



**TEAM #5.**  
MARTY NEUMEIER'S  
METASKILLS CHALLENGE



Module #3

# Dreaming

# Framing the problem

By 2030 the United Nations has a goal to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”<sup>1</sup>

**BUT there are two wicked<sup>2</sup> problems with education:**

## 1. Inequality

- It is not accessible to all
- Some people can't afford it<sup>3</sup>
- Gender can be a restriction in some parts of the world<sup>4</sup>
- Racial discrimination still exists
- Geography has a huge impact on access

## 2. Fit for purpose

- It's not fit for the robotic era (more about factual knowledge than imagination and dreaming)<sup>5</sup>
- Kills creativity<sup>6</sup>
- Large complex education systems struggle to innovate and keep pace with change<sup>7</sup>

<sup>1</sup> UNICEF Global Goals for Sustainable Development, 2015, Goal 4.1

<sup>2</sup> See 'The Designful Company' page 1, Marty Neumeier & 'Metaskills', page 30, Marty Neumeier

<sup>3</sup> "72 million children around the world remain unschooled" Source: <https://www.humanium.org/en/right-to-education/>

<sup>4</sup> "750 million adults – two thirds of them women – remained illiterate in 2016" Source: <https://sustainabledevelopment.un.org/sdg4>

<sup>5</sup> Source: Metaskills, page 27-28, Marty Neumeier

<sup>6</sup> Source: [https://www.ted.com/talks/sir\\_ken\\_robinson\\_do\\_schools\\_kill\\_creativity/transcript?language=en](https://www.ted.com/talks/sir_ken_robinson_do_schools_kill_creativity/transcript?language=en)

<sup>7</sup> Source: Report of the Secretary-General, Special edition: progress towards the Sustainable Development Goals, 2019

## What's broken with education?

WANR expert interview



**WE ARE NOT ROBOTS** &

**Evert Pruis**

Global learning and development expert

**WATCH NOW ON YOUTUBE**

<https://youtu.be/MusnJ-JdY-E>

## What is:

The current education systems around the world are fragmented dependent on location, unequally accessible and are **not fit for the future** in the robotic era.

# The dream

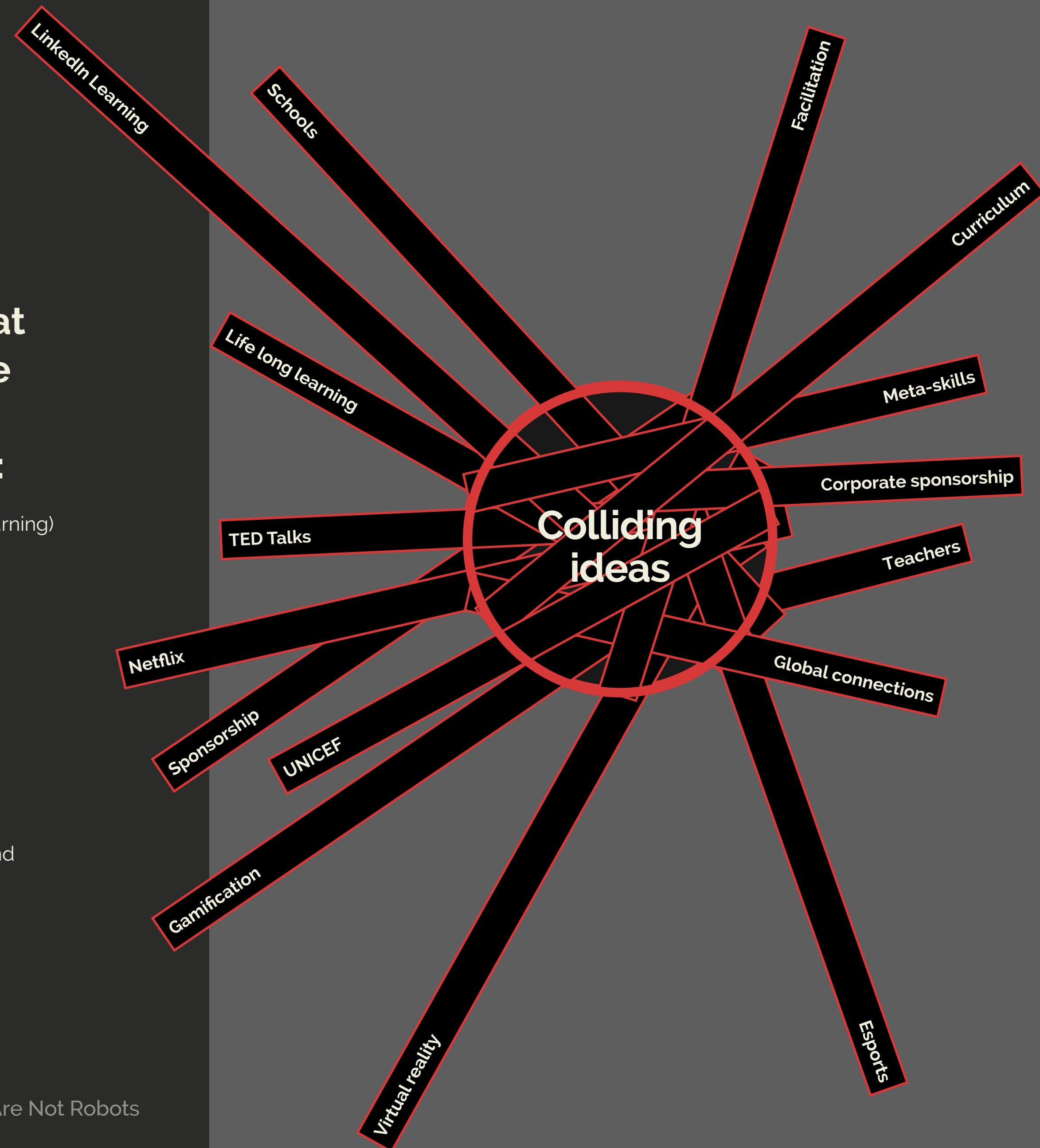
## What could be:

