

Managing Diversity

Challenges and solutions for designing and implementing an employee e-learning programme for an international audience.

First International Diversity Summer School

Wednesday 11 July, 2007

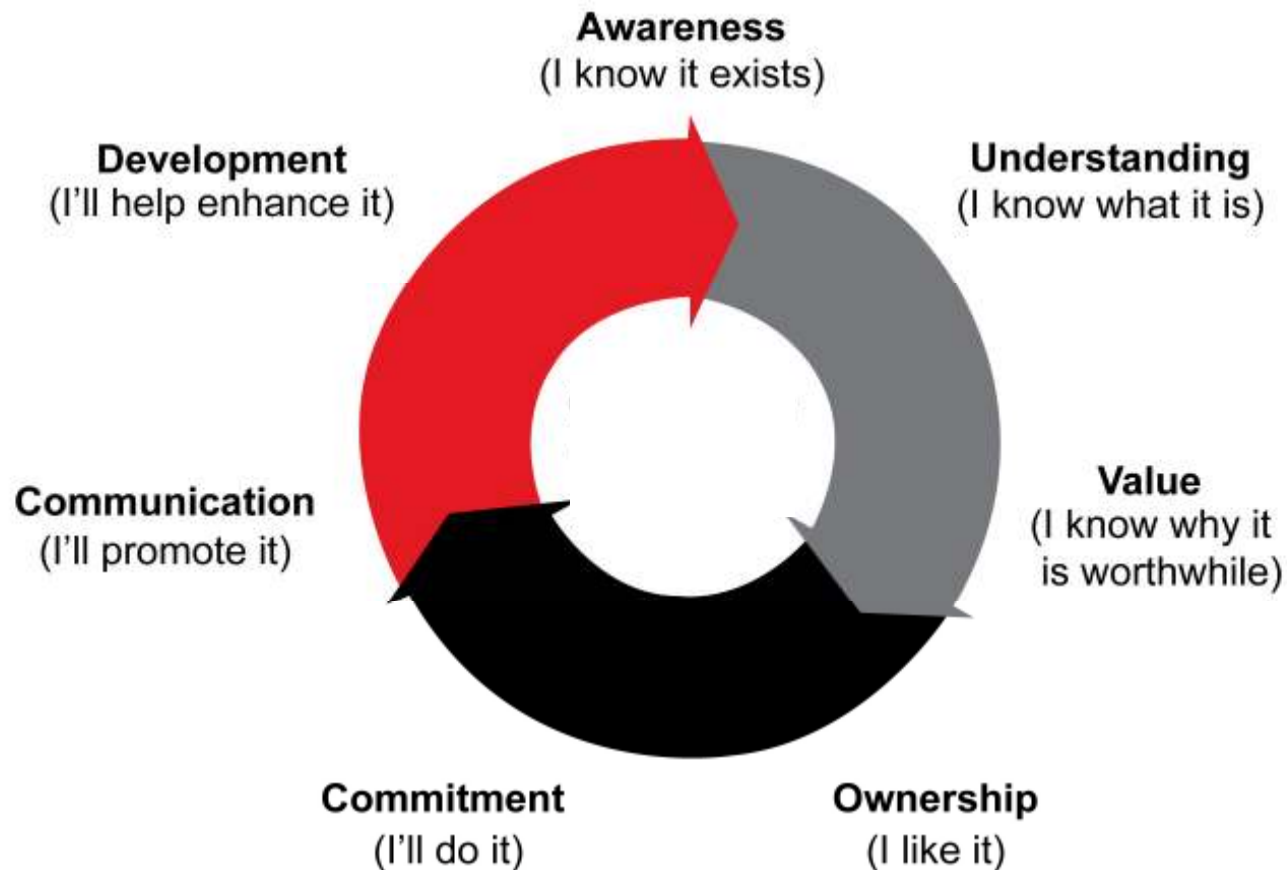
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Workshop Objectives

- To consolidate knowledge about Diversity
- To learn more about about e-learning processes
- To discuss and share experiences for implementing e-learning programmes in different countries
- To develop recommendations for further projects

The E-learning Awareness Cycle



Challenges for e-learning courses

- Overcoming complacency
- Different target audiences
- Delivering the programme
- Achieving high completion rates
- Measuring the results
- Demonstrating compliance
- Meeting the needs of:
 - The audience
 - Management

Meeting the needs of the audience

Delivering training that is:

- Stimulating
- Relevant
- Accessible
- Challenging (and enjoyable!)

Meeting the needs of management

Delivering training that is:

- Efficient
- Measurably successful
- Value for money
- Flexible

Project background

- Large US-based bank recognised need for diversity training for its international workforce
- SAI Global commissioned to develop an e-learning course for diversity for employees in German and French, based upon existing English course.
- Elke Koll acted as SME to localise content for Germany
- Important not only to translate but to **localise** content
- Bank needed courses quickly to train local staff
- Course content to cover all main topics employees need to be aware of
- Course content should be interactive and engaging to stimulate interest in subject.
- Ability to measure employee understanding

UK Diversity Awareness Course



Inclusion and equal opportunities The benefits of inclusion for the organisation

This group are discussing a problem linked to bank loans.

