Training Development - Success Story
Learning2Go at SAP

About Learning2Go

Name: SAP
Industry: IT and Services
Number of employees: ~84.000

The SAP Learning2Go team offers virtual training (virtual live classrooms, VLCs) for SAP employees worldwide. In 2017, approximately 30,000 employees took part in VLCs to enhance and expand their sales and soft skills. In addition to evaluating which trainings are needed, the team is also responsible for the development and delivery of training courses with external partners along with training planning and marketing.
www.sap.com

„In 2017, we recorded 150% growth in training courses developed and delivered as well as a significant expansion of Learning2Go's internal target groups. In 2018, we intend to continue growing and will also focus on topics related to future-oriented learning. This growth, coupled with the implementation of strategic training content, can only be created if you have a reliable and qualified partner such as PDAgroup.“

Claus J. Breede
Vice President Learning2Go
SAP Sales Learning

The Starting Point

In the context of digital transformation, SAP training programs have become increasingly virtual and digital, meaning that they are no longer carried out on site. Along with virtual training, this also includes online simulations, massive open online courses (MOOCs) and micro-learning approaches, which are offered by Learning2Go and inspired by the slogan, „I can learn when and where I want.“

This trend, coupled with the high internal demand for virtual training courses, has created a big challenge for the Learning2Go tea, which needs to convert existing classroom training courses into VLCs while also developing brand new VLCs—and all within a very short period of time.

In addition to technical expertise, the development of VLCs requires the knowledge and skills needed to deliver content in a virtual environment successfully. To do so, not only are exceptional presentation skills required but also the ability to capture the participants' attention in the virtual space through targeted interactions throughout the entire duration of the training is also needed.

The Implementation

Since 2016, PDAgroup has supported SAP in the creation and delivery of virtual courses. PDAgroup has worked closely with SAP to develop both the content and didactic structure of training courses, create a participant's manual as well as a trainer's guide, and last but not least, deliver training courses. These training courses have been provided by experienced PDAgroup trainers and via the SAP employee train-the-trainer system.

The primary focus is on making the training as interactive as possible as well as providing the participants with content that is immediately applicable and adds value. Doing so ensures that participants become im-

> „We value PDAgroup's experience in designing and delivering VLCs. In addition to the broad professional experience of PDAgroup trainers, their ability to virtually deliver VLCs interestingly and interactively also adds value. The VLCs are designed to ensure that there is always plenty of variety and valuable exercises, allowing for the theories and skills learned to be put immediately into practice. This is exactly the combination that SAP needs for the continuing education and further training and professional development of its more than 80,000 employees worldwide."

Malte Bong-Schmidt
Program Lead Virtual Live Training
SAP Sales Learning

mersed in the training through targeted interaction at crucial moments. The development of selected Learning2Go training courses has also been supported by PDAgroup's qualified project managers who have overseen the complete coordination and development process, including both internal and external training suppliers and SAP experts.

The Result

In the past two years of working side by side, PDAgroup has developed six 90-minute virtual training courses for SAP. Additionally, PDAgroup has provided support for and coordinated the development of training courses for the SAP team with external suppliers totaling more than 100 project management hours.

With a team of 5 English-speaking trainers, PDAgroup has delivered training courses worldwide for SAP over 175 times in 2016 and 2017 and trained an average of 25 SAP employees in each training session. Furthermore, PDAgroup trainers also regularly support the Learning2Go team with the delivery of preexisting training courses.

The constant and close cooperation in recent years underscores the trusting partnership between PDAgroup and the SAP Learning2Go team, which has been further strengthened by the consistently excellent feedback from the participants on training evaluations.

About PDAgroup

Our focus is on people. We enable our clients to design and implement their own unique digital strategies one step at a time. As they set out on this challenging journey, we help them to safely navigate through uncharted waters by integrating business expertise and the latest academic research. Strategic management and sales modernization in a digital world are at the core of our agile and cost-efficient consulting approach, supported by our IT solutions.

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