LinkedIn Learning becomes a globally accessible world-class education platform for early years & upward helping prepare students for the robotic era.

- Schools adopt 'LinkedIn Learning' and a new global curriculum as a single platform for students to connect, compete and learn
- After core 'memory' learning adopted and emphasised within the curriculum
- Entertaining, personalised and desirable ways of learning such as use of gamification to unlock special learning experiences
- Teachers operate in a different way - as facilitators who inspire & coach rather than dictators of knowledge.
- Still in physical 'schools' for social development
- The best of human thinking and education with optional specialist inspirational mentors that run classes in the millions online
- Accessible to all & free- only a screen and internet connection is needed to run the system and get students enrolled
- Funded by corporations who can also create optional courses to spot talent and ideas ensuring funding, relevance and job prospects for students
- Life long - not based on age - available to adults after their formal education
- Governed by UNICEF & an international board of experts

## Wouldn't it be great if we combined the following ideas to make this a reality:

- One online platform (LinkedIn Learning)
- Global social connections
- Netflix entertainment style
- Gamification
- Virtual reality
- Physical locations "schools"
- Esports
- Facilitation
- Corporate sponsorship
- Curriculum based on core skills and creative meta-skills
- Life long learning
- TED Talks - Expert teachers with inspirational and relevant minds
- UNICEF





# A new way

## Customer Experience Empathy Map

### JOURNEY STAGES

Discover

Enter

Attend

Complete

Exit

### CURRENT CUSTOMER JOURNEY

#### CURRENT

Country dependent: based on denomination, type of education ('normal'/special needs) and educational concept (Montessori, Experiential Education etc.).

Enrolment: parents submit all documents needed.

Overall schedule for lessons based on age ('year group'). Tests throughout. There is a cut between primary and secondary education.

High pressure exams which award head knowledge. Every student ends at more or less the same standard.

End of formal education, apply for college/university or start job search.

#### TOUCH POINTS

Social media, advertising, school guide, school building (signage etc.).

Forms and e-mails. Site visit. Open days.

Classroom, books, internet, tests, local kids from the same age, teacher.

Exams at set dates

Diploma / certification. Graduation ceremony.

#### EMPATHY



I hope we have landed next to a good school. How does it compare to other schools?



The waiting list is horrible and so unfair. We had to apply for multiple schools. Hopefully our child will be admitted.



The subjects don't really fit. Our child is bored, and being tested all the time, and has to learn about basic things that can be looked up on the internet.



After those stressful exams - finally, school is over and my child is "educated".



