

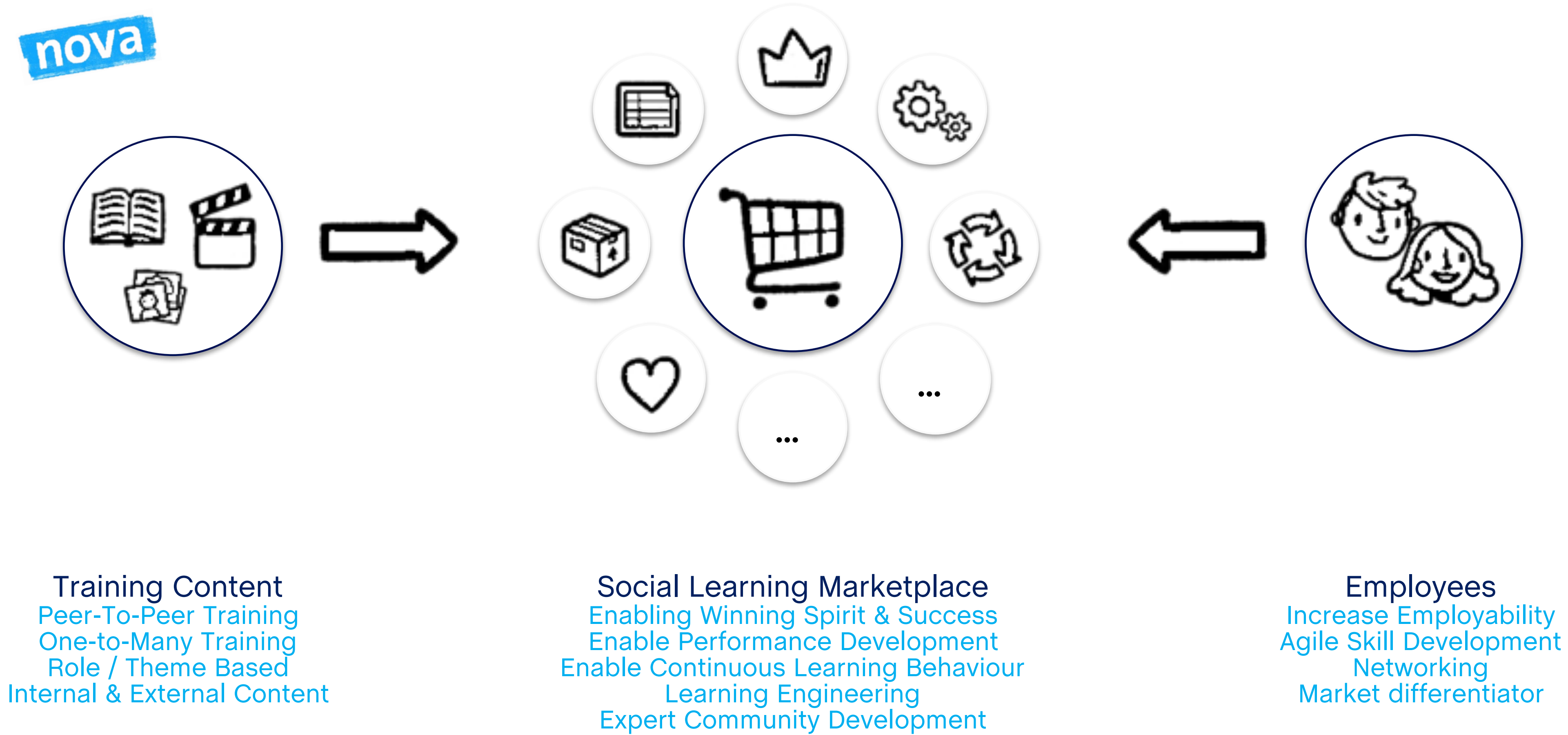


Driving business success through L&D innovation

Patrick Veenhoff
Corporate Learning Disruptor
5 September 2019



L&D Vision: be the **airbnb** of corporate learning & development





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Becoming a Learning Organisation >

Teach each other, learn from each other for tomorrow!

