EXECUTE

Employ tactics that drive success
Why PTC University Learning Services?

Because sending users to a training class alone won’t solve your business problem. Often, customers facing a challenge know they need to take targeted action but struggle to identify the scope of their needs, the right measures and appropriate execution.

Here’s how PTC University will help:

• **Analyzing the current situation** – Taking a holistic look at the entire situation is needed – this is often easier for an outside party. Most organizations don’t know where to get started and don’t have the right tools or methodology for assessing the situation inhouse.

• **Issues with stakeholders** – Alignment in the organization is needed as to what the objectives of an education initiative are and who to involve. However, stakeholder buy-in is the key to success. If there are gaps, up front, these will cause further downstream issues.

• **The complexity of the initiative** – The larger the organization and the more locations, departments and stakeholders are involved, the more complex it gets and requires dedicated project management.

• **End user adoption and training** – Any education initiative also means change which is something human nature struggles with. Therefore, special focus needs to be put into communicating the changes to end users and ensure they will actually adopt the new or updated technology or changed ways of working with their existing software.

• **Analysis and optimization** – A punctual training initiative will only increase competitiveness for a short time. The market changes at a fast pace and companies need to continuously upskill their workforce. Therefore, each learning initiative should include results analysis along with a plan for continuous optimization. Again, this is something companies rarely are equipped for, but PTC University has dedicated services and tools to help.
Execute

The best plans are just plans – you have to execute the plan to make transformation happen. Execution Services ensure that plans become reality and deliver on the promise of making people aware of what is changing and how to operate the new solution.

PTC University delivers role-based communication and learning programs that deliver results efficiently and effectively.

We support you in executing your education strategy with original PTC University training resources that can be tailored to your needs:

- Training & Adoption Communications
- Materials Development
- Training Class & Services Delivery

Strategy without tactics is the slowest route to victory, tactics without strategy is the noise before defeat.”

— Sun Tsu, Ancient Chinese Military strategist
Taking Targeted Action

Organizations wishing to successfully execute an education program need to approach this holistically. Strategic planning is a must, which is accompanied by a targeted action plan. The actual execution of it – the tactics – need to be made available and must be suitable to fulfill the expected goals of every stage of the plan.

Recap: The Learning Journey

1. Develop a comprehensive strategy and plan to ensure that the organization is ready to accept and take full advantage of the people, process, and technology changes that come with the new solution.
   - Develop a strategy that addresses adoption, learning, and support.
   - Perform a needs analysis. Assess current processes, methods, and tools to determine what training, communication, and support you need to meet business requirements.

2. Sponsor and communicate the program to make the audience aware of the change and its importance.

3. Implement a role-based learning program to empower end users with the knowledge and skills required to do their jobs.

4. Take advantage of a multi-tiered performance support system to ensure that employees apply technology, processes, and knowledge within the work environment.
Materials Development & Delivery

This area is what most people would refer to as the actual “training” activities. The scope of these activities and the amount of deliverables required can vary heavily – depending on a number of factors, such as size of the organization and locations of the users, languages of the materials or number of user roles who need to be trained. PTC University can help coordinate and support you with targeted learning paths and pre-packaged or custom materials, or support you when you prefer creating your own deliverables.

What’s involved in creating a Learning Program?

- Determine the high level structure, ensuring it is aligned to business need.
- Design and build content in accordance with an agreed learning design and delivery strategy.
- Identify the curriculum and role/job family structure.
- Clearly define link from the curriculum to corresponding competencies / capabilities.
- Build the curricula in alignment to business strategy (define role based curricula and design and build content/courses).
- Define processes, procedure and the operational framework.

Execute: Employ tactics that drive success
Deliverables

Learning styles and preferences differ from person to person. The below chart gives an overview of delivery formats and objectives. These are some of the different learning types and interests we see – many variations exist.

<table>
<thead>
<tr>
<th>DELIVERY METHOD</th>
<th>DESCRIPTION</th>
<th>WHY WOULD YOU USE IT?</th>
<th>EFFORT</th>
<th>QUALITY</th>
<th>COST</th>
</tr>
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| Classroom-based                | Training delivery that is typically led by an instructor in a structured classroom setting. | • To allow group work (collaboration, networking, group problem-solving)  
• To provide rich assessment and feedback |        |        |      |
| Virtual instructor-led classroom | Instructor-led delivery in a structured “virtual” classroom setting (same time, different place). | • To access the few experts available to provide training  
• To facilitate collaboration / interaction across locations |        |        |      |
| Learning Experiences           | Provides interactive practice experience for users which combine new process-based decision-making skills as well as providing exposure to the use of new technical tools. | • Interactive and challenging training solution that can enable on-demand, experiential learning, regardless of where a user is located or when they want to access the digital assets. |        |        |      |
| MakerLabs                      | Immersive learning when participants perform the task individually or in teams to assess the performance levels. | • Very useful to assess the group / team performance  
• Helps participants to learn from each other |        |        |      |
| eLearning                      | Self-directed learning (self-study).                                         | • To allow individualized, self-paced instruction |        |        |      |
| On-the-job training            | Learning by doing in real life. Focus is on just-in-time learning. Relies strongly on coaching through current tasks. Other on-demand training may supplement it. | • To equip the trainees with knowledge / skills in shortest possible time (invariably the criticality of learning is high and also the consequences of failure are severe) |        |        |      |
| Videos                         | Delivery of training via videos; containing training materials for convenient learner consumption | • To ensure the learners can repeat the training sessions multiple times  
• To facilitate access to specific aspects of the training |        |        |      |
| Virtual labs                   | Provides training environment for familiarization / training purposes.       | • To allow learners more hands-on time |        |        |      |
| User-generated content         | Includes media content on collaboration platforms (community sites). Allows users to share their experiences and learn from each other. | • Capture feedback from users - Give users opportunity to contribute to the support activities and engage with others |        |        |      |
What is Blended Learning?

Blended Learning is the concept of mixing in-person or classroom-based learning, and digital learning. Blended learning has a profound impact on an organization’s business results, as it trains the workforce more effectively by optimizing their ability to develop their skill sets and boost their work performance.

Throughout the years, PTC University came to the conclusion that blending face-to-face and online learning strategies deliver a much richer training experience and help employees retain the learning content much easier than they would if they were just offered a traditional approach.

Logistics

Content and deliverables are only one side of the coin. Logistics the other:

- Where to train (includes travel logistics, training room reservations)
- When to train (user availability and timing between teams, instructor availability)
- Hardware and location requirements (includes shipping)
Performance Support: Ensure Continuous Learning

Last but not least, organizations want to ensure that users after the core training phase has been completed, will still get their questions answered and have ways to refresh and expand their knowledge. Here, it is critical to have mechanisms, tools and policies in place that allow for continuous learning and performance support. For some organizations it may be access to an eLearning repository or digital library, for others regular refresher courses or access to SMEs in the form of mentoring.

Also, it is recommended to assess results directly after a learning initiative but also in regular intervals beyond it, to ensure users and roles are still synched and applying best practices.

* We encourage to also read eBook #1 in this series: ASSESS.

Talk to a Training Advisor

This is only a small excerpt of what can become a very complex undertaking. Targeting a program to the needs of an organization is a part of the core expertise in PTC University.

Our experienced Learning Consultants will be happy to discuss your needs and support you in packaging and executing your targeted learning program for maximum effectiveness.

Contact us today to get started!