

Advertise your product and negotiate with enterprises

SVC Dissemination Workshop

June 14th, 2007

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Some slides and graphics reflecting
Corporate Information have been removed

Agenda items

- Introduction
- Understand the Enterprise
 - The Nestlé Landscape
 - Nestlé & GLOBE
 - Change
 - Language
 - LMS
 - Who to contact
 - Other Enterprises - Panel
- Maturity of E-Learning
 - Increasing – self paced
- Business and Academia
 - What does Business Want
 - Why it doesn't work
 - Experiences
 - Business Associations
- Advertise you Product
 - The Internet
 - Product Profiles
- Other, Summary and Wrap up



Understand the Enterprise

The Nestlé Landscape

Nestlé & GLOBE
Structure
Change
Language
LMS
Who to contact



Good Food, Good Life

- **Nestlé with headquarters in Vevey, Switzerland was founded in 1866 by Henri Nestlé.**
- **Nestlé is the largest food and beverage company in the world.**
- **With sales of CHF 98.5 billion (USD 78.7 billion/EUR 62.5 billion) in 2006,**
- **It employs 265 000 people in 481 factories situated in 87 countries and its products are on sale everywhere.**

GLOBE - Program Objectives

- 1 Implementation of harmonized Nestlé Business Excellence Best Practices
- 2 Implementation of Data Standards and Data Management-
"Managing Data as a Corporate Asset"
- 3 Implementation of standardized information systems and technology

What have we done?

- 1
 - Changed the way people do things
 - One set of Best Practices

- 2
 - Changed everyone's 'Part numbers'
 - Specifications

- 3
 - Changed everyone's System
 - One way of using Systems (with some Localization)
 - Increased Computer Literacy

 - Created LGOs, Change management, etc.
 - Trained 6,000+ Super Users

The "C's" of Learning



CHANGE

COORDINATION

COMMUNICATION

COMPETENCE

COMPLIANCE

COMMENCEMENT

COOPERATION

Change

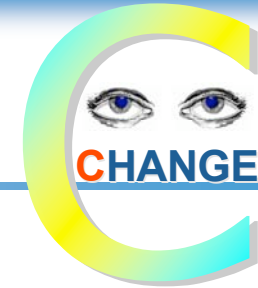


Never be satisfied with the status quo

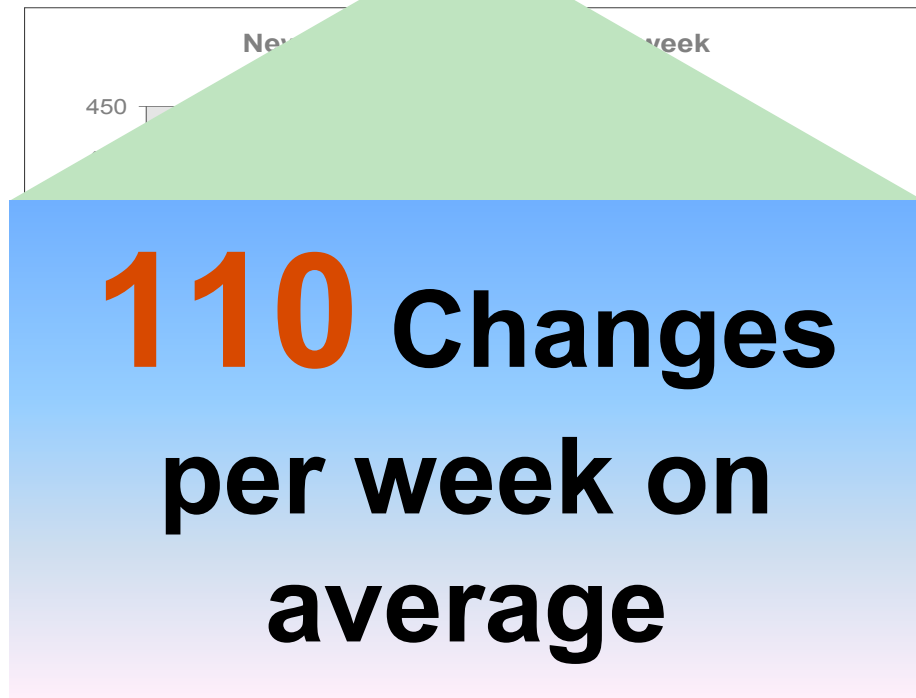


..... The fourth opportunity is to continue to strengthen all levels of our organization. Successful companies are companies that consistently invest in continued employee training and development, and skill enhancement. **Becoming what I call a true learning and development organization, able to lead change.**

