Driving business success through L&D innovation

On Corporate Learning .com

Patrick Veenhoff Corporate Learning Disruptor 5 September 2019







Training Content Peer-To-Peer Training **One-to-Many Training** Role / Theme Based Internal & External Content

Social Learning Marketplace Enabling Winning Spirit & Success Enable Performance Development Enable Continuous Learning Behaviour Learning Engineering Expert Community Development

2

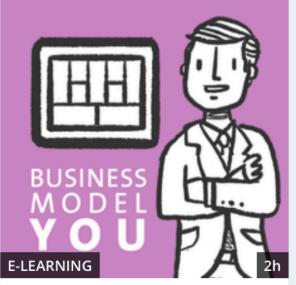
L&D Vision: be the 放 airbnb of corporate learning & development

Employees

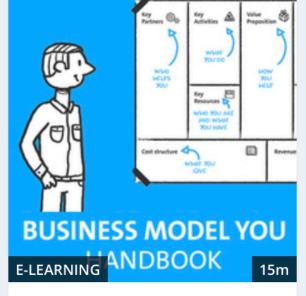
Increase Employability Agile Skill Development Networking Market differentiator



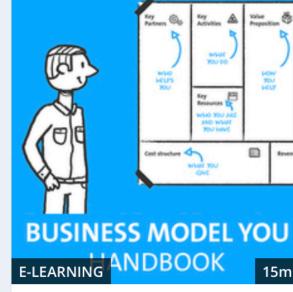
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Business Model You -



