

FORESIGHT

# Training & Learning in the Tomorrow++



This paper illustrates 15 signals of change and innovation manifestations related to the digitalization of the training & learning market. The research was undertaken for discussion purposes only, no upfront clustering was done.

**How will  
training &  
learning be  
like in the  
future?**

# **NEW TRAINING & LEARNING ENVIRONMENT**

**New forms of literacy required**

**Learning & training throughout the life**

**Purposeful learning**

**Exponential technologies**

**Jobs of the #future**

**Personalized, playful & on-the-go training**

**Diversification of training providers**

# KRONOS & IBM

## AI career coach designed for hourly workers

US-based workforce innovation firm Kronos announced in **November 2018** a partnership with IBM for the creation of an artificially intelligent career coach for hourly workers. Using IBM's Watson AI technology, the partnership provides employees with personalized advice on recommended trainings, earning promotions and raises, and switching positions within their organizations.

The chat-based platform is accessible via a smartphone and designed for large companies that need to lighten managers' workloads and can't provide every employee with a human career-path advisor.

Read more about it:

<https://qz.com/work/1450901/ibm-watson-and-kronos-offer-a-career-coach-for-hourly-workers/>





# GOVERNMENT OF BRASÍLIA

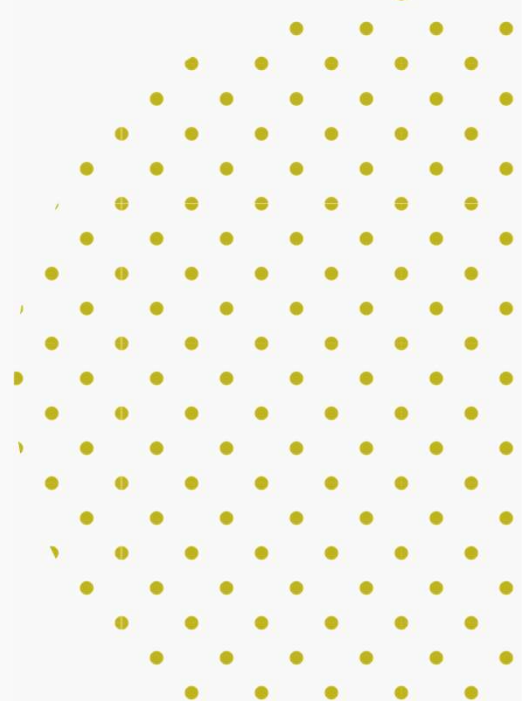
## Government training for the silver economy

The government in Brasília, Brazil, launched in **March 2019** a training program for seniors. Starting in the Ceilândia region, Programa Viver aims to promote a more active and healthy lifestyle for citizens over 60 in low-income areas by providing free professional level courses in informatics, robotics and entrepreneurship.

The younger community will assist the older students throughout the courses. The training has among objectives: upskilling of the representatives of silver economy, increased interaction between generations, decrease in violence against the elderly.

Read more about it here:

<https://globoplay.globo.com/v/7500405/>



# SHOPIFY

## Shopify opens training center to support merchants

Multi-channel e-commerce platform Shopify opened its first permanent space in the US in **October 2018**. The LA-based center provides support, training and education to help e-commerce merchants build and scale their businesses.

Open to the public, it hosts retail-related classes for budding retail entrepreneurs and offers a place for them to network and connect with each other. It is located in ROW DTLA, a retail center comprising 100 curated retailers, restaurants and other commercial entities.

Read more about it here:  
<https://www.businesswire.com/news/home/20181011005151/en/Shopify-Opens-Brick-and-Mortar-Entrepreneur-Space-Downtown-Los>



