



ETU transforms how organizations develop and upskill their most valuable asset - their people.

Through immersive simulation-based learning ETU delivers breakthrough improvements in the application and measurement of skills

ETU is different because of our market-leading Learning Simulation Platform.

3 Fail-Proof Parts of an Upskilling Strategy

If skills are the new currency, then we need an objective way to measure and develop skills proficiency at scale



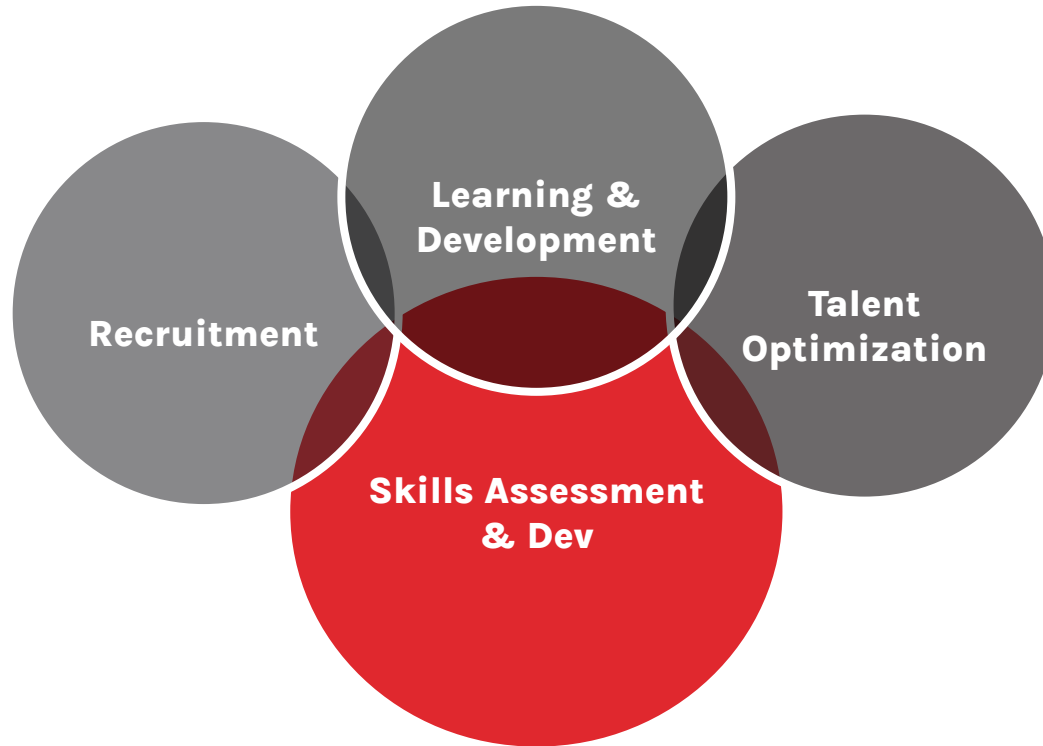
Ann Bentzen-Bilkvist
Executive Learning Consultant



Sowmya Sudhindranath
Chief Services Officer, ETU

Skills Management in the Talent Landscape

Objective Skills Measurement and Development enables **better** Talent Management

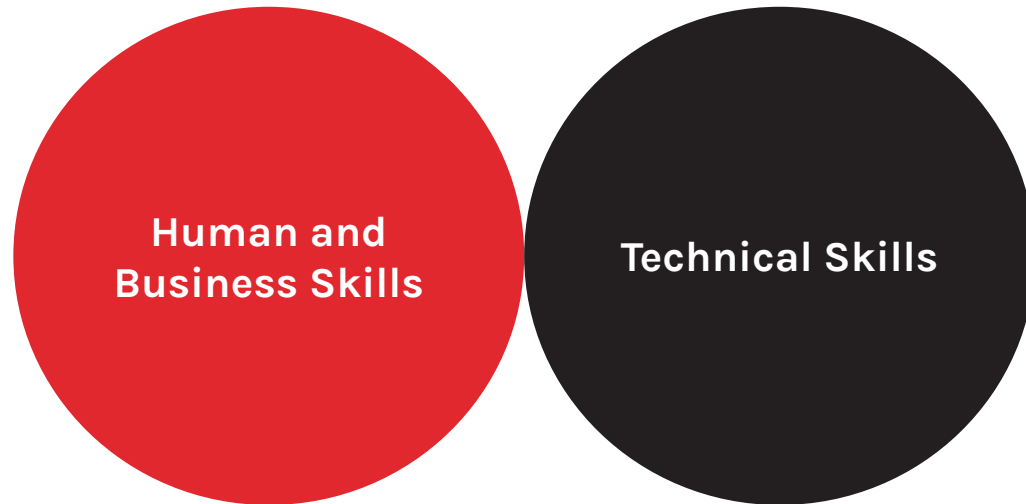


Giving HCM an edge:

