

“Where do we go from here?” Breakout Discussions, 7 November 2008

Group 1

What actions/activities are you going to take when back in the office to counter the impact?

1. Be creative with (re-)packaging (especially public sector focus/target)
2. Support bundles/attachment
3. Intelligence reports – analyse support calls
4. Potential “part 2” customer targets
5. Focus training on solving business problems
6. Review training delivery style – challenge tradition
7. Modules rather than days – how to deliver
8. Run team workshop to get team to come up with ideas

Opportunities

1. Make blended learning come to life
2. Education instead of just training
3. Enhance customer relationship by focusing on business need
4. Rethink certification program
5. Link to own L&D

Challenges

1. Time
2. Money
3. Lack of resource
4. Lack of skills
5. Building right business case
6. Our ability to engage consultatively

7. Protect your existing business
8. Where to start?
9. How to lead?

Exploit?

1. Involve own L&D
2. Contact a progressive university
3. Invite different progressive companies (re their L&D)
4. Invite teacher who is changing technology by integrating into current environment
5. Carry out survey
6. Use a customer panel for pilot
7. Use an internal panel

Group 2

What actions/activities are you going to take when back in the office to counter the impact?

What customers want

1. What opportunities do these present?
2. What challenges do you face addressing them?
3. What do you need to do to exploit them?
4. Ideas and actions become workshops

Economic pressures

1. Communicate the situation; give a sense of urgency to your own organisation
2. Sense check with your own customers
3. Sense check with your product divisions
4. Form plans and strategy to counter

Opportunities

1. More flexible learning options, such as small chunks, which will give less time out of the office

2. Live virtual classrooms
3. Learning support – mentoring
4. More onsite/customised
5. Role-based offerings to show the real world application of products
6. Post-course support mechanism – link to level 3
7. Adaptive learning portal

Challenges

1. Will customers pay for them?
2. Resources for research, development and delivery
3. Availability of funding
4. Company buy-in
5. How to take to market

Plan

1. Research: a) Question to delegates b) Ask 10 Training/IT managers c) Pilot TNA d) Draft offering
2. Plan to review and act
3. Is it being done already?
4. Map resources needed
5. Explore partnership opportunity
6. Prioritise: a) Time to market b) Return numbers c) Level of revenue d) Lead/Reference customers