

# EDTECH SOLUTIONS FOR TRAINING ENGAGEMENT IN CLIP CORPORATE CULTURE

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## **Abstract**

Nowadays organizations are facing challenges which cannot be resolved by the traditional managerial solutions. EdTech area has a relatively short history, it is a sphere in dynamic development process. Learning and Development practices in organizations tend to integrate and use the novelties from different training platforms. It started with Excel, E-mails and Google Docs and today is present by complex solutions in Training Management Systems. The dynamism, uncertainty and high competition in business organizations make them adapt their learning systems and corporate cultures. From the comparative values organizational culture framework of Robert E. Quinn and Kim S. Cameron <sup>1</sup> companies are moving to 'clip' corporate culture and need of a different AI-based and scenario-based training system approaches.

**Key words:** learning and development, training management systems, EdTech, clip thinking, corporate culture, symbolic, simulacra, training engagement

## **Clip Corporate Culture and Corporate Simulation Environment**

Alvin Toffler<sup>2</sup> futurism future already has happened. Human culture in general and organizational culture or corporate culture are based on the 'clip' thinking principles. These principles are easily recognizable in nowadays companies:

- Multi-focus in tasks and duties
- Less specialized jobs
- Wide variety of skills
- Multiple media (remote work processes)
- Fast pace of changes

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<sup>1</sup> Cameron, Kim S., and Robert E. Quinn. 2011. Diagnosing and Changing Organizational Culture. 3rd ed. Chichester, England: Jossey Bass Wiley.

<sup>2</sup> Toffler, Alvin. Future Shock. New York: Random House, 1970.

- More service style by leaders
- Human resources development urgency (as reskilling, upskilling, etc.)
- Scaling of the learning programs (EdTech development)
- HR Branding and talent management (retaining talented employees with the help of positive organization's image)

Moreover, in organizations as reflecting overall culture development trends, there is a tendency to simulation of reality to become reality (simulacra and simulation of Jean Baudrillard<sup>3</sup>). In this system, the symbolic leadership and generally symbolic meanings play a greater role in managerial effectiveness. It is not enough to plan, organize, lead and control. It is a demand for managing intangible elements in communication, team work, relationships and meanings at work (purpose, mission, goals, vision, adjusted to employees needs, or at least in the average fit).

### **Corporate University for Scaling Learning and Development**

In the light of the new meanings and directions, Corporate University takes a greater space in corporate Learning and Development programs (see Exhibit 1). Employee Learning usually considers newly hired employees (to train for the job and position and to teach standards) and current employees to keep them up-to-date (competences development; changes in conditions; changes of specific or general environment; company changes; talent pool/talent management). Moreover, the whole L&D System is set to promote high performance (Exhibit 2). The skills are divided into two categories: hard and soft skills (Exhibit 3), which means that the approach to Learning and Development and the selected solution should be useful for developing both clusters of skills. They have some specificity and need variable methods and activities to be used.

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<sup>3</sup> Baudrillard, Jean. *Simulacres Et Simulation: Simulacra and Simulation: The Body in Theory*; University of Michigan: Ann Arbor, MI, 1994