- Skills-based recruitment
- Skills-based learning recommendations
- Skills-based talent optimization

Importance of Human Skills

- For career progress
- For retention
- For transformation

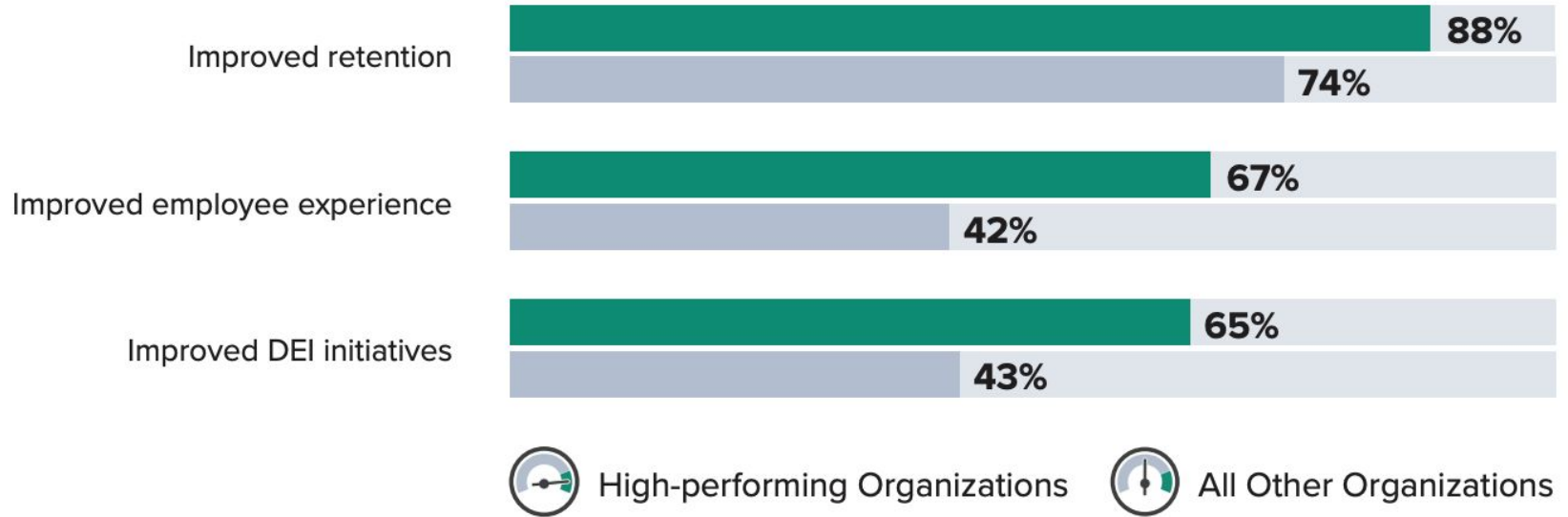


“The only source of sustainable competitive advantage is an organization’s ability to collectively learn, unlearn, and relearn faster than the competition.”

Workplace Learning: How to Build a Culture of Continuous Employee Development - Nigel Paine - 2019

A skill-based approach pays off

FIGURE 12 Impact of skills-based approach for high-performing companies.





Poll #1

What are your top soft skills areas for upskilling initiatives?

1. Resilience & adaptability
2. Leading through change
3. Coaching and feedback
4. Digital fluency
5. Agile methodologies
6. Diversity & inclusion
7. Remote collaboration
8. Emotional intelligence

1. Learner Engagement

Delight your Learners



Lower performing companies offer learning that is:

- Not relevant
- Not personalized
- Not engaging

High performing companies offer learning opportunities that are:

