

The meeting started with a short introduction of the participants. We were happy to welcome all partners from the first international Soufflearning project from Italy, France and the Czech Republic, as well as a representative from the German National Agency.

**The partners from the ongoing project briefly presented their findings and recommendations.**

Greece

Soufflearning was seen as an additional service for the training institute. Many pilots were organized with the management staff of SMEs. There is an interest among companies to run Soufflearning in the future so that a continuation on a commercial basis will be explored.

Important was to find the key people in the companies who then will be trained.

Team leaders of small units in bigger companies were seen as potential users of Soufflearning

The Greek financial situation led to some complications in promoting the training concept and it was discussed if the trainings were seen as opportunity to face the economic challenges.

It was important for the success of the training to have an external trainer coming into the companies.

Spain, Badajoz

Badajoz was introduced as a city in a region with a low density population. Main economic driver are services followed by food production, some tourism and renewable energy production.

It was described as important to create training material tailored for the trained sectors and to find key persons who could be multipliers in their company.

Some trainees said that the trainings would need more time.

Soufflearning was experienced as an open product and not as a closed training unit.

Bulgaria

Soufflearning was implemented in customer communication. But language and terminology were experienced as challenging. Positive in approaching micro enterprises was their flat hierarchy. BDA will continue working with companies because they saw immediate improvements among their customers. Here also the need to find the key persons was described. Especially because Soufflearning doesn't lead to satisfying results with temporary staff.

Door openers when addressing companies were terms like 'customer communication' and 'turn over'

**What happened since Soufflearning 1?**

Czech Republic

The company ALVIT grew since the project ended from 3 to 10 person staff. They tried to implement Soufflearning through and additional ESF funding. In the end trainers were too expensive and for a continuation on a commercial basis they didn't get enough feedback, so the initial concept failed.

But now they concentrated on 'Developing and Non-Stable Business' with a new target group they described as 'Not Happy Entrepreneurs' and created an impact hub. Trainers now are called mentors which meet in a co-working center. People who once received free training are now paying back as

being mentors themselves. They organize monthly meetings in a venue that doesn't ask for a fee. Their network is growing.

### Germany

A company – an eye surgery clinic - that received Soufflearnings presented their experiences. Initially they started with a mood of 'let's try it'. But since then they had several (additional) Soufflearning – and paid for them. The training methodology for them was absolutely successful from both the economic and social perspective.

All trainings were organized under the guiding questions 'What milestones to set' and 'How to keep sustainability'.

As results was described that after Soufflearning the staff had a better relationship to 'demanding' patients and a better relationship among staff members. But this has to be improved in follow up trainings (retraining need). But also the Soufflearning led to something measurable. Through better information and improved customer relation more patients stepped into 'advanced surgery'.

### France

Gip-Far is working with a network of training centers (GRETA) with more than 1000 trainers.

Soufflearning was implemented to train the trainers. There was a successful cooperation with a training fund. The strategy was developed by Gip-Far and then passed to GRETA network and their marketing competencies. GRETA now has 15-20 Soufflearning trainers.

They follow two strategies: the further training of trainers and the implementation in more SMEs. Sometimes the trainings are no longer called Soufflearning. The early involvement of the funding organization helped to overcome skepticism and supports the continuation. So now Soufflearning based trainings can be applied to public institutions and the private sector. Some trainings work with simulation situations (e.g. for fire workers) and Soufflearning is in use for construction companies. But the reform of the VET system in France caused huge problems for freelance trainers as they now have to be hired by bigger companies.

### Italy

Euroform managed to receive a follow up funding by inter-professional funds which allows free of charge participation for companies. Recently they started a new test in the construction sector and adapted the methodology to the 'safety of the work place' training. The method is still seen as innovative although already introduced 3-5 years ago. Soufflearning is seen as both, product and methodology (a tool). This causes some confusion between the Euroform brands and Soufflearning.

### **How to proceed?**

All participating organisations expressed their interest to stay in contact and exchange on possibilities to further exchange and cooperate.

