Case Study

Global Training Solutions for a Global World
Siemens

Siemens is a global powerhouse with around 377,000 employees in more than 200 countries. The company focuses largely on the areas of electrification and automation.

Siemens is one of the world’s largest producers of energy-efficient, resource-saving technologies, and is a leading supplier of systems for power generation and transmission, as well as medical diagnosis.

The Siemens name is synonymous with globalization and worldwide presence. This means that language skills are key for Siemens to deliver global business. Siemens prides itself on always being ahead of the latest trends; this is also the case when it comes to learning, where Siemens is at the cutting edge of the latest thinking.

The Global Learning Campus

The Siemens Global Learning Campus is the company’s internal learning provider.

Its role is to provide employees with the right skills and competencies to ensure the success of the whole organization. To equip employees with specialist knowledge, Siemens is increasingly turning to digital learning technologies and offering virtual training courses supported by Learnlight. The Learning Campus enables employees to access and share learning and knowledge on demand. This means that they can apply it immediately to their work challenges without having to wait for an appropriate course to be set up.
The relationship between Siemens and Learnlight began more than 13 years ago. Siemens’ trust in Learnlight led them to appoint Learnlight as Siemens’ Global Strategic Learning Partner for language training in 2018.

This appointment was thanks to the strong support of Siemens Spain, who recommended Learnlight to the central office in Germany, having worked hand in hand with Learnlight as a training partner for many years.

Siemens Spain was an early adopter of many of Learnlight’s learning innovations. The training outcomes achieved so far speak for themselves: 98% of participants completed their Learnlight training course successfully in 2017, the attendance rate was 94%, and the average trainer satisfaction rate was 5/5.

Having Learnlight as a global strategic partner gives Siemens the agility to set up new training modules quickly and easily and scale their solutions as the organization evolves. It doesn’t take long to set up a new course when Siemens need to implement company-wide training, and reporting and monitoring training is simpler and more flexible, as the systems are already in place.

**Importance of Language Skills at Siemens**

Siemens considers language competency a corporate priority.

Language skills are an essential work tool for Siemens’ employees to carry out their work successfully as Siemens is active in almost every country in the world. All employees must have the capacity to communicate effectively with clients, customers and suppliers, as well as with international colleagues.

Siemens encourages employees to take responsibility for their personal performance in today’s changing landscape. Working in multi-disciplinary teams is now the norm and language skills are vital to drive operational efficiency and collaboration.

“We try to really improve the necessary skills and competencies of all employees to ensure the success of Siemens because learning is crucial”.

Helge Förster, Head of Team Business Methodologies
Challenges

Across the business, Siemens is looking for efficient and sustainable digital solutions. The Global Learning Campus must engage employees as active participants in the company’s digital transformation process.

The campus is receiving more and more requests for virtual language training as employees are keen to explore the possibilities of digitalization.

The main training challenges facing Siemens are:

» **Organizational evolution** - delivering language training to an organization in a state of continuous change.

» **Lack of time** - more and more Siemens' employees find it difficult to attend classic face-to-face training sessions and to commit to a fixed time slot.

» **Busy schedules due to regular travel for work** – learners require a flexible language training approach that caters to the needs of modern learners.

» **Reducing the impact of travel** – as an organization committed to creating a sustainable future, Siemens requires training solutions that allow them to honor their commitment to reducing their carbon footprint.

» **Providing customized learning** – Siemens is receiving an increasing number of individual learning requirements regarding specific topics/situations.

» **Adapting to digital virtualized formats** - Siemens' employees were used to a traditional face-to-face approach and needed to develop their digital capabilities.

» **Creating a shift in mindset** – Siemens have made it their mission to transform employee attitudes towards learning. In the past, learning at Siemens was something remote, that you would devote a day to, attending a classroom-based course. Using new digital technologies, the Learning Campus strives to embed learning into the daily work of their people.
Siemens and Learnlight have worked together to develop a unique language training solution that foregrounds their learners’ needs.

Learnlight’s virtual training solution offers today’s busy professionals a time-efficient way to manage their work and learning. Learners only need to block out 30 minutes per week for classes and can reschedule up to 50% of their sessions if something urgent comes up. The learner can easily fit learning into their schedule without major disruption or having to work late to catch up.

The training content is easy to scale: the trainer assigns preparation work for the week via the Learnlight platform, including videos, listening activities, reading texts and comprehension exercises. However, if learners want to do more, they can explore Learnlight’s huge resource library, which is filtered to their level to help them find the most relevant activities to work on specific areas.

