

Innovative Learning Culture in Apprenticeships - the Swiss Telecommunication Industry.



EHB

EIDGENÖSSISCHES
HOCHSCHULINSTITUT FÜR
BERUFSBILDUNG

Schweizer Exzellenz in Berufsbildung



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October 2019



Global Innovation Index

Global Innovation Index 2018 rankings

Country/Economy	Score (0–100)	Rank	Income	Rank	Region	Rank	Efficiency Ratio	Rank	Median: 0.61
Switzerland	68.40	1	HI	1	EUR	1	0.96	1	
Netherlands	63.32	2	HI	2	EUR	2	0.91	4	
Sweden	63.08	3	HI	3	EUR	3	0.82	10	
United Kingdom	60.13	4	HI	4	EUR	4	0.77	21	
Singapore	59.83	5	HI	5	SEAO	1	0.61	63	
United States of America	59.81	6	HI	6	NAC	1	0.76	22	
Finland	59.63	7	HI	7	EUR	5	0.76	24	
Denmark	58.39	8	HI	8	EUR	6	0.73	29	
Germany	58.03	9	HI	9	EUR	7	0.83	9	
Ireland	57.19	10	HI	10	EUR	8	0.81	13	

Swiss Dual-Track Approach



Practice

In-company training
(3-4 days per week)

Industry courses



Theory

Classroom instructions at
VET-school
(1-2 days per week)

Preparatory course for FVB

The Swiss Telecommunication Industry

- Deregulation
- Swiss enterprise,
partially globalized
- New customer
expectations
- High innovation
pressure



New Competence Requirements



- Social and transversal competences: critical thinking and essentialization of knowledge, social intelligence, abstraction and model building, systemic thinking, communication competence, creative and productive thinking
- Learning ability in the context of lifelong learning
- IT specific competences: Usage of digital tools, media and virtual worlds, e.g. media as communication instrument as well as presentation, structuration and analysis of data, ability to analyse problems, develop possible approaches as a solution and realize them digitally, critical awareness when using digital technology
- Basic skills, especially math and technical competence in ICT

New Forms of Work and Work Organization

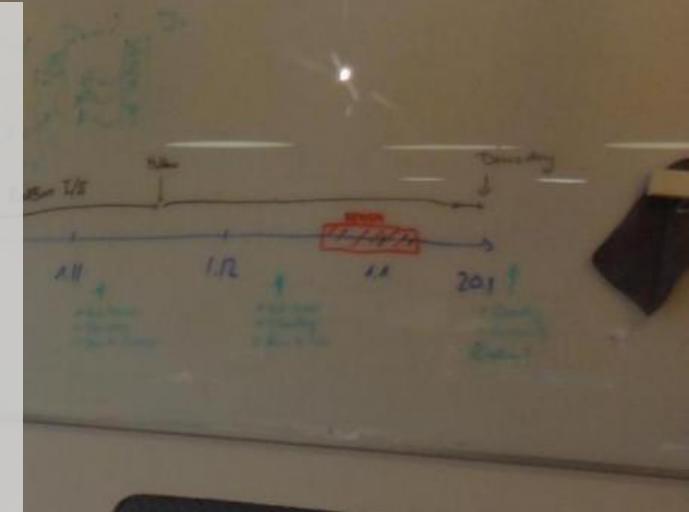
- Flexible work schedules
- Flexible office usage models
- Teamwork & project work
- Reduction of hierarchy
- Self-determined and self-controlled work



Learning Culture

“the ability [of the organization] to see things in new ways, gain new understandings and produce new patterns of behaviour”

