



CASE STUDY

Digital Upskilling

Situation

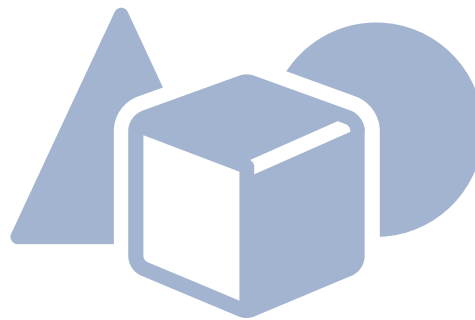
Digital disruption drives digital transformation in most organizations. In order to spark innovation and creativity, organizations need to engage and upskill employees in digital acumen. Knowing this, to support professionals working in the global, ever-changing digital ecosystem, our client introduced a Digital Capability Framework that defined both digital acumen, a body of knowledge and ways of working digitally. A global, scalable learning process was needed to develop foundational digital knowledge for the enterprise.

Services Leveraged

- Custom [instructional design and development](#) including creation of organization-specific case studies and examples.
- [Global facilitation](#) in Americas, EMEA and APAC regions using virtual webinar platforms and interactive technology.
- [Program administration](#) and logistical support including roster management and attendance-tracking.

Desired Outcomes

- Explore organizational strategy for digital transformation.
- Define what is meant by digital ecosystems.
- Review the implications of data analytics and artificial intelligence.
- See examples of other companies' digital transformations.
- Apply learnings from case studies to business opportunities.
- Recognize the paths to become Digital Catalysts for the organization.



Success Indicators

- Content aligned to the organizations's digital strategy
- Complimented the organization's "Digital Academy."
- Scalable globally using [SyNet](#) International faculty.
- Integrated materials within client's LMS and leveraged curated content.
- Collaboration with client's subject matter experts to keep content evergreen.
- Nearly 2,000 employees have participated since inception with participant evaluations of offerings of this program achieved high ratings such as:
 - Program content: 4.5 out of 5.0
 - Facilitation: 4.9 out of 5.0
 - 60% of participants indicated an immediate opportunity for application in their work.

Our Solution

We teamed with IMD Business School to develop a workshop that aligned directly to the Digital Capability Framework. Once tailored and customized, we conducted train-the-trainer for faculty in multiple countries, then delivered the program virtually using three successive days (3 sessions, each 3 hours in duration) with incorporated case studies, peer discussions and application to business-specific opportunities. Because the content is ever-changing, our faculty invested in continuous learning on digital topics.

Additionally, we developed a set of digital electives to allow employees to deepen their knowledge on specific topics such as cybersecurity, Internet of Things, Artificial Intelligence and other relevant topics. As participants created or discovered new resources, we distributed these through moderated forums.

CONTACT US

info@pps-synetamericas.net