I hope their grade will help my child get further in life. It's so hard these days to find a job or start at a university.

### IMPROVED CUSTOMER JOURNEY

#### NEW

Go to nearest school, as the education system is equal, worldwide.

Enrolment: parents submit all online documents needed.

New content unlocked based on ability & curiosity. Testing of progress with games. No fixed school years.

Students finish core and meta-skills programmes at their own pace. Life long access to continue developing.

**Job secured** based on students scoring. A global network of support peers & mentors.

#### TOUCH POINTS

Social media, advertising, school building (signage etc.).

Forms and messages on LinkedIn learning. Site visit. Open days.

Classroom (for social purposes - learning can happen anywhere), games, VR, facilitators, global connections from different age groups.

Tests through games on an ongoing basis.

Online system with skill scores.

#### EMPATHY



This place looks great. It's around the corner! We know it's a world class School!



It's so nice to know our child will be welcome in this school. Our kid will get equal chances, just like all other children. Great they will get to know each other!



School is fantastic! Creativity is at the core of the curriculum and the entire education is built around intrinsic motivation. My child virtually meets other kids from all over the world and works at their own pace. 😎

Happy times! This is just a step between formal schooling and the development later on in life. No exams needed, the student scores give detailed information on progress & ability that employers can see. 🥳

My child is ready for life and even has a job! Learning will not stop as they love it. The meta-skills taught at school will be so helpful & ensure success in the robotic era.



Introducing our imagined education:

# WorldClass

A life long school by LinkedIn Learning

## Our dream

- An education system which inspires life long learning - free and open to all humans across the globe
- Reconsidered school buildings for early years & upward
- Facilitators (formerly known as teachers) who inspire creativity and confidence as well as core knowledge
- A global connected community of student peers
- One platform which stays with you for life so even after you leave school you can still use it to grow and learn
- The latest in human technology (such as VR) connecting pupils all over the world to each other
- Physical education via esports
- Internationally governed to ensure high standards



### The name

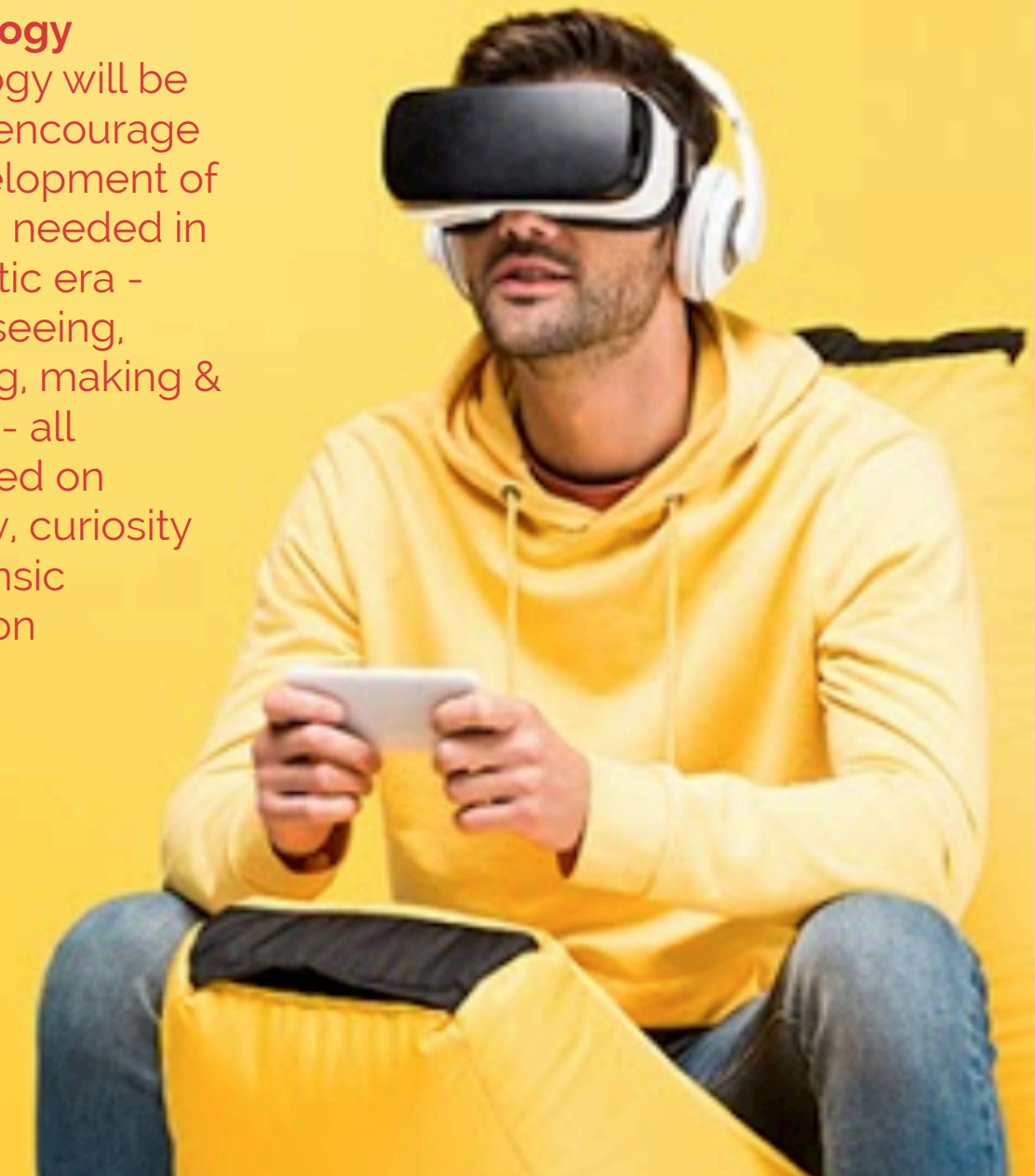
"WorldClass" is a name which combines the concepts of being global with the idea of a class. It also has the hidden meaning of global excellence

