Adult Learning and Training: automotive case study by EDUCAM

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THE FUTURE OF MOBIITY BY EDUCAM

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1. Who is EDUCAM ?

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EDUCAM: knowledge and training created by and for the automotive branch and related industries

EDUCAM applies the Collective Bargaining Agreement to raise standards and maintain the employees knowledge and expertise

EDUCAM's products and services: technical and soft skills training, certification, and support

EDUCAM key figures

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EDUCAM: + 100 people with extra 60 trainers and 6 training facilities in Belgium.

EDUCAM generates on average 500.000 training hours/year

EDUCAM in Belgium represents about 100.000 workers

2. Challenges faced ?

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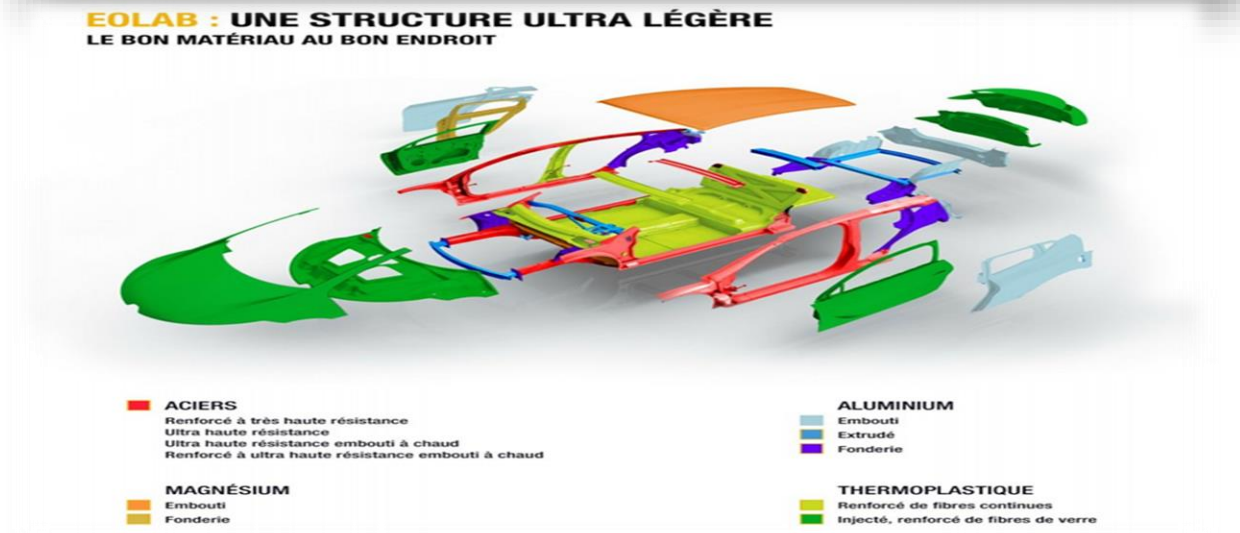
“A disruptive technology overturns a traditional business model, which makes it much harder for an established firm to embrace”.

Source : Cambridge Business dictionary

2015 : EDUCAM made its “Route2020” study which confirmed the unstoppable disruption and new turnaround in the branch.



Turning Point

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EDUCAM's study "Route 2020" identified the different aspects leading from a disruptive technology to a turning point in the branch :

Social evolutions

E.g: Internet of things & customer journey

Technological evolutions

E.g : connected, hybridification

Economic evolutions

E.g : Booming of Car sharing

Politic evolutions

E.g : "CARS 2020" E.U

Change is now : here is why

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Text box 3: Why now? – reasons for the imminent disruption

Although the four trends have been observed for years, they are only now positioned to disrupt because consumers, technology, and governments are finally ready.

