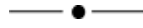


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« RETHINKING TRAINING WITH THE WIND ROSE »

White paper - may 2020

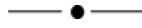
by
*Aurélie Leborgne,
Emilie Jardry,
Marie Jury et
Constance Colombier*

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*Education isn't
about filling a
vase, it's about
lighting a fire.*

William B. Yeats

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

The Wind Rose, 2020

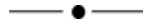


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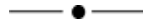
1. ***The challenges*** facing training providers and users
2. ***Reinventing group training:*** towards a more human form of distance learning
3. Digital training
4. The Wind Rose's digital ideas box

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1. *The challenges* facing training providers and users

2020

A NEW DEAL, NEW CHALLENGES

CORONAVIRUS:

reengineering of traditional training methods is necessary

DISTANCIATION:

maintaining a presence at a distance, with the challenge of keeping the human element and emotion at the heart of the systems.

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!*



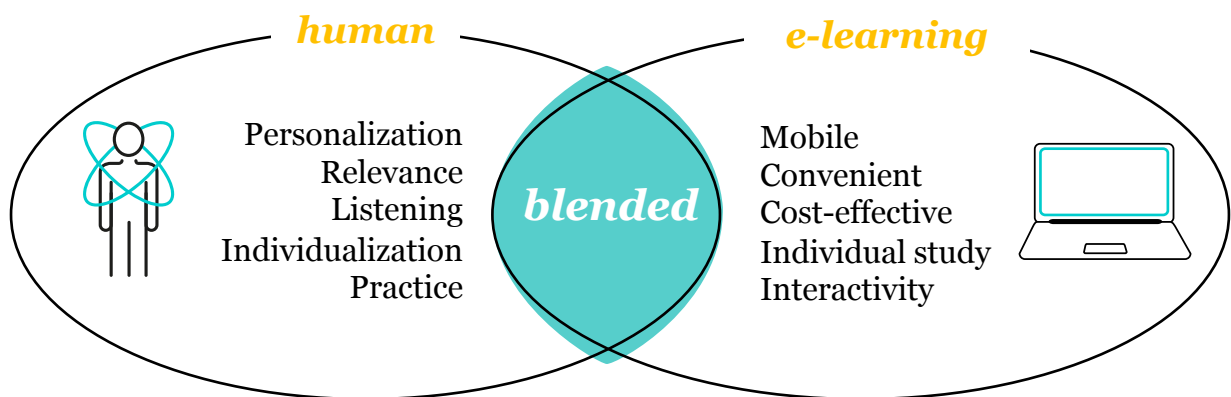
A REAL OPPORTUNITY...

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

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

« *In Chinese, the word crisis is made up of two characters: one represents danger. The other represents opportunity.* »

John Fitzgerald Kennedy



... THAT GALVANISES 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 **PRESENTIAL** or **DISTANCIAL**

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

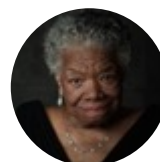
↳ **It's up to us to change our habits and ways of doing things**

The Wind Rose loves challenges.

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

After a successful digital transition with the help of Teach on Mars and e-learning courses that are increasingly popular with our corporate customers, we are confidently entering the era of distance learning.

« *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 evolves towards a digital solution that is dynamic, involving, fun and motivating



learners are given autonomy and become co-developers of their own learning



the trainer is more than ever a guide, facilitator and coach



the virtual classroom is more intimate. It is followed by a personalised, highly effective action plan and feedback.

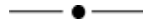


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2. Reinventing group training: towards a more human transformation of distance learning

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 a plus to accompany classroom training.

From 2020

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

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

Use of existing digital tools. A dynamic and fun 360-degree design, incorporating more than ever the reverse pedagogy.