- Relevant
- Personalized
- Engaging

Immersive Learning

Situational

- Immerses in an authentic job-relevant situation

Active

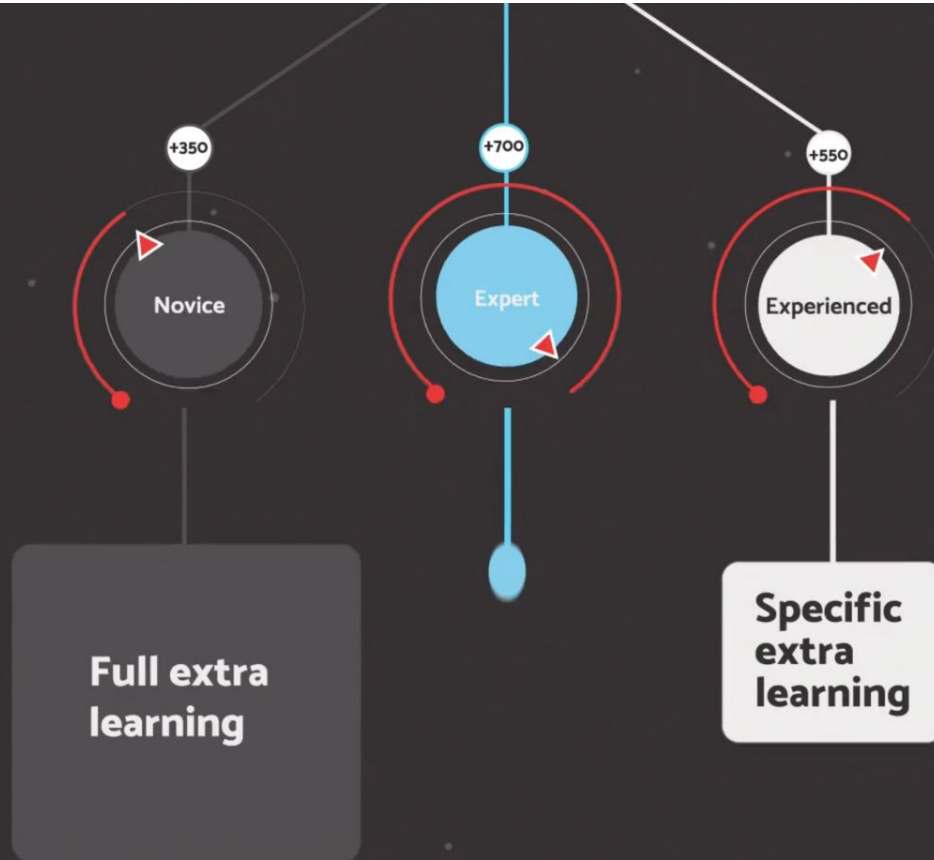
- Actively makes a series of decisions

Emotional

- First Person - experiences the impact of their choices



Personalizing learning paths based on skills





Poll #2

Do you use Digital Immersive Learning?

1. Never
2. Rarely
3. Occasionally
4. Regularly

Takeaways:

