

# In the era of speed, Challenges in Workplace Learning and Collaborations to Create More Values

- multicampus CASE -

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Chapter

01

# Company Overview

Founded	May 4, 2000
Type	KOSDAQ Listed (Samsung Affiliate)
Location	Seoul, South Korea
No. of Employees	900
Market Share	No.1 Leader in HR(D) Service



## **Professional development service**

- On/off line learning offerings in IT, business, soft skills, and etc.
- Customized contents development, HRD consulting

## **Premium knowledge service for C-level members**

- Insights for CEOs: Economy, industry, leadership, management, social science, humanities, and etc.
- 4 updated video clips daily
- Weekly and monthly Forums

## **Language service**

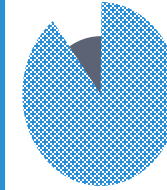
- Language assessment in academic, enterprise, and commercial market, used in hiring, promotion and in-house training
- On/off line learning offerings on languages

## Clients Worldwide



4,500 +

## Top 100 Korean Companies



91%

## Trusted by Top-Tier Companies

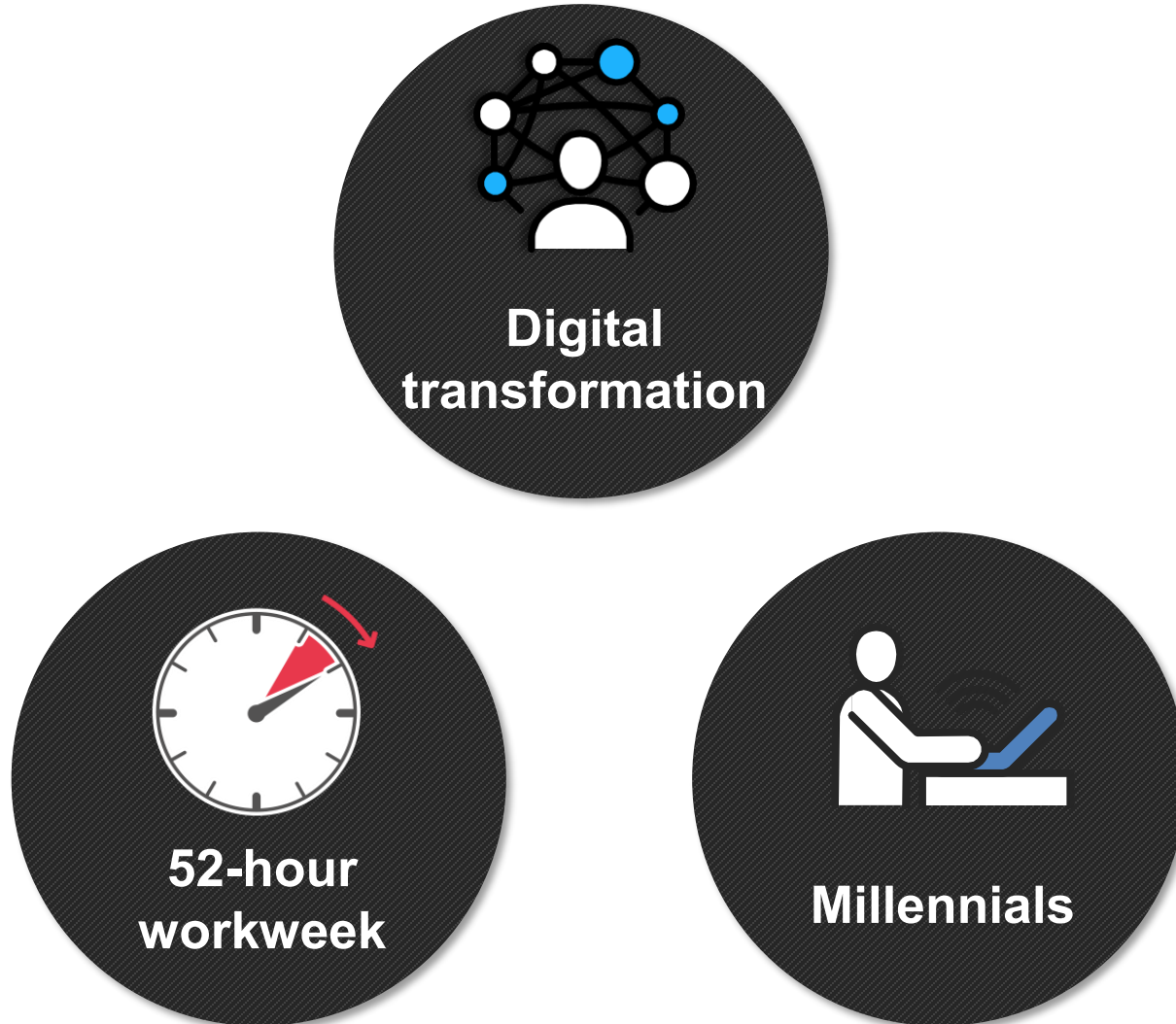


Chapter

02

# Challenges & New Directions

## in Corporate Learning

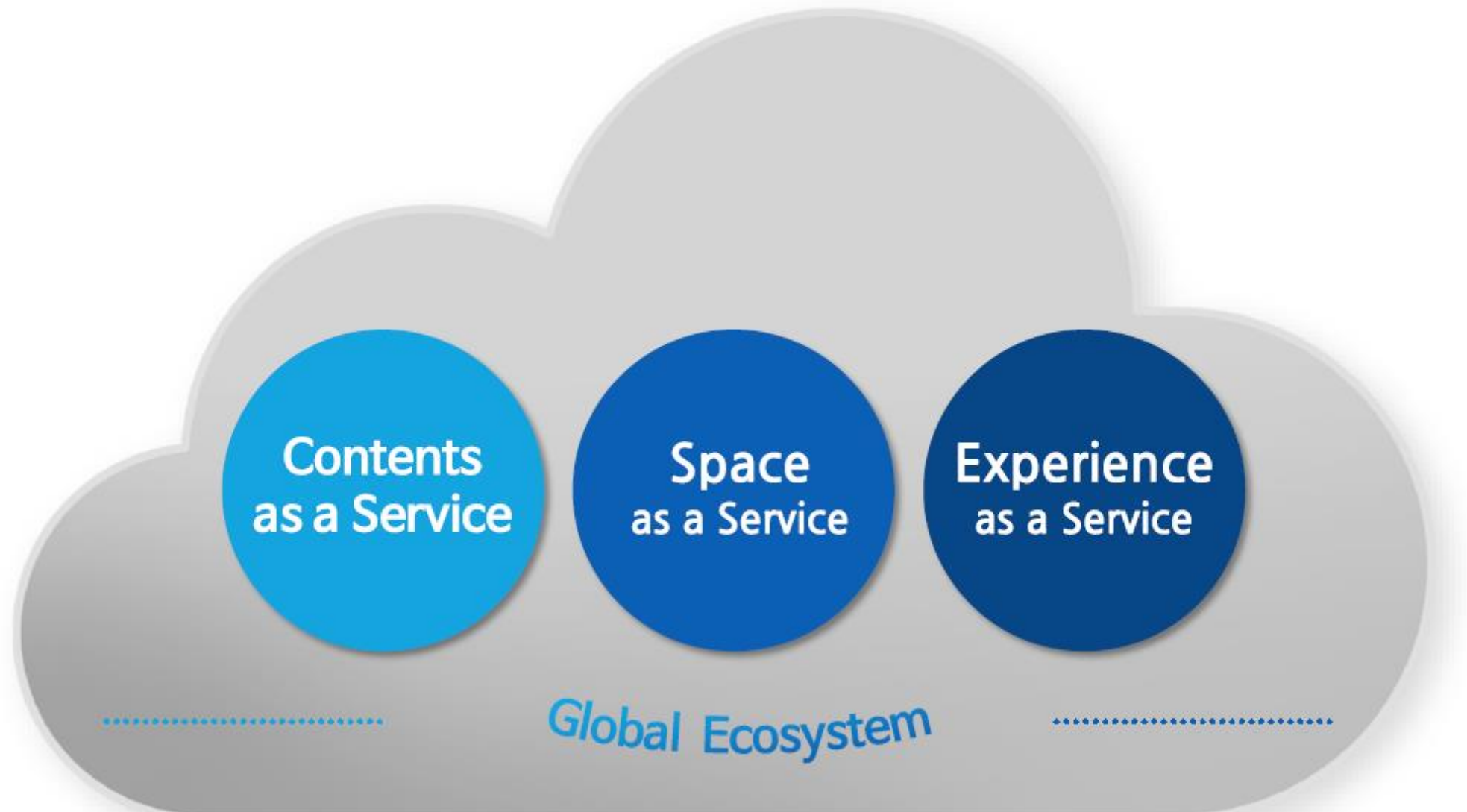


**Skill Gap**

**Employee Experience**

**Cost-reduction &  
Efficiency**





## | Existing Learning Service |

**Contents**

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**Customized**

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**Client (L&D)**

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**Intangible**



## | Learning Cloud Service |

**Experience**

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**Personalized**

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**Learner (Individual)**

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**Memorable**

# Collaborations to create more values

1. With Global HR Companies For Enhancing Contents Ecosystem
2. With Global Real Estate Company for Physical Space Innovation
3. With IT Company for Digital Space Innovation (Learning Platform)

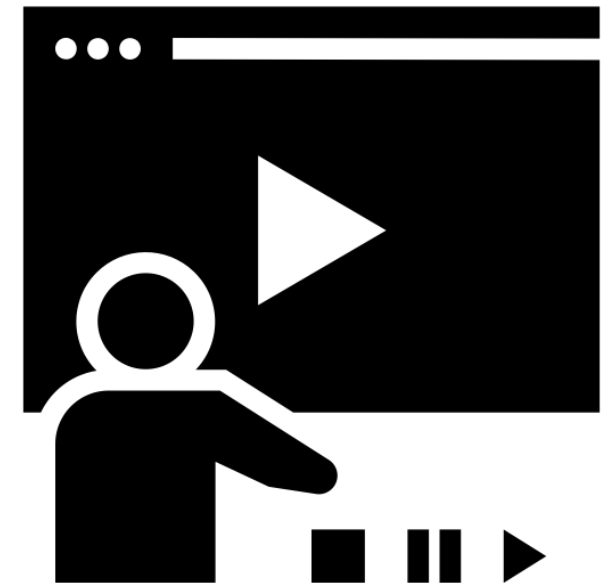
Three overlapping circles in shades of blue (dark, medium, and light) are positioned on the left side of the slide.

**Collaboration #1**

**With Global HR Companies**  
For Enhancing Content Ecosystem

## | Issues on learning content |

- **Difficult to find** the right module at the moment of needs
- Burdened with an **excessive volume** of e-learning courses
- Stereotyped e-learning courses and **easily disengaged**
- Growing **needs for global contents** for employees overseas
- Not enough to meet the **needs of new generations** for personal development



## ▶▶ Accomplishment through collaboration

: More choices for memorable learner experience contributing to employee experience



- Enhanced self-awareness through **skill assessment** tools
- Balance between **micro-learning content** and **e-learning courses**
- More attracting and engaging learners through **dynamic, fun and interactive types**: Web-comics, web drama, VR/AR, and etc.
- Easier access to **global cutting edge contents**
- Embracing **whole-person development** for both personal and professional growth