Exhibit 1

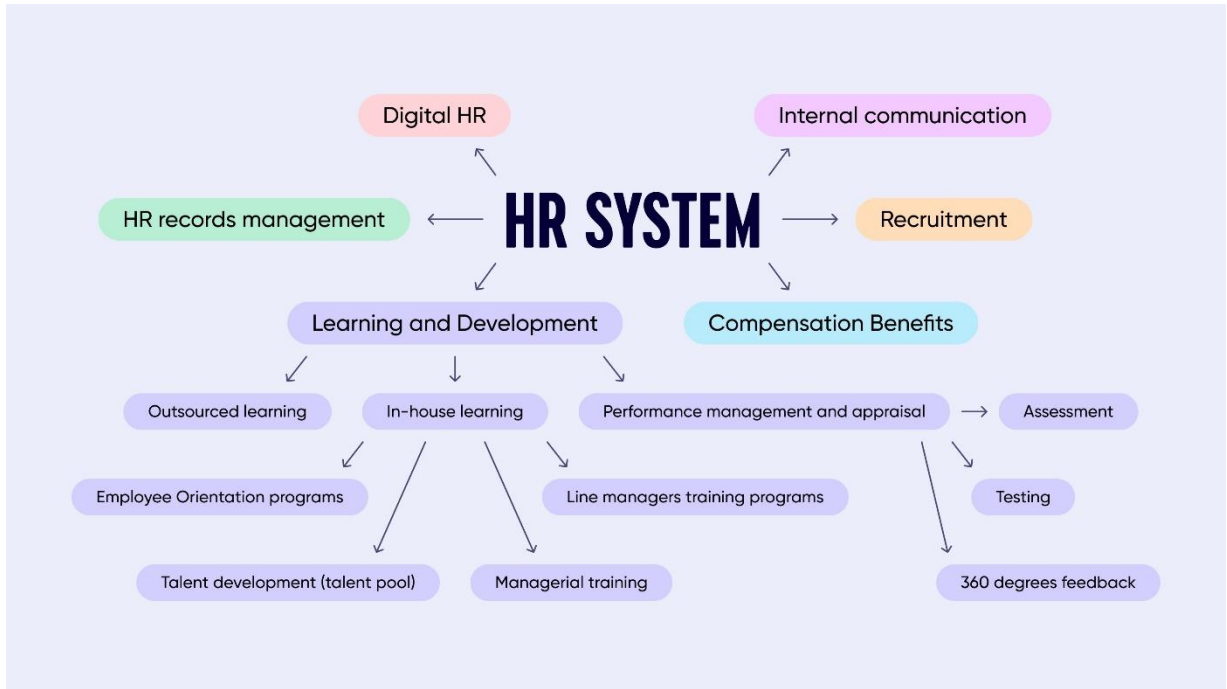