# CREATORUP

## Training add-on to support gig economy workers

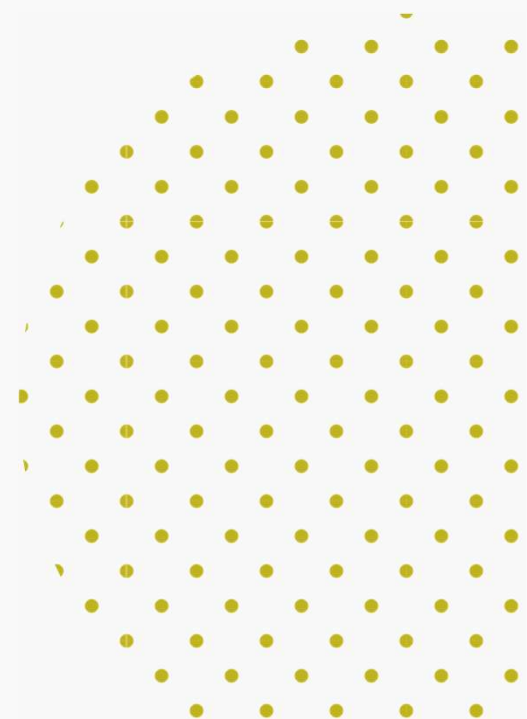
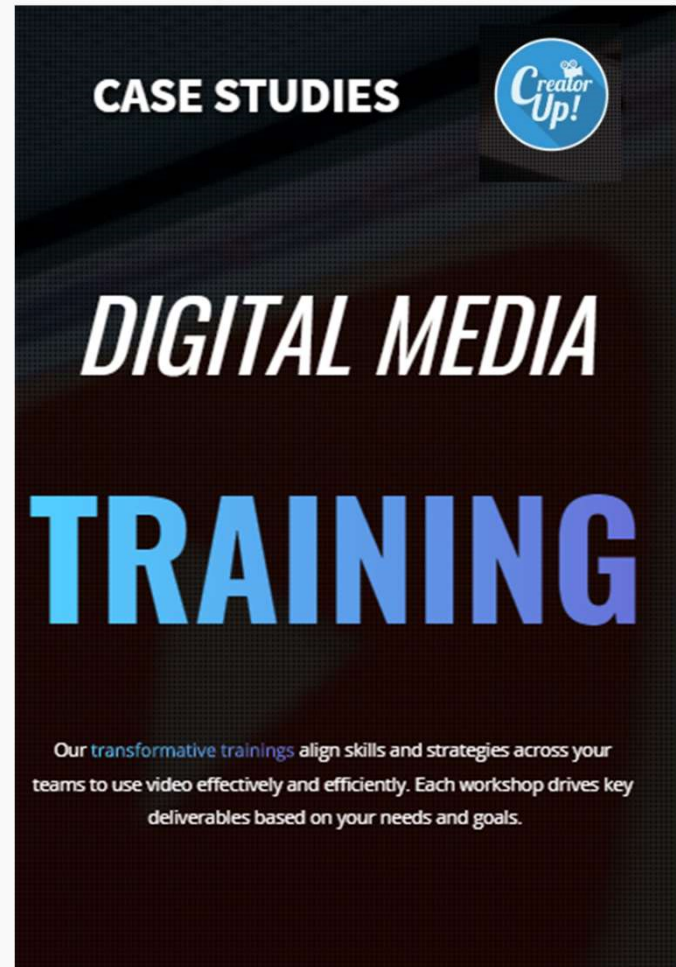
CreatorUp is a digital creative studio that uses gig economy workers to produce custom videos for clients. The brand offers both free and low-cost training programs - developed by CreatorUp or with partners like YouTube - to upskill gig workers.

The programs are developed according to client needs: after demand for AR and VR video production increased, CreatorUp developed an AR and VR training track.

Graduates can join the platform after completing a course; the courses are also open to existing staff. CreatorUp is based in LA with satellite offices located in Mumbai and Dubai.

Read more about it here:

<https://creatorup.com/services/training/career-pathways-in-digital-media/>



# ETHIOPIAN AIRLINES

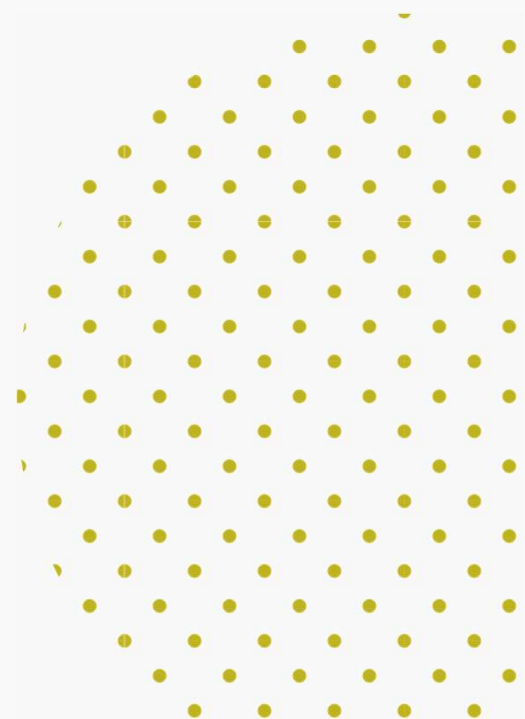
## MBA program launched by an airline

Ethiopian Airlines announced in **December 2018** that it will offer an MBA program in business environments, management, and industrialization in collaboration with the European Union.

