NEW WAYS OF LEARNING FOR INDUSTRY 4.0

Thorsten Hülsmann
Head of Business Development and Networks
What HR is interested in …

New processes
Establishing and communicating new processes in companies

Know-How Transfer
Focused transfer of knowledge and saving knowledge

Communication of new strategies
Communication of new strategies by Corporate Learning

Talent-Management
Talent management by attractive digital supported programs

Certification and standardisation
Saving quality standards and managing certification processes

Onboarding
Managing Onboarding Processes

Post-Merger Integration
Strukturierung, Begleitung und Kommunikation von Post-Merger-Prozessen in Unternehmen

Digitalisation
Knowledge Management in company 4.0
WORK 4.0 will be more interconnected, digital and flexible. The specifics of what the future world of work will look like are still unclear. Since the beginning of the 21st century, we have been facing another fundamental transformation of production methods. The growing interconnectedness and rise in cooperation between man and machine is not only changing the way we produce things, but also leading to entirely new products and services. As a result of cultural and social shifts, new preferences are emerging with regard to work, and demand for products and services is also changing. What effects these developments will have on the organisation of work and social security is uncertain, but they can be shaped by society and policy-makers – just as they could in the previous phases. We are at the beginning of new negotiation processes between individuals, the social partners and the state.
This leads to either …

_Upgrading_

„better jobs – jobs that at every level would be enriched by an informing technology“

_Polarisation of qualification and skills_

Erosion of the middle level of qualification -> Rise of high level qualification and rise of very low level qualification
Disruptive Developments in training and education

_**Digitalization**_

The digital revolution changes society and companies dynamically.
„Everything will be digitalized, what can be digitalized.“

_**Fast Decisions**_

There is only Plan A | Fast changes, short product cycles and life cycles
| More and more knowledge is available and has to be embedded, to make better decisions.

_**Innovation**_

Innovation, creativity and knowledge depend each other | Learning organisations | Systems of Engagement.

_**Focus on Competencies**_

Rising requirements on education and content. | From degree focused qualification to competence based qualification.

_**New Education and Training Formats**_

Today new education formats evolve in which all content can be connected, combined and embedded digitally.

_**Knowledge**_

Training and education receives a higher value within companies and on a private level.
The challenge

Digital revolution and education:
More and more data is available and has to be contextualised
LEADERSHIP
SOFT SKILLS

TECHNOLOGY
INNOVATION

PRODUCTION
TRADE
LOGISTICS

KNOWLEDGE
INTENSE
SERVICES

Subjects that move us
Our value added chain

...for a unique learning experience

Content
Collection and combination of tailor-made content (by your company/organisation or by partners from the world of business and science)

Didactics and Media Production
- Didactic and multi-media based preparation and combination of content specifically aimed at your target group

E-Learning und Learning Management
Web-based implementation and execution of Blended Learning experiences – update and quality check
## Integrated approach for digital learning

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategic level</strong></td>
<td>Strategy and leadership— Goal and target of academy, Corporate Academy,</td>
</tr>
<tr>
<td></td>
<td>Advisory board, Organisational structure, Financing</td>
</tr>
<tr>
<td><strong>Process level</strong></td>
<td>Support processes of learning management system</td>
</tr>
<tr>
<td></td>
<td>(Communication and collaboration, Social Media, Tutoring), administration of</td>
</tr>
<tr>
<td></td>
<td>seminars, Quality Management)</td>
</tr>
<tr>
<td><strong>System level</strong></td>
<td>Interfaces to HR administration, career track models, Marketing, LMS,</td>
</tr>
<tr>
<td></td>
<td>Customers and Providers</td>
</tr>
<tr>
<td><strong>Cultural level</strong></td>
<td>Consciousness for „Further education in companies“, Awards, Incentive</td>
</tr>
<tr>
<td></td>
<td>systems and motivation, Attractiveness of further training, Employer</td>
</tr>
<tr>
<td></td>
<td>Branding, Image, Mentoring, Time</td>
</tr>
</tbody>
</table>
Development of didactical concepts – analysis of content, curriculum and course structure, use of media, micro didactics

1. Conception, course structure, composition of curriculum
   - Choice of media regarding target group and content

3. Media mix and arrangement of time

4. Microdidactic fine tuning of course modules

On-site, Online und Blended Learning
Procedure of concepting strategical training measurements

1. **Digital ULX Check**
   - Categorization and first consultation concerning the ULX-Index
   - Result: status quo

2. **ULX Agenda**
   - Corporate Learning Agenda (Content, Didactics, timeline)
   - Recommendations for action, steps to success
   - Commitment: Approval from company
   - Proposal for pilot scheme
   - Result: target state, Masterplan

3. **ULX Design**
   - Competence-gap-analysis
   - Definition of target groups and learning objectives
   - Use of target group templates and detailed planning for application level
   - Coaching: DIY media production, Train-the-trainer
   - Result: starting point of Corporate ULX

4. **ULX@work**
   - Kick-off participants
   - Start ULX Lernwelt (with cultural programs) with specific programs
   - Connection to other departments, external collaboration, Improvement of communication to executive managers
   - Knowledge building
   - Result: Operating

5. **Corporate ULX**
   - Modification of strategic and cultural approach
   - Strategic planning and development of human resources
   - Result: Working Space 4.0
Best Cases
Conception for a supply chain training academy

Lead Consultation and Implementation of Communicational Measures

Customer benefit

• Clear and highly visual presentation of restructuring measures
• Standardized terminology and transfer of know-how independent of site
• Simple and clearly aimed onboarding of new staff
• Clearly aimed and standardized qualification model for all members of staff
• Agreement of learning and working – Easy access to knowledge
**Blended Learning Program for 600 employees worldwide**

Standardization of certification of staff through online training combined with on-site seminar

**Customer benefit**

- Relevant know-how from experts for experts
- Simple and well-aimed onboarding of new staff members
- Well aimed and standardized qualification concept for all members of staff
- Integration of learning and working – Easy access to knowledge
Online product tutorial as a tool for customer information

- Reaching a larger group of customers through online tutorials for customers
- Know-How relevant to company is secured
- Less workload for support team
Online Learning Program in the field of electric mobility
Conception and execution of a seminar for experts in the field of battery technology

Customer benefit

- Relevant know-how from experts for experts
- Well aimed and standardized qualification concept for all members of staff
Are You curious now?

Discuss with us!
www.globalgate.de/de/blog

Follow us on Twitter!
twitter.com/_globalgate

Thorsten Hülsmann
Head of Business Development and Networks

GlobalGate GmbH
Hafenpromenade 3a
D-44263 Dortmund

Tel.: +49 231 5460140
Mail: thorsten.huelsmann@globalgate.de