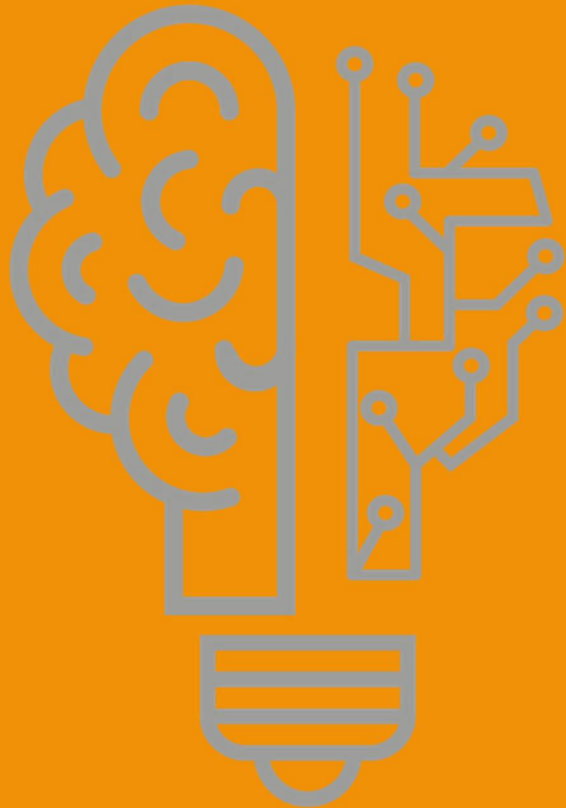




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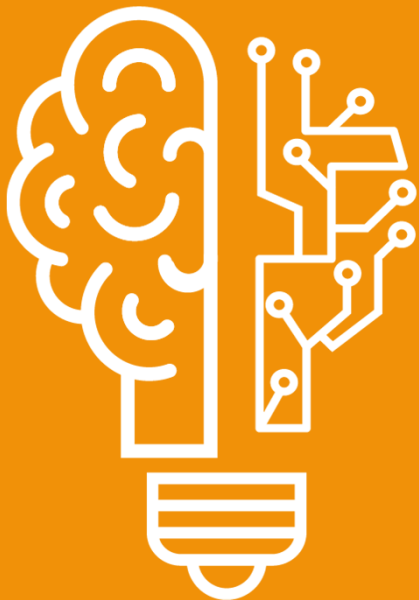


CVETNET

Career Paths and Motivation in the Digital Age

21 October 2021

I. Introduction



Digital Gap:

Focus on Digitalization and New Learning

- Upheaval on the job market
- The right time for digital training
- New areas of responsibility in the company
- Hard and soft skills required
- Methods for closing the skills gap:
 - Investment in digital training
 - Responding to change
 - Creating a feedback loop between HR, management and external training



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I. Introduction

Digital Workforce Needs

What needs have been identified in the Erasmus+ CVETNET project?