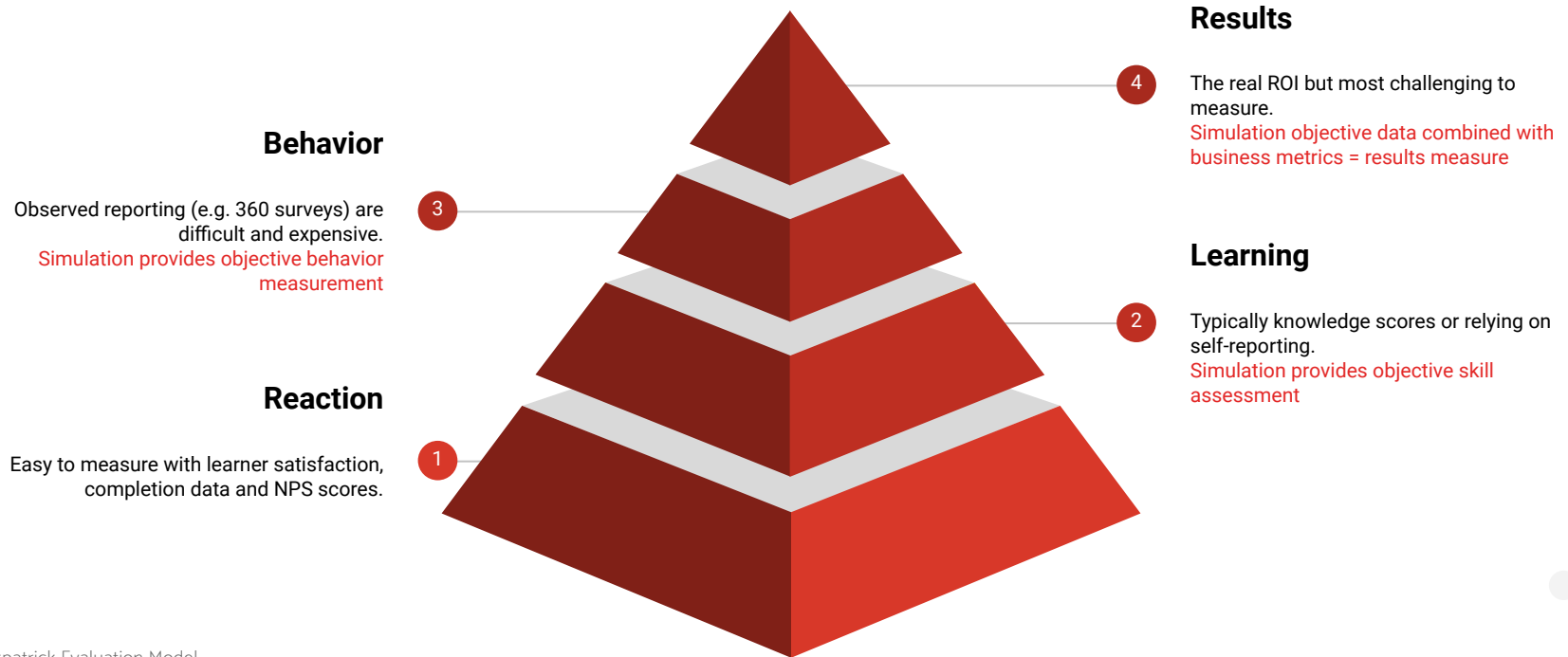
How to improve learner engagement

1. Put people into day-to-day realistic situations
2. Use immersive experiences
3. Be crystal clear on skills



2. Skill Measurement

How We Measure Effectiveness



Measuring Skill Change

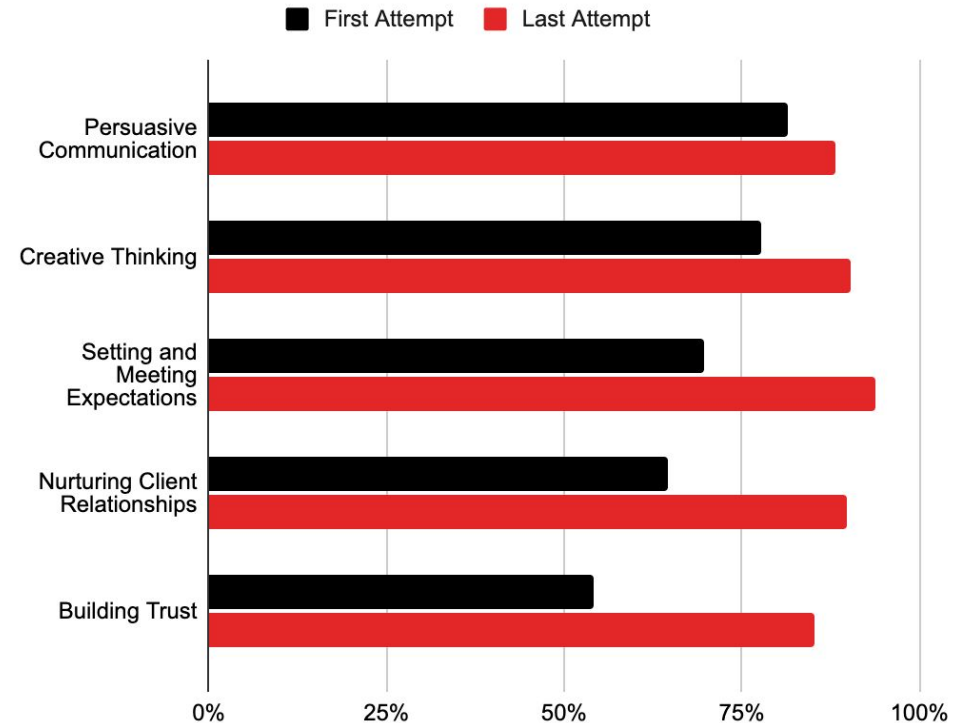
Automated skill measurement

- Objective
- Verifiable

