



THE ONLY WAY IS #UP

4 | R | E | A | L

REAL • EFFICIENT • ADAPTED • LEARNING

HOW THE **#UP 4REAL**® SKILLS ACQUISITION COLLECTION
FROM CEGOS LIFTS PROFESSIONALS TO NEW HEIGHTS



BEYOND KNOWLEDGE*

4REAL



CEGOS IS ACCELERATING THE DEPLOYMENT OF ITS INNOVATIONS TO BOOST PERFORMANCE

Cegos, the international leader for professional training, has been innovating for nearly a century:

- To advise and assist companies with their transformation and growth projects,
- To encourage and enable the personal and professional development of all.

The Group now runs its own operations in 11 European, Asian and Latin American countries. It is also active in over 50 countries through its network of partners and distributors, which are all leading training providers and top-tier technology experts.

Cegos deploys a global offer, including turnkey and tailored training and development, operational consultancy, managed training services, digital learning and international training projects. Its Learning 4REAL® approach aims to provide the most suitable and competitive learner experience by combining multiple learning formats and by incorporating on-the-job techniques throughout the process.

Our promise: Ensure that your teams have an innovative, performance-centred training experience.

Discuss your L&D project with our team.

Contact us today!

+351 213 191 960

info@cegoc.pt



THE DIGITAL LEARNING REVOLUTION HAS BROUGHT SIGNIFICANT ADVANTAGES TO THE LEARNING & DEVELOPMENT SECTOR. CONVENIENCE, FLEXIBILITY AND COST EFFECTIVENESS ARE THREE OF THE MAJOR BENEFITS, WHICH EXPLAINS WHY THERE HAS BEEN AN EXPLOSION OF ONLINE LEARNING PROGRAMS IN THE LAST TEN YEARS OR SO.

However, contrary to those who say digital will replace face-to-face training, online courses have their limitations. For one, learners usually need to rely on self-motivation to complete training modules. Another is that, whilst learners get plenty of knowledge from videos and downloads, there is little incentive to put their new knowledge into practice.

Within each **#UP 4REAL®** program, learners build on their professional skills – such as project management, communication, and negotiation – in a way that is quick, convenient and effective. The focus is on building soft skills on the job, with guidance from tutors and regular support from the learner’s line manager.

This is why Cegos – a company with a long history in learning innovation – has created the next step in the evolutionary process of digital learning. The **#UP 4REAL® SKILLS ACQUISITION COLLECTION** is a digital initiative that takes all the advantages of online learning and injects a healthy dose of human interaction.



→ **François Debois, Head of Innovation at Cegos**

“ Right now, it's all about experience. We wanted to build a strong foundation for the digital learning experience that adds an element of human interaction to enhance it.

There are lots of learning companies who see digital as an end in itself. Maybe they sell the fact that they have lots of videos or materials. But that is not equal to human interaction and on-the-job transfer of learning.

Our digital experience has three layers. The first layer is the range of interactive digital activities we provide. Cegos has 93 years' experience of learning pedagogy, so we understand how to integrate that pedagogy into our curated content to make sure it works.

Secondly, we have the journey that leads to know-how, not just knowledge, because on-the-job success is what enables motivation to thrive.

And thirdly, we have developed a Learning Experience Platform. This differs from a tradition Learning Management System because an “experience” platform drives learning in the workplace, rather than simply being a system of compliance.

The **#UP 4REAL®** collection makes the best use of the technology available now to make learning relevant and effective. ”

The #UP 4REAL® skills acquisition collection mixes the digital and human elements together to create something unique. Although the collection is delivered online, most of the actual learning happens in the working environment, which fits neatly with the Cegos 4REAL® learning approach that guarantees learning is successfully transferred to the workplace.



BEATING THE SCEPTICS

Those who say soft skills cannot be learned online make a convincing argument. For example, you can understand how to communicate well on a digital course, but you don't really learn how to do it unless you have a chance to practice and get feedback.

→ François Debois, Head of Innovation at Cegos

“ The **#UP 4REAL®** collection is different because it's not a learning program, as such. It's more a process of implementation. The main barrier to learning online is that there's a distance, no real relationship and no human touch.

