



Case Study

SIEMENS

Siemens & Learnlight: A partnership that has triumphed worldwide

SIEMENS

With around 377,000 employees in more than 200 countries, Siemens is a global powerhouse focusing on the areas of electrification, automation and digitalization. Siemens has been present in Spain since 1895 and today it has more than 3,300 employees.

Siemens is one of the world's largest producers of energy-efficient, resource-saving technologies, and is a leading supplier of systems for power generation and transmission as well as medical diagnosis. In terms of infrastructure and industry solutions, the company plays a pioneering role.

Siemens' corporate logo incorporates the slogan "Ingenuity for life". Joe Kaeser, Siemens President and CEO explains the thinking behind this. "For me, 'ingenuity' means engineering expertise, entrepreneurial spirit, the power of innovation and the willingness to give our best for society on a daily basis. 'For life' means that, in every generation, we at Siemens create long-term value – for each individual customer, employee and citizen as well as for society as a whole."

With many multidisciplinary and multicultural teams located around the globe, having English as a corporate language is key to carrying out this mission effectively.

Siemens worldwide



Siemens & Learnlight

The Siemens relationship with Learnlight began in 2006. Over the course of the last twelve years, this partnership has grown stronger, as both companies have worked to build strong ties and develop innovative learning solutions to develop the language competency of Siemens employees throughout Spain. So much so that in 2018 Learnlight became the global language provider to Siemens, thanks to the strong support of Siemens Spain.

Siemens' way of working has evolved significantly as it has digitally transformed its business. Training has not been immune to this change, with Siemens embracing digital and virtual delivery methods to develop its international teams.

Siemens Spain is a renowned leader in innovation and new technologies. It is not averse to taking risks and exploring new ways of developing its employees. This openness to new ways of working has seen Siemens Spain become an early adopter of many of Learnlight's learning innovations, becoming a strategic partner and developing together new ways of learning.

Based on this unique partnership, Learnlight was introduced to Siemens' global headquarters in 2016. Following detailed discussions and joint working groups, 2018 saw Learnlight selected as Siemens' global strategic learning partner for languages worldwide.

An interview between Eugenio Soria, Human Resources Director at Siemens Spain and Benjamin Joseph, CEO of Learnlight, has been featured in the Spanish HR magazine "Equipos y Talentos" to highlight this great partnership.



LEARNLIGHT & SIEMENS SPAIN PARTNERSHIP IN NUMBERS

220

Siemens Spain employees trained

5

different training programs

8,000

hours of training delivered in 2017

4

languages taught (English, German, Portuguese and Spanish)

5/5

average satisfaction rating for trainers

4.6/5

average session rating

98%

percentage of learners that complete their course



Siemens & Learnlight: A partnership that has triumphed worldwide

Eugenio Soria, HR Director of Siemens Spain, and Benjamin Joseph, CEO of Learnlight.

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In 2006, Siemens Spain selected Learnlight to help develop its employees level of English proficiency. With Learnlight's help, Siemens has now implemented a highly successful blended language training program that combines digital technology and human-centered learning. This innovative and collaborative journey has culminated in Learnlight being selected as Siemens' global strategic learning partner for languages worldwide.

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What were the language learning needs of Siemens when it started working with Learnlight? How have these needs changed over time?

Eugenio Soria (E.S.): English is Siemens's corporate language and it has become a critical factor, both nationally, here in Spain, and internationally. With the digital transformation of the company and the creation of virtual international teams, having employees who can speak English is a strategic priority for us. Although we originally identified this need several years ago, working in multi-disciplinary teams has become more and more common, and English has become essential at work.

Benjamin Joseph (B.J.): Ever since 2006, when we first started to work with Siemens, we have seen how their training needs have constantly changed and evolved. Interestingly, as Siemens's way of working has changed and become more and more digital, so too has its approach toward training its employees. Digital and virtual training methods are now the norm when training international teams.

How would you define the Siemens language program?

E.S.: We have many different programs and groups depending on the learner requirements and the target language level. We have a wide range of programs, starting from total beginner up to a highly professional use, as well as specialized programs for specific professional areas.

B.J.: A combination of different methodologies are chosen according to each individual and population's needs, their geographical location, availability, knowledge gap and the time available to achieve their objectives. Virtual delivery is increasingly common, but we continue to use traditional face-to-face training where we consider this to be the most effective approach.

What types of methodology do you use in these programs and which ones work best given the particular characteristics of Siemens?

B.J.: We use Flipped Classroom, which is the most cutting-edge learning methodology.

With the digital transformation of the company and the creation of virtual international teams, having teams who can speak English is a strategic priority for us

With traditional face-to-face programs, students would learn theory in the classroom and then try to expand their knowledge after the session. Now, with our innovative flipped classroom methodology, students acquire key knowledge before each session, which means that they can make the most of the time with their trainer to really put this knowledge into practice. This means that any activities which don't require trainer input can be completed online before the session, and class time can be spent improving fluency and confidence in the target language.