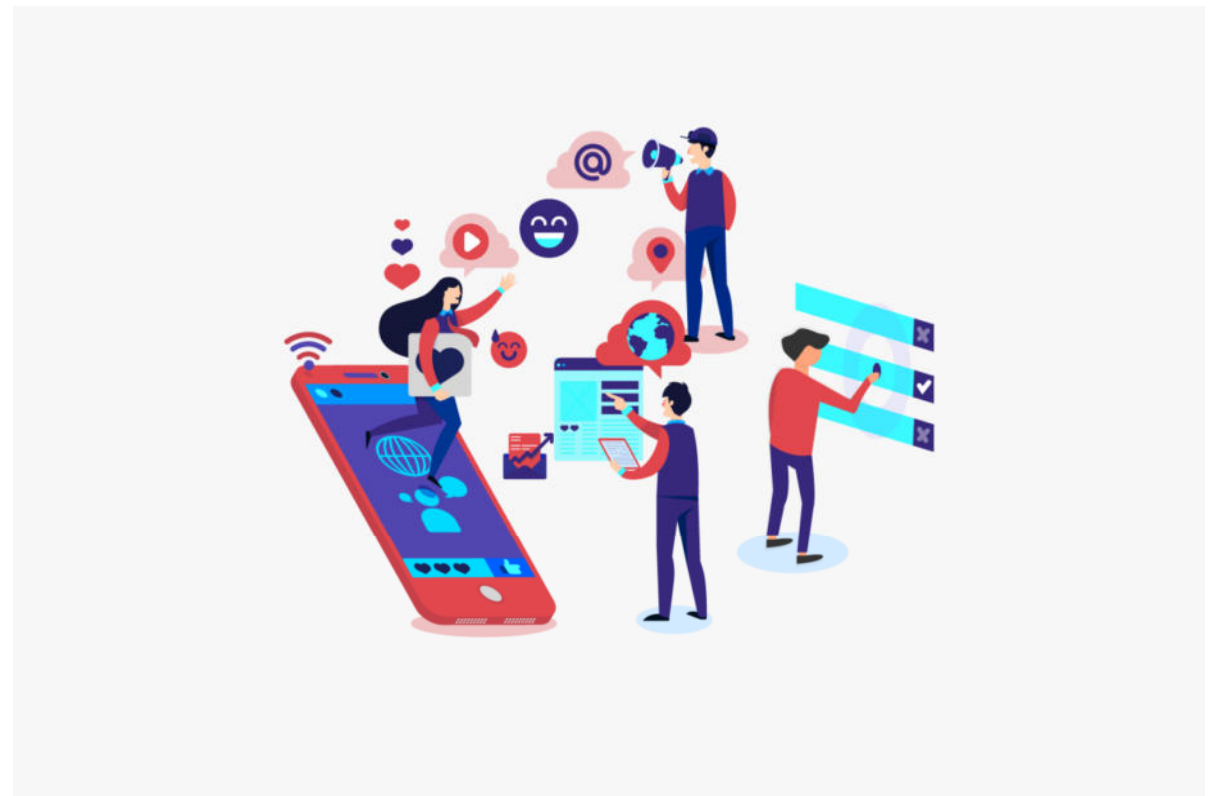
Knowledge management, critical thinking, analysis, synthesis, problem solving, experimental design, creativity / innovation, personal and digital skills as well as manual and practical skills.



I. Introduction

Digital Workforce Needs

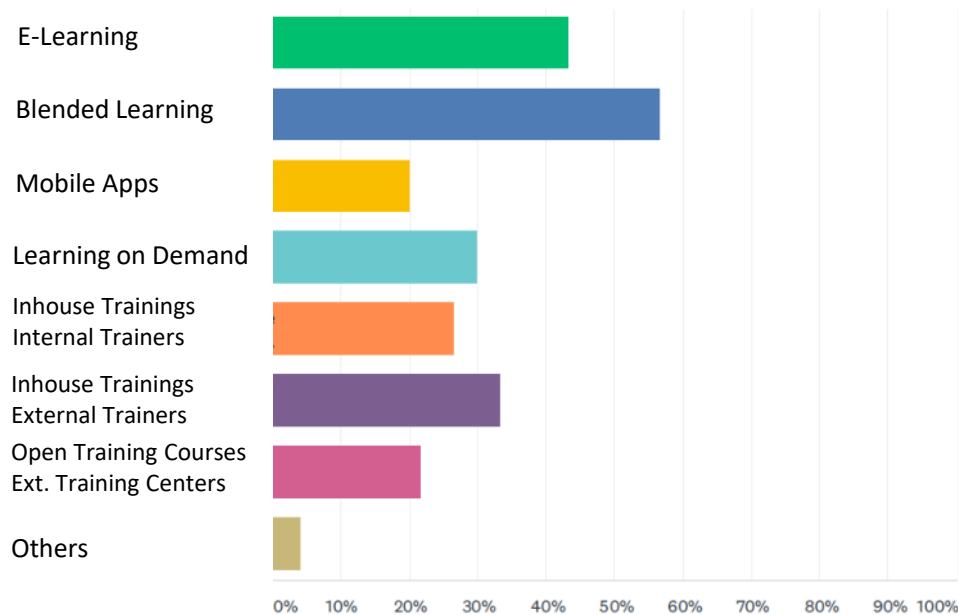
- **MSc Management and IT**
- **Virtual Team Leader**
- **Digital Human Resource Manager**
- **Digital Business Manager**
- **Digital Marketing Manager**
- **eCommerce & Social Media Expert**
- **Digital Sales Manager**
- **Digital Customer Service Manager**
- **Digital Bookkeeper**
- **Information and Data Competence Expert**
- **Data & IT Security Expert**
- **Production & IT Expert**



