

Reference Culture & Leadership

Fit for Future Leadership

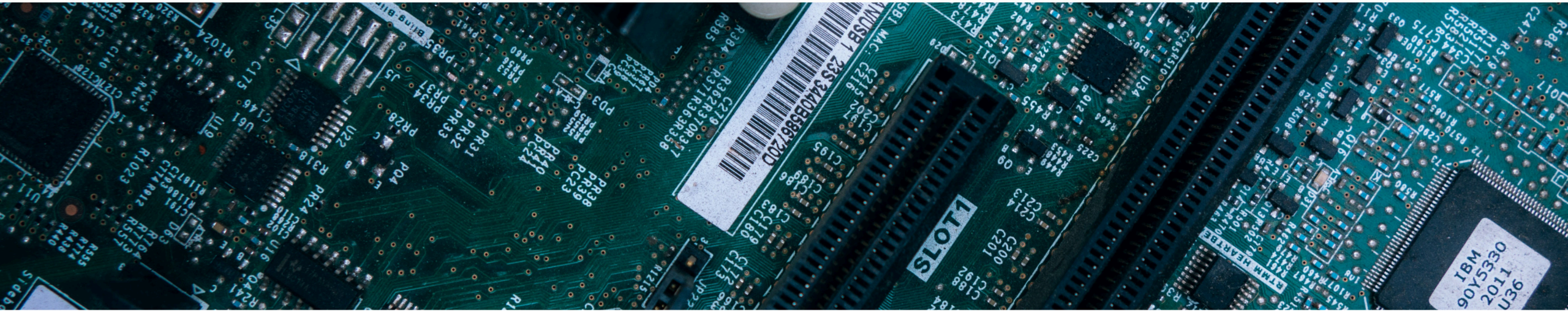
Mindset Change &
Learning Culture

Digital Learning



Base Line

Challenge: Design and implementation of a future-oriented learning environment that enables people to master and shape change. On-demand, self-guided, individualized, multichannel, diverse, entertaining, all within the work process...



Benefit

A systemic concept focused on needs that are based on the current corporate strategy.
Flexibility in terms of content and time due to mixed modules.
Promoting self-guided learning among managers also encourages self-guided learning among employees because of the easy to follow concepts.
Sharpening the mindset through synchronization strengthens the change, and creates competitive advantages.



What Happens?

Design of the learning content and formats on a systemic basis, taking into account the company, its environment, the maturity of the executives, and the strategic corporate.

What Happens?



- What knowledge, what skills and abilities, what attitude and values do managers need to promote and strengthen the culture of independent learning?
- Concept of a learning landscape based on a digital platform that is integrated into the day-to-day work of managers.
- Fit for new roles and tasks in the world of work.
- Transformation, Agile Leadership, Leading Generations, Cohesive Leadership, and Agile Working were key topics.
- Curating the content, script & dramaturgy, graphic design, evaluation concept, piloting, and learning analytics.

What happens?

- Future roles were taken into account as well as opportunity-focused thinking.
- The format, duration, and content were designed based on new scientific knowledge.
- Portal-based learning world consisting of digital camps, self-learning modules, podcasts, impulse talks, trend barometers, digital qualification guides, and retrospectives are developed and implemented.
- Differentiated role models and the close connection to market events enabled a focus and therefore measurable cost advantages.



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