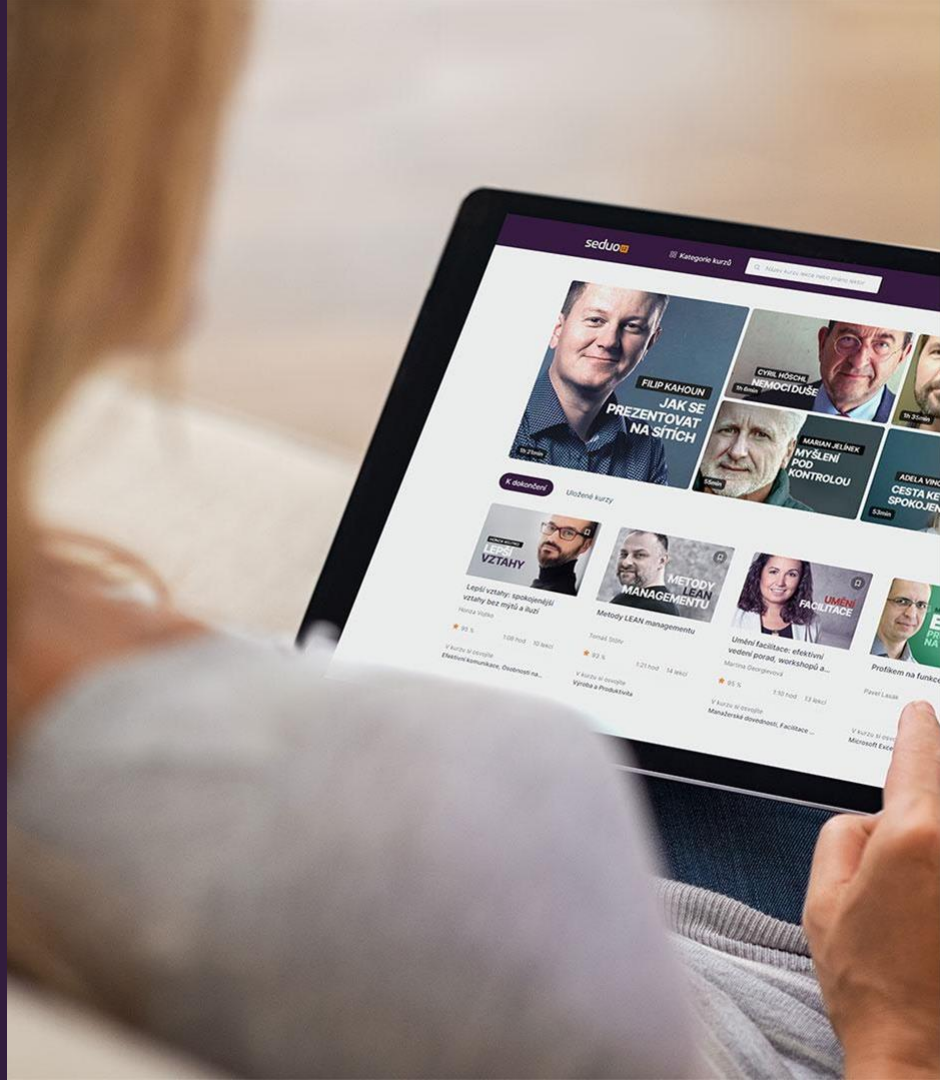


EDUCATION AS A KEY TO COMPANY DEVELOPMENT

Tereza Lipoldová, Key Account Manager Seduo.cz



Big difference between what companies say and what they really do

What companies say they do:

They educate their employees because they want to:

- Develop to their competence and knowledge for decision-making.
- Unified the level of knowledge in the given position.
- Discovered new ways to do their jobs better.

Half of the companies declare that they consider education to be a fixed part of the company's functioning. The other half is at the benefit level.

They are interested in investing in education and adapting it to the needs of employees and their targeted development. Through education, they want to achieve visible progress of people.

Through education, they want to achieve visible progress of people. They want them to be able to use what they have learned in their company practice.