Predominantly face-to-face



Optimising blended learning



TOWARDS TRANS-FORMATION

OBJECTIVE

HUMANISING digital to preserve interrelationships, engagement and active participation

OPTIMIZING
existing tools

DEVELOPING
new practical and
remote tools

CREATING
a new type of
ONLINE presence

CONCRETELY

↳ reduced face-to-face time

↳ Continuous or long-term, sequenced and modular training

↳ Better optimisation of learning and memory



FROM FACE-TO-FACE TO SEQUENTIAL

REQUIREMENTS

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

↳ Based on the knowledge (how to do, how to say) and existing modules, study what can be digitised

↳ Roll out training over several consecutive weeks

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

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

↳ Mixing learning techniques to balance time for exchange and autonomy

**1 week
=
1 skill**

FROM FACE-TO-FACE TO SEQUENTIAL

OUR TIPS FOR TRAINERS



Creating rituals

Plan time upstream and downstream with a physical mentor



Using neuroscience to keep learners active

Staying yourself



Have fun and motivate!



Playing one-man-band, calling out, interacting, using first names, giving the floor, responding to chat.

EXAMPLE FOR A SALE SIGNATURE OVER 7 WEEKS:

Week 1

History and identity of the House

Week 2

Understanding who my customer is

Week 3

Enchant my customer

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 digital 360° to integrate all the possibilities

↳ a programme inspired by face-to-face sharing

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

↳ 6 hours' 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 the 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 via mobile, to be uploaded to a forum for group and individual debriefing
- Digital quizzes
- Role-plays to be written in a few lines and 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 EXPLOSION IN DIGITAL OFFERINGS AND MOBILE LEARNING APPS IN RECENT YEARS

The Wind Rose believes in the virtues of digital technology, but we don't see it as a stand-alone 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 main ways:

- by dedicating it to product themes, for which digital courses are particularly well suited
- strategically in blended learning, to prepare for classroom-based training, use it 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 set up by the training teams of several of the Houses with which we work are excellent vehicles for creating communities of learners, encouraging sharing and dynamism.



*
AnyTime
AnyWhere
AnyDevice

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

NOT SO MUCH!



While mobile learning programmes are often training experiences enjoyed by learners on their own and in isolation, the whole point of them is to use them to encourage your learners to explore subjects in greater depth outside the digital environment.

Although the e-learning experience is individual, it nonetheless opens up the 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 challenges that they can send to each other, but also by sharing best practice 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, learning by playing, linked to 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 which will raise expectations among your learners.

3. DIGITAL & CLASSROOM: FROM ‘FROM “DIGITAL IN THE CLASSROOM” TO “DIGITAL IN THE CLASSROOM”

At the start of 2020, we were still thinking, based on the classic blended learning model, 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 PRESENTIVE**.

Based on our experience, here are our initial recommendations:

1-hour training sessions



Below this level, the timing is too tight to properly deliver the information and encourage practical application. Beyond that, the training is too long and participants lose interest.

Integrating games or brainstorming sessions into digital classroom sessions:



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

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

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4. *The Wind Rose digital ideas box*



DIGITAL IDEAS BOX



The **PDA**, 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! And
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 how to **LISTEN!**
We help your teams
practise their listening
skills, and offer tailor-
made podcasts. Ideal for
covering small subjects in
detail in a fun way. You
can listen to them over
and over again, even after
the training course.

DIGITAL IDEAS BOX



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

- Teleconferencing software enabling screen sharing, webcam and recording (e.g. Zoom, TEAMS, Adobe Econnect, Meet, Beekast)
- A document exchange platform such as MOODLE or Dropbox, ideally for forum discussions
- 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 mobile in-store and upload it to the sharing platform or via secure e-mail for a face-to-face or group debriefing.



Quizzes are great tools for assessing your level before and after, and for checking your own progress. You can also invite participants to share short texts no longer than an Instagram post!

TO CONCLUDE

BREAK DOWN YOUR LAST BARRIERS!



E-LEARNING IS EASY TO ACCESS

Everywhere, all the time, in pocket format in your 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 But is one hour a day really that insurmountable?

E-LEARNING IS AN EXCHANGE

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

E-LEARNING IS A GOOD INVESTMENT

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

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*It's not the wind
that decides your
destination, it's the
direction you set
your sail.*



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



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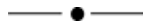
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