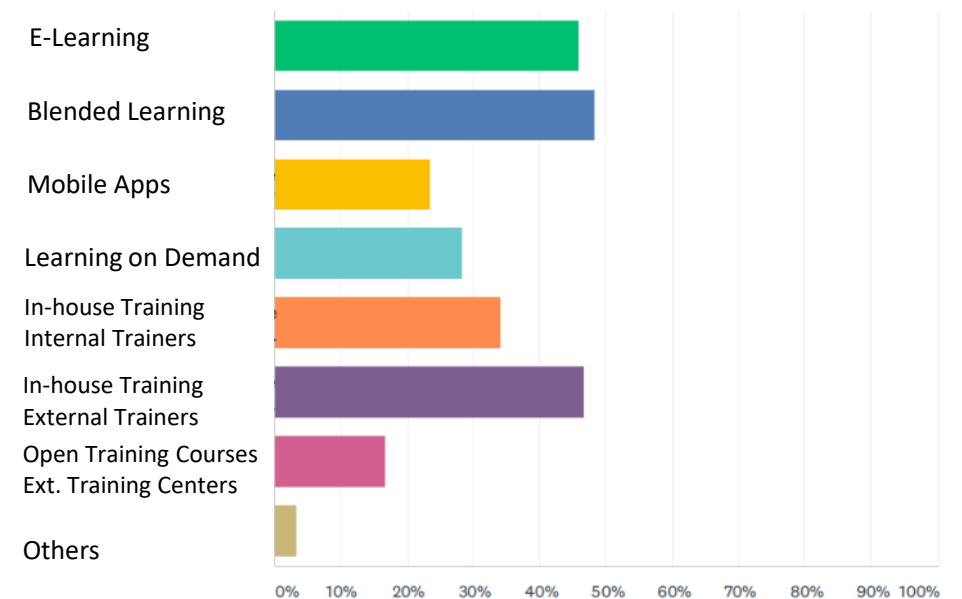
Source: Josef Mucira Pixabay

I. Introduction

Best Practices for Executive Education in Digitization



Best Methods of Further Education in the Field of Digitalization for Employees



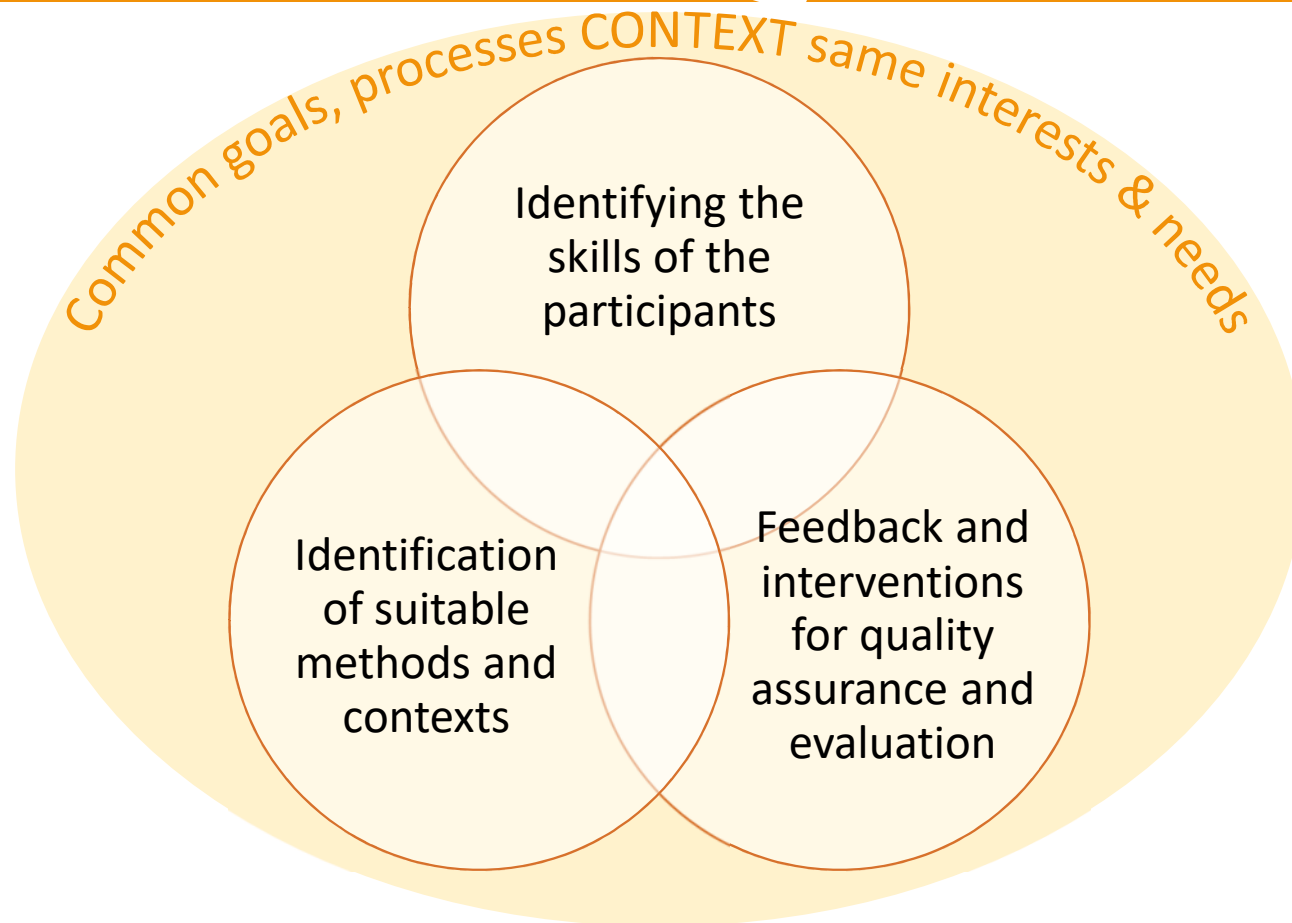


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I. Introduction

Trainer in the Digital Age



I. Introduction

Types of eLearning

Synchronous eLearning

- Virtual Classroom
- Audio and Video Conferencing
- Chat
- Webinars
- Parallel Use of Applications
- Immediate Notification

Asynchronous eLearning

- Online Courses Self-study
- Discussion Forums & Groups
- Message Boards

Computer guided learning



Computer-aided teaching

Fixed eLearning



Adaptive eLearning

Linear eLearning



Interactive eLearning
Individual eLearning



Collaborative eLearning

I. Introduction

What is an e-learning system?

eLearning System

CMS (Content Management System)

LMS (Learning Management System)

What should/could an eLearning System



have?