What companies really do:

Companies are mainly good at dealing with gaps and shortcomings of employees.

However, they do not manage to fulfill the individual educational needs of the individual

They lack the time or know-how to introduce new methods/forms.

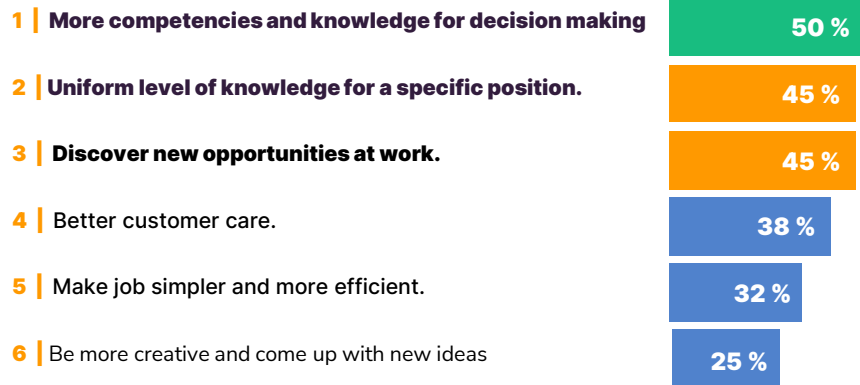
The main motivator for people to learn is that companies offer them free education. This is not enough given the attitude of the Czechs, who are not goal-oriented themselves and rather let themselves be guided.

Education is mainly dominated by compulsory activities

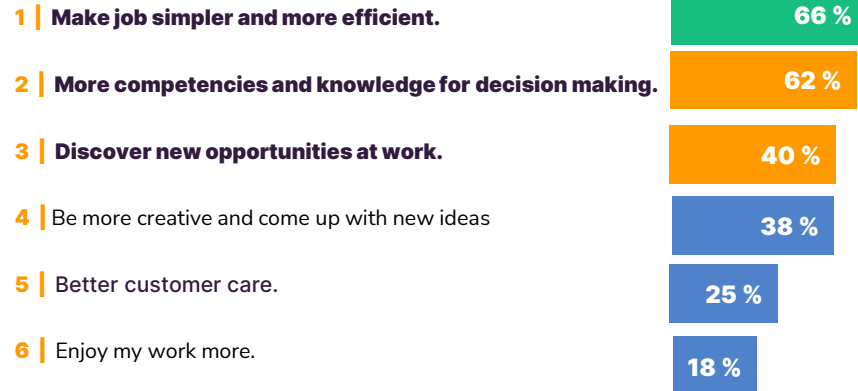
Not all companies evaluate that the employee has actually acquired a new skill. Most often, they record only the participation itself and the feedback from the participants to the course.

The role of in-company education and development

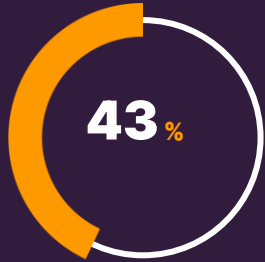
For the company:



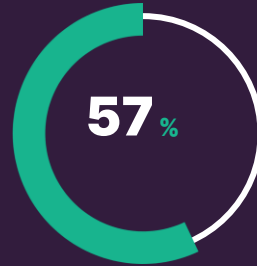
For the employee:



Reality



of employees have the opportunity to gain RELEVANT education through their employers.



of employees claim not to have this possibility

Attitude towards education

81% When it comes to educational opportunities, we try to meet the needs and interests of employees.

78% Most of our employees participate in training with pleasure and interest.

78% **We prefer targeted development and targeted education of our employees.**

77% Education has the support of top management in our company.

72% Education has an important position in our company.

60% **We are successful in introducing new methods and procedures regarding education.**

50% **We have a relatively elaborate system/concept of education.**

19% When it comes to educational opportunities, we only arrange what is really necessary for the running of the company.

22% Most of our employees participate in training mainly to have a "whistle" and to confirm that they were there.