worldclass

by LinkedIn Learning

### Technology

technology will be used to encourage the development of the skills needed in the robotic era - feeling, seeing, dreaming, making & learning - all predicated on creativity, curiosity and intrinsic motivation





### Global connections

Although in a location for early learning and social development, schools will connect globally and students will have global peers

### Gamification

Personalised reward systems will be developed (carefully designed to ensure positive outcomes) so that students are motivated to develop their skills

See Kiesler, S., Kraut, R. E., Koedinger, K. R., Aleven, V., & McLaren, B. M. (2011). Gamification in education: What, how, why bother. Academic exchange quarterly, 15(2), 1-5

### Facilitators

Rather than 'teachers' who distill knowledge, facilitators will be trained to recognise talent and encourage and inspire students

### Non-age specific

The curriculum will be based on core skills and creative meta-skills. Students progress will be tracked & logged via recognition software

### No desks

Classrooms will contain beanbags and environments which encourage comfort, exploration, curiousness, feeling, dreaming and creativity

### Immersive interactivity

Holograms and interactivity will be used to awaken interest in students. Students will be encouraged to explore and solve problems

### Storytelling

Students will be engaged with brilliant narratives and stories which will be designed to inspire

### Virtual reality

Students will be able to connect using Virtual Reality to global talks by leading minds



## Imagined touch point:

# Classrooms

WorldClass classrooms will be completely unlike the classrooms we know today.

Students will be able to explore their classrooms and will be encouraged to use intrinsic motivation so that they develop a love of learning.

Areas will be set up by facilitators (previously known as teachers) who will inspire and excite students.

Spaces will be organic and interactive - always different encouraging student interest.



Imagined touch point:

# Report Card

Students progress will be monitored and they and their parents will receive regular reports.

Using gamification principles,<sup>1</sup> students will be positively encouraged to 'level up' certain areas of their learning and in so doing will unlock specialist content and experiences.