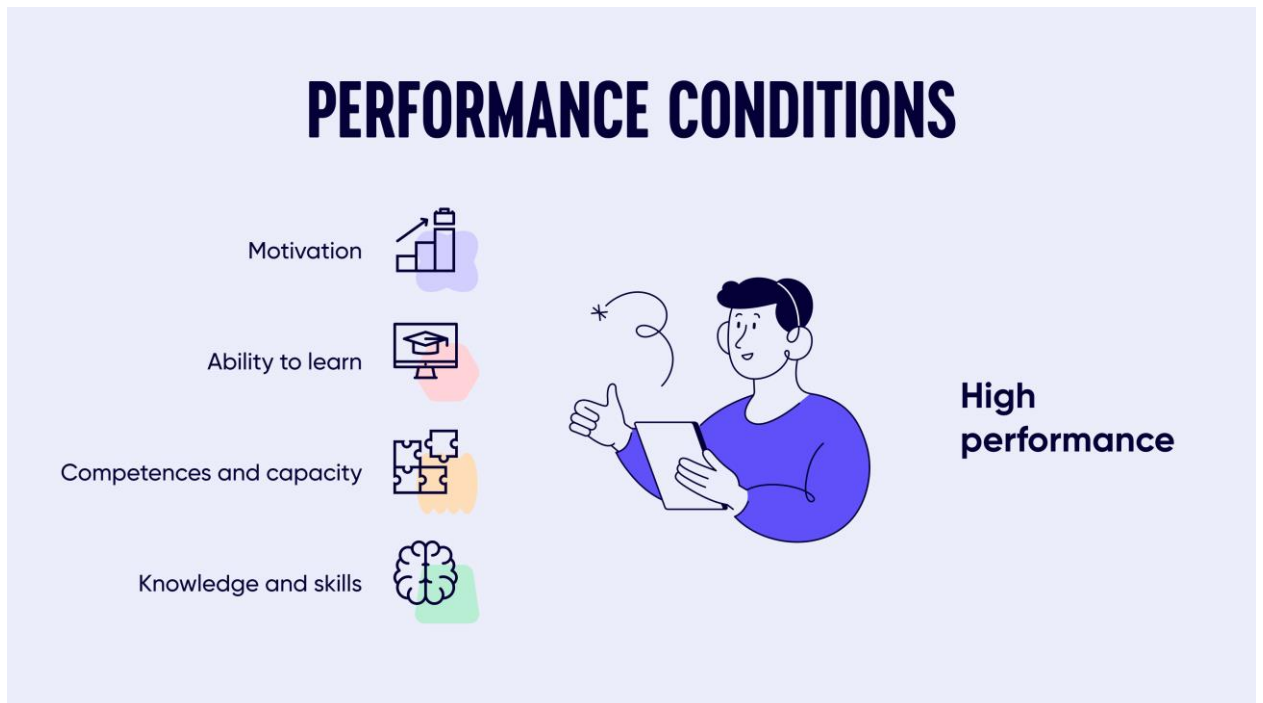
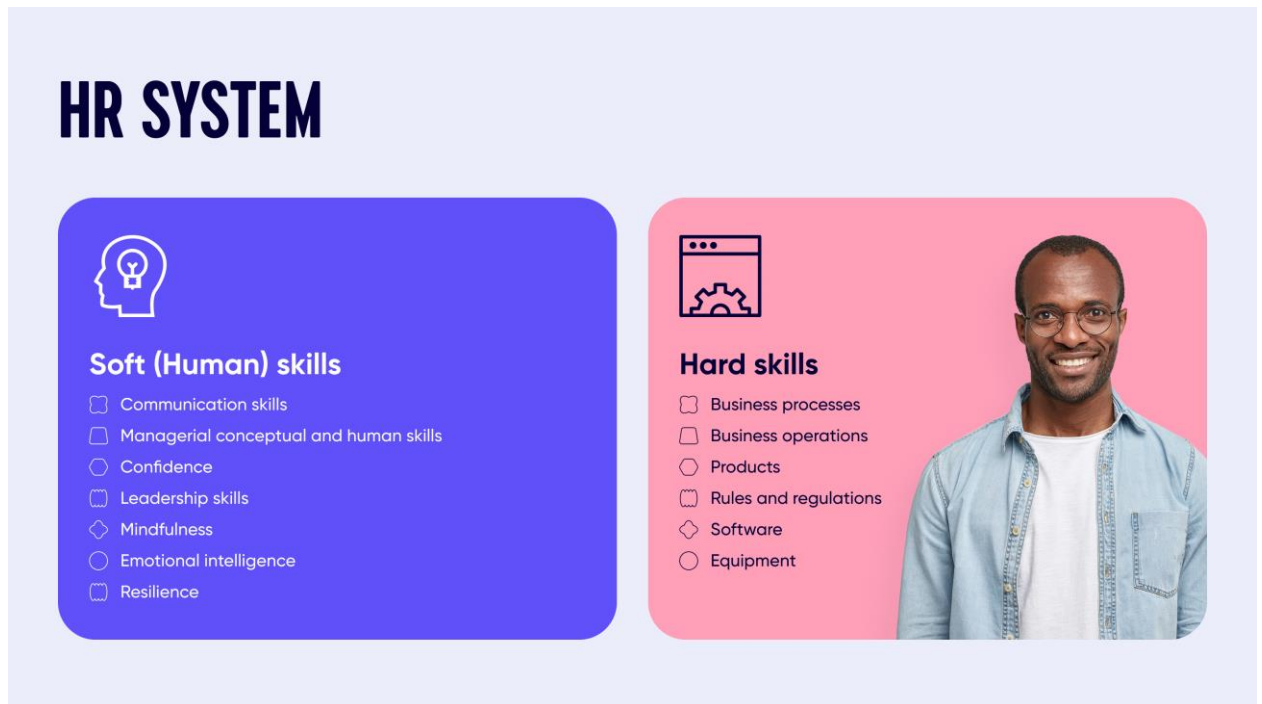
