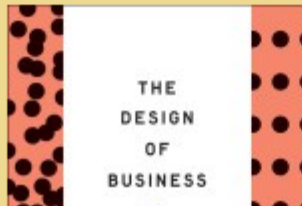
Posted by Mark Clare on December 15, 2010 at 10:30am

[View My Blog](#)

This deck includes cards for mastering the habits and skills of design thinkers. It is intended for anyone that is interested in taking a systematic approach to creative problem solving. The Deck is structured around nine competencies including:

1. **Make Ethnographic observations**
2. **Understand how others think and feel using Assertive Inquiry**
3. **Manage the full complexity of the problem**
4. **Manage conflicting constraints and seek better models**
5. **Think in terms of cause and effect**
6. **Think generatively or in terms of what is possible**
7. **Use representations, models and prototypes**
8. **Think visual and practice visual sense making**
9. **Take time to experience, incubate and create**

The competency model was developed from the personal knowledge system for design thinkers and integrative thinkers as defined by Roger Martin in:



- *The Design of Business: Why Design Thinking is the Next Competitive Advantage (Harvard Business Press 2009). See Google Books.*

Admin Options

- ★ Feature
- Edit Post
- + Add Tags
- ✕ Delete Post
- Edit Blog Posts

Each deck is structured for easy access on a single page. The nine items listed are all linked to forums that will hold cards on a specific topic.

In one class students quickly generated 70+ cards on “how to think like a designer”.

Students learn and generate valuable content at the same time.

Example Deck



Leadership Influence

Posted by Mark Clare on December 13, 2010 at 2:00pm

[View Blog](#)

This deck includes cards for mastering the art of influence. Intended for executives, leaders, salespeople or anyone else interested in becoming an influencer. The deck is structured around nine competencies including:

1. *Establish a likeable presence*
2. *Create need positive reciprocity*
3. *Prove social validity*
4. *Establish need for moral consistency*
5. *Leverage technical expertise to demonstrate authority*
6. *Uncover and offer scarce information*
7. *Frame and reframe thinking*
8. *Tune approach to decision making style*
9. *Leverage power to influence outcomes*

This competency model was developed from the following sources:

- *"Tactics of Influence: Three Ways to Project Influence", Harvard Business School*
- *"Harnessing the Science of Persuasion," Robert Cialdini, Harvard Business Review, October 2001. A free PDF can be found [here](#).*
- *"Power and Influence: Achieving Your Objectives in Organizations," Kathleen McGinn and Elizabeth Long Lingo, Harvard Business Review, July 2007.*
- *"Change the Way You Persuade," Gary Williams and Robert Miller, Harvard Business Review, May 2002. A free PDF can be found [here](#).*

Additional competencies can be added.

Views: 4871

Each deck is structured for easy access on a single page. The nine items listed are all linked to forums that will hold cards on a specific topic.

In my leadership class, students have generated several hundred cards on the art of influence.

Students learn and generate valuable content at the same time.

Training

Follow these 12 easy steps to learn how to create and share knowledge cards that change behaviors and build new skills. The steps include:

1. *Complete training (if need)*
2. *Pick topic (if you don't have one already)*
3. *Review source content (if working on existing deck)*
4. *Review related cards*
5. *Research technique*
6. *Pick or make template*
7. *Write draft*
8. *Try it out*
9. *Post draft for editor comments*
10. *Refine card and post to community*
11. *Monitor use and comments*
12. *Share it everywhere*

Each step is explained in some detail below.

ONE: Complete Training

Even if are comfortable writing knowledge cards it is recommended you start with a little training. **Creating Cards** is a 33 minute voice over PowerPoint introduction. You can download just the slides (no voice) [How to Write Knowledge Cards](#) for reference.

TWO: Pick Topic

Admin Options

- ★ Feature
- ✎ Edit Post
- + Add Tags
- ✕ Delete Post
- ⚙️ Edit Blog Posts

Training and step-by-step instructions for how to create cards and decks is provided. Instruction includes examples, videos and templates.



The screenshot shows a navigation menu with items: Main, How it Works, Assignment Desk, Browse Decks, Find Cards, Create Cards (highlighted), and Blo. Below the menu are links for All Blog Posts, My Blog, and Edit Blog Posts. The main content area features a profile picture of a man, the title '12 Easy Steps to Create a Knowledge Card', the text 'Posted by Mark Clare on December 17, 2010 at 12:00pm', and a 'View My Blog' button.

Finding Cards

Main How it Works Assignment Desk Browse Decks **Find Cards** Create Cards Blogs Groups My Page

My Network

All Discussions My Discussions Settings + Add

Discussion Forum (4)

View Categories

Categories	Discussions	Latest Activity
Leadership Influence These cards will help you learn the behaviors and skills needed to positively influence others.	28	on Thursday Reply by JC Kibbey
Design Thinking These cards will help you learn the behaviors and skills needed to creatively solve problems as designers do.	9	Oct 17, 2012 Reply by Cynthia Dorsch
Other Cards These cards don't fit any of the established categories.	1	Apr 18 Reply by Stephanie Waite
Weight Loss These cards will help you learn the behaviors and skills need to achieve and maintain healthy weight loss.	2	Apr 16 Reply by Mark Clare

You can browse cards in a discussion form.

It is also easy to search across decks to find cards.

Currently the site is configured to support three decks – leadership influence, design thinking and weight loss/

Once the key competencies are defined for a new deck it takes 15 minutes to add the structure to the site.

Interaction & Customization

Knowledge Cards

Achieve lasting behavior change & master new skills

[Main](#) [How it Works](#) [Assignment Desk](#) [Browse Decks](#) [Find Cards](#) [Create Cards](#) [Blogs](#) [Groups](#) **My Page** [Other](#)



Mark Clare

Male
Fort Wayne, IN
United States

Manage [My Page](#) or [Photo](#)

Share

Share on Twitter

Share on Facebook

[Blog Posts](#) (8)

[Discussions](#) (19)

Welcome, Mark Clare!

What brings you here?

Update

140

Gifts Received



You have not received any gifts yet

[Give a Gift](#)

Latest Activity

Edit



[Mark Clare](#) added a blog post

December 26, 2010

[How it Works](#)

To get started you can take a 5 minute video tour of the site and then complete some short training on how to write knowledge cards. Please email your questions and suggestions to Mark Clare.



[Jason Becker](#) replied to [Mark Clare's](#) discussion '[Use](#)

December 24, 2010

Every member has their own page that can be customized.

Anyone can add forums, groups, send email, chat and otherwise interact.

Using a social networking platform will increase involvement and encourage novel decks, designs and projects.

Unlimited Number of Applications

Change Behaviors

- Achieve Healthy Weight Loss
- Save More, Spend Less
- Ethical Practices in Business
- Lower Your Carbon Footprint
- 25 Natural Ways to Lower Cholesterol
- New Behaviors for Expecting Parents
- Focus on Now (mindfulness)
- Master the Five Behaviors of Customer Excellence

Build New Skills

- Living Fearlessly!
- Deal with Difficult People
- Emotional Intelligence
- Art of Influence
- Innovation
- Active Listening
- Effective Decision Making
- Your Teenager and Drugs
- Working Across Departments
- Help Older Parents Stay Well
- Overcome Social Anxiety

Crowdsourcing is a natural production model for rapidly implementing knowledge card applications. If students = the crowd (studentsourcing) then learning outcomes and reusable knowledge cards are co-produced.