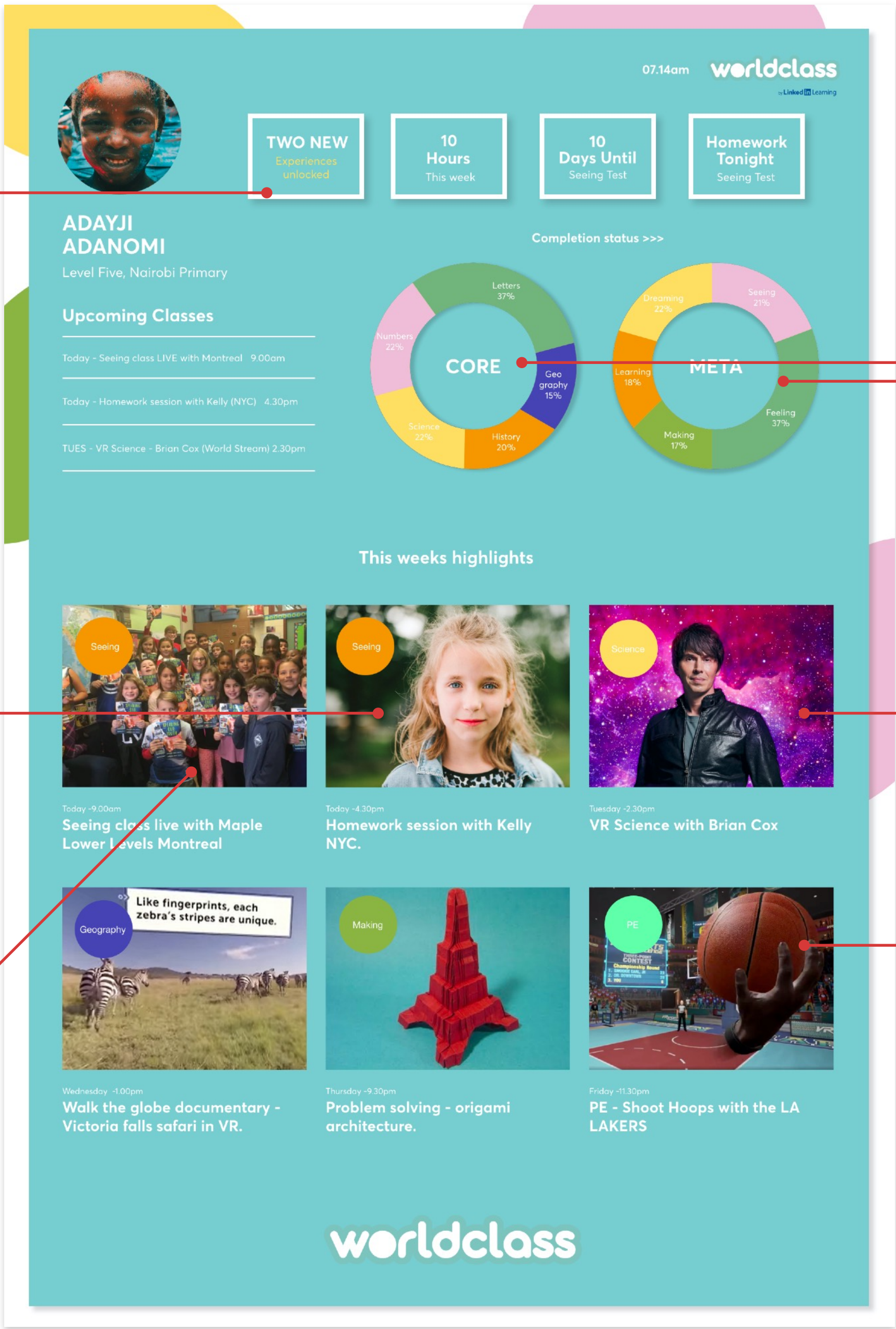
Building a community and having global connections will also be encouraged.

<sup>1</sup> See Kiesler, S., Kraut, R. E., Koedinger, K. R., Aleven, V., & McLaren, B. M. (2011). Gamification in education: What, how, why bother. Academic exchange quarterly, 15(2), 1-5

**Unlock**  
Students will be encouraged to 'level' up certain areas of their learning and in so doing will 'unlock' specialist content and peer experiences.

**Buddies**  
Students will be allocated a buddy in another country who they can do homework with

**Live classes**  
Streaming live across the world and connecting with humanities best minds



**Grades**  
Based on a 'core' & 'metaskills' curriculum

**VR experiences**  
Amazing educational experiences (e.g. go to the stars in science and walk through Victoria Falls in Geography).