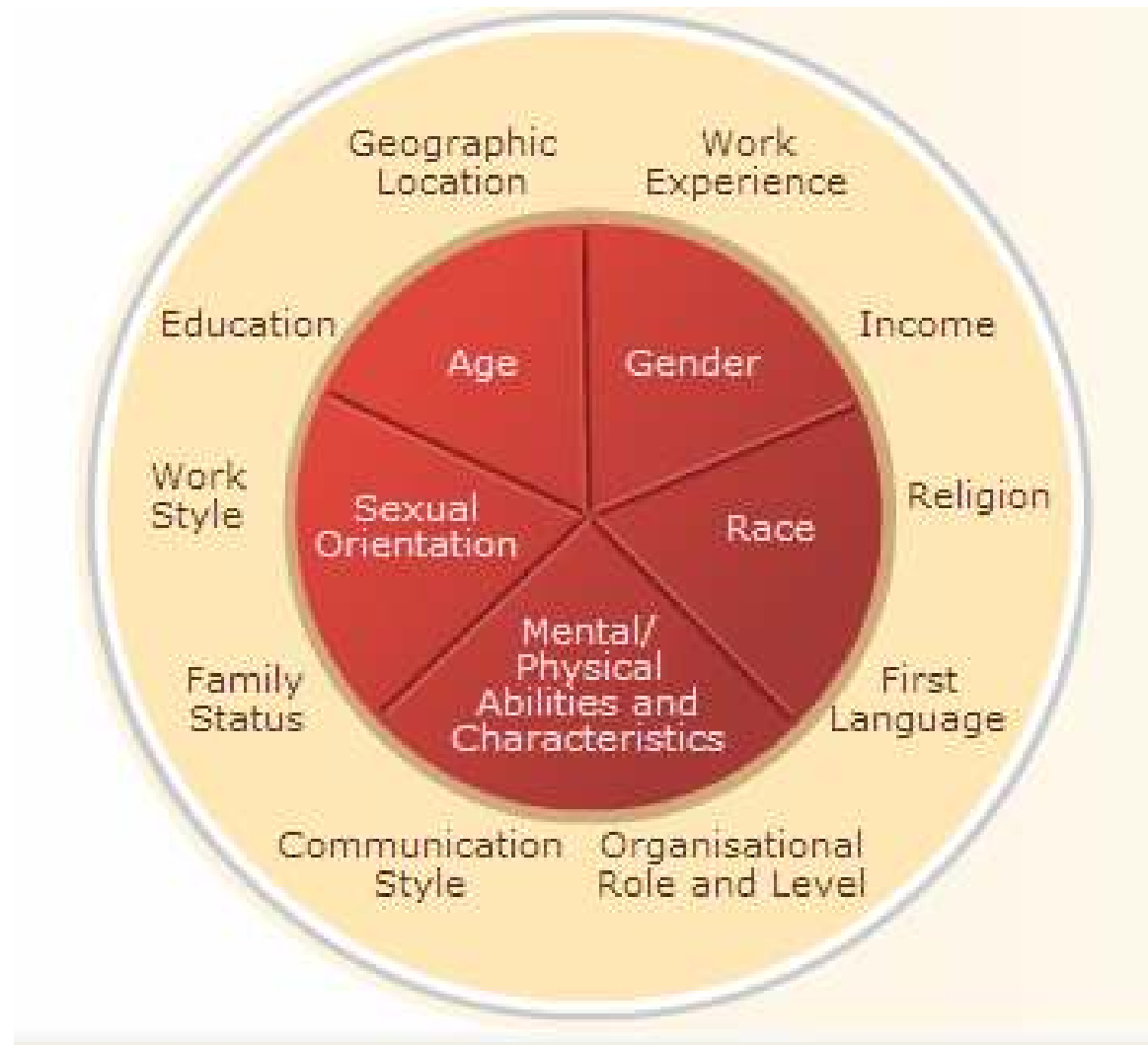
Select each of the people in turn to identify some of the specific skills, information and experience that they may offer.



Key challenges

- Virtual project teams
- Technical Issues
- Budget
- Measurement of success
- Translation
- Cultural diversity
- UK vs. content for other countries

Diversity dimensions



Lessons learned

- Take it as a project
- Use local experts
- Blended solution
 - E-learning + workbooks + on-the-job training + job aids + mentoring + coaching
- Visual supports make learning interesting and support learning
- Rigorous content review
- Use a thesaurus
- Run a pilot programme

The result



The result



Welche der folgenden Dimensionen ist keine zweite Dimension von Diversity?

- A Ausbildung
- B Arbeitsstil
- C Alter
- D Religion
- E Tätigkeit in der Firma



Thank you !

German Society for Diversity Management

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