20,800<sup>+</sup>  
micro-learning contents

7,300<sup>+</sup>  
e-learning contents

20,000<sup>+</sup>  
global e-learning contents

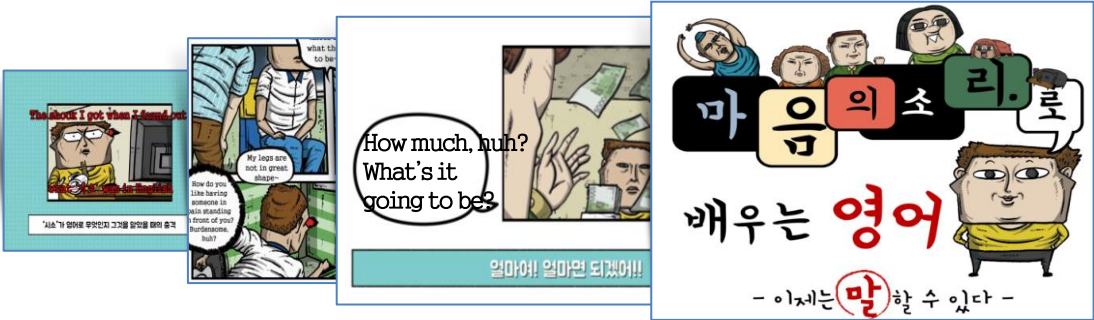


| Web-toon + Learning = Toon-Learning |

Collaboration with

- ✓ Popular web-comics, influencers(psychiatrist & medical doctors), and publishers

Subject Speaking in English



Subject Mindfulness guide at work





] Web-drama + Learning = Office Film ]

## Collaboration with

✓ Youtube channels, influencers, and sport stars, etc.

Subject Self-leadership with soccer player, Mr. Koo



Subject How to work with Millennials



] VR content ]

Collaboration with

- ✓ Experts on VR technology, clients

Subject Workplace at a glance



Subject Presentation in English



The slide features three overlapping circles in shades of blue. A large dark blue circle is in the top left, a medium blue circle is in the middle left, and a light blue circle is at the bottom left. The text 'Collaboration #2' is centered within the medium blue circle.

## Collaboration #2

**With Global Real Estate Company**  
for Physical Space Innovation

## | Issues on physical learning space |

- The traditional layout of the classrooms designed mainly for IT training (in Yeoksam-dong), no flexibility for various learning activities
- **Poor atmosphere** for active and social engagement
- **Areas outside classroom** (such as hallways, corridors, vending machines, and etc.) are neutral or negative for learning
- No meeting client's needs to address the issues such as effectiveness of training and **time/cost to travel** to their own training center



## ▶▶ Accomplishment through collaboration

: Enhanced and meaningful learning to learners, allowing our clients to be more effective and efficient in their HR



- **Easily adjusted** and **constantly evolving** to support the various learning activities, permitting easy reconfiguration of the room's seating
- **Meeting the needs** and expectations of the most **recent generation** (work, play, and learn)
- Outside the formal classrooms, **informal learning spaces** (hallways, corridors, lounges, etc.) encourage learning, too
- Offering a new learning service downtown Kangnam area, so called, **Urban Cloud Campus** for corporate clients looking for more effective/efficient way of training



## ] Urban Campus Cloud ]

### | Lounge Area

#### Features

- Amenity facilities and social lounges on every floor
- Small spots for simple meeting
- Amusement facilities for relaxation and fun



## ] Urban Campus Cloud ]

### | Cube lounges



#### Features

- Signature design of the physical learning spaces
- Concepts inspired by open cubes
- Colors different from floor to floor

### | Fun zone



#### Features

- For amusement and refreshing
- Darts & game console are placed for use by two or more people during the break
- Hangings with wise words from the ceiling



## ] Urban Campus Cloud ]

### | Classrooms with colors



#### **Purple Ocean room**

With purple, which helps creativity and problem-solving, \_\_\_\_\_



#### **Green Grow room**

With green, which is effective to keep calm, \_\_\_\_\_



#### **Blue Wave room**

With blue, which helps to increase productivity, \_\_\_\_\_



#### **Black Lava room**

With black that helps concentration, \_\_\_\_\_



#### **Yellow Sunshine room**

With yellow, which gives happiness and warmth associated with sunrise/sunset  
\_\_\_\_\_





**Collaboration #3**

**With IT Company**  
For Digital Space Innovation (Platform)

## | Issues on digital learning space |

- Admin-centered: **Fixed** enrollment period & **linear** learning paths
- **Difficulties** in accommodating **outside content**
- **Little freedom** for employees **to share** their own knowledge and experience
- **One-time event** without realizing where they have been and where they are heading for
- Once adopted, used for a long time with no frequent **upgrade**