The intuitive navigation built into the Learnlight platform gives learners the freedom to take control and self-direct their learning. Each employee follows a personalized learning path, which helps them track their progress, as material builds on their achievements and supports their weaker areas.

“I like it, because flipped classroom means that you’re learning new stuff on your own and then use the time with the trainer to do your exercises...”

Andreas Talg, Head of Learner Experience Platforms
Learners can adjust how quickly they work through the activities, depending on the time they have available and how urgently they need to develop specific language skills.

The on-demand nature of the learning content means that it seamlessly becomes part of their day-to-day life, including giving them access to a variety of resources, such as email templates, culture guides and an accents and dialect center, which can help them prepare for meetings in specific regions.

All Learnlight’s blended programs incorporate a cutting-edge flipped classroom approach. This method equips learners with key knowledge before each session, which means that they can optimize the time with their trainer, putting this knowledge into practice.

Activities which don’t require trainer input can be completed online before the session and then the newly acquired knowledge and skills are consolidated during the live session.

The platform also offers bite-sized micro-learning activities that are easy to digest. This is a significant improvement on the dense information that is presented in a traditional classroom-based course.

“I think Learnlight does this very well, because you have the self-paced stuff that you can do beforehand, rework afterwards and then in the training session you can really concentrate on what’s very important in learning a language – talking with somebody who knows this language perfectly”.

Andreas Talg, Head of Learner Experience Platforms
Results

The amount of interaction with live trainers surprised even the more reluctant learners, who were worried that they would miss the human touch of face-to-face training. Staff at the Siemens Global Learning Campus have described Learnlight’s virtual blended approach as “the perfect match between technology, content and human-based and human-led training”.

Learnlight’s expert trainers play a key role in motivating Siemens’ learners. Many learners highlight the great rapport they have built with their trainers, who frequently become friends as well as trainers.

Learnlight language training is driven by the user and allows learners to take control of their learning. This offers Siemens’ employees a flexible learning experience.

The move to virtual learning has not only led to an increase in the language capabilities of Siemens’ employees, it is also more sustainable. With traditional training, learning and work are separate – learners must allocate time to each training activity. With Learnlight, however, learning content is available across all devices, and the distinction between work and learning is blurred.

Siemens’ employees are recognizing the flexibility and benefits of Learnlight’s virtual training approach. The new Learnlight programs have led to a significant increase in learner engagement. The state-of-the-art Learnlight platform is, according to Siemens’ Senior Consultant and super-user Dr. Theresia Tauber, “just like a fitness gym where you train your language muscles.”

“We’ve chosen Learnlight as our training provider because [their training] puts the learner in the center…[I]t offers a flexibility that no other solution can deliver”.

Matthias Fuchs, Senior Training Consultant at Siemens
Results

Adopting a virtual language learning approach has also enabled Siemens to take their global mobility strategy to the next level.

Employees going on international assignment or secondment can start their language training prior to leaving their home country and continue learning in their host country, ensuring a continuous learning process and competency building that would be difficult to achieve otherwise.

They are also able to maintain the relationship with their personal virtual coach, which gives them additional security when changing countries, as they don’t have to adjust to a new trainer, as well as ensuring learning continuity.

Siemens is already reaping the multiple benefits of virtual language training. Not only is the digital classroom more agile, more relevant and more exciting for their employees, it also has a significant impact on return on investment, including higher attendance rates and increased learner engagement, which leads to faster progress.

Learnlight’s innovative training plan is transforming language learning at Siemens, helping the learning team to meet the training needs of their people in innovative ways without losing the all-important human element.

Learnlight looks forward to supporting more and more Siemens’ employees around the globe as they continue to migrate to the online training environment and discover all the benefits of Learnlight virtual training.

“I would recommend Learnlight because it’s a very convenient and pragmatic way to learn languages, where you have a lot of flexibility and the exercises are great. The biggest benefit for me is the direct contact with the face-to-face sessions via Skype with a trainer.”

Andreas Talg, Head of Learner Experience Platforms.
Siemens
Learnlight is an award-winning EdTech company that provides language and soft skills training to more than 1,000 clients and over 400,000 learners in 150+ countries.

Since our foundation, our dream has been to bridge the gap between the disparate worlds of education and technology by harnessing cutting-edge technology to optimize instructor-led training. Our obsession was, and continues to be, to empower talented trainers to create transformative learning experiences because we think people are the real killer app.

Visit learnlight.com to discover more about Learnlight and our unique range of digital, tutoring, virtual and face-to-face solutions.

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