

Good versus Evil - Is There a Winner in Training versus Learning

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Class summary

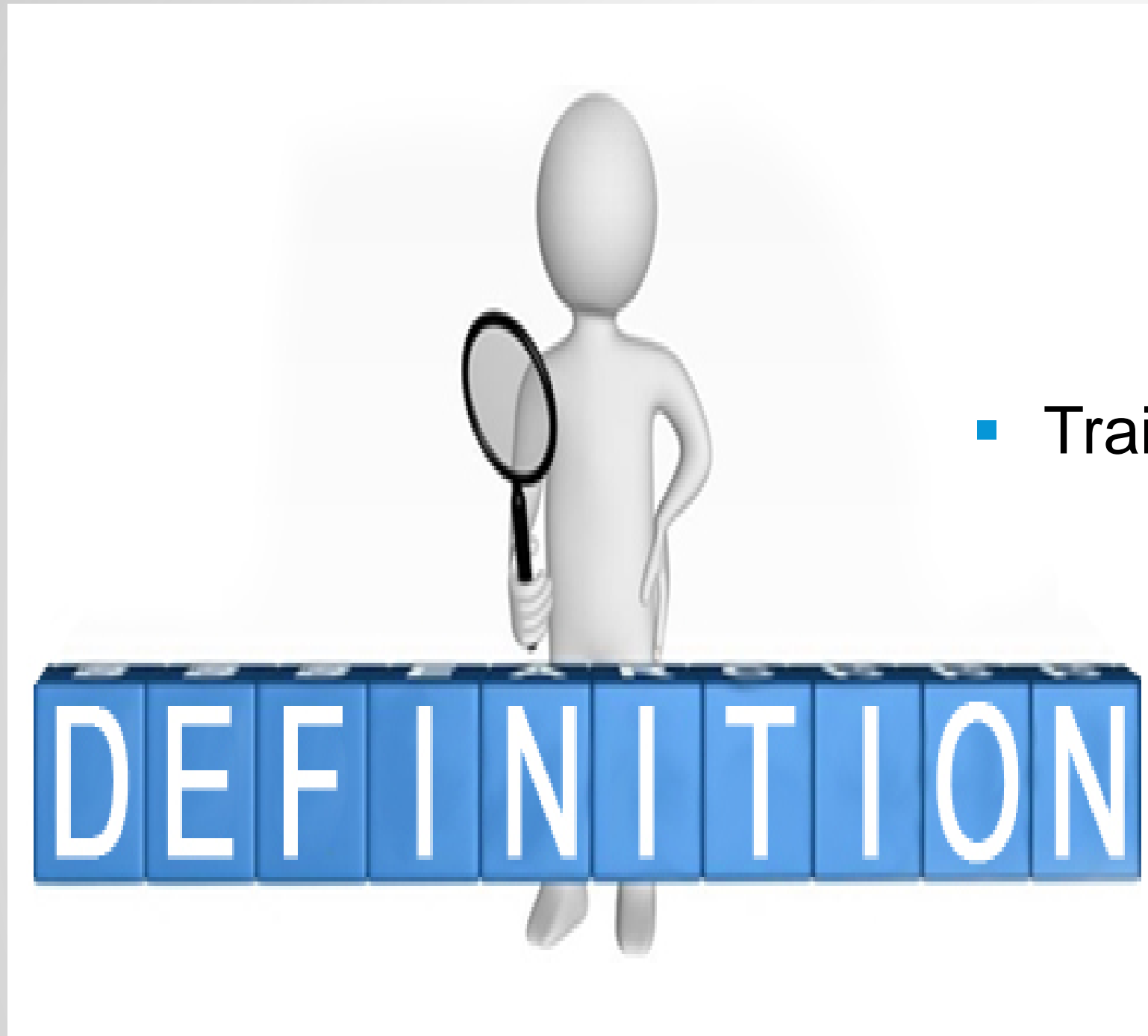
In this session we will discuss learning trends and how you can develop a training/learning strategy that will reap benefits for both management and staff.

Key learning objectives

- At the end of this class, you will be able to:
 - In regards to training versus learning, learn why training is denied and learning is approved
 - Learn how to create a successful company-based learning strategy
 - In the paradigm of employer versus employee, discover who is responsible for the ownership of training and learning
 - Learn how an internal user group or community of practice can promote training and learning

Why training is denied and learning is approved

Perception



- Training
 - Training is an “event”
 - Training is something that is done *to* a person
 - Training is something they receive
- Learning
 - Learning is what an individual does
 - Learners are fully engaged
 - Just in time
- Educate
 - This is what you will do continuously through your communications

Training Culture versus Learning Culture

Training Culture

Learning is...

Instructor-
Centered

Event Based

Centralized

Siloed

All About
Delivery

Learning Culture

Learning is...

Learner-
Centered

Continuous

DeCentralized

Shared

All About
Results



An aerial view of a city skyline with a bridge and a river. The bridge is a multi-lane highway crossing a wide river. In the background, a dense urban skyline with various skyscrapers is visible under a clear blue sky. The foreground shows a green landscape with trees and a small pond. The text "Learn how to create a successful company-based learning strategy" is overlaid in a large, bold, blue font.

Learn how to create a successful company-based learning strategy

Building on Your Company Programs and Resources

- What is your Company's directives on employee development?
 - For example....Our goal is to develop a scalable learning environment that enables employees to learn anytime and anywhere with a focus on management strategies that provide clear avenues for growth.
 - Use your firms Vision and Mission statement
 - Our goal is to encourage employee development through mentoring and career development

Know the Facts!

