



PROSTRATEGY

GUIDE

Article

Innovative learning formats

This article describes the Innovative learning formats of the PRO-STRATEGY content

Work package: **WP9 – Dissemination**
Result: **36**
Responsible Partner: **Kaunas Regional Innovation Centre**
Author: **Vaiva Kelmelyte**

Meeting the Training Needs of SMEs: Innovative learning formats

The aim of this article is to describe and explain briefly the process that has been applied regarding the development of the PRO-STRATEGY Guide¹ Innovative learning formats. Innovative learning formats purpose is to adapt STRATEGY-TRAIN programme corresponding to target group's requirements, respecting cultural and language specificity, particular modular content and recent innovations in learning environment.

Innovative learning format must ensure that it is fostering learners' creativity and motivation, encouraging reflective decision making and self-evaluation. Despite all these criteria, in order to meet current needs of SMEs, the new learning formats must be flexible in time, place and cost. After consortium member's research and analysis, it was decided to serve digitally enabled, educationally innovative formats: SCORM, Knowledge Pills and Video tutorials.

The SCORM (The Shareable Content Object Reference Model) is the most widely known initiative of the organization ADL. The role of the ADL is to document, validate, promote, and fund the creation of specifications and standards. The use of SCORM enables the reuse, easy approach and the timelessness of the learning material in overtime technology changes and contributes to the interoperability between different e-Learning platforms. SCORM enables to match current needs of SMEs:

- Learning accessed from any user dislocation;
- Portable between different systems and tools;
- Stable – so it can be applied to changeable technologies;
- Suitable to reuse in different situations.

Knowledge pills – wisely extracted short multimedia advises, maximally strengthening professional competences. Preparing Knowledge Pills by consortium members² in Poland, Spain, Italy and Lithuania ensures efficient conducting in-company education of SMEs employees and managers. Besides time, place and cost flexibility, Knowledge pills also fosters general understanding of the use of the innovative learning processes.

Video tutorials are embedded in PRO-STRATEGY flashcards. Video tutorials is a helpful tool for trainers, ensuring digitalisation and transformation of the content into innovative learning formats, which serve as a solid base for implementing an innovative learning culture in organisations.

¹ LdV TOI / No. 2013-1-PL1-LEO05-36932

² PROFES, MERIG, KRIC, EUROFORM, HC

The innovative learning formats will be provided for testing activities in order to collect feedback from SMEs representatives and trainers, verify assumptions, content and technical assumptions and create a final version of innovative learning formats. The general assumption for innovative learning formats will help to create final accessible, adaptable and flexible tool that could be easy implemented as self-learning tool or as a material for trainers.

PRO-STRATEGY Guide Innovative learning format will encourage reflective decision making and will engage participants in self learning. Furthermore, it will create a learning framework which provides an opportunity for SMEs managers to enhance their ability to undertake necessary strategically decisions to their SMEs practice, raising SMEs competitiveness.