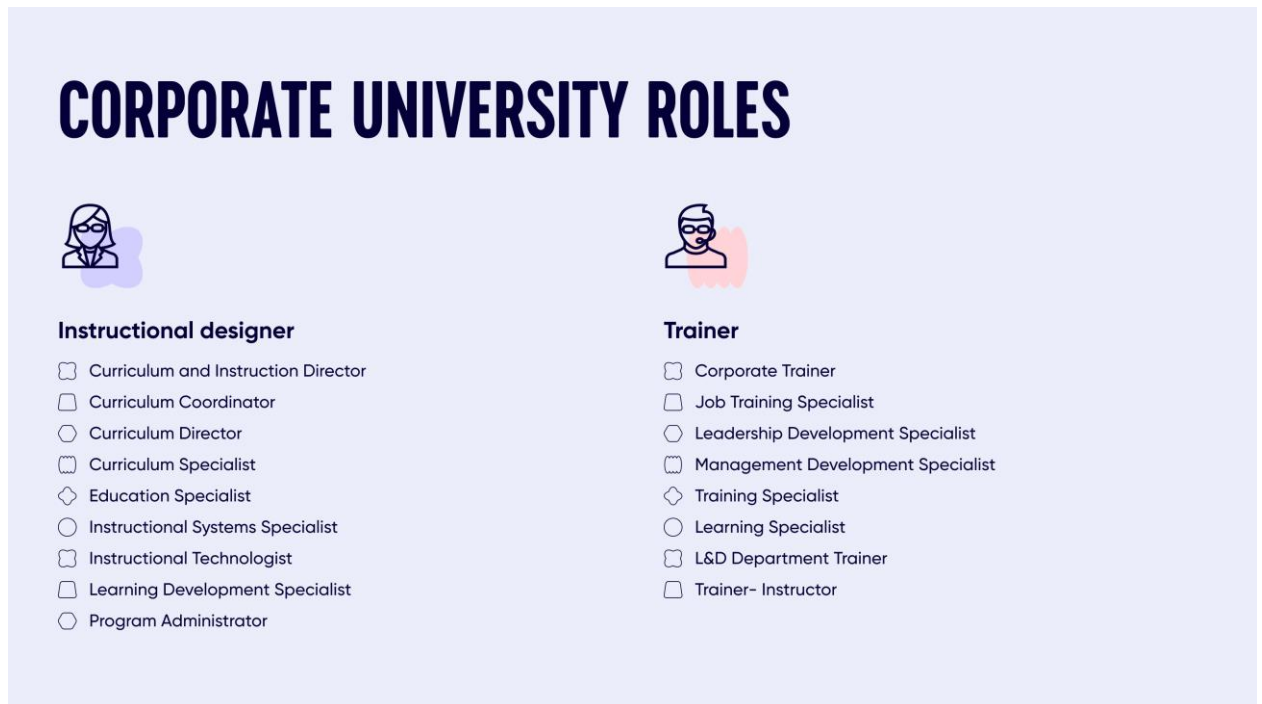


