

CONTINUOUS PROFESSIONAL DEVELOPMENT MEASURES IN TIMES OF GLOBALISATION

CASE STUDY



TARGETED LANGUAGE TRAINING FOR SUCCESSFUL INTEGRATION

The increasing shortage of skilled workers in Germany and internationalisation lead to companies recruiting more and more workers with the desired expertise from abroad. Companies need to prepare for this specifically so that the new employees can quickly gain a foothold in Germany. This requires a professional provider of courses for continuous professional development that supports employees with modern and unique solutions.

THE CUSTOMER PROJECT - CUSTOMISED LANGUAGE SUPPORT

One of the leading German e-commerce retailers for fashion asked KERN Training to support them in the area of language training. The company employs about 6,000 employees from different countries (80% of them are of foreign origin) at its headquarters and English is the corporate language. Among the mainly young employees (the average age is 30) of different origins, there is a strong demand for language-related CPD. For this purpose, a targeted training programme had to be devised, which is optimally tailored to the specific needs of every single participant and can be realised at various locations in Germany. Here, particularly digital learning methods were employed that guarantee a flexible design of the CPD measures. So a large number of employees are using

training methods which partly include blended learning (a combination of e-learning and coach-supported learning), are learning via virtual classroom or via the online self-learning platform. Thanks to these digital learning formats, the lessons can be flexibly integrated into professional life, which significantly simplifies planning.

It is very important for the customer that the employees feel that they get the support they need in the new environment and that they feel that they are integrated in the society and can communicate in everyday life thanks to the language training. Demand for German beginners' courses where learning is focused on language skills for everyday life is particularly high. English training is only required to a limited extent. The spectrum of employees ranges from employees in IT to product developers and ultimately employees working in administration. Despite this, cross-departmental trainings take place.

The high number of employees and with it the high number of training measures required result in an enormous organisational and close communication with the customer. Thanks to **KERN MTS™**, the HR department can easily keep track of the implementation of the various CPD measures. For example, the software supports planning, execution and evaluation of all courses and seminars, which ensures training quality.

Apart from assigning the employees to different courses depending on their level and general course planning, it is vital to find a coach that fits the team perfectly so that the training is satisfactory in every aspect. For this purpose, we assembled a project team that can take into account the needs and requirements of the employees in an ideal way.

In the first step, we use the **KERN Assess™**, the innovative placement test, for all employees to determine the exact initial language level of the participants and to divide them into groups of five to eight participants. In this way, they are learning in an interactive environment at a dynamic speed to achieve the training goal set.

Coach selection is also subject to specific criteria: Highly qualified coaches are selected for this specific industry to ensure a great learning experience and optimal training outcomes.

Following detailed consultation with the KERN project team, the employees choose the training format that is suitable for them.

The company-specific staff development concept has led to KERN providing comprehensive support to about 1,200 employees at five different locations in Germany and Europe since the start of collaboration in May 2018 in the form of both traditional classroom training (group and individual training) and increasingly also online training via virtual classroom and online self-learning platforms. The number of training measures is increasing steadily. Currently, 20 new courses are initiated each month respectively.

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