



Training versus Learning – What is Your Strategy to Keep Employees Up To Date

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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

Training is...

Instructor-
Centered

Event Based

Centralized

Siloed

All About
Delivery

Learning Culture

Learning is...

Learner-
Centered

Continuous

DeCentralized

Shared

All About
Results



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...

A word cloud featuring various terms related to Autodesk University training and resources. The words are arranged in a dense, overlapping manner, with colors ranging from purple to green. The most prominent words include:

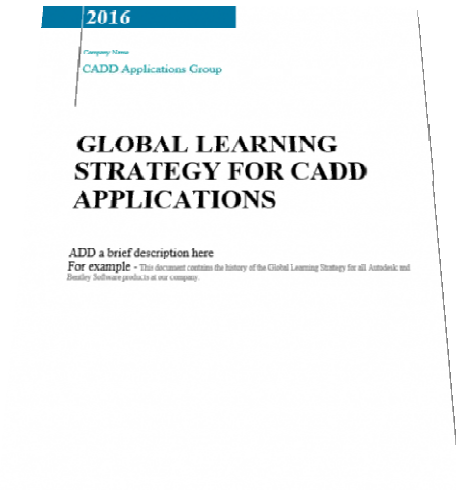
- Live** (large, purple)
- Onsite** (large, green)
- Resources** (large, purple)
- Authorized** (large, dark blue)
- Internal** (large, purple)
- Autodesk** (large, light green)
- Training** (large, dark blue)
- Center** (large, purple)
- Online** (large, purple)
- eLearning** (large, green)
- ATC** (large, purple)
- Communities** (medium, dark blue)
- Credits** (medium, dark blue)
- Tools** (medium, green)
- CEU** (medium, purple)
- Vendors** (medium, light blue)
- Videos** (medium, purple)
- Professional Certification** (medium, green)
- Webinars** (medium, dark blue)
- Lunch/Learns** (medium, green)
- Workflow** (medium, purple)
- Recorded Process** (medium, dark blue)
- PDH** (medium, green)
- Instructors** (medium, purple)
- External** (medium, purple)
- YouTube** (medium, light blue)
- ACI** (medium, dark blue)
- Certificates** (medium, purple)
- User Groups** (medium, light green)
- AAI** (medium, green)
- AUOnline** (medium, purple)



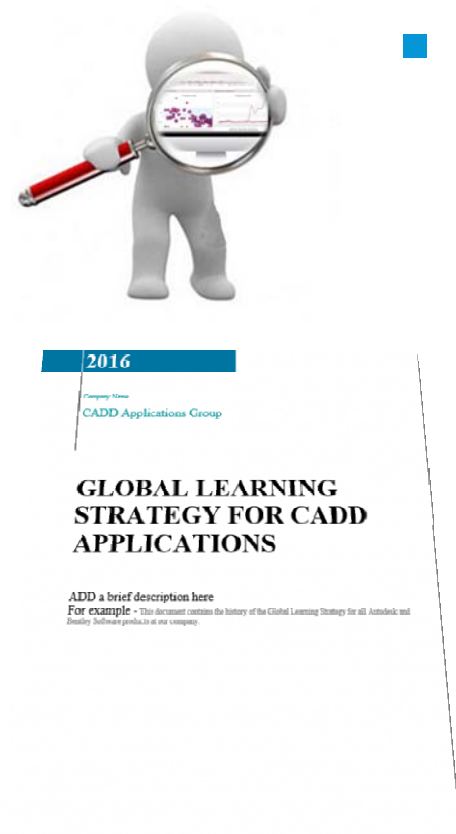
Components of the Learning Strategy



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



Components of the Learning Strategy



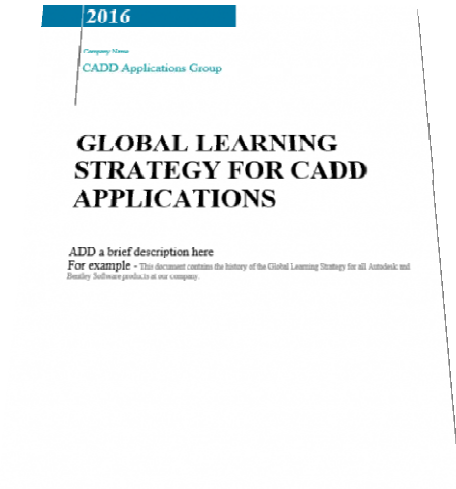
- Background and Chronology
 - Tell your Story!
 - What was done in the past?
 - Was there upper management support?
 - Was this a local, regional, global program?
 - What were the pro/cons to the existing/past approach?