Exhibit 2





Corporate University resolved this demand and implements it in the complex strategic approach to corporate learning and development, as well as it is in a tight connection with organization's mission, business and strategic goals. For the scale-large learnings is the most effective solution for now. Corporate University reflects the clip culture, regardless to its strategic and deep connection, it still leans to introduce more scenario-based solution for the training programs. It means that skills are scaled, employees develop the skills in a less individualized application, but in a more unified standardized way for applying them to work. It matters much for service companies, call centers, hotel chains, software companies, banks, and other big corporations. In Corporate University there are different roles, and EdTech solutions (products) are looking for the ways how to serve each of them with the best tools (Exhibit 4). Instructional Designers are focused at designing the programs format (synchronous, asynchronous design; webinar, virtual training, facilitation format) and developing relevant activities to achieve learning goals and business goals. Trainers implement the training scenarios and activities developed by the Instructional Designers.

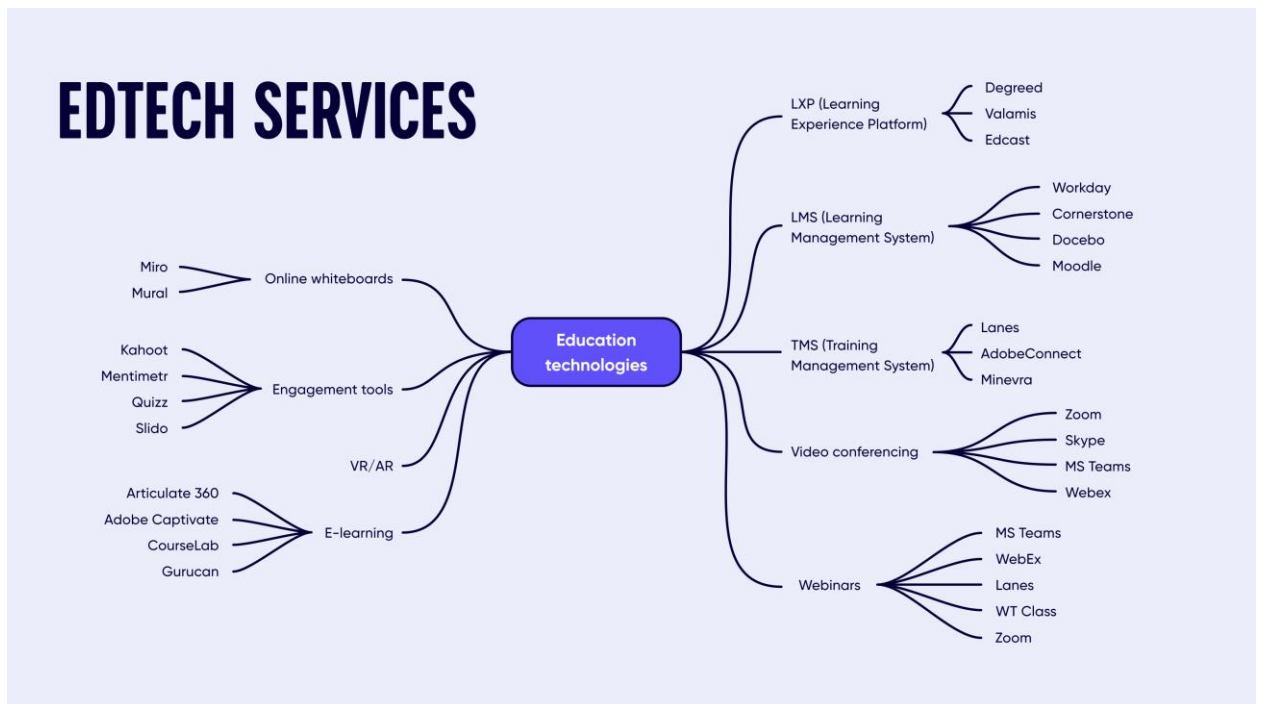


## EdTech Market Today

EdTech is the practice of introducing information and communication technology tools into the classroom to create more engaging, inclusive and more individualized learning experience; hardware and software to enhance the quality of learning experience and get to high performance results. EdTech market has been permanently developing, as the demand is high. Nowadays it is present by the following services (Exhibit 5):

- LMS (Learning Management Systems) for asynchronous learning (e.g. Moodle)
- Online whiteboards (e.g. Miro and Mural)
- Engagement tools (for quizzes, polls, etc., as e.g. Mentimeter, Kahoot)
- E-learning (E-learning courses, as e.g. Gurucan, CourseLab)
- LXP (Learning Experience Platform)
- Video Conferencing and Webinars (as Zoom, Webex, MsTeams)
- VA and AR (Artificial Intelligence systems)
- TMS (Training Management Systems) for complex solutions (blended learning), (as Lanes, AdobeConnect)