## ▶▶ Accomplishment through collaboration

: Facilitating to build a organizational culture of continuous learning and to learn at the speed of business



- **Never** having to **wait** for learning
- Enabling **one-stop service** for employees to find tools, courses, experts, communication, and etc.
- Leveraging **social learning** with e-learning content
- Learning as a journey with **people analytics**
- Improving **employee experience** through the cutting-edge **technology updates**

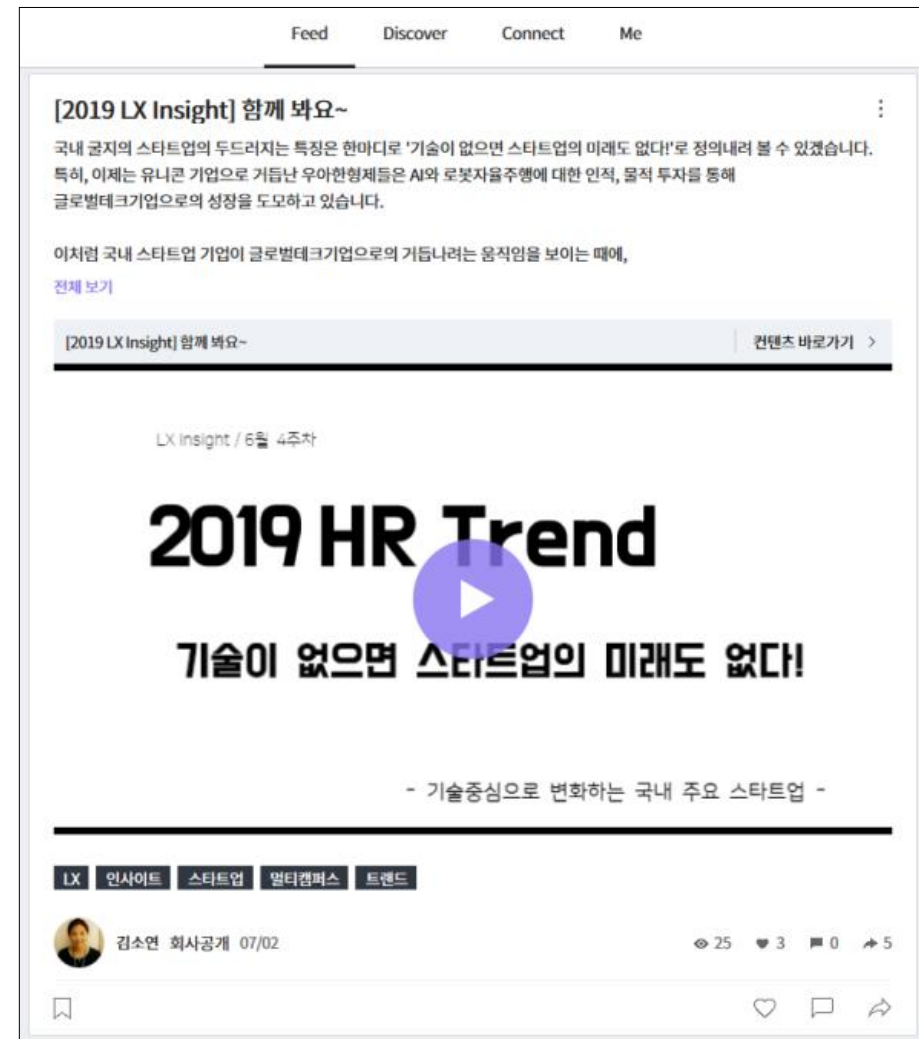
## ] Learning Cloud Platform ]



