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knowledge
matters.

Embracing digitalization – agility is the key

*Empowering your staff to master
the make-or-break skills*

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According to a survey by the Federation of German Industries (BDI), more than 40 percent of companies see employees' lack of know-how as a major obstacle to digitalization. Overcoming this challenge takes much more than just courage and optimism – the risk of blindly forging ahead is way too dangerous. Two key conditions need to be met before anything else – staff need to both want digital transformation and understand it.

The prospect of digital transformation calls for companies and staff alike to question culturally ingrained ways of thinking and acting. It is up to the companies to put the groundwork in place to encourage employees to get up to speed in their own way, and embrace the opportunities that digitalization offers. At the same time, the staff themselves also need to be open to change and make use of in-house and external options for improving their digital skills.

“Digital fitness”

Making sure that staff are “fit” for digitalization is no easy undertaking. Organizations face two key questions:

1. Which training options best cover the complexity of digital transformation and present things clearly in a way that will stick in people’s minds?

2. How can employees in all roles and at all levels of digital competence be supported to build up the relevant skills in a time- and cost-effective way?

Digital transformation is already changing business models, processes and the entire working world. This calls for training measures that address the effects and interwoven implications of digitalization in a structured, didactically sound way. How are new data protection regulations changing customer relations? What opportunities does e-commerce present? What effect is digital transformation having on customer requirements? How does production work in smart factories? Training also needs to address any questions the different stakeholders in a company may have. After all, the levels of digital competence within a company will be as

wide-ranging as the staff themselves – from “digitally naive” to “digital natives”. The first step is to establish a common knowledge base.

Three steps to digital competence

The three-stage **tts** training concept helps prepare the entire workforce for digitalization – in a flexible, user-friendly and interactive way.

1. The standard e-learning course “Digital World” covers the basics and brings all staff up to the same level of competence.
2. E-learning modules with company-specific content focus on the effects on their particular business models and value creation chains.
3. The focus is placed on the practical implications for each person’s work and on carefully developing the relevant skills.

The key advantage is that the course’s modules can be used as a complete package or as stand-alone units – depending on how digitally adept the company is overall.

Knowledge workers in the digital era

To be successful in the age of digital transformation, companies need to be agile. So how can trainers make sure they address the challenges of digitalization appropriately? By making

“Let’s help enable our staff to develop teaching and learning for the digital era both keenly and competently!”



their own training provision agile and helping staff develop their skills in an agile way. The aim is to encourage employees to adopt an open, curious and active approach to digital learning and promote independent skills acquisition. **tts** has therefore developed a concept that helps trainers to understand didactic principles, try out a range of digital training media, learn as part of a network, and put digital learning concepts into practice themselves.

Creating cutting-edge learning concepts

The new training concept from **tts** is perfect for anyone who wants to take a completely new approach to building up skills in the field of digitally enhanced learning. The focus is on designing and creating digital training media within realistic cost and feasibility parameters. The concept gives users the chance to reflect on the opportunities and limitations of digitally enhanced learning, and on specific consequences for their own roles.

“Learning Basics” covers the essentials

The web-based “Learning Basics” training package explains the theoretical didactic principles of teaching and learning with digital media. For instance, trainers can explore how digitally supported learning differs from conventional seminars, and which key steps need to be followed – from assessing requirements and designing digital training media right through to implementation, roll-out and evaluation. The course also allows them to get to grips with the relevant tools and templates, which they can then use to develop their own projects.

Learning by doing

What lies at the very heart of this **tts** training package is the opportunity for users to work on their own training concepts based on digital learning media that they design and develop themselves. Over the course of a series of learning modules, trainers get together in working groups to focus on honing their concepts. Besides discussing ideas in person at workshops, they also collaborate via a virtual

platform, curate digital learning media from the Internet, and present their progress in a virtual classroom. Throughout the course, trainers encounter a range of different digital learning methods and explore what it means to learn in a network, while also reflecting on their experience so as to incorporate it into their own work. They try out a variety of user-friendly digital tools and expand their existing toolbox with new resources and methods to support their work. By the end of this shared journey, the participants will have designed a range of digital learning media, developed some prototypes of their own, tried out different digital tools and learning methods, explored the vast potential that digital learning offers, and identified how these can be integrated into their own work most effectively.

What’s more, **tts** fully subscribes to the concept of agile learning in its own practices: “We also use this training concept within our own company”, confirms product manager Johannes Starke.

Facts & Figures

- **tts** has been a full-service provider of Corporate Learning for 15 years.
- Customers benefit from the methodology and didactic expertise of more than 35 e-learning professionals.
- “Learning Basics” from **tts** explains the key methodical and didactic principles of using digital media to teach and learn in companies.
- The new training concept from **tts** helps training officers to explore and experience teaching and learning for the digital era first-hand before launching it throughout their own company.

