

From Learning to Earning

Managing the dynamics of lifelong learning and talent development

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The European Corporate Universities and Academies Network

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THE LEARNING DYNAMICS NETWORK

GLOBAL CHANGE



ECUANET

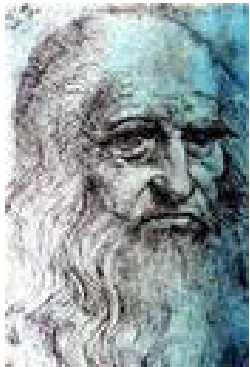
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Agenda

- Brief introduction to case material
- WORKSHOOP: Brand Image, Employee Engagement and Learner Resourcing - Key findings and Key questions

WORKSHOP VISION : Make Your Ideas, Your Experience, Your Vision Count!

1. Brief introduction to case material



- *The Blueprint profiler*
- Companies profile

*"I am an apostle
of experience"*

Leonardo da Vinci
*Designer,
Innovator
& Visionary*

Blueprint Profiler in Brief

- **1. Structure and Resourcing**
- **2. Marketing Functions – Internal and External**
- **4. Knowledge Harvesting Processes**
- **5. Programme and Learner Resourcing**
- **6. Supporting Learning Infrastructure**
- **7. Best Practice in Managing Regulatory Standards**
- **8. Curriculum Development**
- **9. Quality Assurance Systems and Procedures**
- **10. Competitive Information Management**

2. Marketing Functions (Internal: Brand Image, Employee Engagement)

Building CU/A Identity
Marketing to Programme Candidates
Marketing to External Partnerships and Alliances

6.Supporting Learning Infrastructure (Learner Resourcing)

Company Library
Other Libraries
Electronic Sources

Companies profile

- **INA (National Administration Institute)** is responsible for "developing knowledge, innovation and processes of change for the Portuguese public sector through training, consultancy and research activities". In the last 25 years INA worked towards developing the performance of people and the organisation, which they work for in an outstanding learning environment. Every year INA offers an open programme with more than 500 courses, training for new members of the public administration and organises multiple international conferences, courses and meetings.

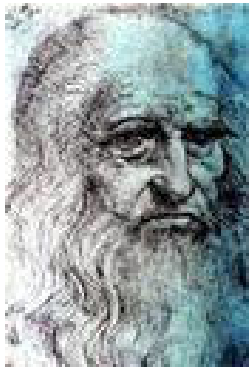
Companies profile

- The **Luis Simões Group** is the leader in quality service in the integrated logistic and merchandises road transport in the Iberian Peninsula. Nowadays the group has 10 companies, 1,429 collaborators, 1,320 vehicles with Embarked Computer science and GPS, 207,000 m2 of warehouses, 12 centres of logistic operations, 15 regional platforms, 6 co-packing centres and 11 transport operation centres all over Portugal and Spain. It is very important to promote the quality standards and the mobility of workers, mainly drivers, witch career is, traditionally short. Externally we should address the Iberian competitors, the European legislation on training and environment and the innovation produced

Companies profile

- Its important to make a short resume of the **Rodoviária do Tejo** story. The company was founded in 1860, by the name João Clara & Companhia. "and, after several political changes (from 1975 to 1991 it was part of the National Public Passenger Transport unit), the company was privatized through Public Offers, carried through in Special Session of Stock market of day 16 of November of 1993.
 Numbers and dimension: 450 Drivers, 3 million euros of annual investment

2. Workshop



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- *Brand image*
- *Employee Engagement*
- *Learner Resourcing*



KEY QUESTIONS TO DISCUSS:

BRAND IMAGE

What are the key factors to successfully communicate the learning programmes?

Which skills should the company invest in to guarantee the incorporation of the Brand positioning?

How to market knowledge?

EMPLOYMENT ENGAGEMENT

How to motivate and valorise each workers contribution?

How to engage the different functional levels?

How to transform learning in value gained for each worker?

LEARNER RESOURCING

How to transform people in to available resources for learning?

Which factor to consider when we have to choose the learning resources offer?

How to create "ROI" relationship with external providers?