- **Webinars**



- **Virtual classrooms**



- **Microlearning**

- **Gamification Digital tools for online training**

II. Quality Criteria for eLearning

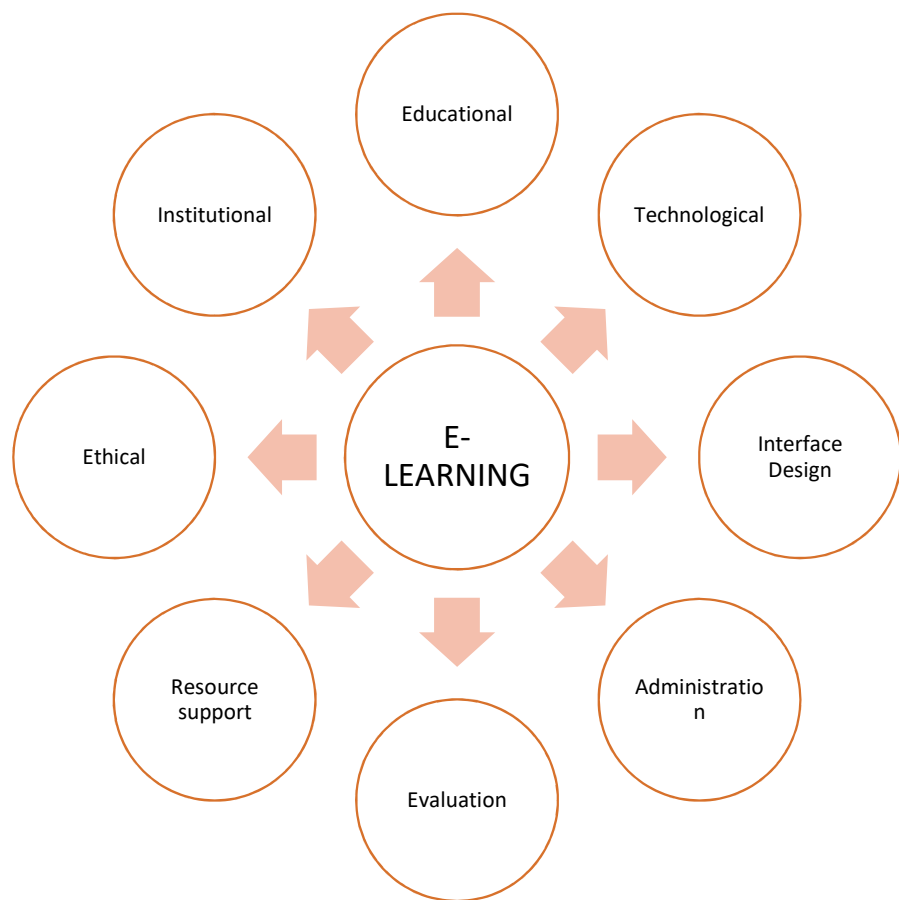


"What does it take to provide the best and most meaningful flexible learning environments for learners worldwide?"

Bradul H. Khan

II. Quality Criteria for eLearning

eLearning Framework



INSTITUTIONAL

- Administrative affairs
- Academic Affairs
- Student Services

MANAGEMENT

- People,
- Process and product continuum
- Administration
- Team management
- E-learning content
- Development
- Manage e-learning environment

TECHNOLOGY

- Infrastructure
- Planning
- Hardware
- Software

PEDAGOGIC

- Content analysis
- Audience Analysis
- Target analysis
- Design approach
- Teaching strategies
- Organization
- Blending Strategies

ETHICAL

- Social and cultural diversity
- Prejudices and political issues
- Geographic diversity
- Diversity of learners
- Digital Divide
- Etiquette
- Legal questions

INTERFACE DESIGN

- Web page and website design
- Content design
- Navigation
- Accessibility
- Usability tests


RESOURCE SUPPORT

- Online support
- Resources

EVALUATION

- Evaluation of content development
- Process
- Evaluation of the e-learning environment
- Evaluation of e-learning at programme and institutional level
- appraisal of learners

