

Welcome at Moving Corporate Learning from Good to Great!

Dear participant,

We are pleased to welcome you at the 2nd corporate learning event 'Moving Corporate Learning from Good to Great'. Various national networks on Learning & Development in Corporate Organisations cooperated with the European Association for Practitioner Research on Improving Learning (EAPRIL) to set-up a new European initiative to move forward the field of corporate learning. More specifically, our aim is to tackle trending challenges that companies are facing with regard to corporate learning and development. We strongly believe that our hands-on approach, accompanied with a close cooperation between research and practice will bring corporate learning to the next level.

After the keynote speech by Mr. Bonetto (Danone, France), all participants will have the opportunity to attend two transformational labs, one in the morning and one in the afternoon. However, via the jigsaw method we offer you the chance to exchange your experiences of the labs with your peers, and as a result, to be also updated about the other labs and their outcomes. At this event the endeavour is to send you all home with specific action points for you to implement in your organisation in order to move your company's learning from good to great. We aim for this by the interactive and dynamic nature of the transformational labs. To succeed we need your enthusiasm and input to ensure quality outcomes in each lab. With your ideas, critical remarks and questions, we aspire to make these labs inspirational and rewarding! During the closing session we will bring all lab outcomes together in an interactive discussion, i.e. How do we move our Corporate Learning from good to Great? At the end of the day, you are all invited to enjoy some tasty appetizers and drinks at the networking reception!

Let yourself be inspired!



Supported by



PROGRAMME

MOVING CORPORATE LEARNING FROM GOOD TO GREAT

NOVEMBER 23, 2015

09.00 – 09.15 Opening Session

Speakers: Patrick Belpaire & Frank de Jong

Room: 3.510

09.15 – 10.00 Keynote speech by Mr. Bonetto (Danone, France)

In order to tackle new business challenges, organisations increasingly need new approaches to leverage learning as transformation enabler for business, in particular for innovation. Leading organisations require environments in which people continuously collaborate and learn to address ever changing business challenges. This lab aims to discover in a collaborative way such a new approaches. Starting from the case and story of Danone Academy, participants exchange their transformation challenges. In the next step they co-build new practices by mixing different perspectives (from practice and research) through different ways of interaction.

Keynote speaker: Thierry Bonetto, Group Learning & Development Director & Global Head of Danone Academy, France

Room: 3.510

10.00 – 10.30 Meeting your peer group

Room: Floor 1 of La Maison du Savoir

10.30 – 12.45 Transformation labs – Session A

1. What is a truly integrated learning approach and how could it be implemented? (*RENTOKIL LTD - UNIVERSAL FUSION, United Kingdom*)

More and more organisations are aware of the need to educate their employees to achieve results through innovation and learning. Employers often try to stimulate their employees to follow training or subscribe themselves in an online course. At Rentokil they use learning to motivate their employees to take the initiative themselves. With attractive learning offerings that are different from traditional classroom methods they achieve such self-regulatory learning actions. Learning offerings are made more mobile, dynamic, and include the use of technology.

Corporate case presented by: Richard Gregory, Global Head of U+ & HRIS at Rentokil, United Kingdom

Research presented by: Steve Dineen, CEO of Universal Fusion, United Kingdom

Moderated by: Neville Pritchard, HR in Flow, United Kingdom

Room: 3.220

2. **How to support business transformation by enabling various co-creation practices?** (*DANONE, France*)

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Corporate case presented by: Thierry Bonetto, Group Learning & Development Director & Global Head of Danone Academy (France)

Research presented by: Regina Mulder, University of Regensburg, Germany

Moderated by: Patrick Belpaire, EAPRIL, Belgium

Room: 3.200

3. **How can a workplace re-organisation accelerate a company's corporate strategy?** (*KPMG, Luxembourg*)

Workplace organisation as accelerator of corporate strategy

Companies have been organizing and reorganizing the working spaces following their organizational structure, collaborative models or following the results and insights from research. By launching the « 39 JFK building » project, KPMG Luxembourg opened a new office space with a new “mobile” way of working. The company will delineate how a working environment can help a BIG 4 company in creating a more collaborative working style with a focus on mobility, flexibility, sharing of space. The project has been launched with the aim of facilitating exchanges, communication & collaboration between 1400 people. KPMG will present a journey through the company's concepts, models and approaches over the last 4 years and explain how they maintain a family spirit thanks to a state of the art workplace and technology. One can question what the implications are of such a reorganisation of working spaces on employees' retention, satisfaction and/or their involvement and loyalty to the company.