This three-step approach, which includes preparation, communication and consolidation activities in small bite-sized microlearning activities, really meets the needs of the modern learner, as activities can be completed on any device, whenever the learner has five minutes to spare.

E.S.: One interesting thing for us is the flexibility that we have with Learnlight, which allows us to adapt training to a specific need and then link it to our company culture. For example, we have just launched Learnlight's Virtual Café solution, where participants from all over the world can join virtual meetings on specific topics that are discussed in English. Through this, our employees not only practice their English but are also able to connect with people from all over the world in a virtual space.

What are the key ways to engage employees with language learning?

E.S.: We have realized that English is an essential work tool for our employees, which enables them to carry out their work successfully. We encourage employees to take responsibility for their personal performance in this changing landscape. This individual responsibility for their language ability helps with engagement, as it is not something that is deployed top down within the organization, but comes from the bottom up based on real needs.

B.J.: Another factor is that employees can identify gaps in their knowledge and calculate how much time and effort is needed to fill that gap. Also, the use of interactive, entertaining and up-to-date content means that learners don't get bored. Another aspect affecting engagement is the traceability of the programmes and the human element as the trainer or coach helps learners stay on track to achieve their goals.

Siemens and Learnlight have been working together for 12 years. What are the reasons behind this close relationship?

E.S.: In Learnlight, we have found a partner who has been able to respond to our changing needs in a flexible and creative way, offering us innovative solutions. Over the 12 years, we have grown together and have developed learning models which meet our new requirements.

B.J.: Our partnership with Siemens has been fundamental to Learnlight's growth, as Siemens has always been at the forefront of training and innovation. With Siemens as our partner, we have developed new programs, learning content, approaches and methodologies that have played a crucial role in positioning us as leaders in our sector.



As a result of your relationship, Learnlight has become a global partner of Siemens. How did this opportunity arise?

E.S.: Siemens' Global Learning Headquarters in Germany asked other countries to recommend innovative partners who could potentially become partners at a global level. Siemens Spain proposed Learnlight and that's how the selection process began.

B.J.: It has been a fantastic experience. We visited the Siemens Global Learning Campus in Germany and we established that the challenge facing Siemens was how to digitalize learning, a process which Learnlight has extensive experience in. We found that we had very similar approaches and ideas in relation to the best methods for doing this. After analyzing which programs best catered to the global needs of the company, we started to pilot a technological integration with Siemens' Learning Management System.

Why is it important for Siemens Spain that Learnlight, its national language partner, has been selected as the global provider?

E.S.: Firstly, it is recognition of the fact that we have been working and developing a relationship with a company that has global capability. Also, as in many other organizations, the Human Resources function at Siemens is becoming more and more vertical; international HR departments are being replaced by vertical departments that specialize in specific technologies, disciplines or methods that serve the whole global or continental community. The fact that Learnlight has become a global provider for the company allows us to develop expertise that gives Siemens Spain international standing in a specific area of knowledge.

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The process of introducing Learnlight as a global strategic learning partner for languages has now finished. What was it like?

B.J.: At a global level, we offer blended programs comprising digital courses and virtual live sessions. The live Learnlight Coach sessions consist of online exercises plus either one-to-one or group sessions with a trainer assigned through the Learnlight platform.

Within these two methods there are different approaches, specific areas of language for marketing, finance, etc. We also offer a more basic digital course with a tutor who brings the content to life and provides the human factor that is so important to drive learner engagement.

In addition, if a learner knows that they must complete "x" number of sessions or spend "x" number of hours studying to reach a certain level - this puts them in charge of their own learning. They can determine how quickly they progress, depending on the time they have available and how urgently they need to fill this skills gap.

E.S.: Monitoring is much better, easier and more flexible. Another advantage of the global approach is that it guarantees the same level and learning content for whole employee group. This ensures uniformity of content and results.

Finally, what importance does Siemens place on language learning within the company's strategic plan?

E.S.: It is critically and strategically important for us to compete - nationally and internationally as well as inside and outside our own company. Siemens has a presence in more than 200 countries, with many factories, sales departments, engineering sites, etc. In Spain, we have a very significant role in many different technologies and professions. To remain competitive, it is vital that we are able to communicate in a professional manner. It is a necessity in our day-to-day work and is strategic in the medium and long-term.

Learnlight is an award-winning EdTech company that provides language and soft skills training to more than 1,000 clients and over 100,000 learners in 150 countries.

Since our foundation, our dream has been to bridge the gap between the disparate worlds of education and technology by harnessing cutting-edge technology to optimize instructor-led training. Our obsession was, and continues to be, to empower talented trainers to create transformative learning experiences because we think people are the real killer app.

Visit learnlight.com to discover more about Learnlight and our unique range of digital, tutoring, virtual and face-to-face solutions.

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