Learner view of progress and closing skill gaps

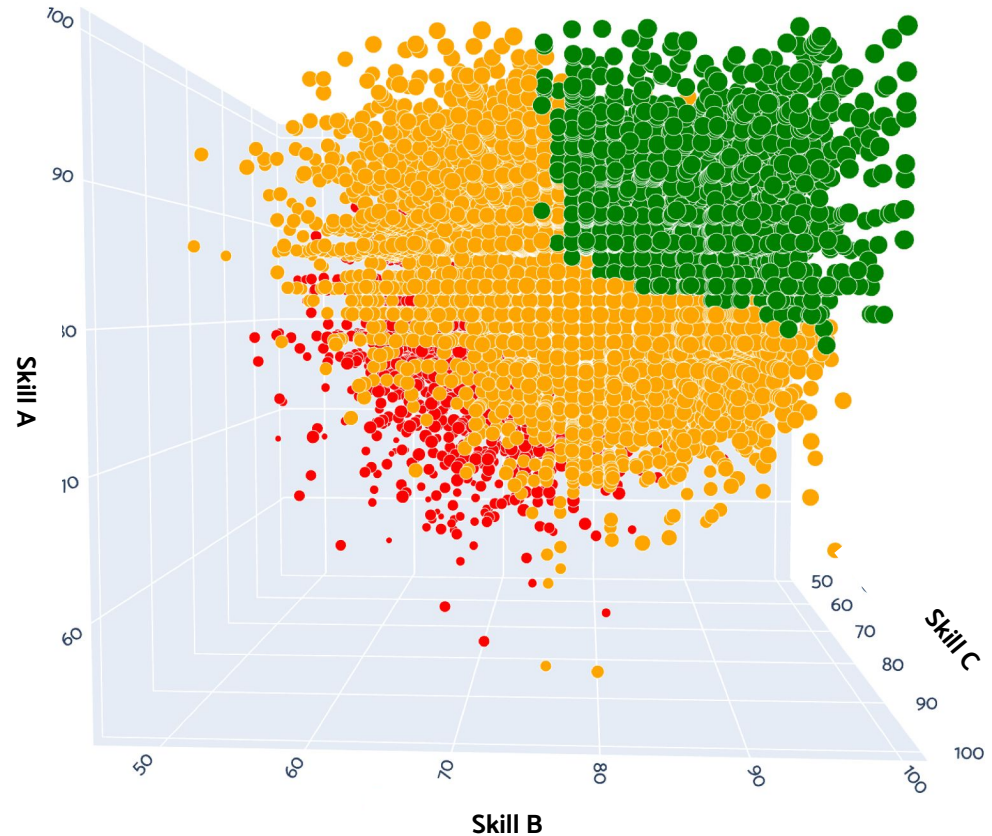
Drill down into critical behaviors

Sample Data: Skill Measurement



Leverage New Skills Data

Identify lower performing skills and focus learning and development efforts on bringing learners to required skills levels



Takeaways:

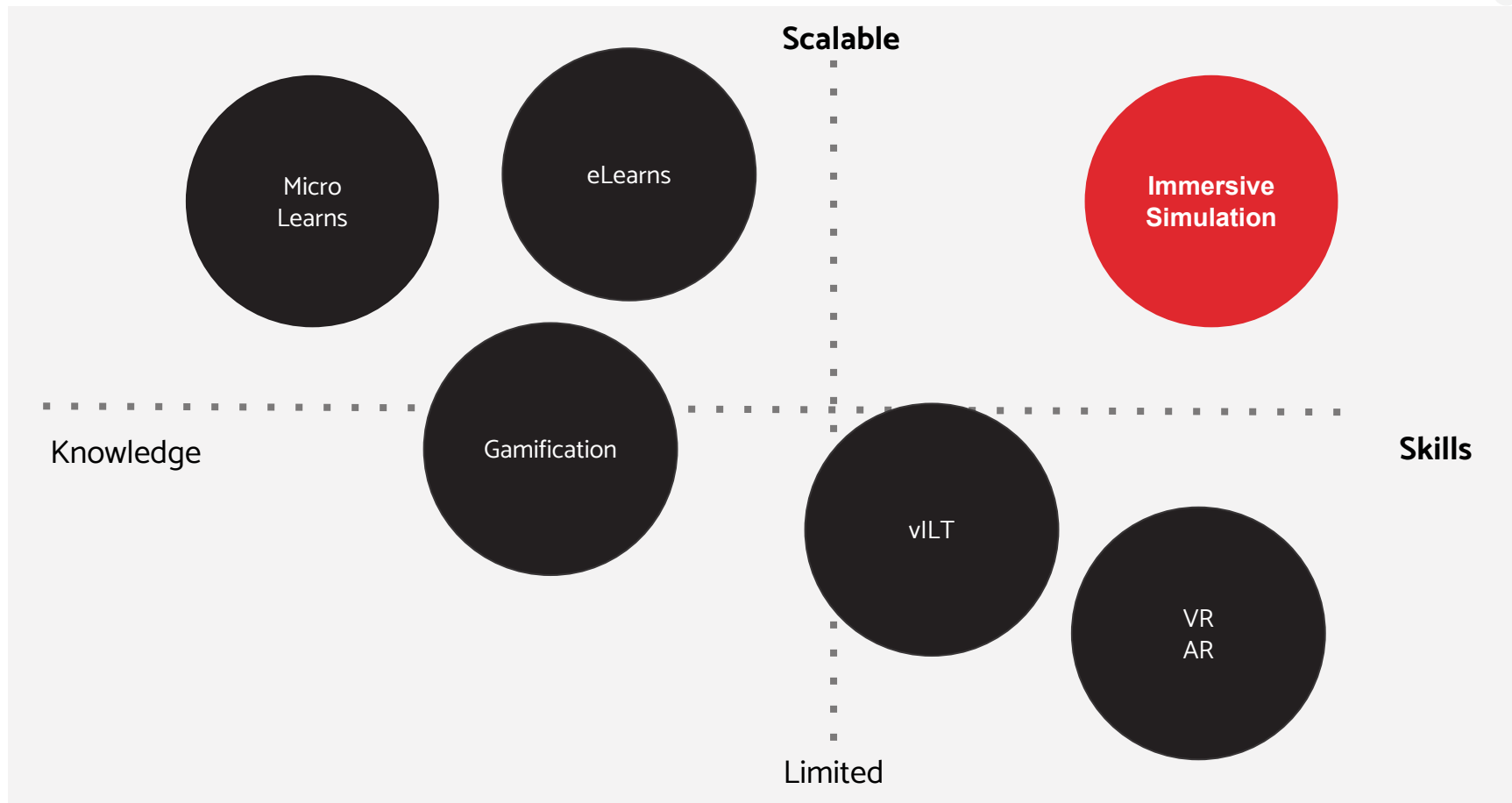
How to use data to improve effectiveness