II. Quality Criteria for eLearning

- **ELEARNING TRAINER CHECKLIST** 
 - **CHECKLIST PREPARATION ELEARNING COURSES**
 - **CHECKLIST VIDEOLEARNING - DO'S AND DON'TS**
 - **CHECKLIST TECHNICAL REQUIREMENTS -ELEARNING FOR TRAINERS AND PARTICIPANTS-**
 - **CHECKLIST FOR E-LEARNING PARTICIPANTS**
 - **CHECKLIST SELECTION OF E-LEARNING MEASURES**
 - **CHECKLIST TRAINER WEBINAR 1**
- INFORMATION ABOUT THE ONLINE COURSE
 - LEARNING CONTENT AND MATERIALS
 - LEARNING TASKS AND ACTIVITIES
 - TECHNICAL ISSUES, NAVIGATION AND FUNCTIONALITY
 - EVALUATION

III. Performance Measurement eLearning

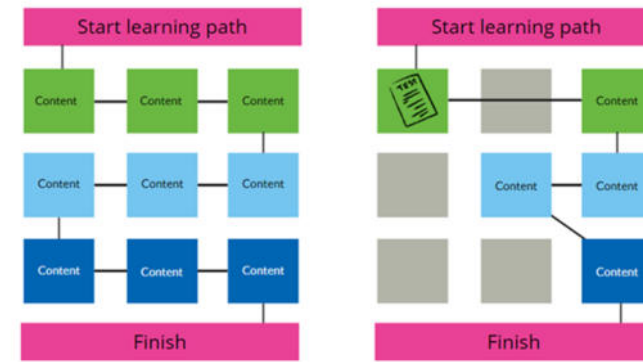
Qualitative / Quantitative Measurements



III. Performance Measurement eLearning

-  → • **SURVEY OF PARTICIPANTS IN TRAINING COURSES**
-  → • **EVALUATION OF THE PARTICIPANTS**
-  → • **TRAINER'S REPORT**
-  → • **ONLINE TESTS**
-  → • **STATISTICS LEARNING PLATFORM**
-  → • **FEEDBACK TALKS**
-  → • **QUANTITATIVE MEASUREMENTS**

Linear VS Adaptive



Source : <https://elearningindustry.com/subjects/elearning-articles/blended-learning>



IV. Career Paths

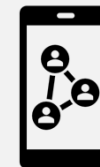
Linear and Non-linear Career Paths:

- Lifelong learning
- Linking qualifications
- adaptability to change
- Career paths and e-learning
- Multiple career paths (across departments)
- Adaptive learning vs. linear learning
- The Learning Journey (Bloom's Taxonomy)
- Alternative qualifications
- tips & tricks

V. Motivation in the Digital Age

Vision - Culture - Trust - Learning

- Clear vision
- Focus on culture
- Building trust and respect in the team
- Appreciative feedback
- leadership development
- Development plans for employees
- Promoting digital learning opportunities





