



# Development of programs in co-creation with employers

Eric Aldewereld, 14<sup>th</sup> of March, 2019. Como, Italy



## **The workshop**

The workshop emphasizes on ways to co-create educational programs with employers.

## **Introduction Eric Aldewereld**

Former HR Manager

Independent consultant on level 5, on a broad range of issues.

Contact information:

[eric@ericaldewereld.nl](mailto:eric@ericaldewereld.nl) / + 31620705651

[www.ericaldewereld.nl](http://www.ericaldewereld.nl)



### **This workshop**

- We all know more than I do
- I will moderate and collect our experiences
- With a 'guide'

### **From the employers' view:**

What is important for the employer concerning the development of his employees?

Based on the strategy, choices are made concerning Market, Products, Strategy and People

### **Analysis:**

Current team and current competences      VERSUS      Desired competences (knowledge and skills)

Leads to programs for training current employees and selection criteria for new employees.



**Our job: collecting information from employers, specified in Learning Outcomes**

- Specific projects of the job
- Desired Knowledge and skills

As specific as possible: What is your best employee doing to get the job done? And will be doing in the future?

Preferably in 1 on 1 interview.

Ask for examples and information of products, i.e. team plan, internal memos, market-analysis, treatment plan, etc.

How are employees appraised / judged on their jobs? Gives information on topics that are important for the employer.

For the program: can and will the employer offers guest lectures or, preferably, complete courses?



### **What are requirements for successful workplace learning?**

Employee must be allowed to learn and make mistakes.

He must have the possibility to grow in tasks and responsibilities. A growing exposure.

The supervisor on the workplace must have well developed coaching competences.

The supervisor must have more knowledge than the employee (translated in a criteria, for example 1 education level higher educated than the employee).

Set up and sign a tripartite learning agreement.

Let the employee keep up a logbook: what is learned, what tasks are executed, etc.

Invest in the employer: coaching skills, the way to evaluate programs, ask for feedback, etc.

Make a check list which can be used to analyze the workplace.

Connect the supervisor with the lecturer, at least once a year.



### **Meeting with the employers**

Discuss requirements for successful workplace learning with the employers, but in a **collective meeting**.

They learn from each other, you receive a broad advise, not just from 1 employer, you can make the employers co-owner of the program.

Focus on a long term process, invest in the relationship with employers.



### **Evaluate the program**

Not only at the end, also during the program: check with the student if he is able to fulfill the education tasks? Does his workplace allows him to learn?

Involve the employer with the evaluation of the subject. Teacher gives the mark, employer only advises.

Evaluate after every semester:

- What growth from the student is noticed?
- How?
- Lessons learned?
- Ideas to improve?

Evaluate with the student too on the same issues. Act on and implement the improvements.



### **Further ideas**

Arrange an Advice committee with involved employers, if it is not yet required by law.

Follow your ex-students: how they perform, what they have missed.

Publish successful stories on social media by students.

Industry on the campus: co-create a learning place next to the classroom.

Internships for teachers / lecturers.

Teachers work part time in company, obligated once in every couple of years.

When you're visiting employers, focus also on collecting information.

Organize job-markets in schools.



### **Follow up of this workshop**

I joined the Chain5 working group 'Workplace' to invest on more information exchange about this subject.  
One of the questions to be solved is:

What are the differences on skills between level 5 and level 6? How do you measure this?

Do we meet during the follow up sessions?