



[What's new in training & development for 2016](#)

CEGOS AT THE FOREFRONT OF LEARNING AS A STRATEGIC FACTOR IN COMPETITIVENESS

With the French government's training reform and the steady rise of digital technology, the French learning & development market has entered a new era.

As a worldwide leader, Cegos firmly believes that learning is there to equip people with the professional skills they need and speed up enterprise transformation. More than ever before, training is a strategic investment for businesses and a key competitiveness factor.

Cegos caters for both individual and collective professional development goals by offering the most comprehensive line-up of solutions on the market.

As another learning year begins, we look at what's new at Cegos for 2016.

José Montes, Cegos Group Chairman, details the Group's view of this new situation:

*"The impact of the Training Reform in France extends beyond the mere training community. After being seen as an expense up until now, training has become an **investment**. Cegos is very well placed to guide and support organisations through this transition. First of all, because of our proven experience on international markets, where training is traditionally 'unregulated': France has been something of an exception up until now. Secondly, because of the drive to innovate that is inherent in the Cegos DNA and which, this year again, has spawned a wide variety of new features.*

In practice, our solutions are grounded in three resolutely complementary fundamentals:

- *Market a range of solutions that directly address **each person's professional development goals***
- *Design and implement **bespoke solutions** that will **guide and support businesses through their major transformations***
- *Continue to lead the way on the question of **learning effectiveness, a key competitiveness factor** and more important now than ever"*

I - DEVELOP EACH PERSON'S PROFESSIONAL SKILLS

The Cegos training range continues to evolve and now offers the broadest selection of solutions on the market, with something to meet every need: more experimentation, learning communities, tailored learning programmes, on-the-job training, and mobile learning.

Guillaume Huot, Board Member and head of the Open Courses business, explains:

*"**Developing people's professional skills** is becoming a core concern in an ever-changing economy. Line-of-business skills are changing increasingly quickly. By constantly revising not only the content but also the formats offered to our customers, we know that the training solutions we implement are perfectly suited to what people need from professional training today: to acquire a solid set of cross-cutting skills to become more adaptable, onboard the changes specific to their job field, retrain for a different job, or boost their employability."*

Because digital technology is the key to customising training paths and adapting to individual learning preferences, **today 50% of the Cegos range is blended**. Cegos has decided to maintain its blended learning solutions, using the **70 - 20 - 10 learning model**:

- 70% of learning by doing, in the form of hands-on experience and participants' on-the-job training
- 20% of informal learning with other people, essentially through discussions with other professionals, communities of expertise (Cegos subject-matter blogs) and peer coaching
- 10% of formal learning (with a Cegos expert or through the e-learning library, etc)

For each professional development goal, there is an array of solutions

1. To move up the career ladder, change job field or retrain

Cegos offers **17 diploma courses** that are an undeniable advantage when it comes to advancing a career. **These top-flight programmes are delivered by Cegos in partnership with prestigious schools and universities** (MINES Paris-Tech, Ecole Centrale de Lyon, Université Paris-Dauphine, Grenoble Ecole de Management, among others).

Cegos also has **the most extensive range of certificate courses on the market, with 92 professional programmes certified to CP FFP training standards**.

The **Cegos Coaching School** offers a high-quality programme for professional coaches, with a three-level course certified by the foremost independent international accreditation body (ICF™ - International Coach Federation).

2. To master the basics

The Cegos Group's "**Best**" courses combine group experience, individual distance learning and community sharing (mainly through 11 **subject-matter blogs** written by Cegos experts).

These are short training courses focused on acquiring the basics, and using exclusive training methods to facilitate immediate application. Sessions (**6,000 in 14 cities**) are designed for optimal timing. **Three months after each "Best" training course, Cegos evaluates the transfer of skills to gauge the effectiveness of course delivery.**

3. To develop line-of-business expertise and boost professional efficiency

In addition to the "Basics" short courses, there are "**Advanced**" and "**Specialisation**" courses to help participants consolidate their job knowledge and sharpen their job skills.

4. To bring participants rapidly up to speed with changes in their job field or in technology, the economy and regulations

The **Express Courses** developed by Cegos are short courses carried out directly in the workplace under a trainer's supervision:

- Cegos' on-the-job "**3-hour course in...**" (18 courses available): this is a three-hour course with three main focus areas, delivered in distance-learning, videoconference format with the help of an expert trainer. Participants acquire a method that is directly applicable in their work context and become immediately operational in the given subject
- Similarly, Cegos offers **22 digital e-learning courses** so that participants can train where and when they like, and as cost-effectively as possible. Each participant draws up his or her own action plan and receives individual guidance and support to learn effectively. Each four-and-a-half hour course takes participants to the first basic level of expertise

A **new feature in 2016**, the "**One-day Focus**" solution, is a classroom training course designed to cover a particular point in a single day. This very operational course uses action learning to come to grips with line-of-business and interpersonal skills, directly in the workplace. **There are currently 19 solutions available** on a wide variety of topics, ranging from the "Efficient project management toolkit" or "Customer risk management for sales reps" to "Recruiting through social networks".