22% **We prefer the free development of our employees, i.e. the ability to develop according to themselves and their own needs.**

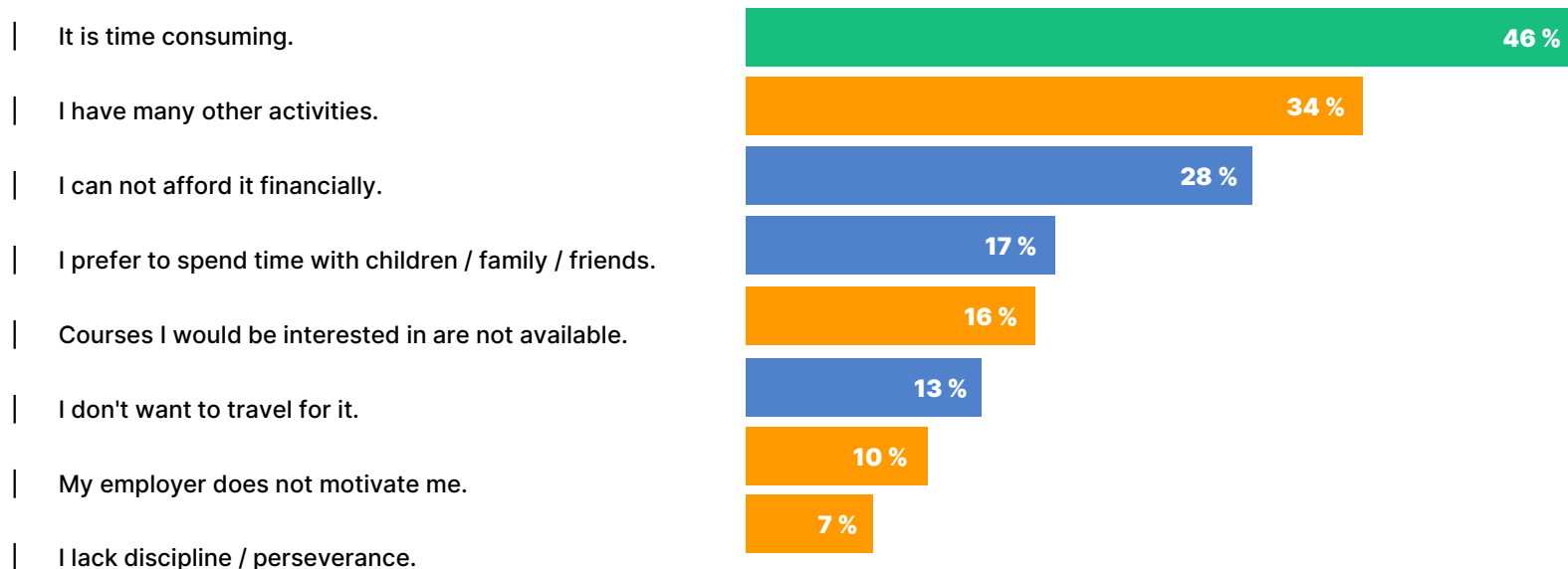
23% The management of the company does not support education very much. I have to promote many things myself/one of my colleagues.

28% Education is not one of the company's priorities.

40% We do not deal with the introduction of new methods and procedures regarding education.

50% We organize education according to current needs, without an elaborate system.

Why people do not study more often?



Overview of how companies motivate their employees to study

Companies with employee self-motivation do not work very well. The motivation of employees to study are **mainly free courses**, courses that the employee **really needs** (also because they are linked to real work problems) **or which improve their positions**. Real means of motivation (eg rewards for the best students) are used by a minority of companies.

We provide employees with education completely free of charge.

We offer education that employees need, so there is no need to motivate them.

Education is based on real problems that arise in the company, that's motivation enough.

We offer education that will them in career growth.

Certificate - employees receive a certificate after passing the final test.

