

Trainer Workshop

Vienna, June 14th

**BuCoSoMa –
Business Competence for Social Managers**

Content

1. What challenge are we facing?
2. Who are we doing it for?
3. Can the Easy Business approach help?
4. How can we market such an offer?
5. What did we learn?

Introduction

1. Who are you?
2. Where are you from?
3. Which perspective would you like to add?
trainer, manager, learner...
4. What's your favourite style of music?

Input: EBC*L Certification system



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EBC*L



Österreich	Deutschland	Schweiz	Magyarország
Italia	Polska	Slovensko	Utd. Kingdom
Slovenija	România	България	Kosova
Hrvatska	Srbija	Україна	Makedonija

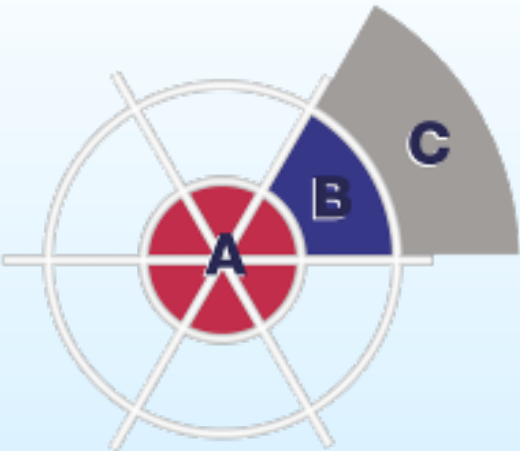



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EBC*L Levels






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Group Work: Who are we doing it for?

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Good practice Easy Business

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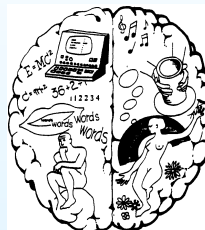
Two companies are the **thread** running
through the learning program



Holistic, motivating and practically oriented learning.

Holistic Learning
Activation of both brain hemispheres

- **Multimedia: Use of all senses**
- **Pictures tell more than words...**



... and are more easily remembered.

Good practice
Blended Learning




Blended Learning



**Perfect combination of individual
and social learning**





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Blended Learning Part 1 – e-learning




INDIVIDUAL LEARNING

Gaining knowledge

Wherever and whenever learners want to learn

Individual self-assessment (tests)

Preparation for EBC*L **Knowledge Questions**


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SOCIAL LEARNING

Repeating, using and deepening knowledge, problem-oriented learning

Storytelling, „light bulb moments“, „WHY?“

Group work, discussions, game-based learning

Goals: knowledge transfer, preparation for EBC*L Comprehension Questions and Case Study

RUDI-Formula

REPEAT

- Trainers focus on comprehension questions in order to elaborate key statements

USE

- Participants construct a basic balance sheet for a company
- Results are presented and discussed

DEEPEN

- Specific topics of a company are discussed (e.g. balance sheet of a certain company, ratios in multi-national companies)

INTERACT

- Focus on „learning by doing“ and group dynamics (group work, discussions etc.)







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Ideas about Blended Learning



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blended learning versions (examples)

version 1:

- ✓ **phase 1: working through the whole CD-rom (web-based) in advance**
- ✓ **phase 2: 2 – 4 day seminar (face-to-face teaching)**

Self study phase

course

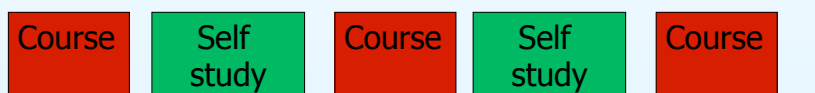


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blended learning versions (examples)

version 2:

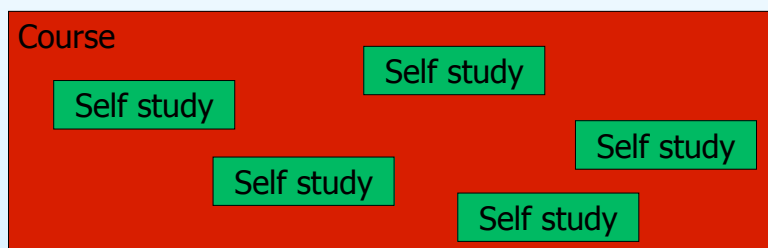
- ✓ **phase 1: participants work through individual topics (e.g. accounting)**
- ✓ **phase 2: 0,5 – 1 day seminar:
(accounting 2 – 4 day seminar)**



blended learning versions (examples)

version 3:

- ✓ **self-study program is integrated within class – additional explanation by the trainer**
- ✓ **participants do the multiple choice test in common**



blended learning versions (examples)

version 4: Self study only

- ✓ Participants only learn with e-learning
- ✓ Participants need high level of self motivation and learning skills

Self study phase

blended learning versions (examples)

version 5: Classroom teaching only

- ✓ May still be the best version for certain target groups

course

Can the Easy Business approach help?

Support and communication during e-learning

- Many possibilities: boards, chats, e-mail, skype, ...
- What works best for which target group?
- How much time do you want to spend as trainers?
- Good news: Easy Business requires very little support about content

Support and communication: Two philosophies

Regular checks
Strict learning path

Anything goes
Whatever works

Limitations of e-learning

- Transfer of knowledge has traditionally been by direct communication
- Not suitable for some settings
- Personal learning skills
- No direct competition between students
- Doesn't answer questions
- Regulations of government
- Technical equipment
- Motivation

How can we market this?