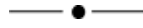


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# « REINVENTING TRAINING WITH THE WIND ROSE »»

*White paper - may 2020*

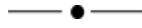
by  
*Aurélie Leborgne,  
Emilie Jardry,  
Marie Jury et  
Constance Colombier*

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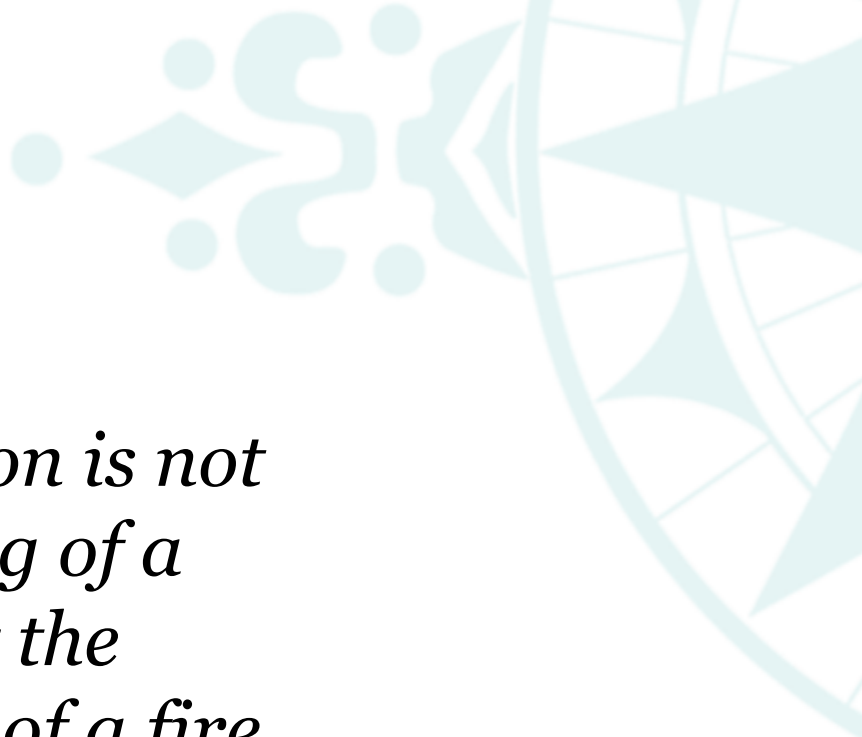


*Education is not  
the filling of a  
pail, but the  
lighting of a fire.*

William B. Yeats

*If matches no  
longer work, let's  
reinvent flint.*

The Wind Rose, 2020

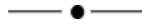


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# « REINVENTING TRAINING WITH THE WIND ROSE »»

1. ***The challenges*** facing trainers and trainees
2. ***Reinvent group training:*** Moving towards distance learning with a more human approach.
3. Digital training
4. The Wind Rose's digital ideas box

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# 1. *The challenges* facing trainers and trainees

**2020**

# *A NEW APPROACH, NEW CHALLENGES*

## **CORONAVIRUS:**

The necessity of reengineering traditional training methods.

## **DISTANCIATION:**

The challenge is to maintain a human touch and an emotional connection at the heart of the system while ensuring a presence from a distance.

## **AN INFINITY OF OPPORTUNITIES**

offered by mass digitalisation and changing behaviours

« *Life isn't about waiting for the storm to pass, it's about learning to dance in the rain.*