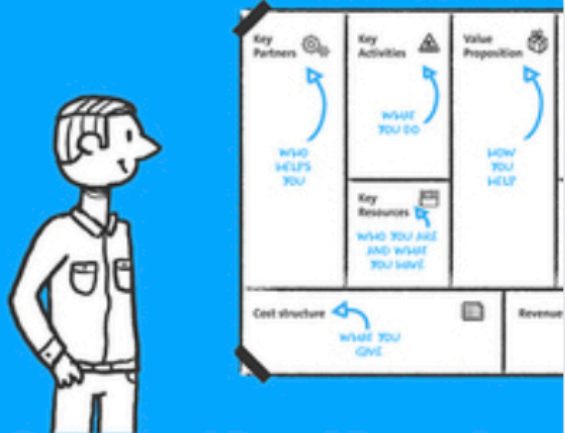
BUSINESS MODEL YOU



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Business Model You -

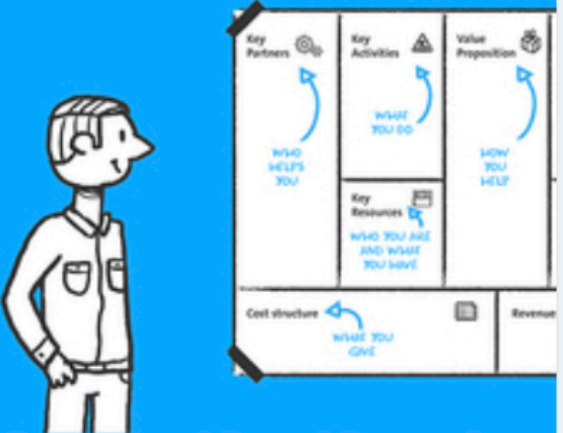
BUSINESS MODEL YOU HANDBOOK



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Business Model You

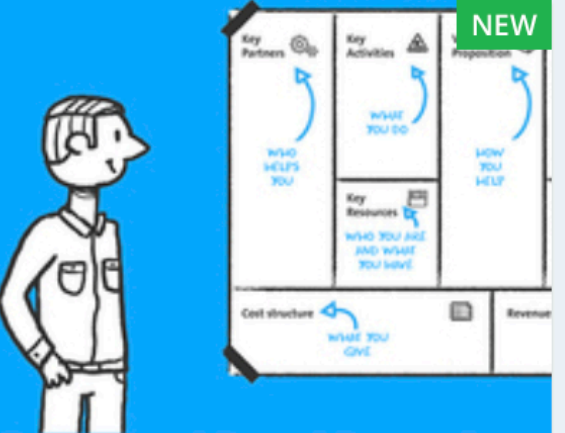
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Business Model You

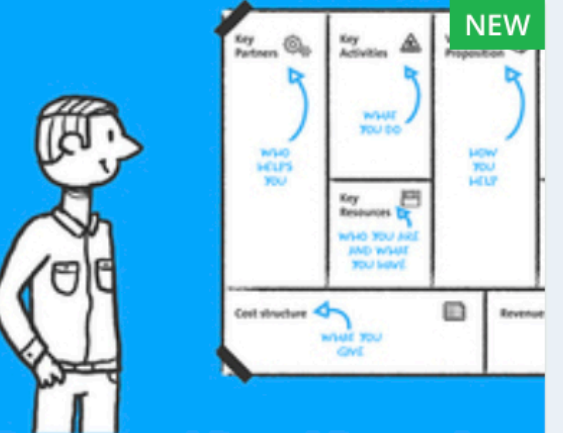
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Business Model You


BUSINESS MODEL YOU HANDBOOK



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Business Model You


CAMPUS HANDBOOK



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Campus Handbook -

CAMPUS HANDBOOK



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Camr...

Help



Measurable Impact within 12 Months of Go-Live

- Enabled overall 15% year-on-year L&D savings
- Reduced on boarding time of new employees by 50%
- Reduced FTE headcount by 25%
- Reduced external training costs by 21%
- Increased learner engagement from 200 to nearly 900 active learners per month
- employee generated content production of 200 trainings
- Increased L&D NPS by 10%
- Professionalised four key-roles: Account Manager, Product Manager, Project Manager, Engineer



Business Model - Social Learning Marketplace





Strategic Positioning of L&D in the future





I seek 2 group leaders

- Group 1: Small/ Medium Organisation
- < 1000 employees
- Who is the Group Leader?

- Group 2: Large Organisation
- > 1000 employees
- Who is the Group Leader?