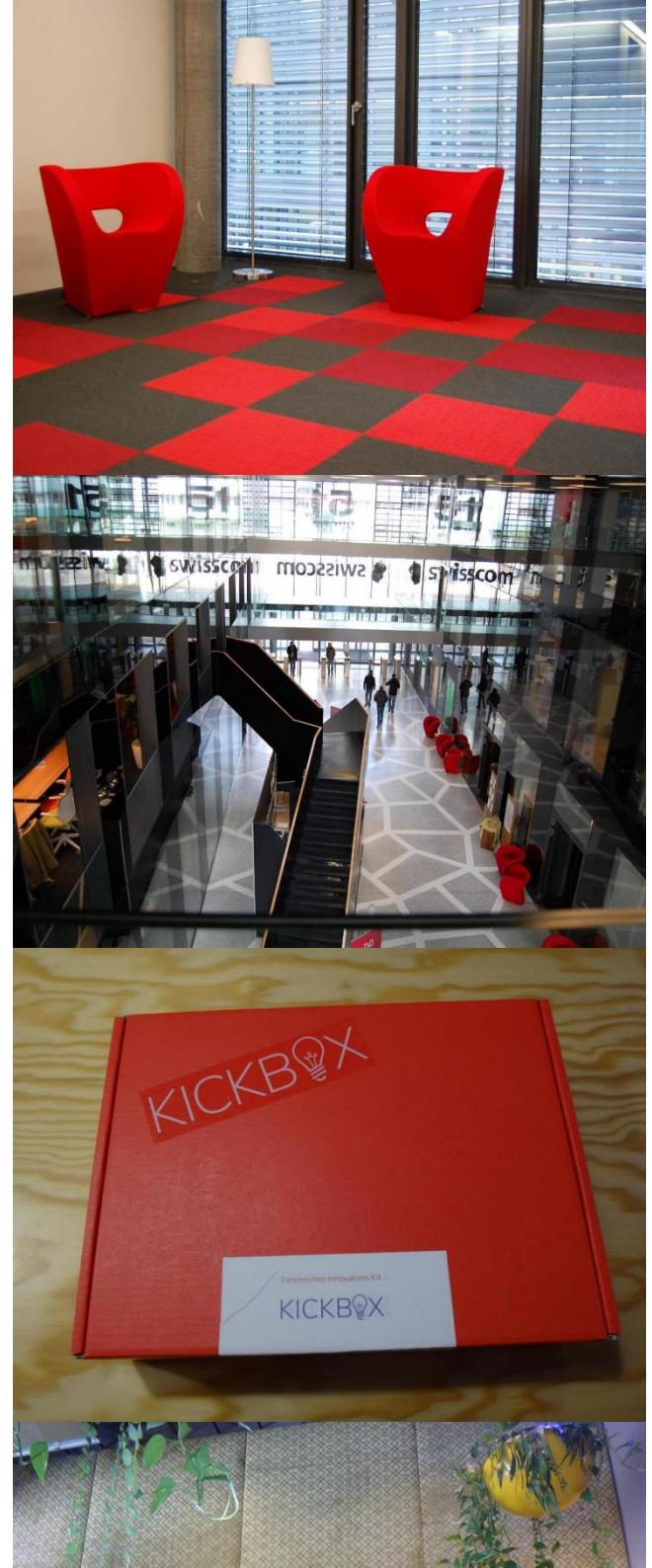
(Argyris and Schön, 1996)



- development and shaping of group identities, shared convictions and values
(Wieland, 2004) as well as flexibility in the work organization

Research Interest

- Which practices and innovations in the context of apprenticeship training within the enterprise can be identified?
- What characterizes its specific learning culture?



