

TRAINING SOLUTIONS. APPLYING HYBRID LEARNING METHODS.

Challenges

The fast pace of knowledge demands new methods of imparting knowledge and learning. Creating and transferring knowledge, reduced to an unemotional presentation of facts, is sufficient to hand over information, but is often only enough for course participants to retain a minimum of content. Missed material is learned – if at all – during private study of training documentation. This results in disadvantages such as no opportunity to exchange ideas, additional effort and a general decrease in motivation to attend further courses.

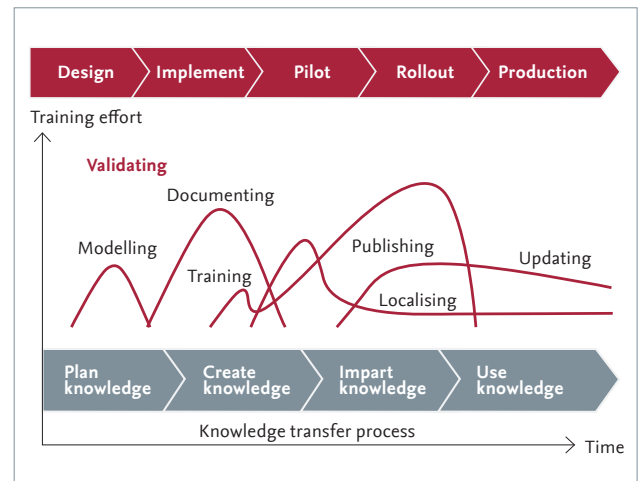
Against this background, flexibly imparting knowledge is becoming more and more popular. Media-supported self-study is increasingly being combined with traditional onsite schooling. This type of hybrid learning is characterised by high-level interactivity throughout the training process. This leads to a more flexible response to the results of assessment tests. An increasing number of banks and insurance companies are making lasting investments in hybrid learning methods.

Approach

A cornerstone of state-of-the-art training is the target group-oriented and didactic structuring of subjects. In addition to this there are the various types of learners – those who respond better to acoustic, visual or interactive structuring of course material. Also the individual speed and concentration skills of course participants play an important role in the knowledge transfer process. In practice, a flexible implementation in the form of a combined method has proven successful.

This method is known as «blended learning». It combines the advantages of onsite schooling with those of media-supported learning and largely avoids the disadvantages of both.

Media-supported knowledge transfer is principally a non-tutored form with self-study at its core. Well-known methods are e-learning platforms, podcasts, virtual classrooms or company-internal Intranet. In combination with onsite schooling, time and location independent flexible learning is becoming increasingly popular.



Source: TTS

Rollout Cycle





Example

An example to illustrate: As a preparatory task, a private banking employee watches a podcast of a simulated sales pitch. In an in-class lecture for client advisors, the decisive aspects of success are pointed out by the trainer and practised with the other course participants. A few days after the onsite class, the client advisor consolidates his or her knowledge with e-learning exercises or with the training documentation via the online portal and completes a test to check personal progress.

Reliable software partner

Modern e-learning systems, such as those from TT Knowledge Form from TT GmbH, Heidelberg, Germany, permit flexible and adaptive structures and cater directly to the individual needs of a student. Content is constructed, maintained and repeatedly published in a central knowledge database. End users access subject or process-oriented study units from a portal or as context-sensitive support in various applications. The result is increased interactivity throughout the learning process. Additionally, it is possible to react more flexibly to the results of tests. If, for example, an above-average number of participants have an unsatisfactory result for a test question, targeted additional training can be given. A company's intellectual capital becomes a management instrument.

Advantages

Solution Providers offers efficient conception and implementation from a single source.

Hybrid learning is more flexible, more individual and more effective than traditional forms of further education. As employees no longer have to travel to seminars or courses, absence from daily business is reduced which in turn considerably reduces costs. On average, two thirds of all further education and training costs are due to travel and absence

from the workplace. Only one third are actual instruction costs. E-learning allows learning «anytime», or rather, it allows faster education and training of a larger target group because of availability unimpeded by time and location. And the cost benefits increase with the number of participants.

Additionally, the learning path can be chosen individually and the study modules adapted according to personal needs. Studies have shown that content is better retained when imparted using multimedia. With the help of e-learning, studying is integrated into the working environment and a culture of on-the-job life-long-learning is created.

Summary

Online learning is complementary to onsite courses. The latter remain important as a platform for social interaction and exchange in change management and should, particularly for significant changes such as replacing a core application, be given their place. The trend shows a continued decline of linear knowledge impartment parallel to technical development. Although the initial effort to prepare and maintain learning material appears to be a disadvantage at first sight, well-known banks and insurance companies are investing in hybrid learning methods as they are convinced of their long-term success. The implementation or modernisation of products and software are usually carried out in onsite training units and e-learning modules. However, in operative daily business, context-sensitive support from the application has become established. Dynamic learning cultures are increasingly coming into being.

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