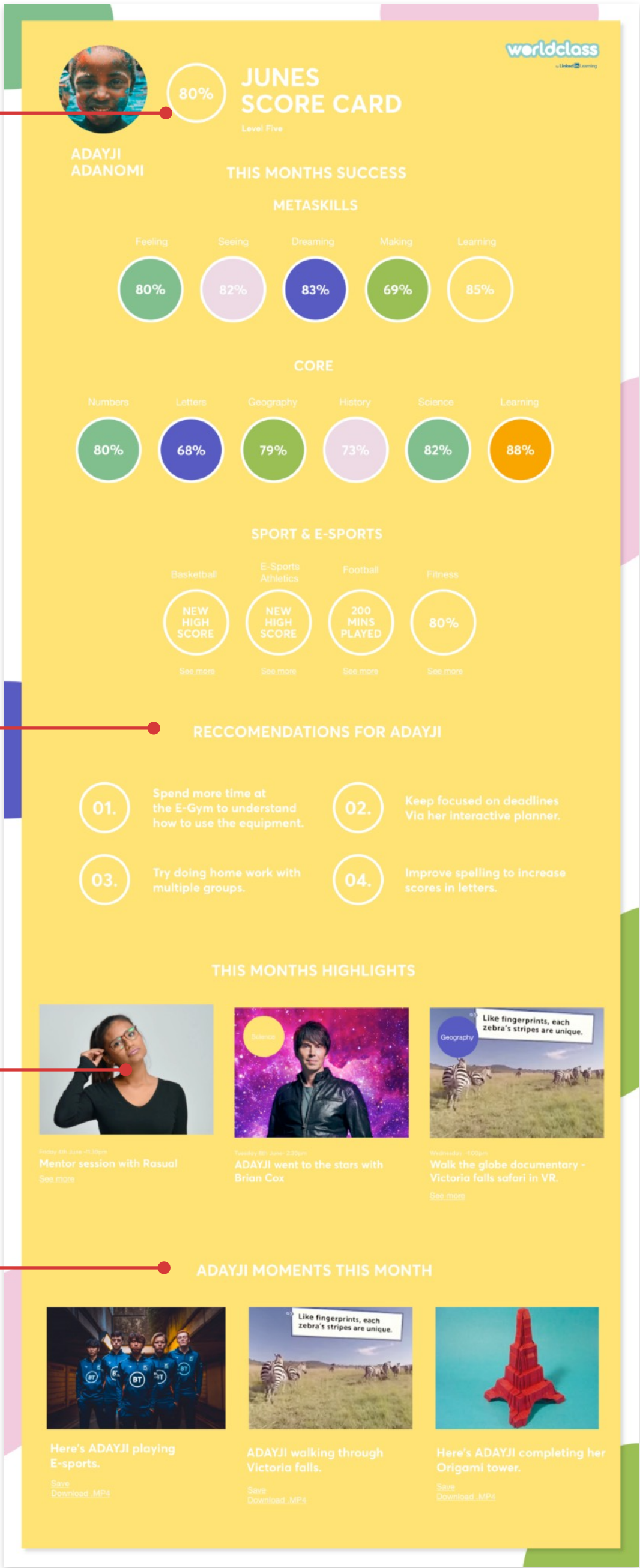
**Celebrity classes**  
High profile celebrities will be asked to host global classes - e.g. 'Shoot hoops with the LA Lakers'