Exhibit 5

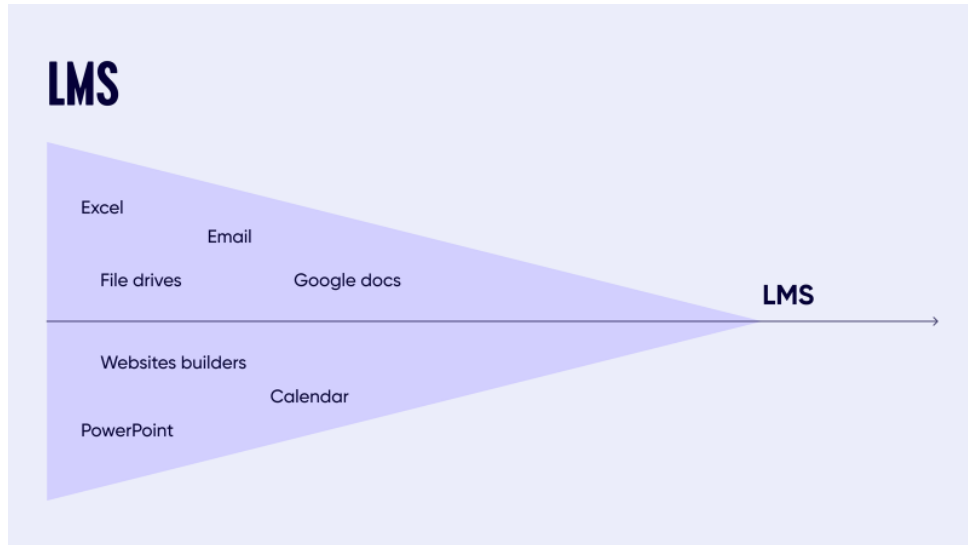


The major two complex and effective systems for corporate learning (not freelance trainers, but for organizations) are LMS and TMS. As well, video conferencing (Zoom, MsTeams and Webex) are actively used for the corporate learning, but are less comfortable, and needs a lot of additional solutions and integrations (with engaging tolls for example).

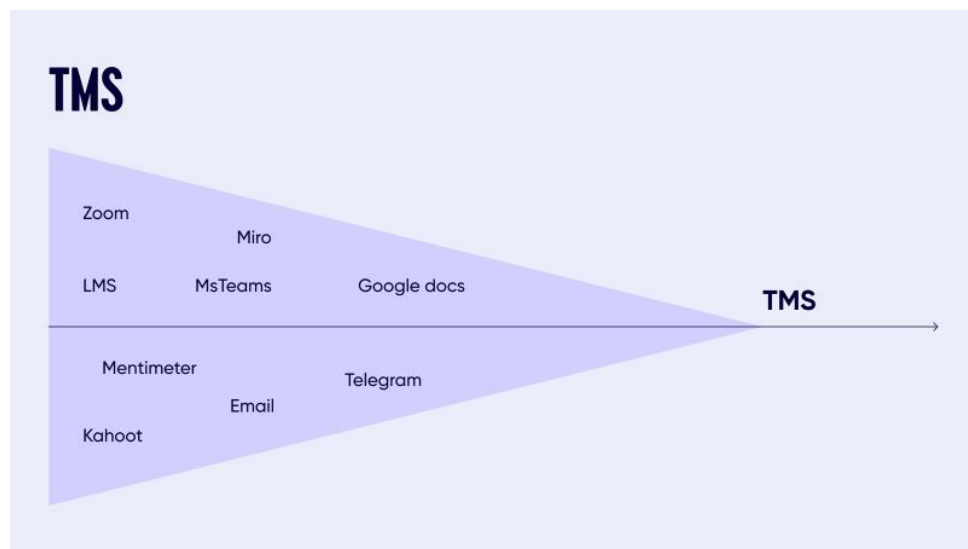
LMS started with the elementary file drives, E-mails, Excel and Google docs, and nowadays is present as a complex asynchronous learning solution, or integrating video conferencing services for synchronous learning programs (Exhibit 6).

TMS in its turn goes beyond the limits and expands the solutions for all types of learning design – synchronous, asynchronous and blended. Developing all the needed instruments in one-stop complex classroom solution (Exhibit 7).