5. For personalised learning without the time constraints

To let people train at their own pace, whenever it suits them, Cegos has added another **1,600 distance-learning titles (available in 12 languages)** to its library. Around 100 e-learning modules, primarily in project management and professional efficiency, have been developed in HTML5 to make learning on the move even easier.

This library of titles is accessible in France in the form of open and in-house courses, and worldwide through Cegos' global network of **36 distributor partners**.

6. To acquire the basic knowledge and skills necessary to get a job and maintain employability

A **new range of "Core job skills and knowledge" courses** is now available. It is designed for people who are less qualified or lack certain key skills and knowledge. The aim is to **boost their career by helping them acquire essential knowledge and skills for the world of work**: communication skills in French, basic arithmetic and mathematical reasoning, an ability to work independently and achieve an individual objective, etc.

The approach is deliberately very practical and focused on personalising the learning path. The training methods are accessible to everyone and designed to restore participants' confidence in their ability to learn.

II - GUIDE AND SUPPORT ENTERPRISE TRANSFORMATION

Through its range of operational consulting services and its results-oriented approach, Cegos guides and supports **organisations' change-management initiatives and high-stakes training projects**, mainly in the fields of **training management, human resources, management, sales and marketing, digital transformation and information systems**.

In a broader perspective, **the adoption of digital technology involves companies in a far-reaching change that affects both their business and their organisation**. Cegos offers made-to-measure solutions, **drawing on its comprehensive range of services** (diagnosis, consulting, support, training), **learning formats** (classroom learning, co-development, e-learning modules, videoconferences, webcasts, multimedia and multi-device solutions, etc), **the learning experience delivered** (Learning Management System interfaces, etc), **services and customer relations** (dematerialised training content, web platforms, etc).

Because digital transformation is a global issue, Cegos is able to capitalise on the **international projects** the Group has conducted recently for big companies keen to familiarise their teams with digital technology or even switch whole functions or business lines over to digital technology on a global scale.

In France, to meet the **dual objective of professional development and investment** arising from the reform, Cegos offers companies a specific, bespoke approach.

Annick Allegret, Board Member in charge of Consultancy and In-house Training, explains: *"With the new regulatory framework, it is in companies' interest to manage their training policy like a strategic investment. Our support role consists in helping them optimise their training investment (providing a more compact, less expensive solution that has a greater operational impact). This support solution sets out to analyse every aspect of their training policy, then develop it into a fully-fledged Professional Development Strategy, and support the operational staff and training stakeholders through the change."*

III - THE RETURN ON INVESTMENT IN LEARNING, A KEY OBJECTIVE FOR COMPANIES

Because training is an investment in enhancing people's employability and therefore companies' competitiveness, Cegos uses three factors to help companies measure the value of their investment:

- The **variety of training courses** offered by Cegos, in terms of both topics and formats, lets each customer **optimise the spend, depending on the budget and the time available**.
- **Cegos' engineering is fundamentally focused on operational transposition**. Learning effectiveness is therefore proven, since learners can apply what they learnt during the course in what they do at work, no sooner have they returned from the course.
- Lastly, Cegos offers **an appropriate, thorough system for evaluating the effectiveness of learning**: it measures satisfaction, learning outcomes, whether the outcomes are applied on the job, and the operational impact of the training. Within the next few weeks, a specific offer will be rolled out to evaluate this last point.

IV - ONGOING INNOVATION AT CEGOS PUTS LEARNERS FIRST

Cegos has invested €25 million in R&D since 2000. The Group's Development Department is deploying an "**Agility for innovative learning**" approach, using agility and open innovation to develop innovative training solutions that fit new learning styles, and are accessible and useful for everyone.

Catherine Goutte, Cegos Group Director of Development, explains:

*"We have set up an **innovation cluster** – a discussion group made up of businesses and universities, meeting in a non-institutional setting to develop tomorrow's learning solutions. We hold "battles of concepts" to test avenues for innovation. The new concepts selected are validated and tested, in an iterative approach, before being put on the market. Some of the results of this research can be seen in the on-the-job "3-hour course in..." and "One-day Focus" formats, and the new Cegos blended courses."*

Press contacts:

Mathieu Cadot / +33 (0)1 55 00 96 64 / +33 (0)6 76 05 96 17 / mcadot@cegos.fr

About the Cegos Group

Created in 1926, the Cegos Group is a worldwide leader in training and development. The Group now runs its own operations in 11 European, Asian and Latin American countries. It is also active in over 50 countries through its network of partners and distributors, which are all leading training providers and top-tier technology experts.

With 1,000 employees and more than 3,000 partner consultants, the Group trains 250,000 people around the globe every year and generates sales of €197 million.

Cegos deploys a global offering, including turnkey and tailored training and development, operational consultancy, Managed Training Services and international training projects. Its "blended learning" approach aims to provide the most suitable and competitive learner experience, by combining multiple learning formats (classroom training, e-learning modules, videoconferences, webcasts, e-training programmes and more).

www.cegos.com

Follow us also on [Twitter](#) and [Facebook](#).