**Monthly Success**  
Simple and fair scoring  
painlessly report students progress

**Recommendations -**  
machine learning techniques can be used to spot & encourage potential

**Mentors**  
one to one mentors with LinkedIn Professionals will be allocated to students in their areas of speciality

**Memory watch**  
parents can watch back special moments which are saved in the reports.





**Global connections**

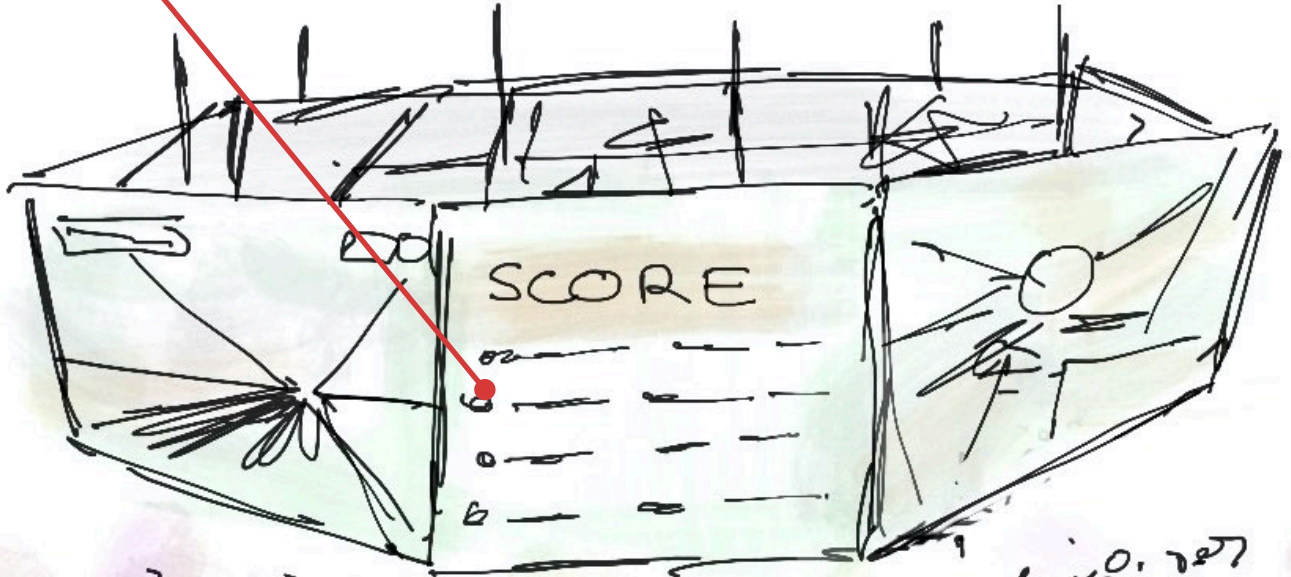
Schools will compete globally but from their locality using online technology

**VR rigs**

Sports will be non-contact using VR rigs for safety.

**Crowds**

In the moment excitement will still be a part of life with positive human emotions being encouraged in crowds



See the early stages of this technology in action: <https://www.youtube.com/watch?v=1SLZvuhABGk>



See how esports are currently being used for entertainment: <https://www.youtube.com/watch?v=bllsKcLWF5w>

**eSports games**

Various games will be competed in - some sports but some based on the curriculum such as creative problem solving.

**Encouraging rewards**

Based on level of effort students will gain rewards they can use to help their team compete

**ADAYJIS SCOREBOARD SUMMARY**

**E- SPORTS RANKINGS**



NIROBI IS STILL 1ST IN YOUR ALPHA LEAGUE.

**E - BASKETBALL**

96 POINTS

FOUR MORE POINTS TO HIT THE NEXT LEVEL - REWARD - NEW AIR JORDANS TRAINERS. JUMP 20% HIGHER.

**E - RUN**

76 POINTS

24 MORE POINTS TO HIT THE NEXT LEVEL - GAIN TRACK EXPERIENCE. 10% MORE SPEED.

**E - PUZZLE**

25 POINTS

75 MORE POINTS TO HIT THE NEXT LEVEL - GAIN "SUPER BRAIN" FOR ONE MINUTE AND SOLVE ANY PUZZLE.

**E - GAME**

61 POINTS

39 MORE POINTS TO HIT THE NEXT LEVEL - GAIN "DRAGONS BREATH" FLY TO OTHER CLASSROOMS WITHOUT BEING DETECTED



**Imagined touch point:**

**E-sports day**

Human sports and physical activity will be encouraged as they develop transferable metaskills<sup>1</sup> - however it will be managed in a safe way using e-sports.