The graduate business program will be hosted under the airline's Aviation Academy, a six-decade-old training center that currently provides instruction in pilot and cabin crew training, maintenance services, and leadership courses.

Read more about it here:

<https://qz.com/africa/1487417/ethiopian-airlines-european-union-to-establish-business-school/>





# STRIVR

## Virtual reality training for employees

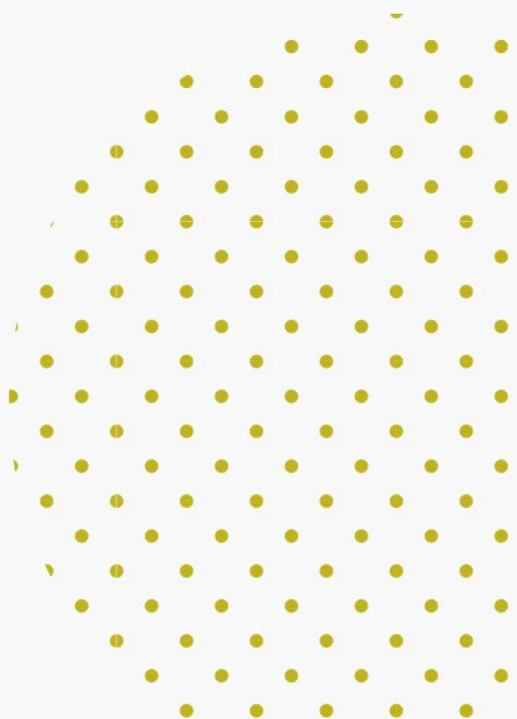
STRIVR Enterprise is designed to engross employees in a virtual experience, enhance overall job performance, and lower training costs. The technology also provides insights into how employees are learning, providing management with real-time feedback so they can modify training accordingly. The platform can be utilized for training in a classroom setting, as well as for coaching and self-guided sessions.

Among their customers are Walmart, Chipotle, Verizon, Tyson, Fidelity Investments, United Rentals, JetBlue. According to their website, by using STRIVR United Rentals has decreased time spent in that training by 40%.

Read more about it here:  
<https://www.strivr.com/product/>



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# EIDESIGN

## Personalized and gamified training experiences

Eidesign is one of the top provider for e-learning content. Among their immersive experiences offering are: gamification, VR, Scenario-based learning, Millennial-specific experiences, Video based learning.

In terms of domain covered some examples are: Compliance training. Induction and Onboarding, Soft skills training. Product training, Sales Training, Leadership training.

In **June 2019** was named no. 1<sup>st</sup> learning content providers for microlearning for 2019 by the eLearning Industry.

Read more about it here:  
<https://elearningindustry.com/press-releases/elearning-content-provider-for-microlearnig-ei-design-eli-top-20-list-2019>



# TUTELLUS

## Tokenized learning

Tutellus is the world's first decentralized education technology platform, with a member base of more than 1.6 million in more than 160 countries. The Tutellus platform functions on the NEM blockchain for its high transaction speed and due to the support, NEM offered during the development process of the platform.

In **June 2019** they have announced the launch of its edtech pilot to train NEM developers. The course – titled 'Official NEM Catapult Certification' which is currently available in Spanish with an English version due to be rolled out in the future – will be the first official online certification available on NEM Catapult.