Triggered by
- Regulation/urban design
- Technology/business model
- Consumer preferences

Trend	Current and future enabling forces
Electrification	Desirable products Battery technology/cost (<USD 200/kWh, 2020) Charging stations (1,200% global increase, 2014-20) Emission/efficiency regulation (EU 95 g_{CO2}/km, 2021; US 54.5 mpg, 2025, CA 15% ZEV 2025)
Connectivity	Connected lifestyle extending to the car Vehicle safety communication mandate (US vehicle-to-vehicle, expected by 2020) Communication network growing (5G, 2020) Tech giants and start-ups discover the remaining piece in connected world
Autonomous driving	Sensor and processing solutions Communication/legal infrastructure (currently 4 states in the US, more expected) Public demonstrations of autonomous driving show benefit Tech giants and start-ups discover automated cars "interesting playground"
Diverse mobility	Consumers prefer access over ownership (800% global car sharing revenue increase, 2013-20) Smartphone makes scheduling convenient Incentives for corporations and consumers Urban congestion (30% of traffic for parking) Shared mobility providers offer trendy products

Source : Automotive Revolution towards 2030, McKinsey&Company, 2016

New business model, new players

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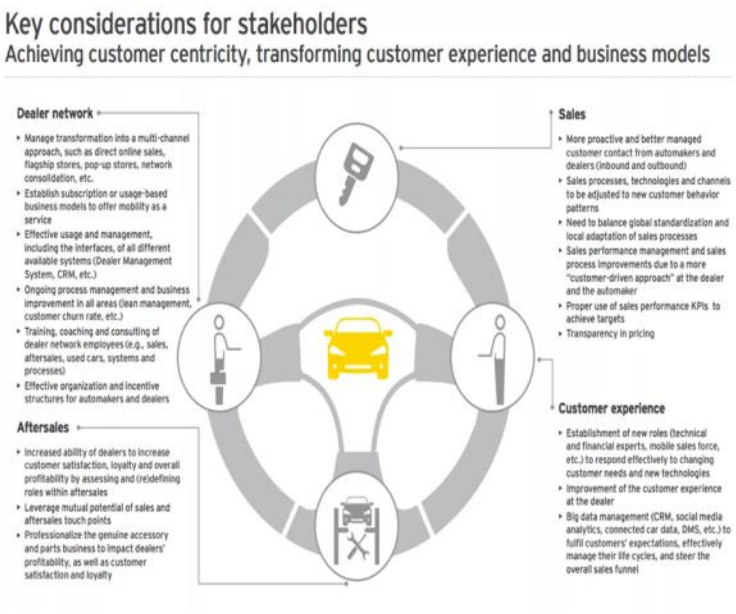

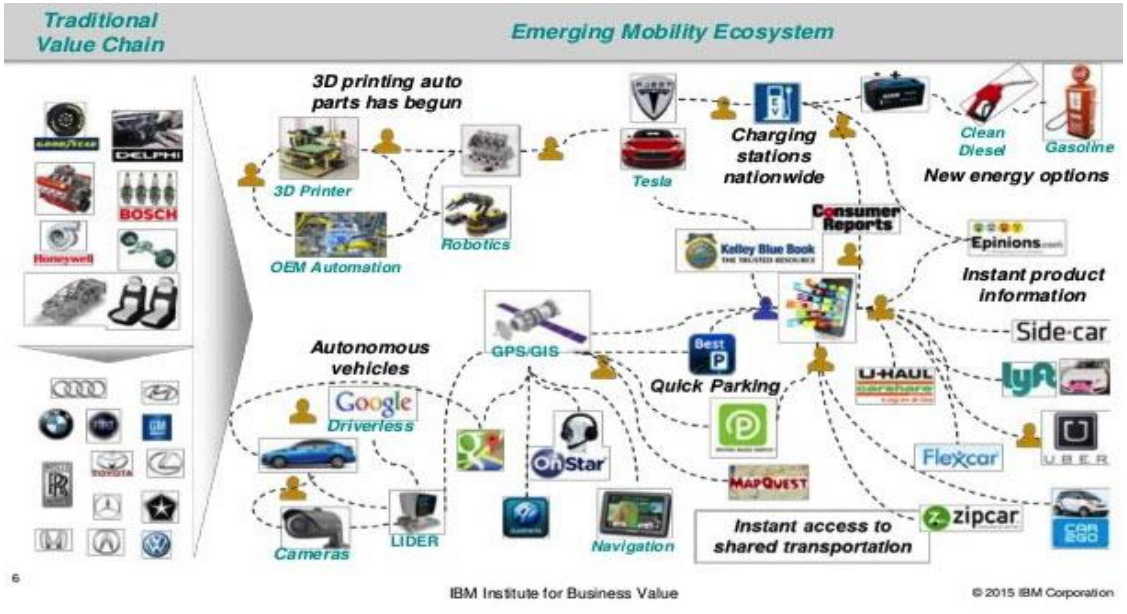

Customer–centric and mobility provider is the new definition of an aftersales dealership

New players are coming

New rules and alliances to build

3. Impact on labour market

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Job profiles are changing faster than ever – a few examples

- Over-the-air Diagnostic
- Augmented reality for workers is now – BMW-VW Group as pioneers.