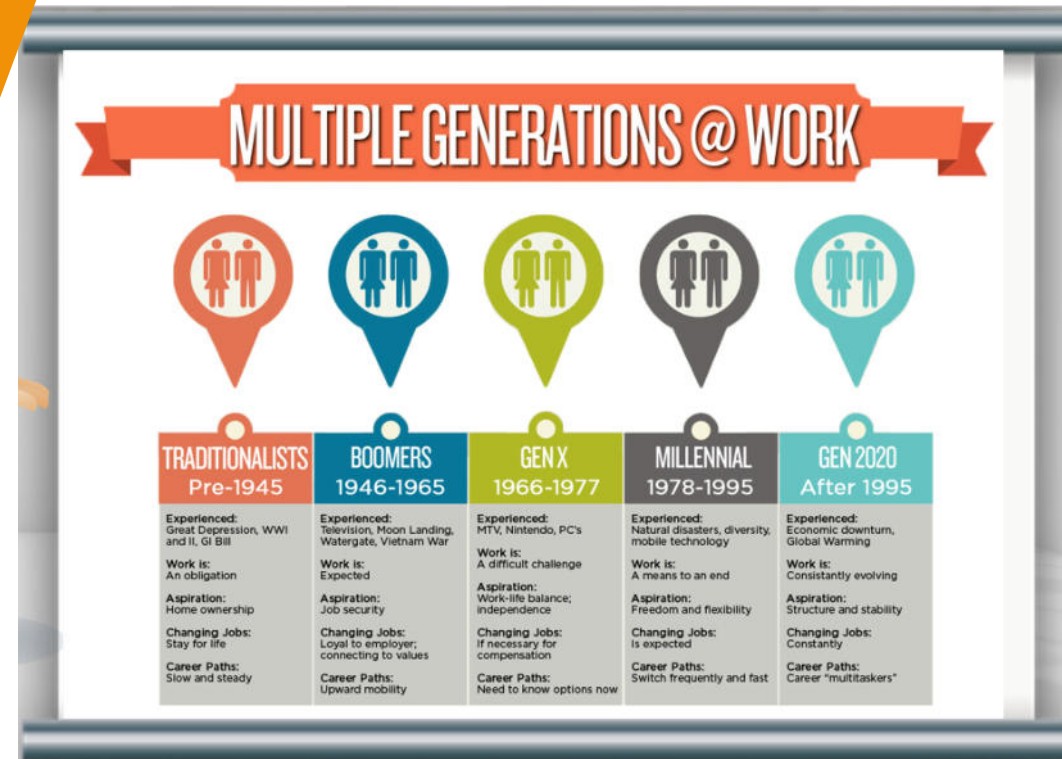
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VI Multigenerational Management

Tips:

- Accept differences
- Generational diversity is an advantage
- Creating a culture of accountability
- Avoiding stereotypes across generations



Source: ERASMUS+ Project WINGS4SUCCESS 2017

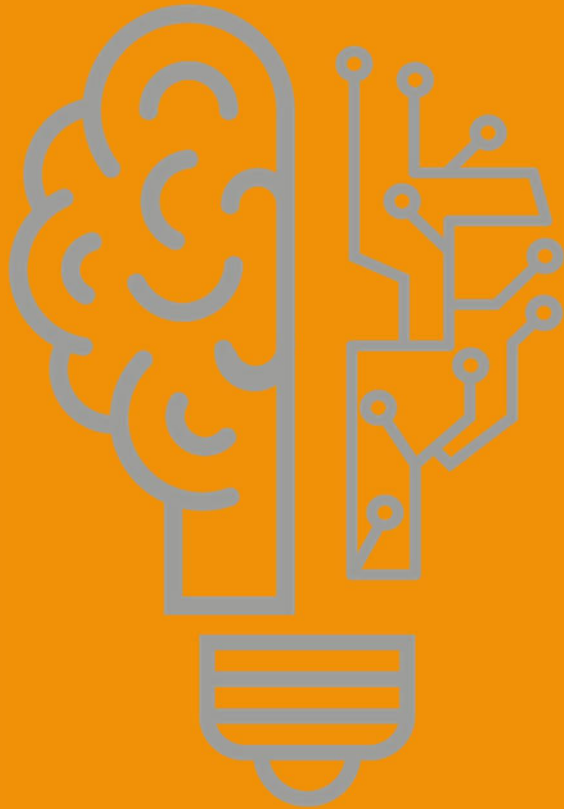
VII Workforce of the Future

Key to Success: Intergenerational Learning:

- Changing values
- Prioritization of "meaningful" work
- Hybrid Jobs
- Flexibility and home office
- Avoiding stereotypes across generations



Source : <https://catalyse.sg/news/building-the-workforce-of-the-future-through-intergenerational-learning/>



Thank you for your attention!

www.cvetnet.com