Group Leaders move to the whiteboard, please



Workshop: co-create 2 new L&D business models

- Group 1: Small/ Medium Organisation
- < 1000 employees
- L&D Positioning: **Operational Excellence**

- Group 2: Large Organisation
- > 1000 employees
- L&D Positioning: **Customer Intimacy**

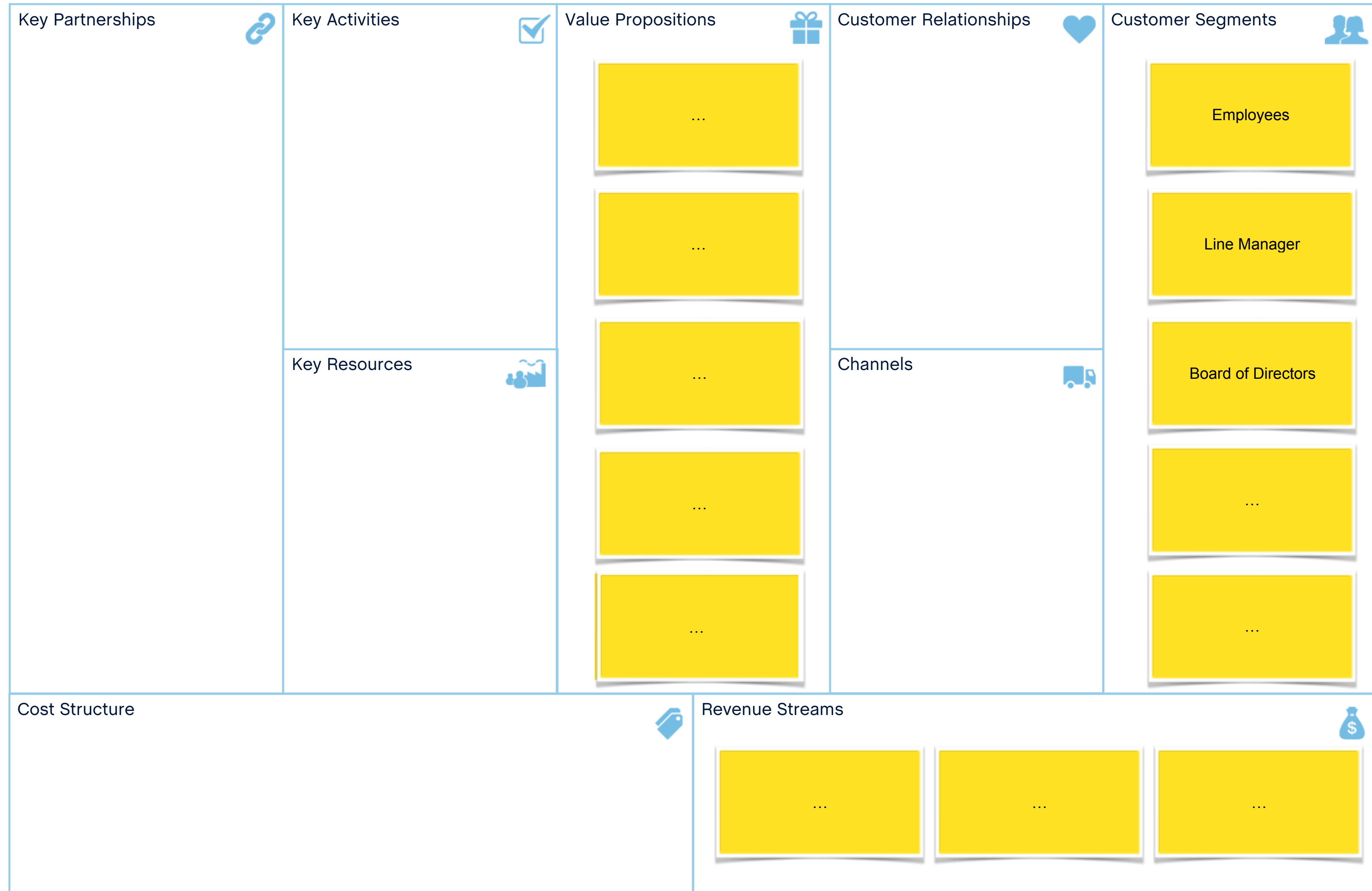
The **Company of the Group Leader is the basis** for creating the new L&D Business Model

1. The Group Leader gives a **5 minute introduction on their company**
2. Start with identifying the **CUSTOMERS** and the **VALUE PROPOSITIONS** first
3. Define **REVENUE STREAMS**

20 Minutes to create | 2 minutes to present



Identify CUSTOMERS, VALUE PROPOSITIONS & REVENUE STREAMS





Creating Corporate Learning & Development of the future

1. Learn how your company learns through analytics
2. Think in Business Model Innovation
3. Create User Experiences & Value Streams
4. Implement with the Lean StartUp approach
5. Make the business successful
6. Stay in “Continuous Beta”
7. Anchor a learning culture through 4-Way Accountability



Scan to Learn How



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