**Exhibit 6**



**Exhibit 7**



**TMS Training Management Systems for Training Engagement in Clip Corporate Cultures**

Training Management System is a centralized platform, where company can manage, create, schedule and deliver training courses. In virtual learning usually, engagement is the greatest challenge. Moreover, in a clip corporate culture where the attention is dispersed within various tasks and multiple skills, it is almost not possible to get 80-90% engagement in virtual training or asynchronous program.

Training Management Systems are developing the instruments and mechanics integrated in one platform to enhance the engagement and allow scenario training scaling. The main challenges for virtual learning and development are:

- Team work clarity and standards
- Scaling
- Engagement
- Measuring learning outcomes
- Optimizing the work of L&D Team
- Adapting the content for virtual learning
- Balancing workload
- Continuous improvement
- Feedback and assessment

The results with Training Management System can be impressive. For example, with Lanes platform <sup>4</sup> (some cases examples).

In Banking: Training sessions reduced to 3 hours, scalability enhanced, life-long learning culture and retention, new program design reduced to 1-2 days (compared to 2 weeks).

Healthcare company: cost training per employee reduced from \$700 to \$7, expertise developed company-wide easily, improved engagement and learning results.

Fast-food chain: 23% higher engagement rate, waiting period for leadership dramatically cut (from 6 months down to 3 days), expenditure on company-wide mandatory training has decreased by 39%.

Nowadays the leaders among TMS platforms worldwide are AdobeConnect<sup>5</sup> and Lanes<sup>6</sup> (Exhibits 8-10).

The above mentioned results and the active development of TMS platforms show the tendency of engagement enhancement in virtual training programs for corporate cultures.

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<sup>4</sup> <https://www.lanes.ai/>

<sup>5</sup> <https://www.adobe.com/products/adobeconnect/learning.html>

<sup>6</sup> <https://www.lanes.ai/>



## Exhibit 8 AdobeConnect

The screenshot shows the Adobe Connect website. At the top, there is a navigation bar with the Adobe logo and links for Digital Learning Solutions, Adobe Connect, Features, Solutions, Industries, Learn, Buy, Live Demo, and a Free trial button. The main banner features a 3D illustration of a virtual classroom with a central screen displaying a presentation titled 'Adobe Products' and several smaller screens around it. A woman is visible in a video feed on the left. The text on the right reads 'Adobe Connect for Virtual Training' followed by 'Virtual classrooms and Virtual Instructor-led Training for real engagement' and a 'Contact us' button. Below the banner, there is a 'Discover more' button with a 'Free 30-day trial' tag and a 'Learn more' button at the bottom.

## Exhibit 9 Lanes

The screenshot shows the Lanes website. The navigation bar includes 'Cases', 'Blog', 'Events', 'Products', 'Academy', 'Company', and a 'Book a Demo' button. The main headline is 'AI-POWERED SCENARIO-BASED VIRTUAL CLASSROOM' in large white letters. Below the headline, there is a list of benefits: 'Manage training in one click', 'Scale training company wide', 'Engage trainees easlily', 'Create blended programs', and 'Get instant training analytics'. A 'Message us' button is located in the bottom right corner.

## Exhibit 10 Lanes

This screenshot shows a detailed view of the Lanes website. It features the same navigation bar as Exhibit 9. Below the main headline, there are four blue boxes, each describing a feature: 'AI-powered virtual classroom' (using AI bots, polls, quizzes, breakout rooms, feedback emojis, whiteboards, brainstorming, role-playing, and more), 'Scenario-based approach' (design and deliver training according to scenarios 2x faster and scale enterprise learning in bulk according to your company's standards), 'High engagement rate' (all-in-one training solution allows you to focus on learning first, and develop both soft and hard skills effectively, whether remotely or in face-to-face sessions), and 'Digital footprint for data-driven decisions' (collect over 30 training metrics, securely store them, and make them available for analysis in CSV format). A 'Message us' button is in the bottom right corner.