- Organizations that implemented formalized learning systems versus training classes outperformed the competition by 3:1 by providing:
 - Coaching
 - On-demand training
 - Performance support tools

SOURCE: <http://www.advancedbusinesslearning.com/the-difference-between-training-and-learning/>
Quoting a 2012 Forbes Magazine article

Training and Learning Resources...

AUOnline External YouTube ACI Certificates UserGroups AAI Live Communities Credits Tools CEU Vendors Authorized Internal Videos Onsite Resources Autodesk Training Center eLearning Recorded Process PDH Instructors Online Lunch/Learns Workflow Webinars Professional Certification



Components of the Learning Strategy



- Executive Summary
 - Just what the title says...
 - Briefly outline the purpose of the document

Components of the Learning Strategy



- Background and Chronology
 - Tell your Story!
 - What was done in the past?
 - Was there upper management support?
 - Was this a local, regional, global program?
 - What were the pro/cons to the existing/past approach?

Components of the Learning Strategy



- **Autodesk Overview:**
 - Describe the learning resources that you utilize now and would like to in the future

Components of the Learning Strategy



- **Onsite Training Option:**
 - Describe your ideal scenario for onsite training
 - What do you want to use for onsite training events?
 - Do you have an existing relationship with an ATC or reseller?
 - Can you negotiate a package deal with ATC or reseller?

Components of the Learning Strategy



- **Online Virtual Classroom Option:**
 - Describe your ideal scenario for live online training
 - Is this offered by the same company as the onsite
 - List the benefits of this format over onsite

Components of the Learning Strategy



- **eLearning Option:**
 - Describe your requirements for including an eLearning vendor
 - What does an eLearning tool need to have to meet your needs?
 - Videos/hands on exercises/eBook/Live Support/in product tools/LMS/user transcripts/workflow resources/Certification Prep?
 - Include results from an eLearning vendor comparison
 - Or propose conducting a comparison

Components of the Learning Strategy



- **User Certification Preparation:**
 - Is Certification a goal for you company?
 - If so, what is your plan to prepare staff?
 - What type of budget will be needed to certify staff?
 - Does the ATC you are aligned with offer Autodesk Certification exams?
 - Can the cost of Certification be rolled into the cost of live courses?

Components of the Learning Strategy



- Recommendation Moving Forward
 - Summary of what you included
 - Clear statement of what you want moving forward
- Cost Budget
- References
- Case Studies

An aerial view of a city skyline with a bridge and a river. The bridge is a multi-lane highway with a rainbow-colored line running along its side. A red car is driving on the bridge. The river is blue and flows under the bridge. In the background, there are several tall buildings of varying heights and colors, including gold, brown, and grey. The sky is a clear blue. The text "In the paradigm of employer versus employee, discover who is responsible for the ownership of training and learning" is overlaid in a large, bold, blue font on a semi-transparent white background.

**In the paradigm of employer versus employee,
discover who is responsible for the ownership
of training and learning**

Both

Employer + Employee

- **Employer**
 - Champion
 - Funding
 - Provide the Infrastructure
 - LMS
- **Employee**
 - Make Learning a Priority
 - Continuously Evolve
 - Ownership of Knowledge



Paradigm Shift

- Identify the current condition/misconception
- Educate staff/management
- Shift the thought process to the new norm
- Take action to allow for the new way of training and learning



Image courtesy of renjith krisnan / FreeDigitalPhotos.net

An aerial view of a city skyline with a bridge and a river. The bridge is a multi-lane highway with a rainbow-colored line running along its length. The river is a wide body of water with a green lawn and trees on the banks. The city skyline in the background features several tall skyscrapers under a clear blue sky.

Learn how an internal user groups or community of practice can promote training and learning

Then and Now



Image courtesy of unknown

- Early work environment for most Generation X (1960s to early 1980s).
- The drafting room was our first real community of practice, older staff training/mentoring younger staff.

Then and Now



Image courtesy of unknown

- Office environment for a Generation Y (1977 to 2004) employees at the beginning their professionally career.
- Likely networked within the single office - eventually on a wide area network.
- Formal training in classroom environment.
- Budget and management approval was required and at the time not guaranteed

Then and Now



Image courtesy of CoolDesign / FreeDigitalPhotos.net

- This is NOW.
- Generation Z (1995 to 2014) may start their career in an office environment like the last slide however...
- Portal stations to the world
- Computing devices are becoming more and more mobile and even the highly technical software we use can be used on these mobile

An aerial perspective of a city skyline across a river. In the foreground, a multi-lane bridge with a rainbow-colored line along its edge spans the river. A red car is visible on the bridge. To the right of the bridge is a green park area with a blue oval feature. The background shows a dense urban landscape with various skyscrapers under a clear blue sky.

Now what...

Get your message out!

- Develop a communication plan
- Have a schedule for everything
- Be realistic with schedule
- Research communication implementation plans
- Think globally – Outlook can help



Image courtesy of Stuart Miles / FreeDigitalPhotos.net

Get your message out!

- Refer to internally posted content
- Speak to audience
- Share message in many ways



Image courtesy of Stuart Miles / FreeDigitalPhotos.net

Audience Driven Videos



Image courtesy of Stuart Miles / FreeDigitalPhotos.net

- Short 12-15 minute videos
- Management viewpoint
- Employee viewpoint
- Easy to share URL links

Sample Presentation for Management

- Introduction/Agenda
- Growing With Company
- What's in It for You
- Outline Blend of Training and Learning Resources
- List How Company Can Take Advantage of Learning Resources
- Goals for Learning from Management View
- Measuring the ROI
- Recognition Program

Sample Presentation for Employee

- Introduction/Agenda
- Growing With Company Through Continuous Learning
- Why You Should Care About Training/Learning (WIIFM)
- Learning Content Available to Employees
- How to Access Learning Content
- Streamline Learning
- Sharing Your Achievement

Conclusion

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