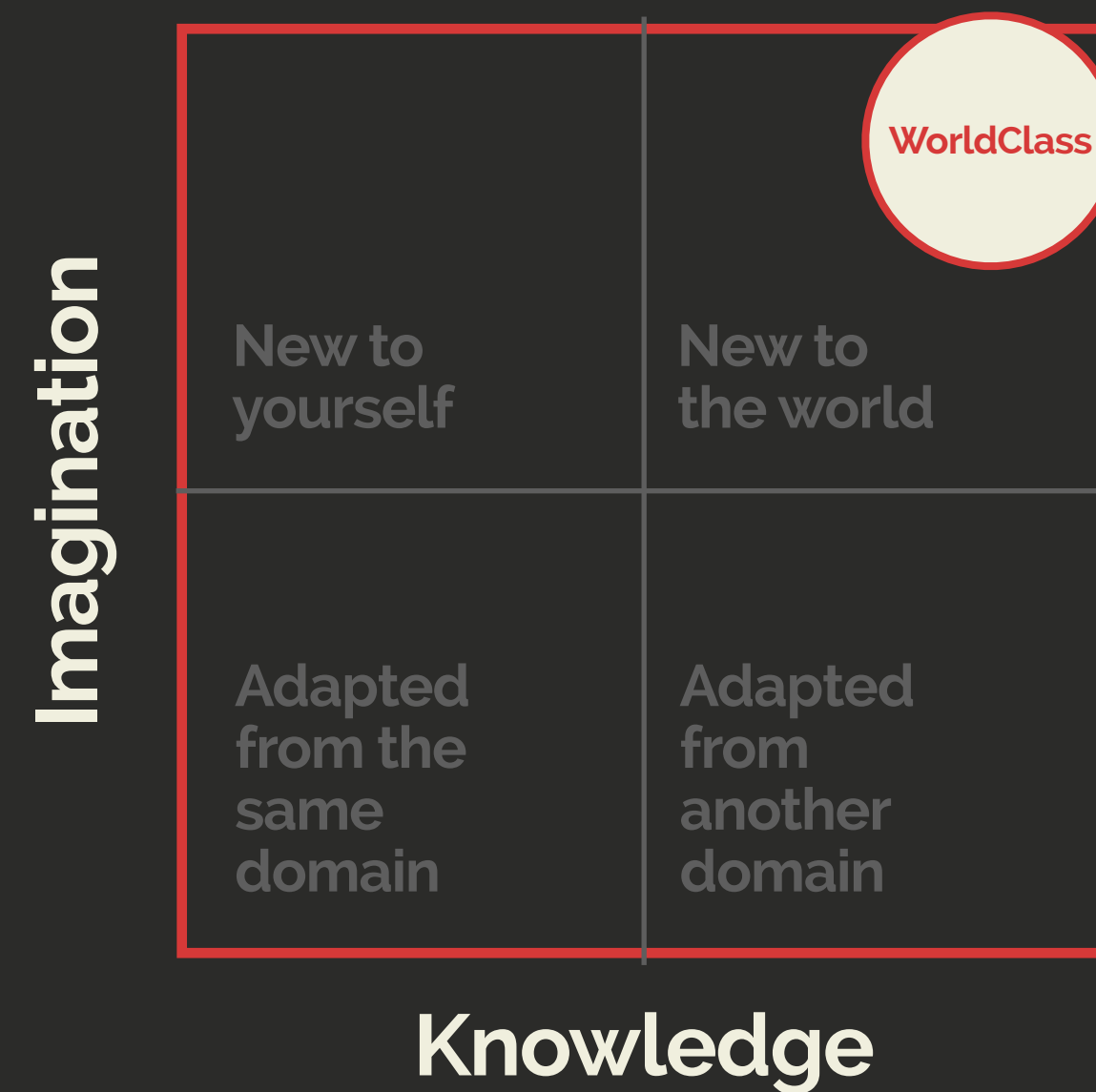
Schools will be able to compete globally in all manner of games, both physical and creative (e.g. problem solving challenges) in an exciting sports-day unlike anything experienced in the current school system.

Making physical sports more accessible and fun will also help to tackle childhood obesity.

<sup>1</sup> See: Metaskills, page 28, Marty Neumeier



## The originality scale<sup>1</sup>



<sup>1</sup> 'Metaskills', page 141, Marty Neumeier

**By identifying a set of ideas from other domains and combining them with the concept of education we've dreamt of a whole new world.**

**An education system designed for the robotic era. Global. Open to all and life-long. An experience which focuses on human connection, curiosity, creativity and meta-skills.**

**Because we are not robots.  
We're human.**







JOLANDE VAN STRAATEN

[www.daidaidesign.nl](http://www.daidaidesign.nl)

**Thank you!**

JAKUB KANTOR

[www.kantorgraphics.cz](http://www.kantorgraphics.cz)



**WE ARE NOT  
ROBOTS**



NATHAN HOLLOWAY

[www.workbyground.com](http://www.workbyground.com)

**TEAM #5.**

MARTY NEUMEIER'S  
METASKILLS CHALLENGE



MATT DAVIES

[www.mrmattdavies.me](http://www.mrmattdavies.me)

