

BUSINESS WHITEPAPER

COMPETENCE-BASED LEARNING

COMPETENCE KICK: PLAYING YOUR WAY TO SUCCESS

Skill-Set-Go: For more power in companies

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NUMBER OF THE HOUR

In recent years, competence-based learning has emerged as an absolute success for many companies. The companies that make use of competence-based learning programs talk about 3 specific benefits:

INCREASED EFFICIENCY:

Companies implementing competency-based learning programs often report a more efficient employee development, as learners acquire skills faster that are directly applicable to their job tasks.

IMPROVEMENT OF EMPLOYEE RETENTION:

Competency-based programs can contribute to employee satisfaction by offering individual learning paths and career development opportunities.

ALIGNMENT WITH NEEDS:

Companies can better align their training programs with specific competencies required to achieve their business objectives, thereby maximizing the effectiveness of their training investments.

WHAT DO WE MEAN BY THIS?

Competency-based learning represents an innovative educational strategy that shifts the focus away from mere knowledge acquisition towards the development and assessment of practical skills and competencies. At the core of this approach is the belief that educational success is not solely achieved through memorization of information but rather through the ability to effectively apply knowledge in real-life situations.

Through competency-based learning, learners are encouraged to progress at their own pace, with an emphasis on achieving clearly defined learning objectives. This method enables a personalized learning experience tailored to the individual abilities, needs and interests of the learners. Trainers serve less as knowledge providers and more as mentors who support learners on their path to competency development.

Another key aspect of competency-based learning is assessment, which is based on the demonstration of competencies through practical application rather than traditional exams. This form of assessment provides a more realistic assessment of a learner's skills while also promoting self-reflection and critical thinking.

COMPETENCE PLUS: WHY BLENDED LEARNING IS THE ANSWER

Competence-based learning is suitable for a variety of educational contexts, from school to professional development, and is increasingly being implemented in digital learning environments as well. It not only promises more effective education but also better prepares learners for the demands of the modern job market by emphasizing the development of key competencies.

DESIGNING LEARNING INDIVIDUALLY

In today's fast-paced world, personalized learning is essential. Each learner is unique and requires individual educational paths. Our approach links personal learning goals with specific competencies, thus enabling effective Adaptive Blended Learning.

The challenge for leaders is to offer blended learning programs within limited time frames. The solution lies in adaptive, competency-based learning pathways that are more than just individual learning journeys. They lead learners to the right competency at the right time.

DIGITAL LEARNING ENCOMPASSES:

- Complex programs: Tailored for different target groups
- Diverse skills: A combination of soft skills and product knowledge

These elements are derived from real requirements to create a personalized learning experience. The approach promotes skills that are directly applicable and makes the learning journey as unique as a fingerprint.

Learning thus becomes personal and professional development.



COMPETENCIES IN THE SPOTLIGHT: THE IMPLEMENTATION GUIDE

As with any learning method, appropriate preparation is necessary for competence-based learning. We have summarized the key points for you:

- Identification of individual competencies, as well as the competency gaps of the respective employees, for example, through analyses.
- Offering individual training/development opportunities to close the existing competency gaps (e.g., with the help of AI).
- Supporting employees in applying or implementing the acquired competencies instead of forcing them to take predetermined tests.
- Identifying, acknowledging, and certifying informally acquired competencies.
- Working with modular and finely structured courses suitable for beginners, intermediates, and experts.
- Creating a secure infrastructure – keyword: data protection.
- Utilizing adaptive learning systems that provide tailored suggestions for learning content based on the identified strengths, weaknesses, and learning goals of an employee (instead of a one-size-fits-all approach).

With this approach, companies can not only keep their employees up to date on the current knowledge base for business goals through competence-based learning. Due to the progression based on the learner's knowledge level, no one feels overwhelmed.



WHAT CHALLENGES ARISE FOR COMPANIES?

The challenge of competency development in modern companies is multifaceted. Establishing a universal definition and standardization of competencies across diverse roles and industries is akin to a Sisyphean task – complex, diverse, and often influenced by subjective assessments. In this dynamic field, providing flexible, individual learning paths that nevertheless ensure a consistent level of competence is a central demand.

But how does one connect theoretical knowledge and practical application in learning content so that competencies are not only imparted but effectively anchored? And how does one keep learners engaged as they progress at their own pace without losing motivation?

Developing and maintaining current and high-quality learning materials tailored specifically to competencies requires significant resources. Practical experience, which is often limited, must also be integrated, and recognized in the learning processes. The use of various technological tools and platforms plays a key role in effectively designing and evaluating competency-based learning. This includes providing timely, constructive feedback and appropriate support for learners.

Another point is the scaling of learning programs to include a wide range of learners with different needs and backgrounds. It is essential to create equal access opportunities to enable everyone to achieve competencies.

The seamless documentation of learning progress and meaningful reporting on competency development pose additional challenges for companies. Furthermore, content must be culturally adapted and suitable for a diverse learning audience. Finally, adapting to industry standards and legal requirements forms the foundation upon which all these efforts rest. The answer to these diverse requirements could lie in the concept of blended learning, which combines the benefits of various learning methods and thereby creates a comprehensive, future-oriented learning ecosystem.



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