

Soufflearning – The precisely targeted, individualized, in-house training concept for SMEs

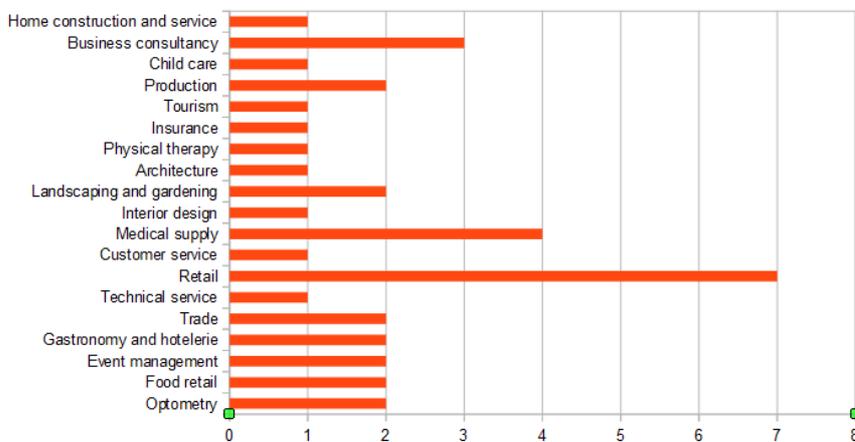
Fact #1: Continuous learning and advanced vocational training are cornerstones for companies to remain competitive in the marketplace and for employees to keep their job skills up to date.

Fact #2: 80% of professional knowledge is gained on the job, only 20% is acquired through formal and organized education.

Fact #3: Most training concepts do not reflect this reality. Instead they concentrate on conventional forms of vocational training that take place away from the working environment and teaches generalized knowledge not necessarily applicable to the individual needs of employees or companies.

Fact #4: Micro-, small- and medium-sized companies with their numbered staff and limited resources in time and budget have a lower-than-average participation rate in VET measures as they can often not afford to send indispensable workers to external trainings.

The innovative training concept *Soufflearning* has been specifically developed to address these facts. With great results: Its effectiveness has been proven in a multitude of case studies on a multinational level all across Europe.



An allround solution for all sectors and industries

In the course of two projects, *Soufflearning* trainers have worked with more than 30 companies from a wide range of sectors.

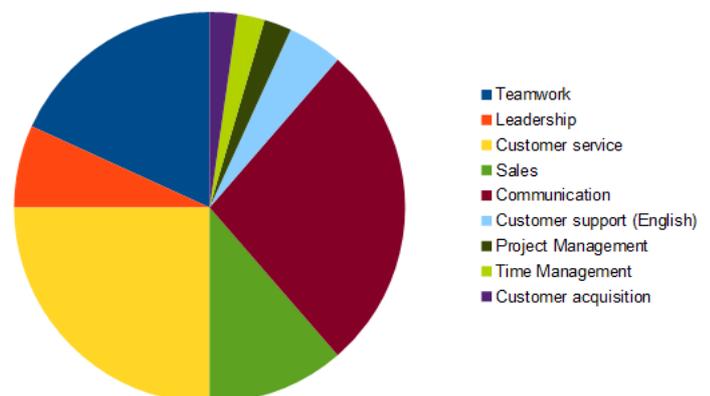
From child care facilities over interior design companies to suppliers of medical equipment and event managers – *Soufflearning* can benefit enterprises in all industries.

Flexible and versatile

During that time more than 100 employees received training in many different areas of skill.

While *Soufflearning* is especially suited and used for improving customer relations and communication, it's scope is far wider.

Needs are identified pre-training and the method adapted to the requirements of both the company and the individual employee.



Experiences from Soufflearning 2

With the first round of trainings wrapped up and the second round in full swing, it is time to look back upon the last few months and the events that took place during that time.

While implementing Soufflearning in their particular regions, our partners were met with unique challenges and scenarios for its application. Each of them presented an opportunity to further develop and improve *Soufflearning* as a teaching and training methodology.

Soufflearning training for management – Madrid, Spain

Our partner CEAJE in Madrid had a chance to apply the *Soufflearning* approach on a managerial level as they were asked by three companies to combine the method with management by values. The latter is aimed at improving organizational performance by aligning employee values and organizational goals.

“Instead of acquiring knowledge in some classes, Soufflearning allows people to get better gradually, providing a sustainable effect on motivation levels.”

[Pilar Serrano, Trainer]



The *Soufflearning* concept turned out to fit this type of training perfectly. The combined approach was carried out in a law firm, a hotel and a company specialized in adventure sports. While it helped define strategic values and observe learning processes on all levels, the method's biggest benefit was seen in the way *Soufflearning* enhances social interaction and trust between management and lower levels.

By establishing shared expectations and repeatedly reviewing the performance during trainings, the method allowed all participants to constantly evaluate their progress toward set goals and involved both managers and employees in face-to-face interaction. This way, *Soufflearning* opened up a dialogue between the different levels and

made a wide range of improvements for both managers and employees possible.