## ] Learning Cloud Platform ]

### FEED

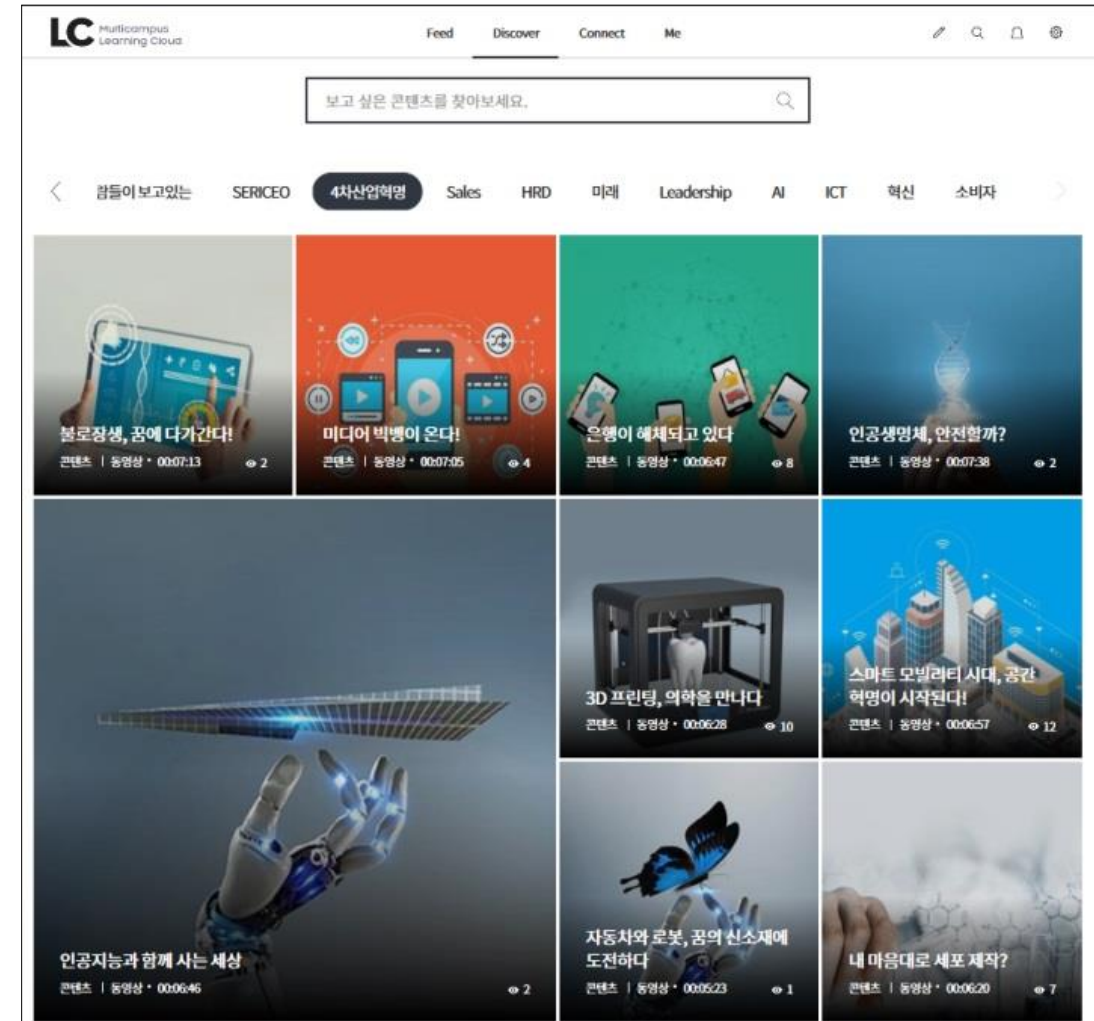
- Feeds and learning resources related on me at a glance
- Following people, channels, keywords, and etc. to enrich networks
- Sharing knowledge and experience with followers like social media networks
- Using #(hashtag) to find learning resources by keywords



## Learning Cloud Platform

### DISCOVER

- Finding every contents you need right away, including video contents, e-learning courses, people, and etc.
- Looking up real-time popular contents to catch up with trends
- Recommending contents by A.I. by analysis on your learning preference
- Posting contents created by yourself



## Learning Cloud Platform

### CONNECT

- Everyone create campus!
- Sharing information, knowledge and experience in campus
- Making learning paths combined e-learning course, video, article, and etc.
- Recommending campus joined by people of common interest

