

FLEXIBLE OPTIONS FOR CONTINUOUS PROFESSIONAL DEVELOPMENT

CUSTOMISED (ONLINE) LANGUAGE TRAINING FOR INTERNATIONAL SPECIALISTS AND THEIR RELATIVES

CASE STUDY



As a result of internationalisation, many specialists from all over the world are coming to Germany. For employees to successfully integrate from a personal and professional point of view, it is particularly important to overcome the language barrier. Here, it is the companies' responsibility to offer employees customised training measures so that they can quickly gain a foothold in Germany.

The customer project

A German start-up, specialised in the area of drones, asked KERN Training to support them in the area of language training. The continuously growing company is currently employing about 300 employees from more than 100 countries and is constantly hiring new employees. In order to deal with the high demand of language education that emerged as a result, a customised and innovative training programme had to be developed that is flexible in terms of implementation.

In order to take into account the requirements of employees in a targeted manner, online placement tests had to be conducted in advance to precisely determine the participants' language level. All employees were subsequently divided into groups or received one-to-one tuition based on their CEF level. The training measures take place several times a week, meaning they are particularly intense so that a high learning effect can be guaranteed in a relatively short period of time. The focus of the training measures is on general language for everyday situations so that employees can integrate as quickly as possible.

Train today – succeed tomorrow

Challenges regarding the collaboration

The weekly increase in the number of new employees generates much organisational effort which requires close exchange with the company. In this context, the continuous flow of new course registrations, their scheduling and the continuously required placement tests pose a particularly big challenge. Since the time capacities of employees are very low, an exact schedule is required that allows for good integration into professional everyday life. To account for this intense organisational effort, KERN Training assembled a project team that serves as a permanent point of contact for questions and issues the employees might have.

Flexible learning via self-learning platform and virtual classroom

Apart from traditional **classroom training**, many employees use KERN Training's **self-learning platform** or the **virtual classroom**.

The innovative technology of the self-learning platform offers a flexible and above all dynamic, personalised learning path that is tailored to the specific requirements of the individual employees. Apart from the advantage that you can use the platform anytime on your PC or conveniently via app on your smartphone, the interactive content is also precisely structured. An overview of the completed learning units also boosted the employees' motivation to learn. During the entire training programme, the employees of the start-up can be supported via chat function by a native language coach who is at their disposal to answer any questions and provide assistance.

Thanks to the possibility of being able to access the platform via app irrespective of location, the language training becomes part of everyday life so that learning can take place efficiently and quickly produce successful learning outcomes. Another advantage of the available

online solutions is that they can be used by companies as a global training measure across countries for international branches.

Personalised concept: Training measures for relatives

It is of particular importance for KERN Training to take specific customer requests into account and to offer a customised training concept to the company. When posting employees abroad, it is particularly important that employees quickly gain a foothold in the foreign country. The fact that the family feels at ease in the country should also be part of the equation. To support this process, courses not only take place at the company, but are also offered to families in their own home so that all relatives can benefit from language training in a targeted manner. This is to actively promote the integration of not only the employees but also of the relatives.

Tangible results

Thanks to the use of modern language technology, the efficiency of individual learning units can be measured precisely. Consequently, companies can get an overview on how effective the training measures are and determine whether the investment is worthwhile. Furthermore, innovative online language solutions offer HR departments the opportunity to gain an insight into the usage behaviour of the employees. In this way, HR can check whether users achieve their goals and determine the efficiency of the training strategy so that an optimal ROI can be achieved in the long term.

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