Sénèque

*LET'S ADJUST  
OUR SAILS!*





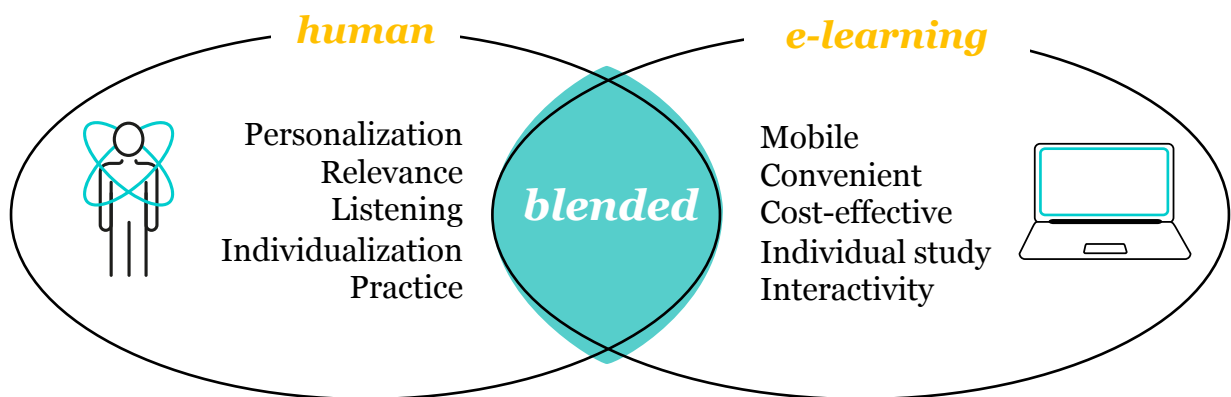
# A REAL OPPORTUNITY...

Training as we know it today at the Wind Rose is essentially based on methods now difficult in today's context:

- ✓ contact
- ✓ individualisation
- ✓ interaction
- ✓ group dynamics

« *In Chinese, the word "crisis" is made up of two elements: One represents 'danger' and the other represents 'opportunity'.* »

John Fitzgerald Kennedy



## ...*THAT INSPIRES US*

## LET'S CHANGE OUR POINT OF VIEW!

AN INTERESTING  
REMINDER

We memorise:

20% of what we  
**HEAR**

80% of what we  
**SAY**

90% of what we  
**DO**



↳ **ACTION** is at the heart of training, whether it be **IN-PERSON** or **REMOTE**.

↳ **ACTION** action is still possible, even from a distance

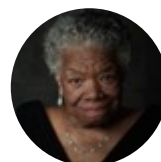
↳ **It's up to us to change our habits and the way of doing things**

**The Wind Rose loves a challenge.**

The turbulent winds blowing across the planet are leading us to change course.

We are confidently entering the new era of distance learning following a successful digital transition with the help of "Teach on Mars", an increasingly popular e-learning method with our brand clients.

« *If you don't like something, change it. If you can't change it, change your attitude.* »



Maya Angelou



# THE WIND ROSE'S NEW CHALLENGE



Face to face teaching can evolve towards a digital solution that is more dynamic, engaging, fun and motivating.



Learners are given autonomy and become co-creators of their own learning.



The trainer becomes more than ever a guide, facilitator and coach.



The virtual classroom becomes more intimate. This is followed by a personalised, highly effective action plan and feedback.



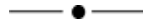


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## *2. Reinventing group training: towards a more human transformation of distance learning*

# TOWARDS TRANS-FORMATION

## Before 2020

The gradual integration of blended learning techniques in 3 stages: before, during and after.

The predominance of face-to-face training as the ideal moment for exchange and learning, at the heart of the teaching structure.

The use of digital tools as complement to the classroom training.

## From 2020

The harmonious integration of a 'digitalized classroom' within a completely redesigned overall structure.

Equal importance of the three learning stages: before, during and after.

A dynamic and engaging 360-degree design, increasingly incorporating reverse pedagogy.

Predominantly face-to-face



Optimising blended learning



# TOWARDS TRANS-FORMATION

## OBJECTIVE

**HUMANISING digital** to preserve interrelationships, engagement and active participation

**BY OPTIMIZING**  
existing tools

**BY DEVELOPING**  
new practical and  
remote tools

**BY CREATING**  
a new type of  
ONLINE presence

## CONCRETELY

↳ reduced face-to-face sessions

↳ Continuous or long-term training, that is sequenced and modular

↳ Better optimisation of learning and memory retention



# FROM FACE-TO-FACE TO SEQUENTIAL

## REQUIREMENTS

**Don't adapt existing teaching techniques, but WRITE A NEW PAGE!**

↳ Based on the training objectives knowledge, expertise and know-how and existing modules, study what can be digitised

↳ Plan out training over several consecutive weeks

↳ Break down the week into learning periods, each organised around a single key skill (e.g. presentation, body language, after-sales service, etc.).