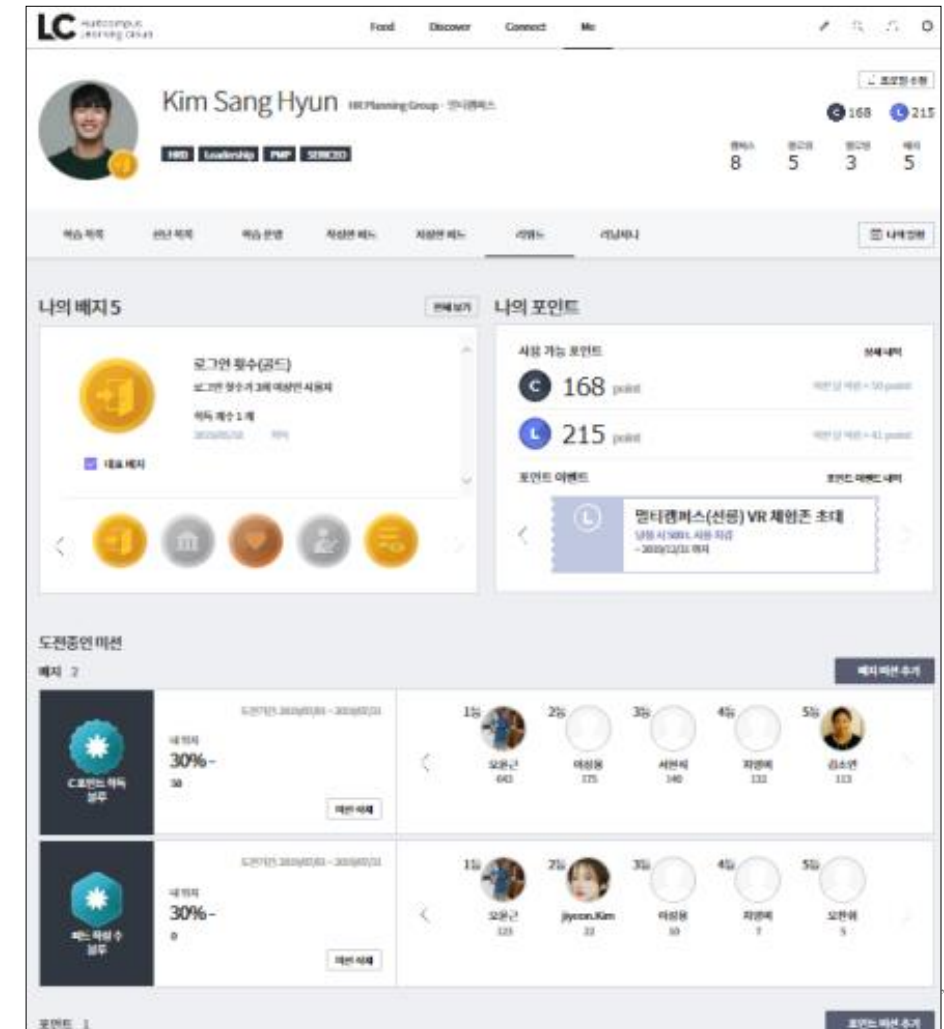




## Learning Cloud Platform

### ME

- Viewing your learning activities with graph at a glance
- Checking out all content that you're looking at or completed
- Managing all feeds that you have created, including checking replies, modification, and etc.
- Earning reward for motivation, such as badges and points, based on the results of your learning activities