Case Study Design

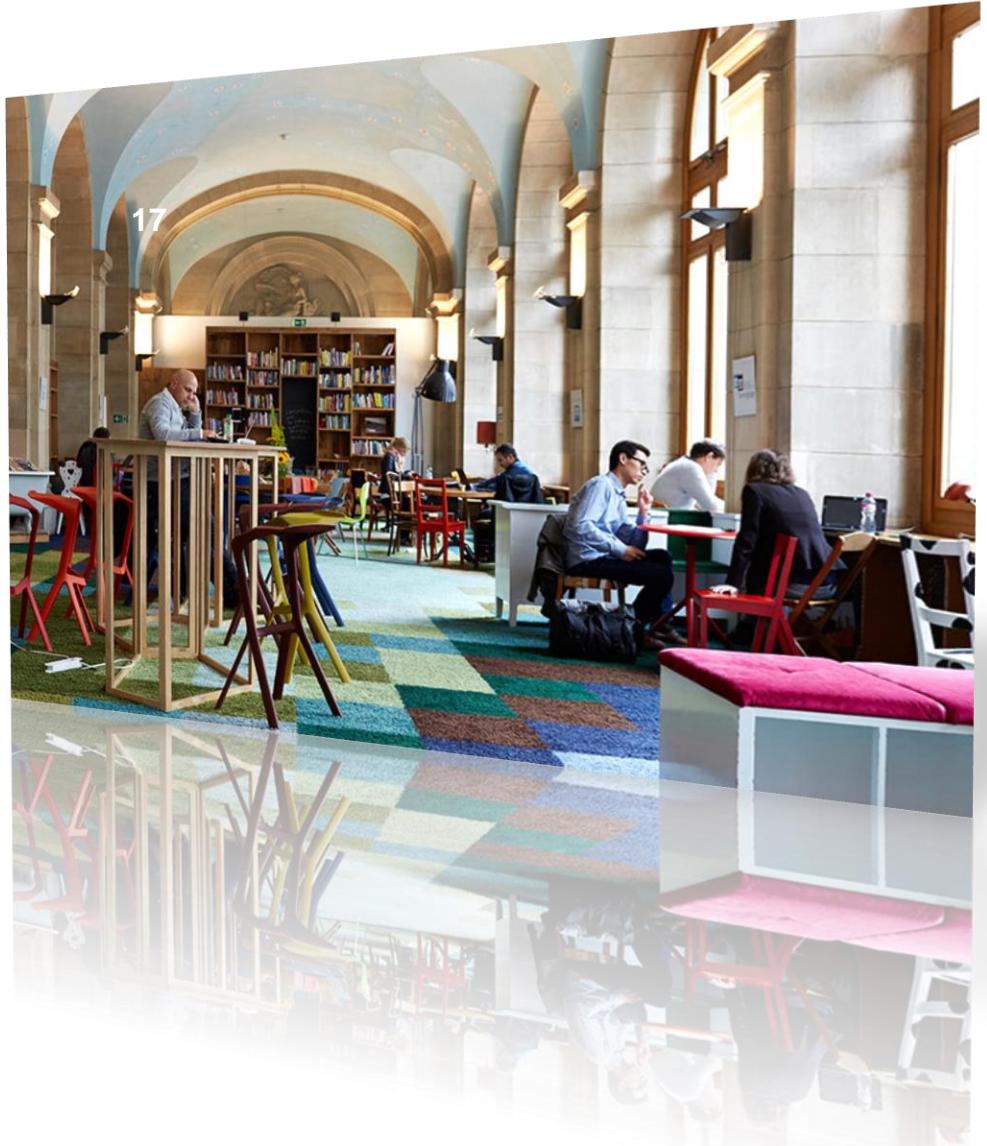


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- Explorative case study
- Semi-structured interviews with apprentices (learners) (17), PAs (project officers) (4), coaches (5) & management (4)
- Observations at innovative Projects (7)



Learning Culture as a Vision



WE ARE
NEXT GENERATION
AGILE MANIFESTO

PURPOSE WIR GESTALTEN SELBSTGESTEUERT UNS
UND DIE ARBEITSWELT - JETZT UND IN ZUKUNFT

PRACTICE #LERNEN UND ARBEITEN IN PROJEKTEN
#INDIVIDUELLE AKTIVE BEGLEITUNG #OWNERSCHAFT
ÜBERNEHMEN; ENTWICKELN UND ENTSCHEIDEN

PRINCIPLES #BESSER FEHLER MACHEN ALS NICHTS
TUN #ERFOLGSREZEPTE TEILEN UND VON DEN
ANDEREN LERNEN #RESSOURCEN WIRKSAM
UND BEWUSST EINSETZEN #ICH WILL! #ANDEREN
MEHR ZUTRAUEN ALS SIE SICH SELBST
#FEEDBACK? - DIREKT UND UNMITTELBAR #DAS
GROSSE GANZE IM AUGE BEHALTEN
#VERANTWORTUNG ÜBERNEHMEN UND ÜBERGEHEN

Learning Environment

- Marketplace
- «Exposure» & Individualization
- Flexibilization (Agility)
- Coaching
- Communication at eye level
- Supporting entrepreneurship
- Creativity projects



