

# Virtual Corporate University 2.0

The term “Virtual Corporate University 2.0” is not good enough. For, we don’t really have an actual definition for the concept we are implementing. One of our clients wanted it named “Centre for Learning and Development” after conducting a poll among the company employees.

For now, though, we will go with “Virtual Corporate University 2.0” as it has caught your attention.

## E - University Concept

The very concept of an “e-university” really limits what people think we would be able to provide. The term ‘university’ suggests grades and sounds exclusive. It pictures a divide among haves or have-nots, especially if the employee on the shop floor has only a high-school education. ‘University’ as such is the exact wrong word to use in these circumstances. Many countries often prohibit the use of this word without proper accreditation.

Secondly, technology-delivered learning solutions are only a part of what our corporate clients expect from us. A learning organisation is an active and living entity, as it continually grows and gets updated. Corporate and academic clients will thus continue to use online courses. Such courseware will also remain an important element of their training strategy. There will always be a need for self-contained learning delivered in sequence, but that is not good enough. Generally, customers want to buy something more than a course or courseware. There’s always more to the picture than providing courses and courseware.

In this set-up, we are not just selling content. Instead, it’s a whole system, and tracking, and hitting people with communication over time. Virtual interface or portal doesn’t mean exclusively technology-delivered learning. Additionally, it means the university’s virtual primary presence in employees’ lives. Connecting them by using a mixture of delivery for learning, both virtual and fixed e-learning. Further, instructor-led or classroom training; virtual classrooms; self-paced learning; coaching; mentoring; collaboration and communities of practice, both online and in person.



## Informal Learning and Formal Learning

It's long been said that informal learning outstrips formal learning by a wide margin at any company. In the new set-up, technology and attitude are finally enabling training professionals to act on fact, and facilitate and support informal learning, even in the formal structure of a corporate university.

Why University 2.0? What's wrong with the old model, where corporate universities offered courses that were revisited once a year to make sure they aligned with the company goals? The answer is that model once worked. But now, once a year is just not enough.

## Addressing Organizational Needs

Today, market shifts so very quickly. A company has to meet customer needs daily, which means the nimblest companies are revisiting their business goals in some way every month. Learning has to be in step with this nimbleness so that it can help the company shift the moment it has to.

Many organisations have a traditionally structured learning around clear objectives related to a content deemed appropriate to given job functions. However, the rapid rate of change in core competencies of most jobs today has limited the ability of organisations to react quickly and meet the learning needs of their employees through traditional learning methodologies. In large organisations, where resources are all over the places, a virtual university makes sense. It gives the corporation the ability to provide learning opportunities that are critical to the professional development of its employees. In the process, they contribute to sustaining the competitive advantage of the corporation.

Virtual University 2.0 realises the requirement for speedy delivery and desire for integration of formal and informal learning with tracking, communication, marketing and hand-holding during the entire cycle. University 2.0 has thus driven filling in the needs of organisations and making the learning stick.

## Step – by – Step Implementation

It is a more federated model where certain shared or common services, such as the virtual university, are used across the enterprise. However, there are also performance consultants or learning professionals embedded in each business unit. The training perspective is still there like creating a catalogue, designing the courses and hosting or conducting the same. Now, the training is more of a solution with measurements around actionable performance indicators.

A virtual university need not be started from scratch. It can be built step by step. As your consultants, we can find ways to use your old LMS, and sometimes even do without it! The same goes for the portal technology. By taking that approach, we save time and money and thus also honour the people who had worked hard to put those things together originally in your organisation. Not all instructor-led training need be, or will be, easily converted to online or virtual versions of that training. After understanding your requirements, and in consultation with you, we decide on the best delivery methodology for deploying the virtual university efficiently and effectively. The learners are informed and given adequate time to adapt to the new delivery methods. In this direction, we align the offerings with the organisation's business needs or mission. Only then we drill down to the performance of the people the university is for, so that the content is tailored to their needs.

To know what Virtual University 2.0 might have in store for your training program write to us.