



Welcome to NCAB Academy

Welcome to NCAB Academy – Hans Ståhl intro

Welcome to NCAB Academy!

You are our most important asset. The work you put in every day is what makes our customers want to buy more. I know that customers appreciate our high competence and if we raise it even more – they will buy more!

The purpose of NCAB Academy is to make it easier for us to constantly develop our competence – and it's actually open 24/7! I certainly hope that you will find this extremely interesting.

And – full speed ahead!

Part 1 – Tech transitions

This year, we decided to install a Learning Management System – an LMS – with Digital Learning. We call this tool NCAB Academy.

NCAB Academy will be used for managing trainings and educations. But we are now working on turning this LMS into not only a knowledge tool – but a tool for growth, and to change behavior.

Digital Learning is a tech transition, and tech transitions tend to behave in the same way. Here are two examples on this.

100 or so years ago, you washed your clothes by rubbing them against a washing board. When the first washing machine was invented, it had a claw that grabbed the garment and rubbed it against a washing board. Same technique, but with technology. Not perfect. It was not until later, that someone thought that there are other ways to use technology to make clothes clean – and then the tumbler was introduced.

Example two: 100 or so years ago, the film cameras were invented. But the first movies were just filmed theatre – a play was filmed with a stationary camera from beginning to end. Again – same technique, but with technology. It was not until later, that someone discovered the benefits of cutting, and cameras started to move around.

So, there is a pattern to Tech Transitions:

1. You start with an old technology
2. You copy it as well as you can, and add the new technology
3. New possibilities are not discovered until after some time.

Digital Learning is in this kind of Tech Transition at the moment. Most of it is still just like 'filmed theatre'; usually it's just a teacher being recorded while standing in front of a whiteboard.

But what could be the new possibilities with this? Well, time will tell...

Part 2 – Pros & cons with classroom learning

Before I talk about how great the new NCAB Academy will be, let us first look at the pros and cons of our classroom courses that we have now.

Pros with Classroom learning:

- A. First of all, internal courses are important for **building culture**. They define ‘how we do things at NCAB’.
- B. Our tutors know what’s going on in the company, so the content is **relevant**. Also, workshops are completely realistic.
- C. **Tutor costs are low**. Well, this depends on if you consider what they could be doing instead, but the direct cost is for sure lower than hiring consultants.
- D. Our internal courses have **high quality**.
- E. The most positive points from our training feedback surveys is that participants **enjoy meeting colleagues**. Exchanging ideas and feeling part of a global company also supports ‘one way of working’.

Cons with classroom learning:

- A. Travelling all over the globe this way is **NOT SUSTAINABLE**. We have to change this. It’s expensive too.
- B. Our tutors are **needed in many other places**.
- C. New employees have to **wait** until there is a whole group of 10-15 people before they can go on a training – so called Batching.
- D. We also have to **cram as much as possible into the course**, although we know that learning is harder when many things happen at once with little time to reflect.

Let’s have a look at this learning curve.

This diagram shows **how participants remember what they have learned**. The blue line shows what happens if no effort is made to strengthen the memory of the students – for example with a quiz. After only 1 week, the students remember about 10% of what they learned!

But, as you can see, repeated reminders clearly have positive effects on their memory.

Even small, short reminders will make a difference. The most effective reminder is a quiz – it helps remembering even if you get the answers wrong.

This pattern is even stronger if we try to learn many things at the same time, when we are **cramming** a lot of new knowledge into a short period of time.

- E. The last con is that it’s **really hard for participants to bring their new insights into action when they get back home**. Also, with classroom learning, it is almost impossible to **follow up on each participant**.

Part 3 – Why NCAB Academy

So, what should we do in NCAB? How can we minimize the cons and maximize the Pros?

1. Blended learning means **mixing digital learning, like videos and quizzes, with classroom learning**. We don't want to skip *all* classroom educations, but maybe *reduce* travelling a little bit.
2. Also, with the support of NCAB Academy, participants can gather **locally** to discuss the content of the videos and decide how to use it, instead of flying to a different country for a few days.
3. Videos of tutors are always available in NCAB Academy.
4. New employees can **access important knowledge right away**. Old employees can go back and freshen up their knowledge whenever they want.
5. Spacing, as opposed to cramming, is easy with videos. In NCAB Academy we can also follow up participants' knowledge and insights individually with quizzes and surveys.

There are two purposes with spacing:

Number 1: To **divide up** the education in smaller, more easy-to-swallow parts of knowledge. It is easier to absorb 15 minutes of knowledge than 2 days of knowledge. When videos and quizzes are short, participants can view them when sitting on a train, waiting for a haircut, etc. So no scheduling is required, and not too much time is taken from their daily job.

The second purpose of spacing is to **follow up** on knowledge. This helps the participant to remember, and it also helps tutors to evaluate which methods work best.

In this picture, the small dots are digital points of contact, for example a video, a quiz, a survey, an assignment, and so on. The big dot is the actual meeting, like a workshop or a classroom education. When using spacing, this meeting will be much more efficient, and the tutor can focus on what the participant's like the most: sharing knowledge and practicing.

Spacing both avoids cramming, and at the same time upholds the learning curve – it makes the participants remember more.

6. The last pro for today about NCAB Academy is where it gets really interesting – the **acting on the new knowledge. NCAB Academy is not just learning – but DOING.**

But what about the Pros with Classroom learning? We don't lose any of them, especially if we occasionally continue to arrange workshops where people from different countries can exchange knowledge and ideas. I want to highlight that we will not stop doing classroom trainings, since they are so important for building culture, sharing knowledge and boost motivation. But when we do them, we will use spacing, making them much more efficient.