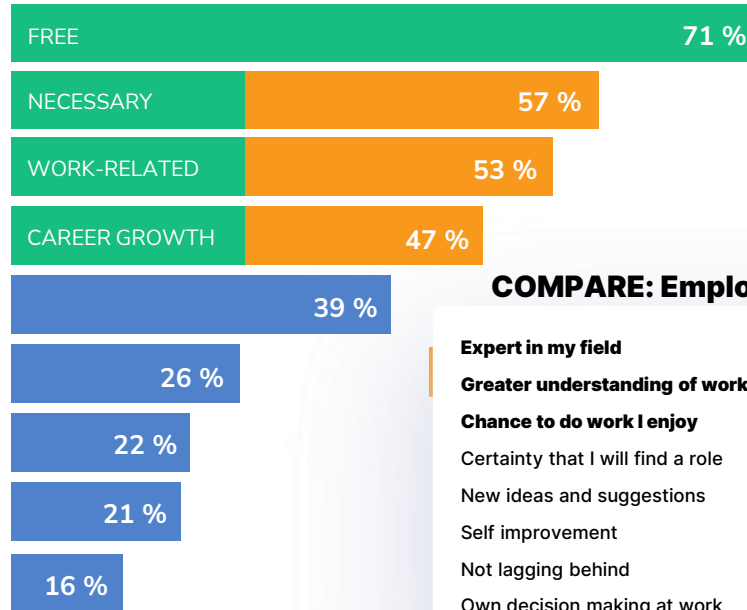
We offer attractive courses that employees would not otherwise be able to attend as private individuals.

Exclusivity - some forms of training are only available to selected employees.

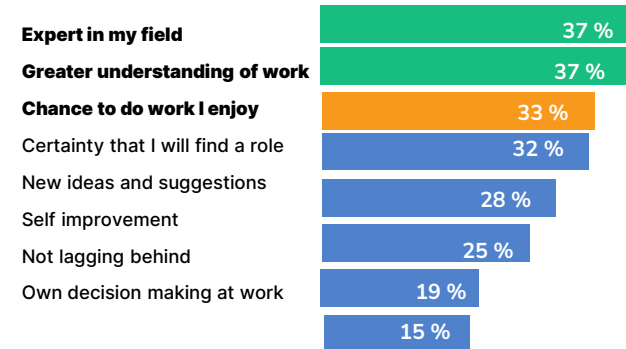
Interactivity - we organize courses with which participants can engage.

We constantly refresh the education offer - novelty is always interesting.

Restrictions - participation in education is a necessary condition, e.g. for the use of a company car, mobile phone, home office, etc.



COMPARE: Employee perspective



Types of educational activities

Mandatory

49% Required by law

22% Required by company HQ

29% Unmandatory

1. POVINNOST

49%
povinné ze zákona



22%
povinné (z centrály)