Components of the Learning Strategy



- **Autodesk Overview:**

- Describe the learning resources that you utilize now and would like to in the future

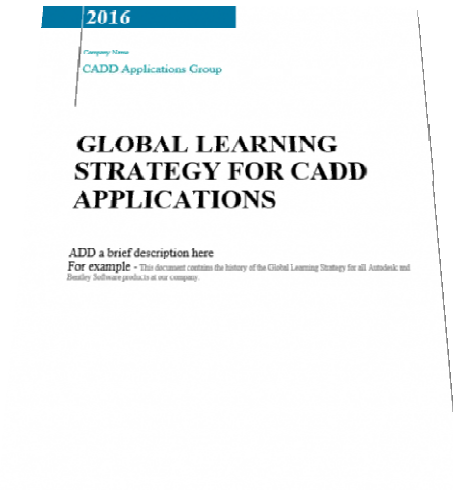


Components of the Learning Strategy



- **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?

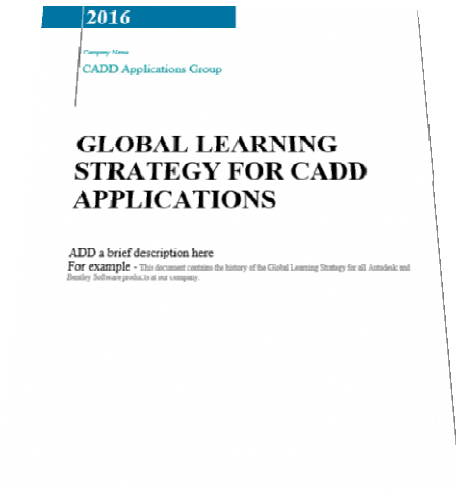


Components of the Learning Strategy



■ 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

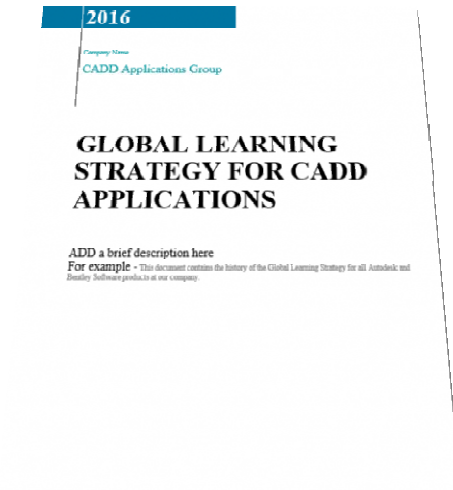


Components of the Learning Strategy



- **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

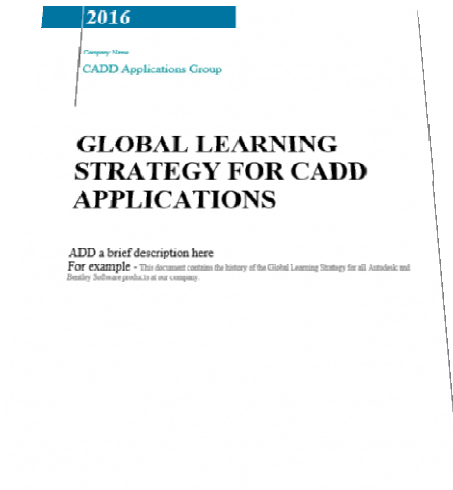


Components of the Learning Strategy



■ User Certification Preparation:

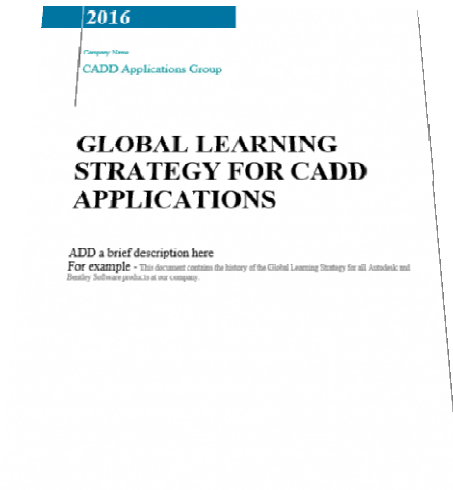
- Is Certification a goal for you company?
- If so, what is your plan to prepare staff?
- What type of budget will be needed to certify staff?
- Does the ATC you are aligned with offer Autodesk Certification exams?
- Can the cost of Certification be rolled into the cost of live courses?



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



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

**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) many 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

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

How did I do?

- Your class feedback is critical. Fill out a **class survey** now.
- Use the AU mobile app or fill out a class survey online.
- Give feedback after each session.
- AU speakers will get feedback in real-time.
- **Your feedback results in better classes and a better AU experience.**