↳ Work on short formats to avoid the lassitude generated by distance learning

↳ Blend learning techniques to balance between opportunities for interaction and individual autonomy.

**1 week  
=  
1 skill**

# FROM FACE-TO-FACE TO SEQUENTIAL

## OUR TIPS FOR TRAINERS



Create rituals

Plan before and after time with a physical mentor



Use neuroscience to keep learners interested

Stay yourself



Have fun and motivate!



Playing the orchestra conductor one-man-band question, interact, use first names, let people talk, respond to 'chat'.



## EXAMPLE FOR A SALE SIGNATURE OVER 7 WEEKS:

Week 1

*History and identity of the Brand*

Week 2

*Understanding who my Client is*

Week 3

*How to enchant my Client.*

Week 4

*Additional sales*

Week 5

*Closing my sale*

Week 6

*Keeping in touch after the sale*

Follow up

Week 7

*Debriefing / remote coaching / Quiz*

# A 360° STRUCTURE PER WEEK

↳ a 360° digital to integrate all the possibilities

↳ a programme inspired by face-to-face sharing

↳ a specific 4-stage structure:  
**Discover / Demonstrate / Apply / Conclude**

↳ 6 hours of work per week, equivalent to one day's training

## 4 TIMES

2 hours

### DISCOVERY

(reverse teaching))

- Videos, ebooks, podcasts, tutorials, webinars, masterclasses, articles...
- Mobile assessment quizzes
- Mobile learning modules (elearning)
- Questions and experiences to share in advance on a forum

1 hour

### DEMONSTRATE

1 hour discussion on the topic in a virtual classroom, introducing the theory to be memorised

2 hours

### APPLY

- Video role-playing games via mobile, that can be uploaded to a forum for group and individual debriefing
- Digital quizzes
- Role-play games to be written in a few lines and then uploaded to the forum

1 hour

### CLOSE

Sharing success stories/case studies to boost motivation

## DURATIONS

*1h / day, i.e.  
2h in all*

*1h*

*1h / day, i.e.  
2h in all*

*1h*

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# 3. *Digital* training





# ***1. THE SURGE OF IN DIGITAL OFFERS AND MOBILE LEARNING APPS IN RECENT YEARS***


The Wind Rose believes in the virtues of digital technology, but we don't see it as the only solution, i.e. independent of or replacing face-to-face training.

An excellent 'touch point' with your sales teams, mobile learning applications have become an excellent training vector, giving your learners access to information in **ATAWAD\***.

To date, we have used digital tools in two principal ways:

- by dedicating it to product themes, for which digital courses are particularly well suited
- strategically in blended learning, to prepare for a classroom-based training, to be used in the classroom for games or encourage the retention of information after class.

In addition to mobile learning Apps, we have also observed that the Instagram accounts and WhatsApp groups established by the training teams of several of the brands with whom we work with are excellent tools for fostering communities of learners, promoting sharing and encouraging dynamism.



\*  
**AnyTime**  
**AnyWhere**  
**AnyDevice**

## ***2. CHANGE THE MINDSET: IS DIGITAL LEARNING AN INDIVIDUAL AND ISOLATED EXPERIENCE, DISCONNECTED FROM THE GROUP?***

### **NOT SO MUCH!**



While mobile learning programs often provide learners a more isolated training experience, their purpose is to encourage learners to explore subjects in greater depth beyond the digital environment.

If the e-learning experience is individual, it nonetheless opens up a field of possibilities and can easily be reconnected to the outside world via :

- **Calls to action** or invitations to DIY when the subject allows it
- Encouraging communication between participants, by means of sending challenges to each other, but also by sharing effective strategies through discussion forums integrated into the mobile learning Apps.