29%
nepovinné

Target group

38% Team training

35% Company-wide training

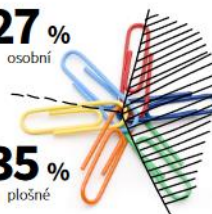
27% Individual training

27%
osobní

2. ZÁSAH

38%
týmové

35%
plošné



Focus

46% Hard skills

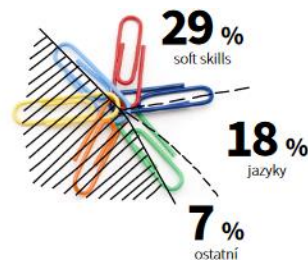
29% Soft skills

18% Languages

7% Other

3. OBSAH

46%
hard skills

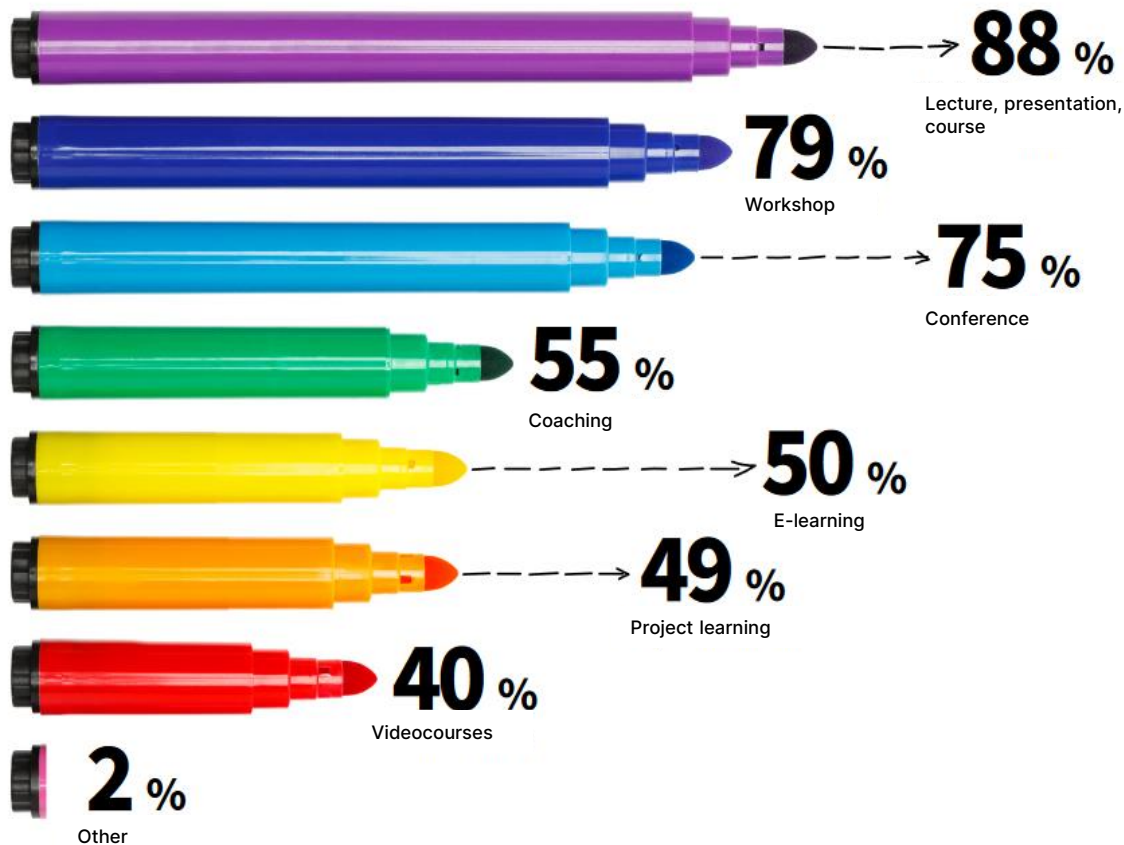


29%
soft skills

18%
jazyky

7%
ostatní

Methods of corporate education 2019



zdroj: g82/Simply5, Firmy poskytující firemní vzdělávání, 355 respondentů, 11/2019

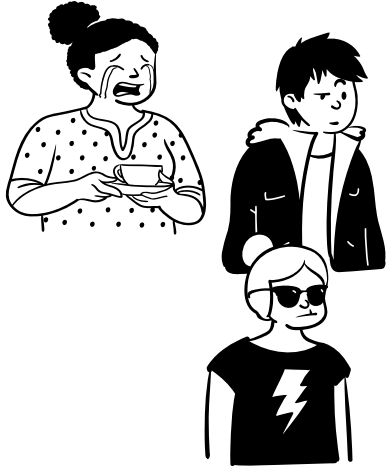
The future of corporate education

Corporate education will continue to focus on work performance, but at the same time it will also take into account its important conditions – personal life and respect for the person's personality.

The opportunity is to serve the needs of different generations/groups in the labor market:

Youth

(being able to find meaning in what they do at work, stress and time management)



Grey 50+

(the ability to master technology and keep up with the times)



Blue collars 2.0

(blue-white collars combining technical skills with soft, pro-customer).



Current and future trends in corporate education

- | Blended online learning
- | Online learning
- | Data driven learning
- | Integrating learning/education into everyday work
- | Rapid authoring
- | Learning organization
- | Involvement of managers
- | Elimination of casual learning activities

Thank you

Tereza Lipoldová, Key account
manager

seduo 

více na [Seduo.cz](https://www.seduo.cz)