New & modified Learning Objects



	New Core	Mod Core
Total	3691	4187
Average	51.99	58.97



Each bi-weekly Transport includes 2500 changes on average

Change

Rate of Change



Language and Translation

Moving toward English as a project

- **This is especially important for Positions (Occupations) that need to interact in the global environment considering Communications, Interwise Sessions, Meetings, Training Courses, etc.**



Translation

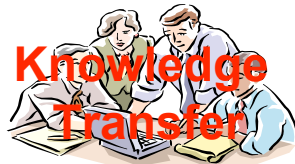
- **Recognize the importance of translation as a support function of business activities in Nestle Markets and the day-to-day work with the GLOBE system - Effective Use of Systems**
- **Establish a global translation workflow/memory management system to support document translation worldwide**

Maturity of E-Learning

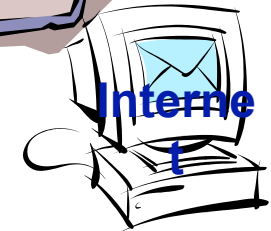
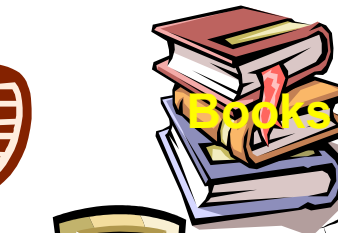
Gaining Competence

“Eliminate some of the arguments about information, communication, and education versus training, and just talk about content and making people successful in their jobs”

Cisco –Kelly & Nanjiani



70%
of all
learning
happens
informally





More Networking

- **Forums**
- **Wikis**
- **BLOGs**
- **Promotion of Informal Learning**

Content



- **Storage and Ease of Access (LMS)**
- **Reduced number of Learning Objects**
- **More Self-Paced**
- **Team Trainer Simulations**
 - (Sim Document & Test Data in one)
- **New SAP Learning Environment**
- **Language/Translation considerations**
- **Documentation Tracking**



Compliance

- **More and More Compliance requirements including:**
 - **Code of Conduct**
 - **Governance**
 - **Safety & Hygiene**
 - **Finance & Auditing**
 - **FDA**
 - **Nutrition**
- **Part of Induction**
- **In LMS**

Business & Academia

What does Business want ?



Content Updated and maintained.

Possibility to Localize (authoring software)

Global Outreach

Hosting (Internal, External (Security), Stats & Money)

Stand Alone

Cooperation

Speed

Sharing Experiences Time

Advertise Your Product

Swiss Virtual Campus > Home - Microsoft Internet Explorer provided by S.N.O.W. Workstation

File Edit View Favorites Tools Help

Address <http://www.swissvirtualcampus.ch/display.php?lang=1>

Swiss Virtual Campus

A federal program of the Swiss institutions of higher education
Un programma federale delle scuole universitarie svizzere
Un programme fédéral des hautes écoles suisses
Ein Bundesprogramm der Schweizer Hochschulen

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The SVC at a glance

- News
- Events
- Online Courses
- Resources
- Archive

Who are we?

The Swiss Virtual Campus promotes learning on the Internet at university level.

Photos: Urs Siegenthaler

News XML

[Computational Biology Training Course 5th to 11th of August 2007](#)

[SVC Dissemination - Exploiting eLearning products and services after 2007](#)

[More...](#)

Demo of the Day

Intensive Summer Training Course: [Kursausschreibung](#)

Done Internet

Start [Taskbar icons] 21:52

It is on the Internet!!!!

Product Profiles - SVC

- **Profile**
 - Title
 - Discipline
 - Topics
 - Short Description
 - Added Value
 - Language
 - Contact Info
 - Link to on-line resources
 - Date of Last Update
 - Demo-version
 - Link to Repository
 - Users & References
 - Software/Content
- **Pedagogical Criteria**
 - Teaching Scenario
 - Pre-requisites
 - Learning Goals
 - Student Workloads
- **Conditions for Utilization**
 - Property Rights
 - Customizing Services
 - Technical Requirements

Summary - Suggestions

- **Associations – Chambers of Commerce or Industry, Medical, Trade institutes, etc.**
- **Links on Industry / Association web pages**
- **Contact the 'Owners' if possible and/or L&T**
- **Get Business Partner at the beginning**
- **Have a Comprehensive Product Profile with Benefits (and Passion)**
- **Advertise wherever, whenever**
- **More**