1. Identify lower performing skills
2. Learner development through practice
3. Organizational development using data



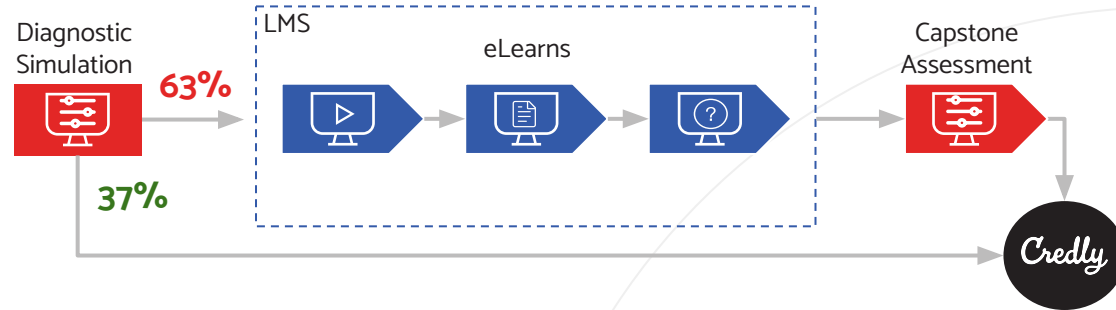
3. Scaling Immersive Learning

Right Method for the Right Application



Turning Knowledge into Skill

Using behavioral data to optimize learning tracks and ensure all learners achieve competency