Corporate case presented by: Patrick Wies, KPMG, Luxembourg

Moderated by: Paul Schonenberg, CEO American Chambre of Commerce Luxembourg, Luxembourg

Room: 3.190

12.45 – 13.15 Debriefing in peer group

Room: Floor 1 of La Maison du Savoie

13.15 - 14.15 Lunch

Room: Floor 1 of La Maison du Savoir

14.15 - 16.30 Transformation labs - Session B

- 1. How can an improved approach to the provision of learning opportunity as CPD transform the mind-set and requirements of regulators and internal corporate risk management?** (*CPD STANDARDS OFFICE, United Kingdom*)

Many organisations invest a lot of money to install training and courses to prove to a regulating institute that their people have the needed knowledge, skills and attitudes. This is a non-efficient practice, and cannot ever really confirm the practical application of content with customers. The CPD Standards Office and HR in Flow asked themselves how to approach this differently. They raise questions about other ways of regulating and better ways in making sure employees have acquired the necessary attributes to fulfil their job.

Corporate case presented by: Amanda Rosewarne, CEO CPD Standards Office, United Kingdom

Research presented by: HR in Flow, United Kingdom, and participants

Moderated by: Neville Pritchard, HR in Flow, United Kingdom

Room: 3.220

- 2. How can intrapreneurial learning and intrapreneurship programmes enhance company's performance and its adaptability to changes in the economic environment?** (*BGL BNP Paribas Luxembourg*)

Intrapreneurship and Intrapreneurial Learning

The Change lab session organised by the Chamber of Commerce Luxembourg will handle the topic of intrapreneurial learning and intrapreneurship in enterprises in Luxembourg. Methods of intrapreneurship can be used by an enterprise to enhance its performance and its adaptability to changes in the economic environment and thus increase its life time cycle. By implementing intrapreneurship programmes employers can stimulate creative thinking and innovation within the company. As a means of lifelong learning within the company and combined with reward and motivational techniques the employees can profit from these programmes as well.

Corporate case presented by: Karin Schintgen, BGL BNP Paribas, Luxembourg

Research presented by: Mien Segers, Maastricht University, the Netherlands, & Mickaël Geraudel, University of Luxembourg, Luxembourg

Moderated by: Patrick Belpaire, EAPRIL, Belgium

Room: 3.200

3. To which extent do social media practices of 'Generation Y (digital natives)' lead to new forms and practices of management and leadership?
(BOSCH, Germany)

Digital natives and new forms of leadership in corporate culture

Novel ICT technologies are stimulating transformations within companies based on the ways how knowledge is captured, organised, stored, shared and evaluated among all members, i.e. management, employees, customers... The present workshop is discussing the extent to which social media practices of 'Generation Y (digital natives)' lead to new forms and practices of leadership compared to the ones of former generations. It will contribute to the current debate about impacts of social media on management practices. It examines to what extent young leaders are handling and implementing web 2.0 philosophies efficiently and effectively within business companies and at management levels.

Corporate case presented by: Adrian Sonne, Bosh, Germany

Research presented by: Florian Feltes, University of Luxembourg, Luxembourg

Moderated by: Charles Max, University of Luxembourg – SnT, Luxembourg

Room: 3.190

16.30 – 17.00 Debriefing in peer groups

Room: Floor 1 of La Maison du Savoir

17.00 – 18.00 How to move Corporate Learning from Good to Great? Plenary Closing Session

Room: 4.510

18.00 – 19.00 Networking reception

Room: Floor 1 of La Maison du Savoir

Let yourself be inspired!

www.eapril.org/Corporate_Learning_Network
www.movingcorporateteachingfromgoodtogreat.com