Lessons in Flexibility – Soufflearning in Albacete, Spain

Our partner “Aguas Nuevas” in Albacete, Spain was up for a rough start. Even though technically-oriented SMEs in Albacete saw *Soufflearning* as an interesting training tool, their main focus was on providing workers with technological knowledge. Therefore, they were unconvinced that a *Soufflearning* trainer, who is a stranger to their field, could provide this kind of specialized training.

Through ongoing meetings between our partner organization and company representatives, the possibilities for adapting *Soufflearning* to an aeronautical context was further explored. The question was how to adjust the general concepts of the methodology to this particular environment.

Over time a common concern of the sector was identified: Technical English. English is the language of aircraft maintenance, but in reality technicians often lack the necessary communicative competence.

Consequently, the *Soufflearning* method was adapted to provide English tutoring for engineers and technicians. The training is based on the principles of *Soufflearning* and represents a pilot study in providing language training in this manner.

“I think Soufflearning provides an extremely flexible method that can address each specific need with better results. This maximizes the learning-effects of the time invested in training while providing a lasting impact.”

[Raul Iglesias, Trainer]

Soufflearning for Europe - Train-the-trainer workshops

To spread the *Soufflearning* method further within the European context, in 2014 we conducted five train-the-trainer workshops in Greece, Bulgaria and three regions of Spain. These took place over a three months period.



The workshops were carried out by Traute Winzker, professional coach and *Soufflearning* expert, and Kristin Simon, Director of the Educational Centre of the Bonn Science Shop. Their goal was to introduce the *Soufflearning* to VET professionals and SMEs and develop a pool of trainers and coaches as regional ambassadors for the method.

During the sessions, attendees gained an overview of *Soufflearning*, its general concepts and essential aspects. Many lively discussions ensued. The method was especially discussed in terms of different current national realities and environments.

Workshops attendees also gained firsthand experience by simulating an entire *Soufflearning* session from start to finish. From the kick-off workshop, identification of training needs, training sessions with effective feedback and the development of a concept for the closing workshop - every aspect was practiced in role plays to enhance deeper understanding.

Many of the trainers instructed in this way later carried out pilot training sessions within companies in their region.

Soufflearning in the broader context –Report from the Euroguidance convention in Vienna

On 10/28/14, Kristin Simon from Bonn Science Shop introduced the *Soufflearning* methodology at the Euroguidance conference in Vienna, Austria.

Attendees of the conference included international stakeholders and individuals from the area of VET and the scientific community. Several projects active in the context of work-based learning were present to introduce their work. Overall there were about 200 attendants.

The convention was held on the topic of how guidance, education and work counseling can play a role in the development of new skills. Part of the discussion revolved around the way these tools can enable people to deal with the ever changing demands of their education and careers. Speakers also discussed the role guidance can play in the optimal development of work-based learning and introduction of change within companies.

Another topic being addressed was the gender pay gap, the fact that women continue to earn less than their male counterparts.

By targeting several issues that lie at the core of this phenomenon, guidance can also play an important role in helping to remedy this situation.

Kristin Simon introduced the *Soufflearning* project in a workshop named “*Work-based Learning – How does learning at the workplace really work?*”. It addressed how learning processes in companies could be made more immediate and relevant. The *Soufflearning* approach was met with a high level of interest. So much that several attendants expressed interest in joining the final conference of the project in September.



Final conferences and workshops coming up!

To learn more about *Soufflearning*, the advantages of the method and the project behind it, we kindly invite you to the final project workshops. These conferences are aimed at enterprises interested in new and innovative training measures, professional trainers, VET organizations and other stakeholders in the area of advanced vocational training.

Below you will find the dates for the upcoming events. To register or seek additional information, please contact the respective organizer.

National workshop Spain	National workshop Greece	National workshop Bulgaria	International workshop
<p>28.04.2015 Badajoz Spain @ Cámara Badajoz</p>	<p>16.06.2015 Piraeus Greece @ VET Centre IRIS</p>	<p>30.06.2015 Sofia Bulgaria @ Bulgarian Development Agency</p>	<p>18.09.2015 Bonn Germany @ Bonn Science Shop</p>
			
<p><u>Contact</u> Cámara Badajoz</p>	<p><u>Contact</u> VET Centre IRIS</p>	<p><u>Contact</u> Bulgarian Development Agency</p>	<p><u>Contact</u> Bonn Science Shop</p>
<p>Mr. Antonio Serrano Avenida de Europa, 4</p>	<p>Mrs. Sofia Tsiortou Antipliarchou Vlahakou Str. 38-40 18545 Piraeus Greece</p>	<p>Mr. Simeon Toptchiyski 130 Pirotska str., 2nd floor, office 4 Sofia 1309 Bulgaria</p>	<p>Mr. Norbert Steinhaus Reuterstr. 157</p>
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www.soufflearning.eu



Editorial

Soufflearning 2 – Expanding the innovative approach of On-the-job Training and Qualification for small and very small companies; a project of LEONARDO DA VINCI Transfer of Innovation in Lifelong Learning Programme; reg. DE/13/LLP-LdV/TOI/147 674.

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