Training material and online tools

This was identified as one topic to further explore. The options for online job shadowing with cameras set up by the employees and feedback via skype was discussed. The digitalization of the whole process (papers, questionnaires, feedback channels) and a technical support for trainers e.g.

via a smart phone app was another topic – as some kind of long distance training without travel costs. But this needs clear guidelines how to do it, ethical guidelines and guidelines on data protection besides a technical infrastructure of sufficient quality for the expressed needs. Another question was how to certify participation. In any way this path needs an enormous level of trust between trainer, employee, manager and the applied technology.

Regarding training material it was also discussed if there are mandatory trainings following European standards in certain procedures so that the group might try to transform these to apply Soufflearning.

Address start-ups. They listen.

Organize travel and exchange workshops under Erasmus to develop proposals and strategies.

Organize a touring workshop to Soufflearning partners and see how Soufflearning is implemented at their place.

### Certificate

The group discussed the final wording and appearance of the Soufflearning certificate

A follow up conversation was suggested for 18<sup>th</sup> November 13.00 ct.

soufflearning Learning face-to-face

European Union  
Lifelong Learning Programme



## Soufflearning 2020

### Experiences made in France after the end of initial funding

**Soufflearning Workshop**  
Experiences and recommendations from  
2 Leonardo Da Vinci TOI project

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## Summary

1. History of the initial project activities in France 2010-12
2. Further training of SFL trainers 2013-2014
3. Further SFL trainers operations in companies
4. Communication and development

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## 1. History of the initial project activities in France 2010-12

### History of the project Soufflearning

- Autumn 2010 *Kick off meeting*
- May, 2011 : **first Soufflearning trainer training** in France.  
*5 trainers trained from Greta network by Traute Winzker*
- December 2011 : **2<sup>nd</sup> Soufflearning trainer training**  
*6 trainers from Greta network trained by Kristin Auer*
- 6 experimentations** in various context of companies  
*Optical shops, gardening shop, call center, import-export company, hotel*
- Cooperation of a training **funding organisation** : AGEFOS-PME

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## Initial Project: 5 Soufflearning experiments in Brittany

				
Objective: <i>Professional negotiation</i>	Objective: <i>Replying to clients and suppliers in english</i>	Objective: <i>Team managemet to improve call handling procedure</i>	Objective: <i>1<sup>st</sup>: Team management 2<sup>nd</sup>: Work organisation</i>	Objective: <i>Welcoming foreign clients Replying to a claim</i>
Duration: 14h	Duration: 20h	Duration: 20h	Durée: 2 x 20h	Durée: 20h
Public: 3 persons	Public: 2 persons	Public: 2 persons	Public: 2 managers	Public: 3 receptionists
Trainer: Laurent Calez	Trainer: Fabienne Conan	Trainer: Blandine Turpin	Trainer: Maido Kervella	Trainer: Jean-Paul Fraval
				

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## Development objectives after the project:

**soufflearning**  
Project 2010-2012

- Train more **trainers to Soufflearning methodology** (from Greta network and after in other network)
- Development of **Soufflearning training** in SMEs (with Greta Network)  
*Objective to improve private funding*

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## 3. Further training of SFL trainers 2013-2014-2015

- Trainer training on Soufflearning methodology for Greta network trainers in 2013
  - 6 trainers more Greta Network and 1 independent consultant
    - J. Duc Martin : *Industrial process trainer (Greta)*
    - A. Perona: *Independent Consultant in bank and insurance*
    - 4 others: *skills assessment counsellors*
  - Animation: *Blandine Turpin, Bertrand Boudey, Jean-Marc Gaubert*
- Trainer training on Soufflearning methodology for Greta network trainers 2014
  - 5 trainers more trainers
  - Animation : *Blandine Turpin, Bertrand Boudey*