Creativity at the Workplace



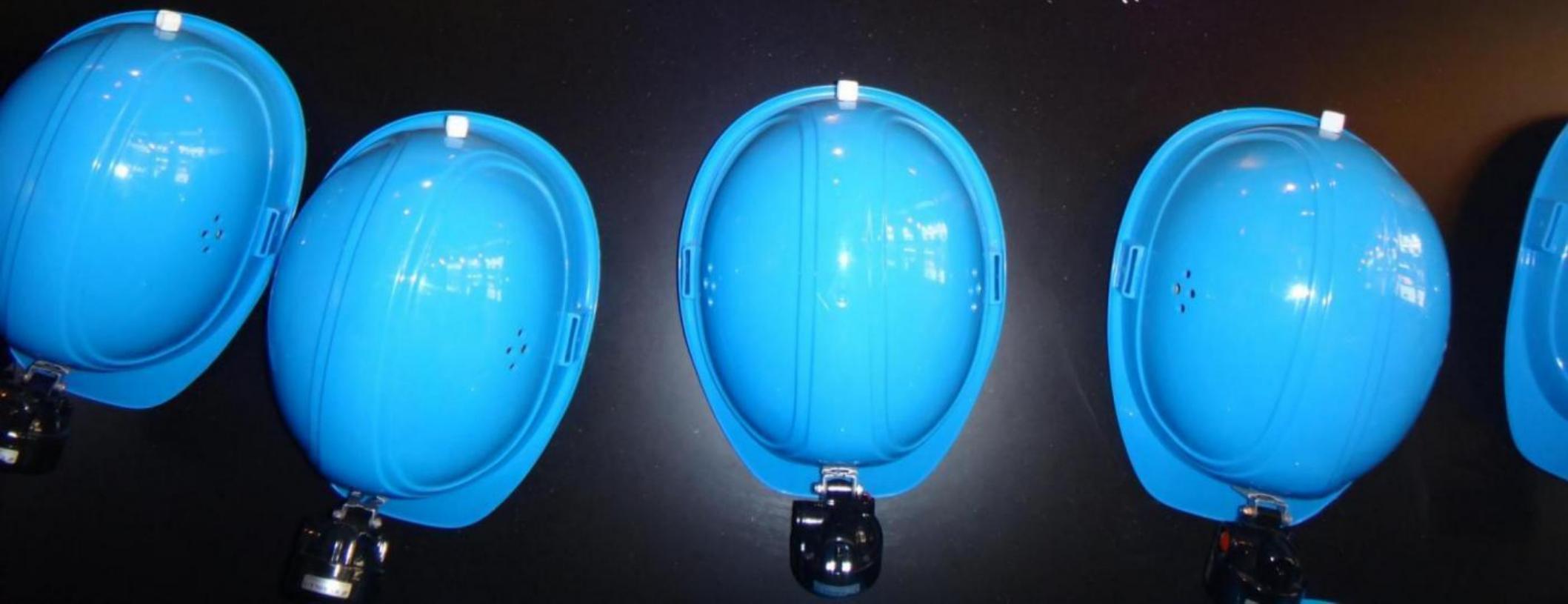
- Contact with real business and innovation dynamic
- Leaving ones comfort zone
- More interaction with different colleagues intern and extern
- Supporting new ideas and idea creation
- Interior design
- Flow/ passion & motivation

Innovative Projects

PRENDIS UNE
TABLETTE

SCHALTE DEIN
HELMLEUCHTEN

Nimm einen
Helm



Innovative Projects



- Pirates Hub
- La Werkstatt
- House of Possibilities
 - Junior Shop
 - Impact Hub
 - Kick Box
 - NEX-Talk
- «Design Thinking Floor»
- ICT WG / Loft

Features of a new Learning Culture

- Personal and professional development
- Competition and independence
- Learning by doing
- Learning from mistakes
- Self-determination / self control of learning and working
- Self-reflection
- Recognition and self-esteem
- Infinite learning



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Thank you!



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Nationale EHB Tagung: Innovation Skills 2020

12. Mai 2020 Eventfabrik Bern

Informations follow in November 2019