Source : EDUCAM Route 2020, BBC "Cars to augmented reality"

- Customer-centric business needs demanding more soft skills for technicians
- New type of web-based training programs means more IT skills

Love your talents.
Don't make war for it!

4. EDUCAM's study "workable work"

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Stress & burn-out

⇒ Specific tailor-made training

Managing & developing skills

⇒ Consultancy for structured approach

Training possibilities and acces

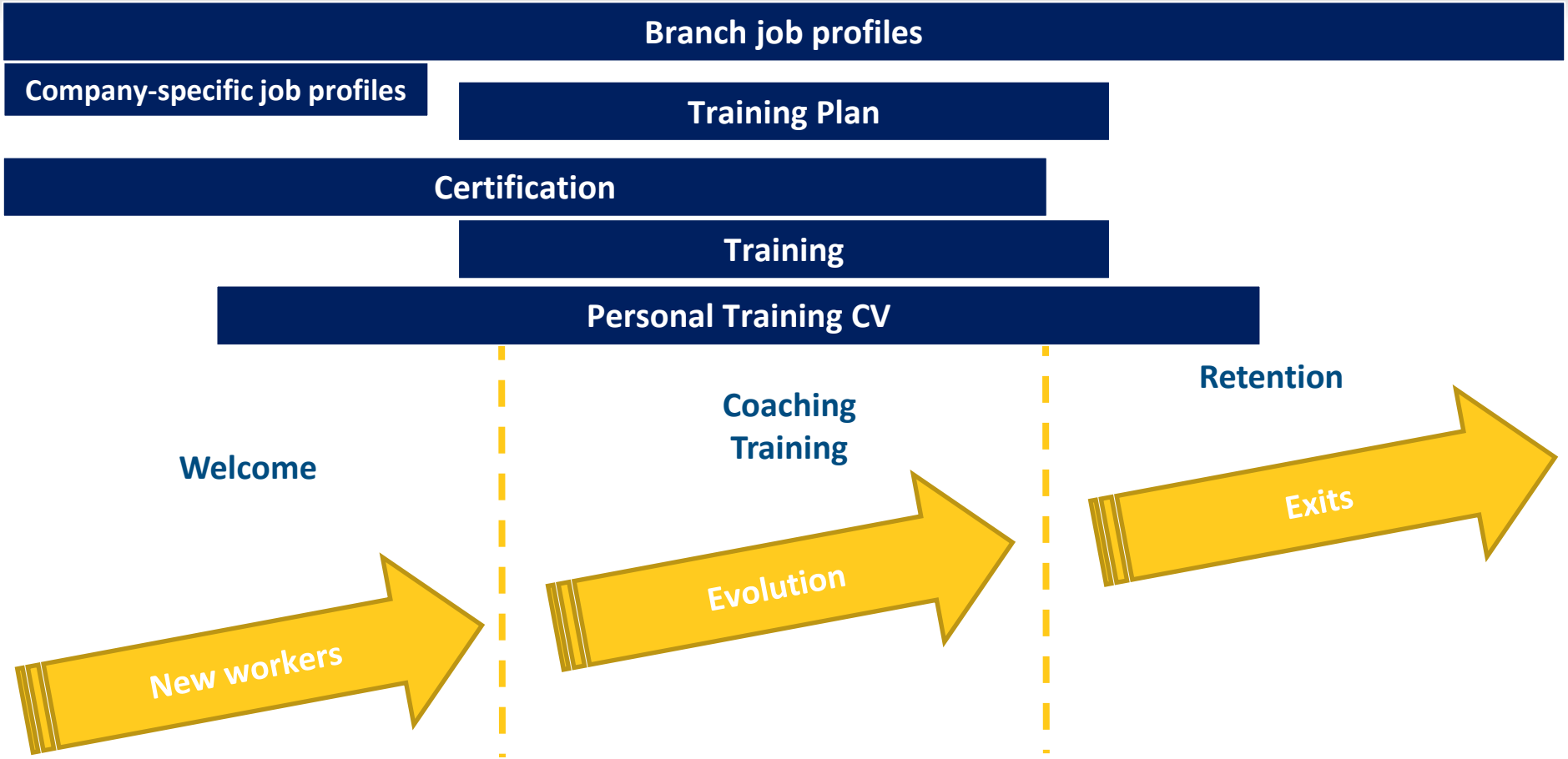
⇒ Working on new systems

Ergonomics could be an issue

⇒ Consulting and on-site training

5. EDUCAM's call for action plan

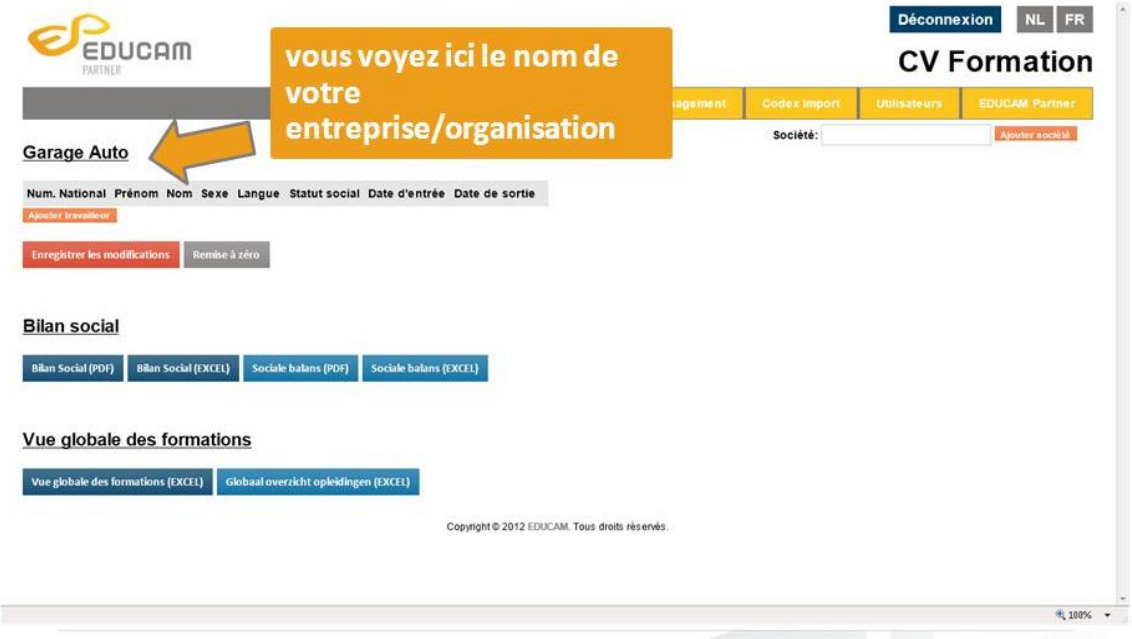
The virtuous management circle is one of the keys to face disruption and business model changes (and a response to war for talents).


Branch job profiles
Company-specific job profiles
Training Plan
Certification
Training
Personal Training CV
Welcome
Coaching
Training
Retention
New workers
Evolution
Exits

Making the informal visible

Added value of informal trainings : how to make visible the invisible … and make it useful ?

EDUCAM developed a « Training CV-tool » in order to help companies and workers to stimulate and make visible their skills and talents



New tools to stimulate training

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E-learning

Blended Learning

Virtual Classroom Training

Certification

On-site training

Open sessions

TUTORIALS
WATCH, LEARN, DO

AutoWeb
Training

Sectorale certificering

Certification sectorielle

Tutorial training for new generations

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EDUCAM made a study on the work experience as an asset for aftersales automotive branch.

The main conclusion is that in a fast-moving technology branch like automotive, the key to a succesful HR policy is to work closely and fully engage with trainees.

6. Conclusions

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During a disruptive period adult education has to change : using new training systems and making informal training official and visible is a way of being agile enough to adapt to a new business model.

If investing is the key to face new paradigm, investing prior in HR is the key to a bright future : coaching and support should be top of mind

« Learning is no longer a standard process aiming to accumulate knowledge but much more a process wich stimulates curiosity »

Source :EDUCAM Route 2020, KPMG: *The age of disruption*.

In the new automotive aftersales, it is no more the fittest or the biggest who will survive but the most HR-agile and adult learning and training is only one piece of the puzzle