

Integrating distance learning with experience-sharing and face-to-face teaching

IN BRIEF



The goal

To strengthen teaching efficiency in existing training programmes with “blended learning”, to increase participant satisfaction through the use of modern educational aids and to minimize the overall cost of each module and downtime for each participant.

Logica

Logica is a major international player in information services, employing some 40,000 staff members in 41 countries. Logica calls upon its industry expertise and its renowned management consultancy, system integration, outsourcing and training services to help clients achieve their strategic goals.

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► In 2007, Logica will have trained more than 3000 of its staff members at its “university”. As the preferred partner for training Logica teams, the university seeks to continue improving the quality of its courses by increasing teaching efficiency and offering yet more services to course participants.

The Logica “university” first integrated distance learning into its training programmes in 2005 for young consultants and engineers primed for management positions. Whereas this programme had been conducted entirely through face-to-face teaching before, it was entirely redesigned and reworked to incorporate online CrossKnowledge sessions.

As Raphaèle Dhennequin, the University director, explains, “*as far as distance learning is concerned, we must avoid forcing the issue, but instead give ourselves the means to ensure that it is an essential part of the course.*” Face-to-face teaching has not been eliminated, far from it.

Face-to-face learning focuses on its true values: experience-sharing, simulations, practical applications and informal exchanges. At the beginning of the “e-learning” stage, and before attending modules outlining the course concepts of “managerial know-how”, learners

are asked to complete an online self-evaluation of their methods.

The results enable them to identify their management style. “*Introducing a self-evaluation training makes the programme more attractive. Participants appreciate the concepts as well as the related explanations*”, notes Jean-Paul Saby, in charge of the university training programme.

More sharing...

It goes without saying that teachers have reinvented their role and have focused on the benefits of face-to-face teaching: experience-sharing, contextualisation, role playing, etc. They lead an increasing number of exercises and simulations to ensure that trainees have effectively acquired skills and, as such, really accompany participants as they develop their skills.

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Orange programme training course: Managerial know-how

building” environment more quickly because participants have already acquired theoretical knowledge. There is therefore a double-edged requirement which maximize exchanges within each graduating class.”

Through longer face-to-face seminars, and the balance provided by distance learning, the university

meets its objectives for sharing and exchanging information within a group environment. The “network” aspect, one of the foundations of the Logica University, is therefore maintained.

After regrouping, each graduating class continues to build its knowledge through a third set of distance learning modules. Another self-evaluation concludes the programme

and enables learners to assess how well they have incorporated practices and acquired knowledge.

Wider roll-out underway

In the light of the very positive feedback received at the end of each session, the university decided in 2007 to roll out its introductory distance learning initiative to other existing programmes.

A new course being developed is relationship management: *“Distance learning is lending scope to our training programmes”*, confirms Jean-Paul Saby.

Participants confess that they can no longer imagine being trained in any other way than through a blend of distance learning and face-to-face seminars. The courses are more complete and combine different teaching methods. ●●●