#UP 4REAL® is guided by humans through one-to-one tutoring and

coaching, along with the social element of working in a group via virtual workshops.

Some people say that online learning requires a lot of effort or they don't have time to make full use of it. The **#UP 4REAL®** collection is actually very demanding because you must make

some effort to improve your performance. The collection becomes the inner fuel to drive that performance. However, much of the effort happens on the job and the motivation comes from the real people involved. ”



THE PERSONALISED APPROACH

One criticism of online learning is that it tends to be generic. By nature, the one-size-fits-all approach is necessary to deliver this kind of training, since human interaction is difficult to integrate on such a big scale.

But the Cegos Learning Experience Platform (LEP) – known as LearningHub @Cegos – allows users to do much more than access learning modules. Learners can communicate directly with their tutor or coach, discuss experiences with other people in their group and take part in a virtual workshop. In addition, they can create a personalised learning structure, track their progress and receive feedback on their work, sometimes instantly.

This kind of functionality makes it much easier to add human interaction into the mix and personalise the experience for the learner.

Cegos, however, goes one step further. In the #UP 4REAL® skills acquisition collection, learners get to choose their own learning pathway and are very much in the driving seat of the whole program.

“Learners today want an engaging experience,” says Jonathan. “So, we focus on what they are going to achieve, not just what they are going to learn. We make it personalised by supporting learners to make decisions, giving them a plethora of possibilities depending on their destination.”

At the beginning of each #UP 4REAL® program, learners can choose which modules they want to work on, based on a selection. For example, if you are learning about how to manage your projects more effectively, you can select the two modules that relate closest to the specific issues you have with project management. The on-the-job activities you put together, with the support of your coach and line manager, is closely aligned to the learning that happens within the two modules.

RETURN ON INVESTMENT

Today, companies place a high premium on getting a return on their investment, so learning transfer and relevancy are top priorities. In order to achieve these goals, however, it is important that line managers buy into the process and work closely with their teams to make the learning transfer happen.

“ Learning is always much more effective when we are accountable for our results,” says Jonathan. “The line manager plays a highly relevant role in learning transfer because they can align the program with company goals, give their team member relevant support and provide recognition of achievement, which is a great motivator. ”

THE FUTURE IS UP

The #UP 4REAL® skills acquisition collection is a step forward in the Cegos journey. As technology and ways of working continue to evolve, the emphasis of mixing the human touch with digital innovation will only become stronger, leading to a range of possibilities and better results for our clients.

So, what next? As Head of Innovation, it is only natural that François Debois would have some insight.

“ The future is all about the smart use of AI (artificial intelligence) and data to make digital learning personalised and even more interactive,” says François. “We always aim to curate the kind of content that triggers engagement. With our years of experience working directly with learners, we are good at creating that kind of content, so it’s exciting to think about where that will lead to in the years ahead. ”

Similarly, the coach motivates the learner by giving clear guidance, advice and feedback as the learner reports back on their experience in the workplace.

“ Change comes with action,” says Jonathan. “Our distinctive process of implementation comes with tools you can use on the job. The Implementation Journal, for example, is a document of achievement where you can reflect on real-life learnings. We also include a reinforcement program of daily tasks, as well as job aids that tell you how to face certain situations with a practical emphasis. Ultimately, we always have the end in mind, which is to achieve tangible results and develop new and positive habits. ”

For now, the #UP 4REAL® skills acquisition collection is what Jonathan Mohadeb calls “the perfect harmony of present and future”, thinking ahead to how the digital knowledge economy will evolve and experimenting with new paradigms.

Of course, the #UP 4REAL® collection itself will evolve over time, as the Cegos team observes how learners respond and adapt to the #UP 4REAL® experience.

Whatever happens, Cegos is thrilled to be at the forefront of the next learning revolution.



BEYOND KNOWLEDGE*

FOLLOW US



Rua General Firmino Miguel, n.º3 A/B, r/c - 1600-100 Lisboa | Portugal
T. +351 191 960 | E-mail: info@cegoc.pt | www.cegoc.pt