

LEARNING INVESTMENTS MATTER

TO BE SUCCESSFUL, ORGANISATIONS MUST
OVERCOME THREE LEARNING CHALLENGES:

- ESTABLISH A COMPANY-WIDE APPROACH TO LEARNING WITH THE GOAL OF INTEGRATING AND ALIGNING LEARNING WITH ORGANISATIONAL PRIORITIES.
- DEVELOP HIGH-IMPACT, TARGETED LEARNING INITIATIVES FOCUSED ON PERFORMANCE IMPROVEMENT.
- IMPLEMENT AN OPEN, RELIABLE, SCALABLE INFRASTRUCTURE TO SUPPORT LEARNING INITIATIVES THAT CAN BE EASILY INTEGRATED WITH OTHER ENTERPRISE SYSTEMS.

JBA HELPS YOU AVOID SOLVING THE
WRONG PROBLEM REALLY WELL...



**STRATEGICALLY COMBINING A BLEND OF
LEARNING METHODS FOR MEASURABLE
BUSINESS OUTCOMES**



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▶ **BLENDED LEARNING**
— CREATING REAL
COMPETITIVE ADVANTAGE



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BLENDED LEARNING—A STRATEGIC IMPERATIVE FOR BUSINESS PERFORMANCE



**S K I L L E D ,
M O T I V A T E D S T A F F
C A N L E A R N — A N D
R E L E A R N — A T A
M O M E N T ’ S N O T I C E**

SUCCESS IN TODAY’S D Y N A M I C ENVIRONMENT REQUIRES THAT ORGANISATIONS BECOME; ● MORE RESPONSIVE TO THEIR CUSTOMERS, ● MORE FLEXIBLE IN HOW THEY DO BUSINESS, ● MORE FOCUSED ON CORE COMPETENCIES.

IT’S A DAUNTING LIST. SO WHAT CAN AN ORGANISATION DO TO BRING ABOUT THESE CRUCIAL CHANGES?

THE ANSWER LIES IN YOUR EMPLOYEES.

NOTHING IS MORE CRITICAL TO ENABLING TRANSFORMATION THAN SKILLED, MOTIVATED STAFF THAT CAN LEARN—AND RELEARN—AT A MOMENT’S NOTICE.

WHILE COMPANIES INVEST HEAVILY IN RECRUITING AND HIRING SKILLED PEOPLE, ALL TOO OFTEN THE INVESTMENT IN PEOPLE STOPS THERE. KEEPING PEOPLE—AND ENSURING THAT THEIR SKILLS REMAIN RELEVANT TO EVOLVING MARKET REQUIREMENTS—IS EQUALLY, IF NOT MORE, IMPORTANT THAN ACQUIRING THE PEOPLE IN THE FIRST PLACE. TO PERFORM EFFECTIVELY, YOUR STAFF (AND PARTNERS/ SUPPLIERS) NEED TO CONTINUOUSLY REFRESH AND ENHANCE THEIR SKILLS AND KNOWLEDGE. AS HUMAN CAPITAL REPLACES PHYSICAL CAPITAL AS THE SOURCE OF COMPETITIVE ADVANTAGE, LEARNING HAS EMERGED AS A KEY ENABLER OF SUCCESS.

ENABLING ORGANISATIONS TO SUCCEED IN CHALLENGING TIMES

TO REALISE THE FULL POTENTIAL OF LEARNING; TO BUILD REAL COMPETITIVE ADVANTAGE; AND ENABLE SUCCESS, AN ENTERPRISE MUST ALIGN ITS LEARNING INITIATIVES WITH ITS ORGANISATIONAL PRIORITIES.

ONLY BY MAKING LEARNING A TRULY STRATEGIC INVESTMENT CAN AN ORGANISATION ENSURE THAT EVERY PERSON IN ITS VALUE CHAIN IS FULLY ENABLED TO PERFORM EFFECTIVELY AND MEET CONSTANTLY CHANGING DEMANDS.

BLENDED LEARNING—CREATING REAL COMPETITIVE ADVANTAGE



RESHAPING THE LANDSCAPE OF LEARNING

TO TRANSFORM LEARNING INTO THE POWERFUL STRATEGIC ADVANTAGE IT CAN BE, ORGANISATIONS HAVE BEEN INCREASINGLY INVESTING IN E-LEARNING—THE FUSION OF LEARNING WITH TECHNOLOGY.

THE APPLICATION OF TECHNOLOGY TO THE LEARNING PROCESS ENHANCES ACCESS TO CONTENT, CHANGES THE WAY PEOPLE ACQUIRE SKILLS & ACCESS KNOWLEDGE—ENABLING ORGANISATIONS TO BECOME MORE RESPONSIVE TO RAPIDLY CHANGING REQUIREMENTS.

BLENDED LEARNING, WHICH COMBINES E-LEARNING WITH MORE TRADITIONAL LEARNING METHODS SUCH AS CLASSROOM-BASED INSTRUCTION, ARE HELPING SPEED TIME TO PERFORMANCE, ENHANCE COMPETITIVE ADVANTAGE, FACILITATE CULTURAL CHANGE, AND DELIVER MEASURABLE OUTCOMES.

IT MAKES LEARNING PERVASIVE THROUGHOUT THE

ENTERPRISE ECOSYSTEM, DELIVERING RELEVANT CONTENT IN A LEARNER-DRIVEN CONTEXT ANYTIME, ANYWHERE. BY BLENDING FORMAL AND INFORMAL APPROACHES, E-LEARNING BECOMES CONTINUOUS, EMBEDDED INTO DAILY LIFE AND ACCESSED THROUGHOUT A PERSON’S LIFE SPAN.

JBA’S LEARNING MODEL—TANGIBLE PERFORMANCE IMPACT

JBA’S BLENDED LEARNING MODEL HELPS ADVANCE LEARNING GOALS AND PRODUCE REAL PERFORMANCE IMPACT. OUR OFFERING PROVIDE:

- LEARNING STRATEGY—NEEDS ASSESSMENT, BUSINESS CASE, ROI ANALYSIS, LEARNING ORGANISATION DESIGN, STRATEGY DEVELOPMENT, WORKFORCE DEVELOPMENT INITIATIVES.
- CONTENT SERVICES—DEVELOPMENT, AGGREGATION, CUSTOMISATION, CONVERSION, AND LOCALISATION.
- LEARNING DELIVERY—INSTRUCTOR-LED, FACILITATORS, EXECUTIVE COACHING, EXPERTISE ACCESS, ONLINE MENTORING AND TEAMING.
- LEARNING TECHNOLOGY—LEARNING MANAGEMENT SYSTEMS, WEB-BASED COLLABORATION TOOLS, VIRTUAL CLASSROOMS, KNOWLEDGE MANAGEMENT, INSTANT MESSAGING.
- LEARNING INTEGRATION—APPLICATION PROGRAMME INTEGRATION, TECHNOLOGY AND INFRASTRUCTURE INTEGRATION, BUSINESS PROCESS INTEGRATION.

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