Read more about it here:  
<https://www.tutellus.io/>



# UDEMY

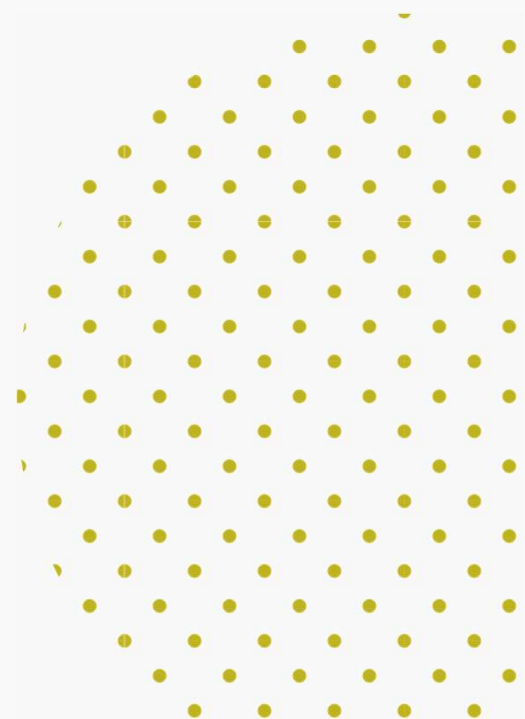
## AR onboarding training for employees

Udemy recently introduced AR into their onboarding program for new hires. The program contains two major initiatives: an online onboarding course, "Welcome to Udemy" and "Udemy Go," the AR scavenger hunt that sends people on an augmented reality race around the office. The name was inspired by Pokémon Go, the first mainstream use of AR technology.

This new digital onboarding program also enabled them to scale onboarding throughout their global offices. New hires could take the online course on day one rather than waiting for scheduled face-to-face training in the San Francisco office.

Read more about it here:

<https://business.udemy.com/blog/the-modern-ld-toolkit-how-does-gamification-fit-in/>





# DAIKIN

## Company plans for future AI needs with in-house training

Japan-based air conditioning company Daikin Industries announced in **August 2019** that it would provide AI-specific training to 1,000 employees by 2022.

Daikin is developing its in-house program to train new and current employees with no AI background as it plans to offer AI-powered products and services in future. The two-year program sees employees taking classes delivered by Osaka University professors and working in various departments for on-the-job training.

Read more about it here:  
<https://thesiliconreview.com/2019/08/daikins-ai-initiative-program-launch>



# WALMART

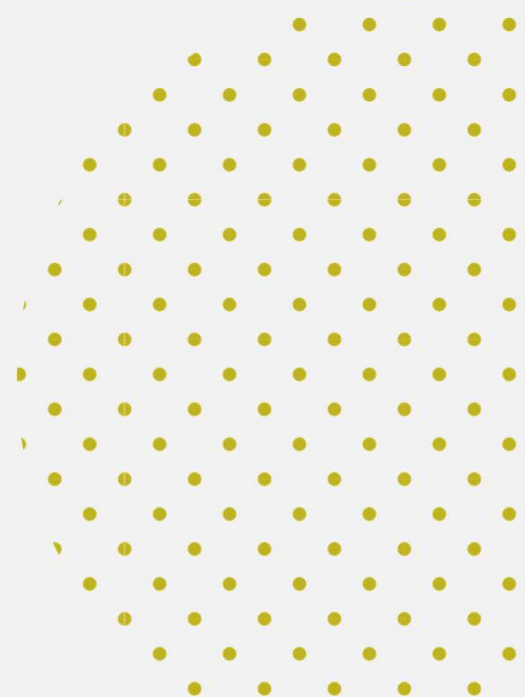
## VR used to identify management potential in employees

US-based retailer Walmart started using VR in their training programs in **July 2019** with the aim to identify its potential high performers among its staff and subsequently, promote them to middle management positions.

Participants were asked to wear a VR headset as they performed their role in real life situations, and then undergo assessment. The system has been trialed in Walmart stores across the country.

Read more about it here:  
<https://www.wsj.com/articles/walmart-turns-to-vr-to-pick-middle-managers-11561887001>

For a short descriptive video, scan the QR code with your phone camera:



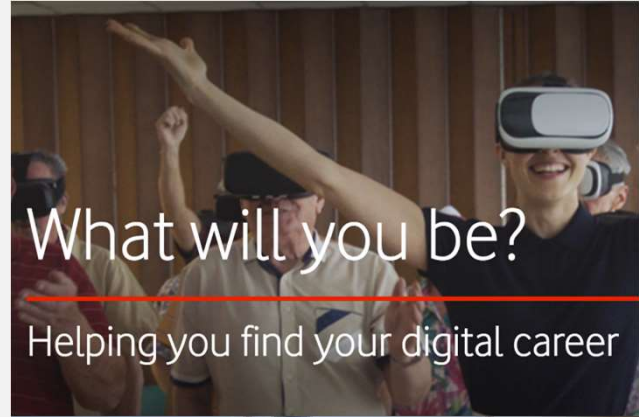
# VODAFONE

## Digital economy training for 10 million young people

In **March 2018**, Vodafone announced the *What will you be?* program. Billed as 'the world's largest international future jobs program', the multinational telco's scheme will help up to ten million young people across 18 countries build the skills and knowledge they need to succeed in the digital economy.