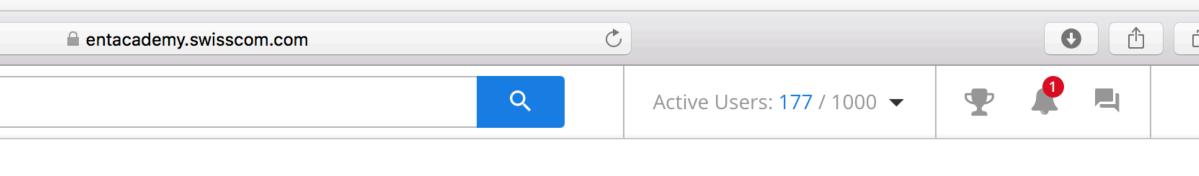
Business Model You

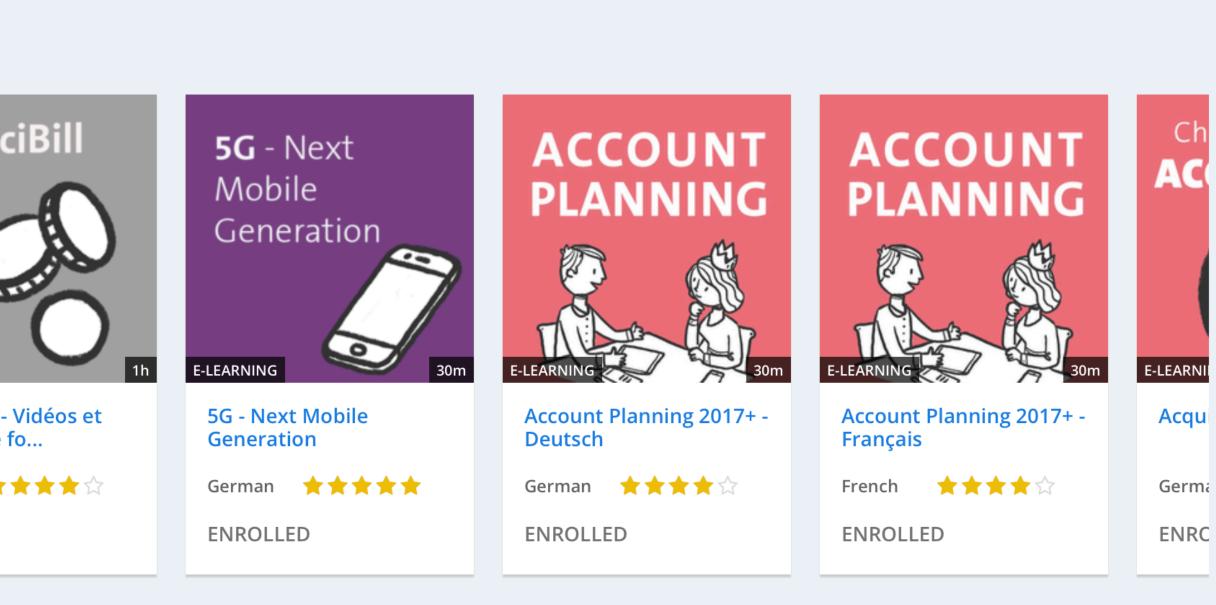


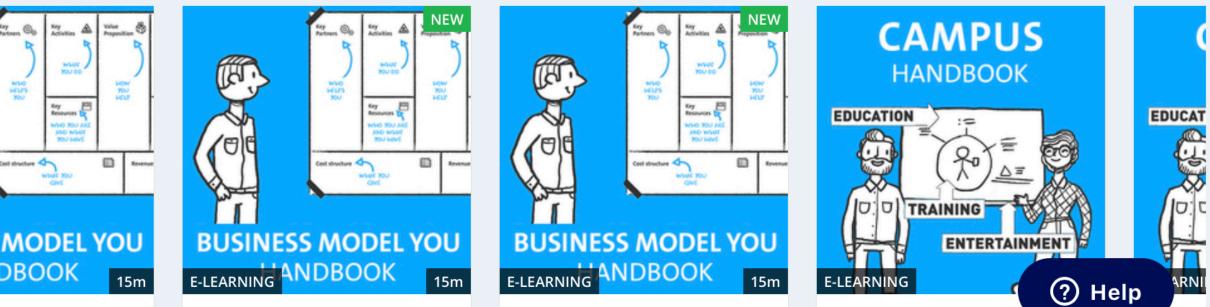
Business Model You

Business Model You

3

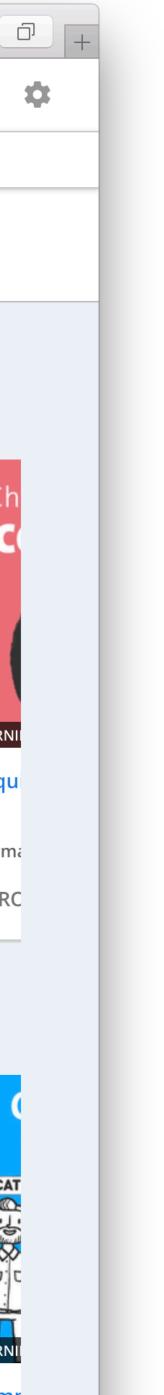






Business Model You

Campus Handbook -





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%

4

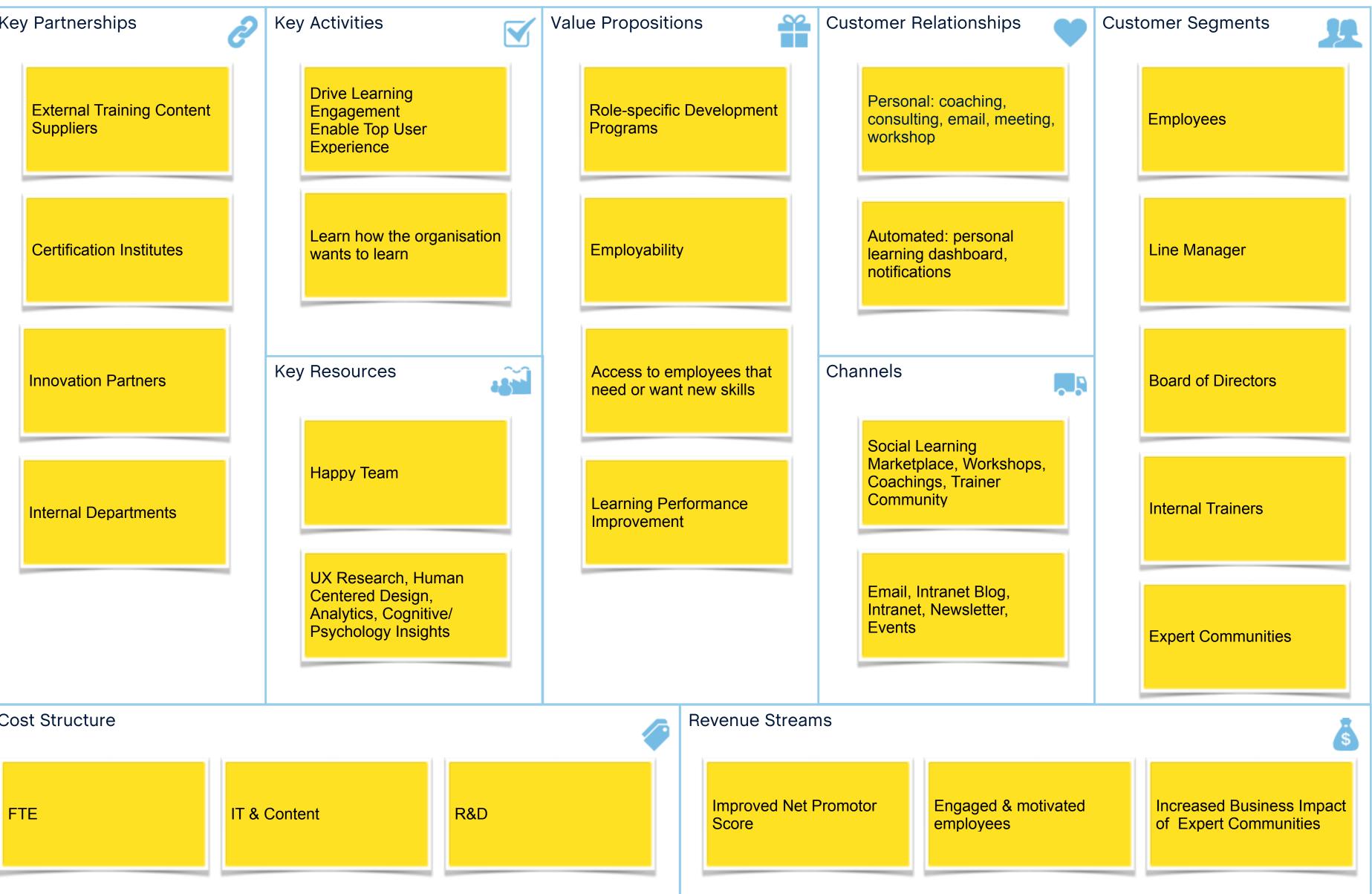
Professionalised four key-roles: Account Manager, Product Manager, Project Manager, Engineer



Business Model - Social Learning Marketplace

Key Partnerships	Key Activities	Value Prop
External Training Content Suppliers	Drive Learning Engagement Enable Top User Experience	Role-s Progra
Certification Institutes	Learn how the organisation wants to learn	Emplo
Innovation Partners	Key Resources	Acces need o
Internal Departments	Happy Team	Learni Improv
	UX Research, Human Centered Design, Analytics, Cognitive/ Psychology Insights	
Cost Structure		

Cost Structure



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Strategic Positioning of L&D in the future

Best Product Product Differentiation e.g. augmented reality

Product Leadership

6



Operational Excellence

Best Total Cost **Operational Competence** e.g. eLearning

> **Best Total Solution** Customer Responsive

e.g. personalised learning





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



- > 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

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

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

20 Minutes to create 2 minutes to present

8



- > 1000 employees
- L&D Positioning: Customer Intimacy



Identify CUSTOMERS, VALUE PROPOSITIONS & REVENUE STREAMS

Key Partnerships	Key Activities		Value Propositions		Customer Relationships	V	Customer Segments
							Employees
						Line Manager	
	Key Resources				Channels		Board of Directors
Cost Structure			Re	venue Stream	าร		\$
				····			



Creating Corporate Learning & Development of the future

- Learn how your company learns through analytics 1.
- 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





Contact Information

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