



## **PROSTRATEGY** GUIDE

### **Article**

# **Tutorial for building and implementing innovative learning culture**

This article presents on the one hand the content of the tutorial which has been elaborated as a guideline for trainers and other interested stakeholders and briefly explains on the other hand how this document has been elaborated.

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## Tutorial for building and implementing innovative learning culture

This article describes the idea, aims and main elements of the tutorial and explains as well briefly how it has been developed and which tasks are planned for the elaboration of the final version, which will be available for download on the project website.

The tutorial is the main result of work package 6 – 'Innovative Learning Culture Model'. It serves as pedagogical hands-on material for trainers who work with companies in the field of consulting, management, HR etc. The main features of the innovative learning culture are the flashcards, which present the content of the PRO-STRATEGY Guide project in a flexible way, and enable participants to learn in most effective ways and trainers to use it in their training or consulting processes, as supportive instruments.

Besides the description of the objectives, the main elements of the tutorial are the outline of the two different learning paths, a general description of the PRO-STRATEGY Guide innovative learning culture, a detailed presentation on how to use the different PRO-STRATEGY Guide tools as well as the presentation of case studies.

The individual as well as the group learning paths are integrated into the holistic training concept. The individual path concentrates on individual learning using the platform and corresponding support material. It includes all the flashcards and other support instruments. The group path contains peer group activities. This path includes face-to-face seminar units, where the participants can work on their knowledge but also – perhaps even more important – on their strategy plans.

The description of the innovative learning culture model focuses on the following elements: it defines different user groups, explains how the content has been elaborated and outlines how the learning environment has been designed.

The tutorial contains additional case studies from the four testing countries (ES, IT, LT & PL). This good practice compendium presents several examples related to a successful implementation of innovative learning cultures. These best practices aim at (1) establishing a benchmark for other companies that have implemented different learning cultures within their organisations; (2) finding out the success factors of other companies to implement innovative learning cultures and (3) using the collected information in order to build the PRO-STRATEGY Guide tutorial for trainers and companies to deliver the strategy trainings.

However, the core element of the tutorial is the description of the different PRO-STRATEGY Guide tools and instruments and how they can be used.

1. Structure of a flashcard: This chapter explains the structure of the flashcard, which contains the following elements: title, author, learning objectives, estimated time, keywords, level of management in SMEs for which this flashcard is suitable, a question for the 'word cloud' as well as the statements for the diagnosis.

2. Getting started: This section explains how to access the learning platform by providing an illustrated step-by-step explanation.

3. Choosing the flashcard you would like to start with: There are two possible ways to access the flashcard – the cloud question and through the menu bar button called 'PROSTRATEGY GUIDE'. Again a step-by-step guide is provided, which describes the single steps in detail.
4. Navigating through the flashcard functionalities: This section is dedicated to present the main functionalities of the flashcard and how to take full advantage of the different elements which are: Introduction, video tutorial, tool description, activity for user, good practice catalogue, summary, forum, function to link to related flashcards as well as a bibliography.
5. Switching to a different flashcard: Through the use of screenshots, it is illustrated how to switch from one flashcard to another.
6. Dealing with the activities: This section provides all information that is necessary to use the activities in a most effective way. Users find guidelines on how to enter/exit/repeat the activity, how to approach to different kind of activities and how to navigate within a particular activity (how to use navigation buttons).
7. Using the forum and interacting with other users: The idea of including a forum in the PRO-STRATEGY Guide on-line system is to provide users with the opportunity to share opinions and exchange thoughts and good practices in the field of strategic management in SMEs.

At current stage the draft version of the tutorial is reviewed and tested by trainers from the four test countries. Based on the feedback gathered from the testing the final improved version will be elaborated, which will at final stage be available in the following languages: EN, ES, IT, LT & PL and on the project website.