- Content curation, by making podcasts, internet links, etc. available to your learners, whether the information concerns your company, your sector, or any other cultural subject related to your current affairs.

- The organisation of digital competitions, gamified learning,, with the introduction of certificates or diplomas that will motivate your learners

- Publish your training courses in the form of mini-series or episodes, which are very much in vogue at the moment, and will increase anticipation among your learners.

### **3. DIGITAL & CLASSROOM: FROM "DIGITAL IN THE CLASSROOM" TO "A DIGITAL CLASSROOM"**

At the beginning of 2020, we were still thinking, based on the classic blended learning model, we were still thinking about the different ways of integrating digital content into a one-day classroom session to make it more dynamic. As we look to the months ahead, the question now is how to organise a **DIGITAL CLASSROOM**. Based on our experience, here are our initial recommendations:

#### **Integrating games or brainstorming sessions into digital classroom sessions:**



Do you use Zoom, Teams, Meet or other platforms such as Beekast, Adobe Econnect or Livestorm? All these platforms are compatible with our media to help you enhance your learners' experience. Integrate a quiz, ask participants to brainstorm or get the immediate results of their thinking, allow participants to take part and exchange ideas with each other - it's possible!

#### **1-hour training sessions**



Less than an hour, the timing is short to properly deliver the information and encourage practical application. More than an hour, the training is too long and participants lose interest.

We study a range of tools preferred by our customers and look for new ones to bring you a variety of solutions.

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# 4. *The Wind Rose digital ideas box*



# DIGITAL IDEAS BOX



The **Smartphone**, our best friend! Let's make the most of it with a dedicated training app for quizzes and games. And let's not forget that it can also be used for videos and voice recordings! Most importantly, it can be used to keep in touch with learners and to support/motivate them in hotline mode.



Use the incredible **VIDEO** resources on Youtube and/or in our in-house media library to learn while having fun (TedEx, TedTalks, Masterclasses, film extracts, etc.).



A good salesperson knows, above all, how to **LISTEN**! We help your teams to practise their listening skills, and propose tailor-made podcasts. Ideal for covering small subjects in detail in a fun way. To be listened to over and over again, even after the training.

# DIGITAL IDEAS BOX



Meet the new classroom: our **SCREEN**. To transform it into an educational and fun space, we'll need to :

- Install teleconferencing software to enable screen sharing, webcam and recording (e.g. Zoom, TEAMS, Adobe Econnect, Meet, Beekast)
- A document exchange platform such as MOODLE or Dropbox, allowing for discussions on a forum.
- To connect: a mobile phone, iPad or computer.



Even at a distance, **role-playing** remains essential, especially in the case of behavioural training! Film it on your in-store mobile and upload it to a sharing platform or via secure e-mail for a face-to-face or group debriefing.



**Quizzes** are great tools for assessing learning levels before and after sessions, and for checking progress. You can also invite participants to share short messages no longer than an Instagram post!



# TO CONCLUDE

**BREAK DOWN YOUR LAST BARRIERS!**



## **E-LEARNING IS EASY TO ACCESS**

Everywhere, at any time, from pocket format on your smartphone to a laptop via wifi or network.

## **E-LEARNING IS A DISCIPLINE**

Yes, it needs to be organised in advance and supported by shop management, but is one hour a day really that insurmountable?

## **E-LEARNING IS SHARING**

Forget the image of the solitary learner behind his computer. The trainer retains the essential role of as conductor of the learning experience.

## **E-LEARNING IS A GOOD INVESTMENT**

Don't worry about adjusting your traditional training budgets: confinement has had a lasting impact on behaviour, and teams are ready for distance learning.



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« *It's not the wind that determines your destination, but the direction you set for your sail.* »

JIM ROHN, American entrepreneur, writer and coach in personal development and business motivation



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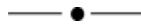
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