\$3.6m

Seat Time savings and
reduced training cycle time

99%+

Better Learner Experience*,
increased engagement &
satisfaction

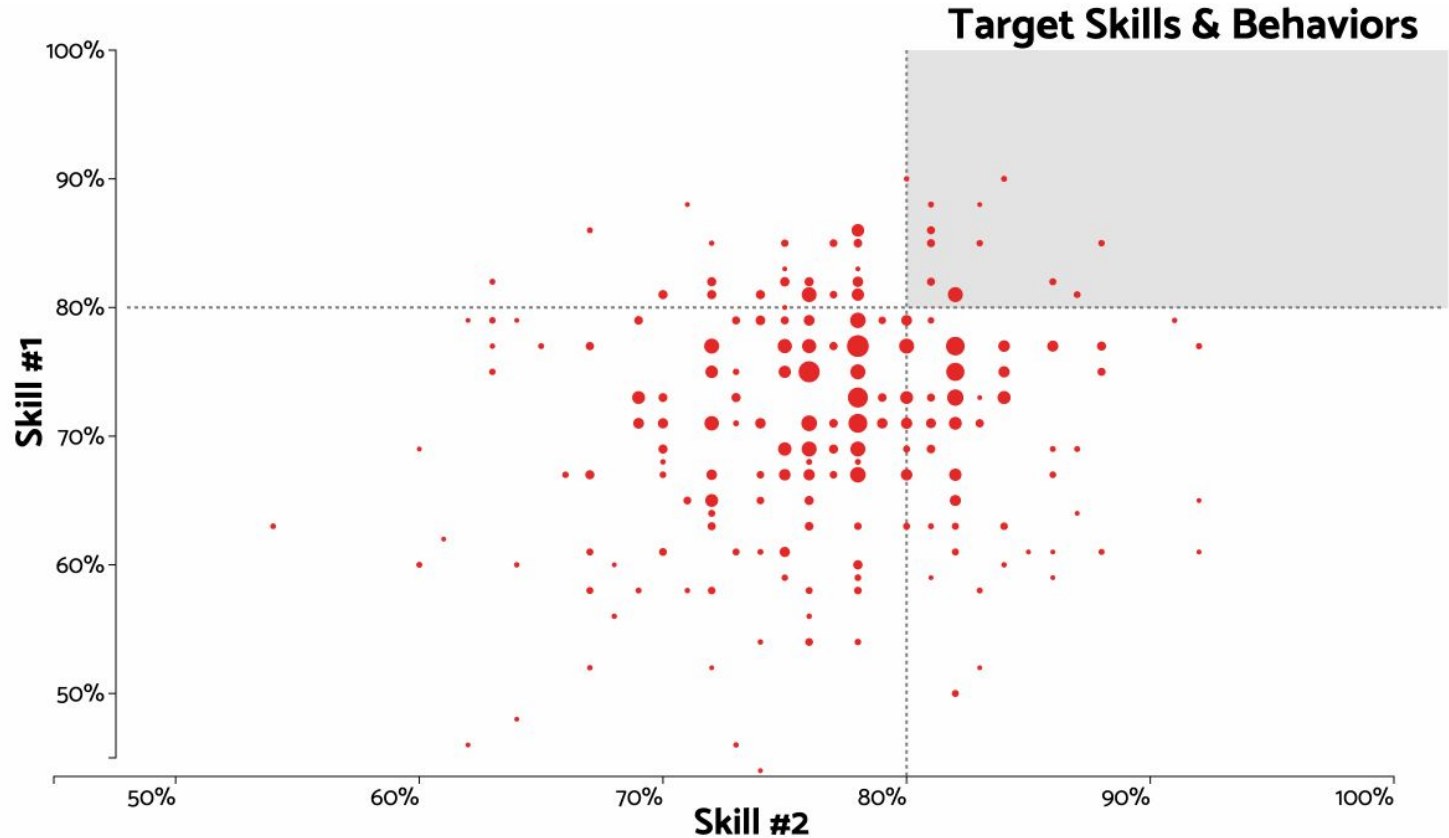
50,000

Badges evidenced by skills
assessment

* "Learner Experience" combines learner satisfaction, relevance to learner's role, and the learner's ability to transfer the skills they have learned back onto the job

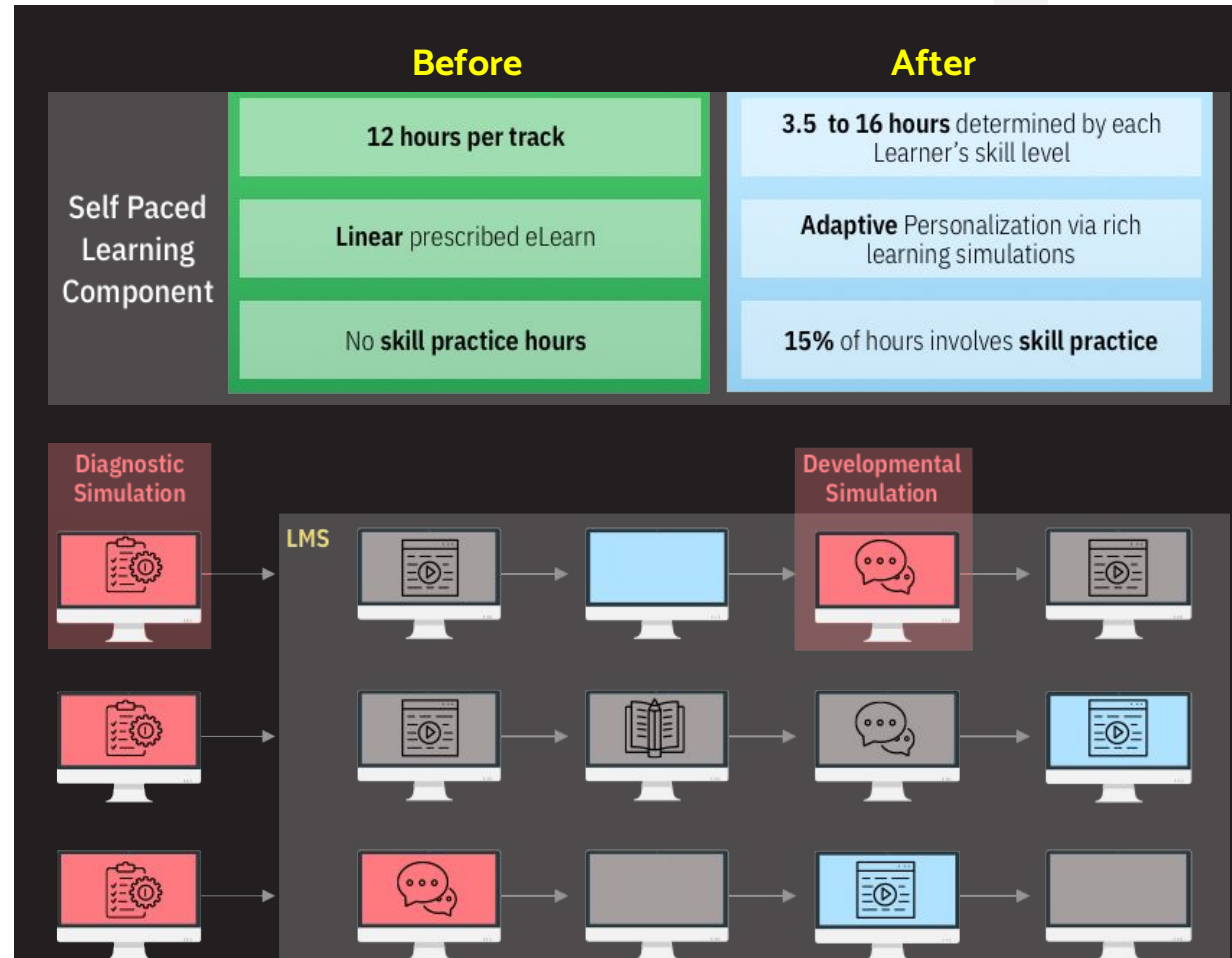
Measurably Upskill at Scale

20-50% improvement in target skills, supported by a safe practice environment, coaching in the moment and personalized feedback.



