

## PROVIDING END-TO-END TRAINING & SKILLING SOLUTIONS FOR VARIOUS CORPORATES ACROSS VARIOUS SECTORS

Centum Learning, a leading global organisation in the training and skill development landscape with over 2000+ learning and development specialists and domain expertise in 21 industry verticals, has skilled more than 1.5 million people globally. Sanjay Bahl, CEO and MD, Centum Learning, in an interaction with Upamanyu Borah, talks about the contemporary trends in the learning and development industry, and how Centum's unique technology enabled blended learning methodology has been driving the institute towards its mission to improve business productivity and enhance youth employability.



### Q: What is the importance of L&D in a growing organisation?

A: The L&D industry has been undergoing tremendous changes owing to the growing technological advances which is enhancing business outcomes and subsequently the economy. Global expansion of businesses and increasing domestic as well as global competition has been major growth drivers for the market along with the millennial workforce forming the much talked about demographic dividend.

With 15 million youth entering the workforce each year, more than 75 per cent are not job ready. According to the

industry statistics, India would need 700 million skilled workers by 2022 to meet the demands of a growing economy. While the skills scarcity augments the need for corporate training, inflation and global economic slowdown has put a lot of constraint on the training budgets. This has made the organisations to look for and adapt smart technology aided training interventions to rationalise on the training costs and yet enhance the effectiveness. Evolving from a group activity to a more personal experience, technology or e-learning enables them to access the training material as per their convenience. On-demand video,

web-based training, online virtual lab programs and virtual classrooms with digital white boards have been adding on to employee capabilities based on individual, team and business needs.

### Q: Has Technology Enabled Blended Learning emerged as the most effective approach for business transformation?

A: The new approach of incorporating Technology Enabled Blended Learning (TeBL) to impact business outcomes seems to be the appropriate solution for imparting customised corporate training programs. When blended with

instructor led training programmes, e-training solutions produce remarkable results in terms of training retention and overall productivity enhancement and a better ROI interns of cost.

Blended learning models through integration of technology is what is being adapted over traditional learning methods as it offers the employees to improve their job performance thus fulfilling the primary need of any training intervention. A perfect blend of online and on the job learning experience, blended learning, extensively being used by

diverse and engaging career prospects that is accompanied with a steady flow of feedback makes them seek a management style that matches these desires. Employers of today have a tough challenge on hand to hold on to this new-age talent pool of Gen Ys who do not shy away from shifting jobs in rapid succession. This generation is on continuous look out for upskilling. Creating customised lifelong L&D intervention is essentially to keep the attrition rates at bay.

L&D initiatives also foster a culture

to effectively manage this. The process beings at the on-boarding stage, when employees are acquainted about the organisation. Advanced psychometric tools are used right at the time of hiring to understand the individual better. This acts as level one Need Diagnostic Study, and many organisations use AI enabled tools which determine the carrier progression along with immediate and upcoming training needs.

Thus, a lifelong learning path is created and mapped to the employee. On periodic intervals, strategic learning



Centum Learning bags HR Excellence Awards 2018

Centum across India and Africa, is an extremely useful tool for corporate training.

### Q: L&D is not only a tool for employee growth but also for employee retention. Could you elaborate further on this?

A: With access to information just a click away, today's new breed of workers find the controlling corporate environment uncomfortable. The demographic dividend is turning out to be a proliferating demographic difficulty for the recruiting industry and the organisations at large.

Expectation of rapid progression,

of engagement and provide access to professional development which keeps the employees motivated to do their job better which, in turn, helps the organisation achieve its objective. On the other hand, people also want to be employed by organisations that emphasise on L&D in order to increase their job prospects through growth and financial success.

### Q: How to identify the training needs of the employees and offer customised training solutions to them?

A: In order to automate and streamline the training requirements, today's L&D companies are using advanced system

interventions are pushed through a blended learning delivery mode to make the learning convenient and more effective. These are followed by regular assessments and audits, which are monitored by HR and business functional heads. Due to the use of technology for training, now the L&D teams can create individual level learning paths, thus customising as per an employee needs.

Such new automated approaches to learning and development needs are being implicated across companies who understand how strategic L&D interventions can directly impact business outcomes. 