**3. Further training of SFL trainers 2013-2014-2015**

**Evolution of the Soufflearning trainer training :**

- The training is very based on the **Adexium experiment** (as a case study)
- Some inputs from the **professional didactic** (work analysis, Pierre Vermersch) were added for the phase of observation of work
- **1 tool, an observation grid**, has been added, as an example after the 2<sup>nd</sup> training to improve the observation phase
- **1 video of a "bad salesman"** (and a good one) in a wineshop is used to experiment :
  - how to trace the activity at the workplace (exercice)
  - how to make the feedback interview (role play)

**3. SFL trainers operations in companies by Greta trainers**

- A specific SFL training offer dedicated to SMEs has been made in Greta network with 8 trainers (See brochure)
- Trainer involved in Greta Network:
  - **Blandine Turpin**  
Sales, negotiation, client relation communication,...
  - **Maido Kervella**,  
Management, relation client Conflict management,...
  - **Jean-Paul Fraval , Fabienne Conan**  
Communication in English
  - **Beatrice Aimé, Marie-Cécile Vandyck**  
Office work
  - **Katy de la Hija, Magali Querrec**  
Communication in french
- More SFL trainings have been made and financed mostly by AGEFOS-PME
  - See: Examples of trainings

**References of SFL trainings in SMEs**

**Public institutions:**

- **Public organisation : SAMETH**, communication, relation to customers, organisation of work (job description, interactions) 20h
- **Air control : Controllers and managers** : personal organisation, team management, communication, (2-3 persons / year, once in 15 days)
- **Security : SDIS 35, 56**, conflicts management

**Private companies:**

- **Shops : Alain AFFLELOU**, optical shop management
- **Pharmacy wholesalers : Madouest**, (Delivery to pharmacies and patients)  
- communication on phone, career change (1 person) ,  
- communication to patient and stress management (2 delivery men) (in SME)
- **Postal service: La poste**, main french postal service  
apprentice in alternation, individual accompaniments, (postmen/ stress management)
- **Construction, civil engineering : ETDE**, alternation, individual accompaniments (pipe installer/ learning to, learn, following tutorship, observation on the workplace)

**Difficulties met with Soufflearning training propositions**

- **Financing by training funds**
  - Financing short period of training by OPCA (training funds)  
Financing for too short period
  - Financement of small group or individuals
  - Travel cost repayment for trainer  
(travel cost could be very important / training costs)

**4. Communication & development**

**4 training counsellors involved in the development of SFL trainings**

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## Special context in France

### Major reform of the vocational training

- CPF: Compte Personnel de Formation  
*Personal Training Account*
- CEP: Conseil en Evolution Professionnel  
*Counseling in Vocational Evolution (once in 3 years)*

Funding should be used first by people who are less qualified

- Law related to SME (Decree expected soon)

International Workshop "Soufflearning 2020 - Experiences and recommendations from two Leonardo da Vinci TOI projects"  
September 18, 2015  
Bonn, Germany

## SOUFFLEARNING:

Experience made in Italy

Mr. Giampiero Costantini,  
EUROFORM R.F.S.,  
Piazza della Libertà, 40 - Rovide (CS) Italy



## Soufflearning in Italy

- Euroform adopted the "Soufflearning" method in a few continuous training sessions (funded by inter-professional funds)
- Participation of different companies, from diverse sectors:
  - Wholesale of high-tech and electronic products
  - Food and beverage shops
  - Tourism
  - Constructions
- Some of them have been selected between the project "testers"
- Adapted to the training on safety on work places



## Outcomes

- Improvement in the organizational structure of the company
- Human resource development
- Adaptation to individual needs
- Consideration of real work processes
- Developing workforce capability
- Tailored to the guidelines for training for safety on the work places



## Key factors

**INNOVATIVE METHOD**  
↓  
More efficient than training in classrooms

**CUSTOMIZED TRAINING**  
↓  
Solutions suitable exactly for that enterprise

**FLEXIBLE & EXTENSIBLE**  
↓  
Adaptable to many training environments and sectors



## Open issues

- One to one training too expensive
- Difficult to schedule under public funds
- Confusion between Soufflearning and Euroform brands