Adaptive Personalization at Scale

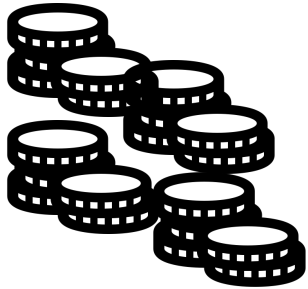
Delivers 'just-in-time, just-enough, just-for-me' learning



Cost Effectiveness

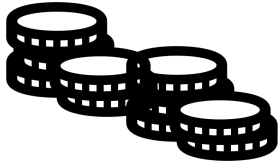
Cost effective learning at scale using
example of 45,000 learners

Face to Face



\$67 Million

Traditional
Digital

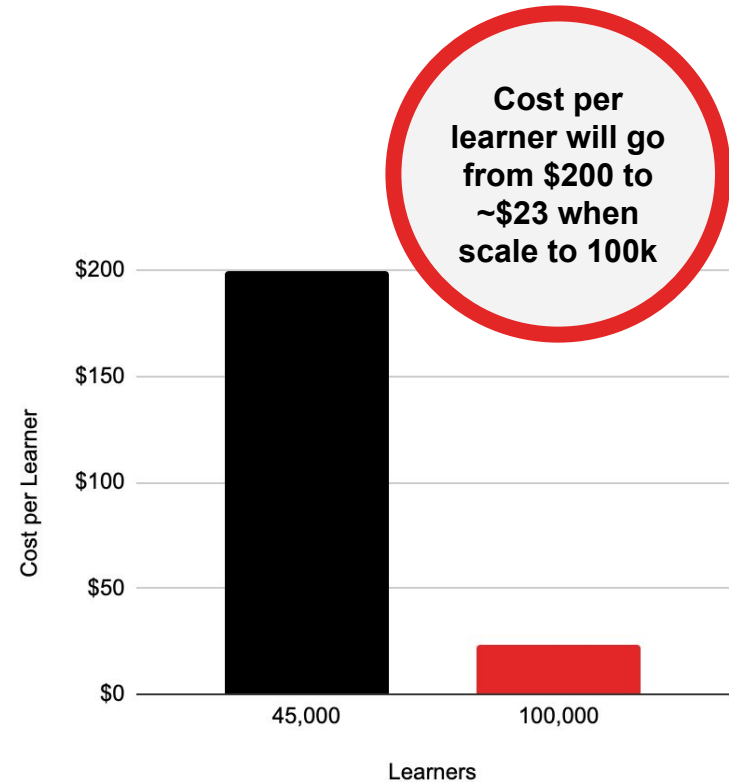


\$14.6 Million

Immersive
Digital



\$9 Million



Takeaways:

How to design for scalability

1. Personalization of learning tracks
2. Mindset change for Instructional Designers
3. Adaptation for different cultures



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3 fail-proof parts of an upskilling strategy

atd Webinar takeaways

- 1. Learner engagement**
 - Put people into day-to-day realistic situations
 - Use immersive experiences
 - Be crystal clear on skills
- 2. Skill measurement**
 - Identify lower performing skills
 - Learner development through practice
 - Organizational development using data
- 3. Scaling immersive learning**
 - Personalization of learning tracks
 - Mindset change for Instructional Designers
 - Adaptation for different cultures

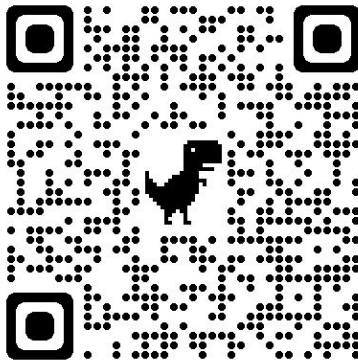
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The most effective delivery methods?

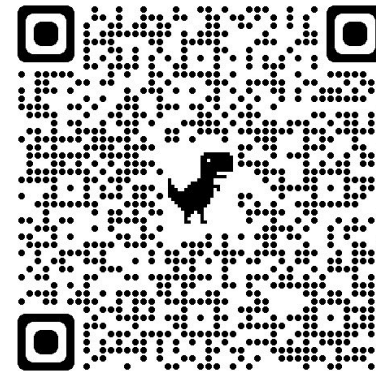
Turn knowledge into skill with the **ETU Learning Simulation Platform**

[Learn more in our infographic >](#)

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Questions?

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