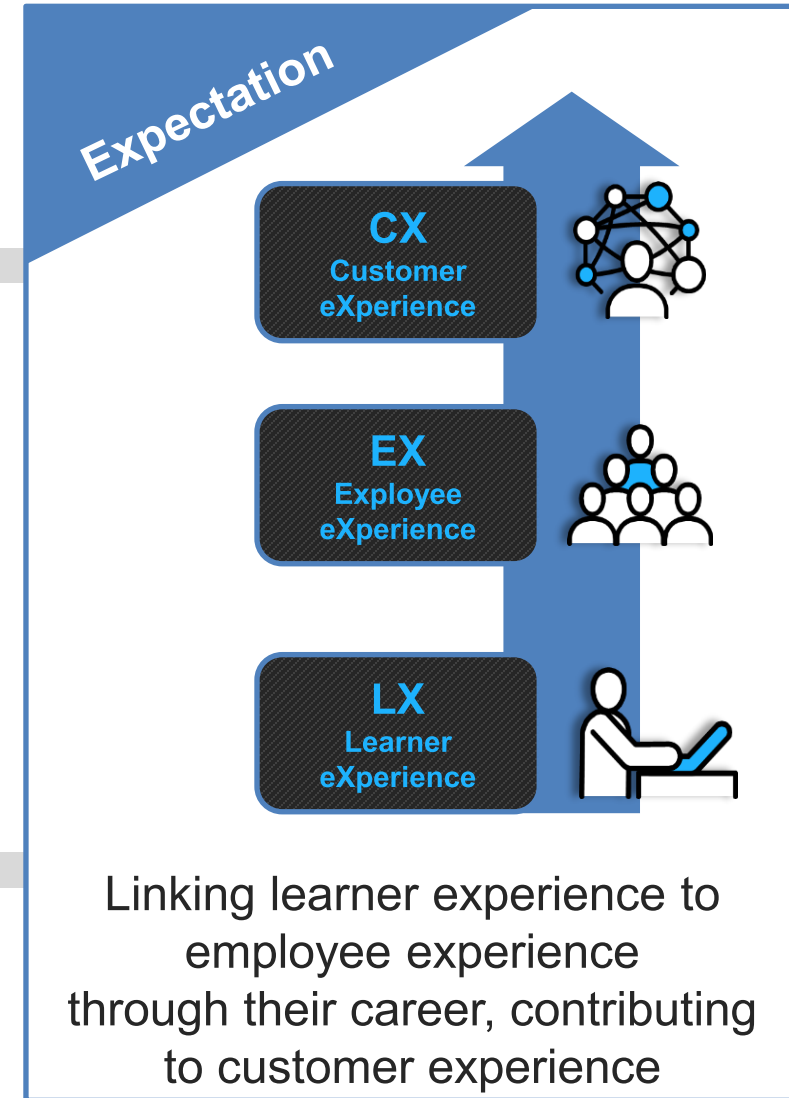
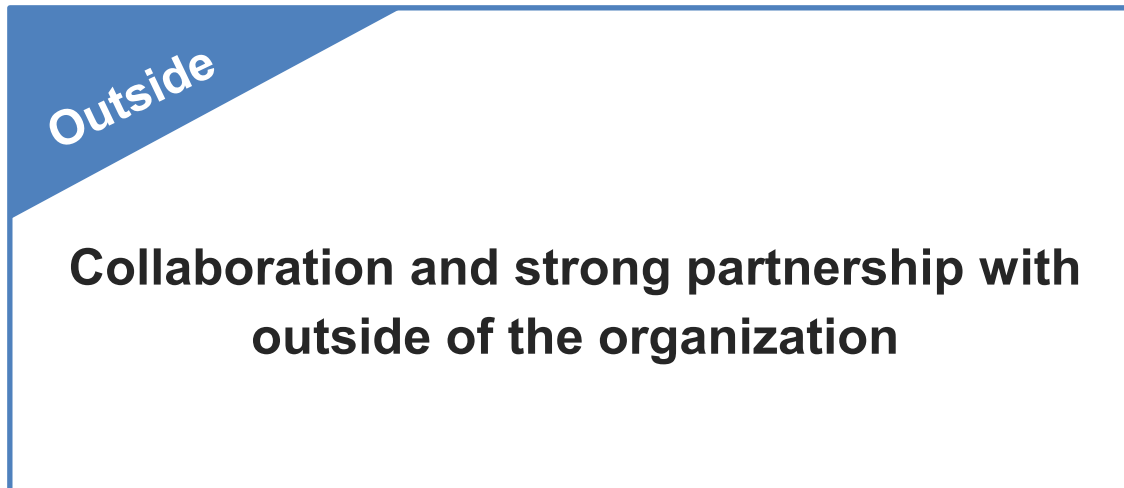




Chapter

05

# Insights for Talent Development



# Thank you



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