Via the Future Jobs Finder platform, users can take psychometric tests and then access relevant online jobs training and support to create a resumé. Vodafone also expanded its graduate and apprenticeship programs to incorporate 100,000 young people by 2022.

Read more about it here:  
<https://www.vodafone.com/content/index/what/what-will-you-be.html>



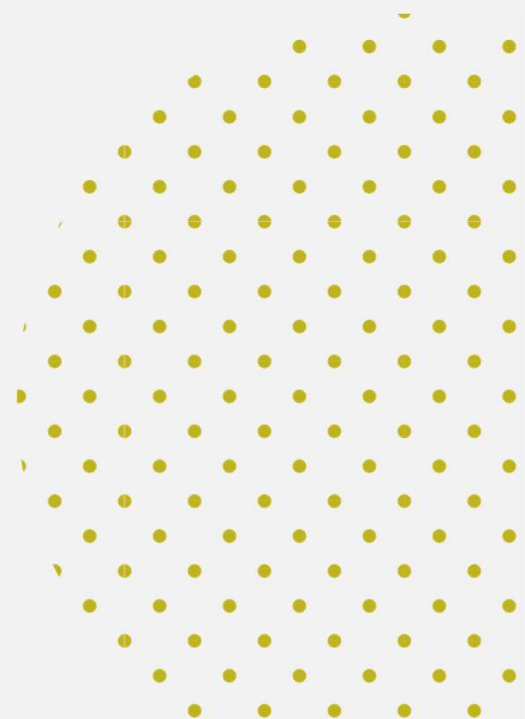
# GO1

## World's largest marketplace of training

GO1 is an Australian-based startup that offers an online marketplace for a number of courses ranging from professional development to general training. Their solutions are cloud based and cover from Sales to HR, Marketing, Entrepreneurship or Leadership trainings.

The startup was born out of Y Combinator in 2015. In **March 2019** GO1 raised \$30 million in a Series B funding round spearheaded by the corporate venture arm of Microsoft. Their European office is based in London.

Read more about it here:  
<https://www.onlinemarketplaces.com/articles/24476-australian-training-platform-go1-raises-30m-series-b-led-by-microsoft-venture-arm-m12>





# OVATION

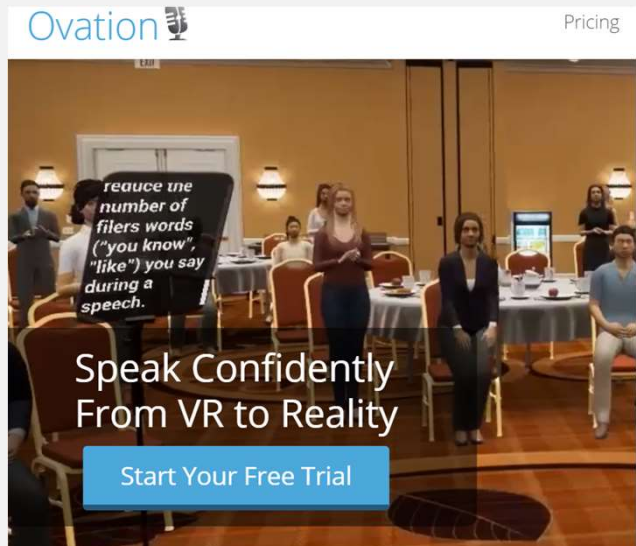
## VR training for Public Speaking

Ovation is a new app launched in **October 2018** and is meant not just as an immersive public speaking simulator, but also a backend suite of tools designed for post-speech analysis and feedback.

Ovation scenes range from a handful of people in a boardroom to a large group of people in a conference hall. As most any public speaking engagement is supported by some sort of prepared material, you can import a range of 'Speech Items' which can be pure text, for placing on virtual notecards or teleprompters; powerpoint slides and PDFs, for showing on projectors and screens.

Read more about it here:  
<https://www.ovationvr.com/>

For a short descriptive video scan the QR code with your phone camera:



# STARBUCKS

## Coffee chain open sources its training on racial biases

In **May 2018**, Starbucks closed all its 8,000 stores across the US to train its staff in identifying racial bias. The training was triggered by a widely publicized incident in which two African-American customers waiting for a meeting were arrested after an employee called the police.

Starbucks then published its entire training program and all supporting content, making it freely available to other organizations that want to raise internal awareness of racial bias.

Read more about it here:

<https://www.forbes.com/sites/hephyken/2018/06/01/starbucks-closes-8000-stores-for-racial-bias-training-is-it-enough/#594fc3622831>



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