



VALAMIS

Webinar • April 25, 2024

About Valamis

Valamis is a people-first company developing a visionary product for the future.

Fusing our expertise in design, technology, data, and learning, we work as your strategic partner to build a solution that creates value for your people and business.



About our speakers



Lucas Thierry Da Silva Goncalves

Talent Management
MadeiraMadeira

Lucas has worked at MadeiraMadeira for 6 years and is currently responsible for the company's L&D area. He has a passion for working with people and since the beginning of his career, he has focused learning all the Human Resources subsystems, such as Internal Communication, all the Talent Acquisition subsystems.



Johanna Hiltunen

Director, LATAM & Partners
Valamis

Johanna Hiltunen works as a Director LATAM & Partners at Valamis. Since 2015 she has helped our customers to implement successful digital learning initiatives. Johanna is a gritty and empathetic leader who embraces customer's projects from the challenges to sustainable results.

Today's agenda:

MadeiraMadeira's story of success

1. Unify

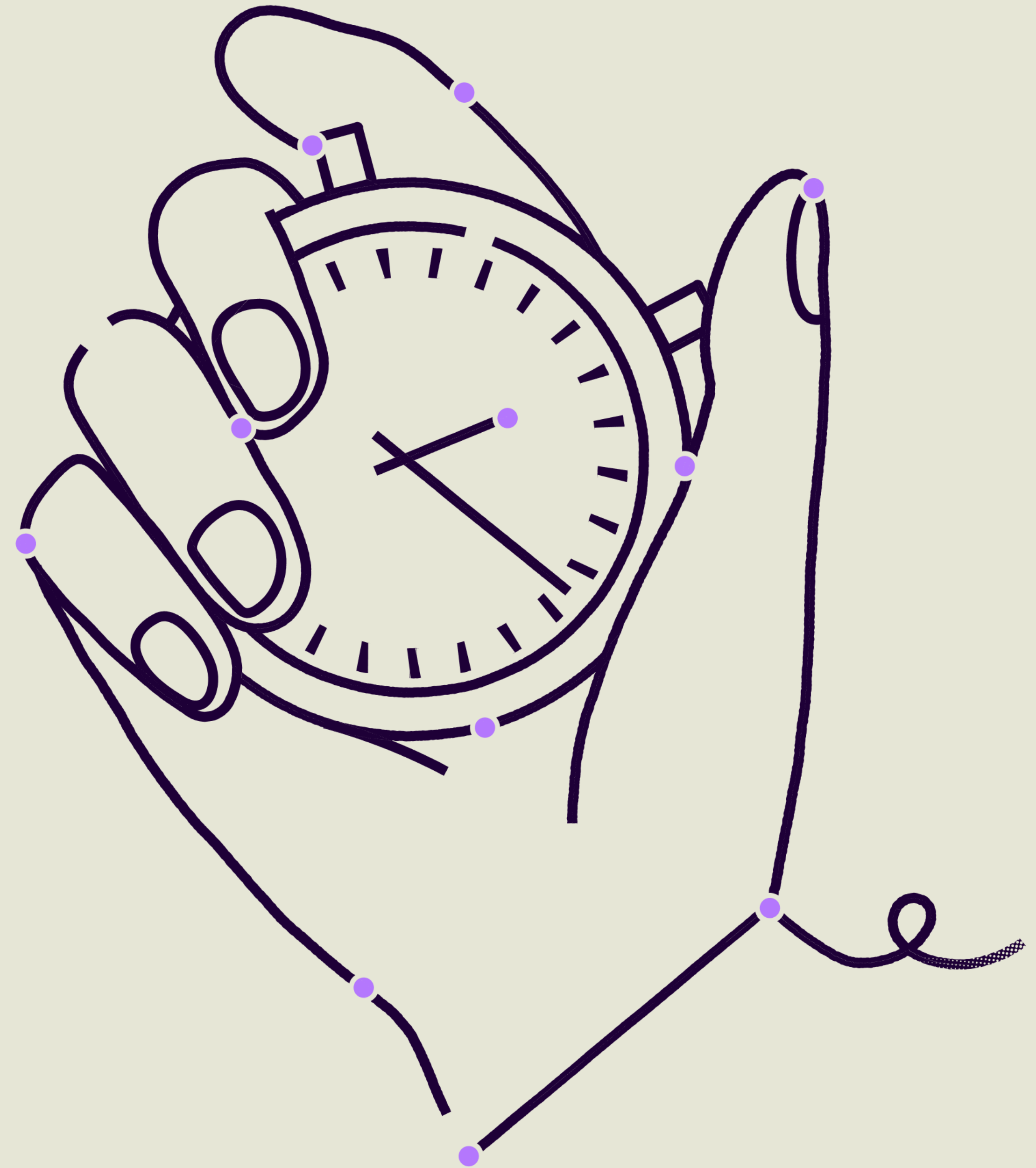
- Creating a unified learning culture for the entire organization under the Valamis learning platform
- Tips to help you find the right LMS

2. Develop

- Developing the strategy to get the entire organization engaged
- Tips to engage the CEO in your learning strategy

3. Succeed

- Engaging leadership to succeed your learning KPI's



Unify

Creating a unified learning culture



Unify

L&D challenges

L&D at MadeiraMadeira was decentralized, which was impacting cohesive employee knowledge and skills, and organizational efficiency.

Identified challenges:

1. Employees were learning different information.
2. Difficult measuring the impact of L&D strategies.
3. Inability to rapidly update training content across LMS platforms in use.



Unify

Unified LMS implementation

We recognized that having a centralized L&D strategy streamlines processes, ensures consistent learning experiences, and supports business growth.

Objective:

Unify MadeiraMadeira L&D programs under one platform.

Valamis implementation:

- Met list of requirements.
- Addressed challenges of content creation.
- Provided a comprehensive solution for unified L&D.

Tips: Finding the right LMS

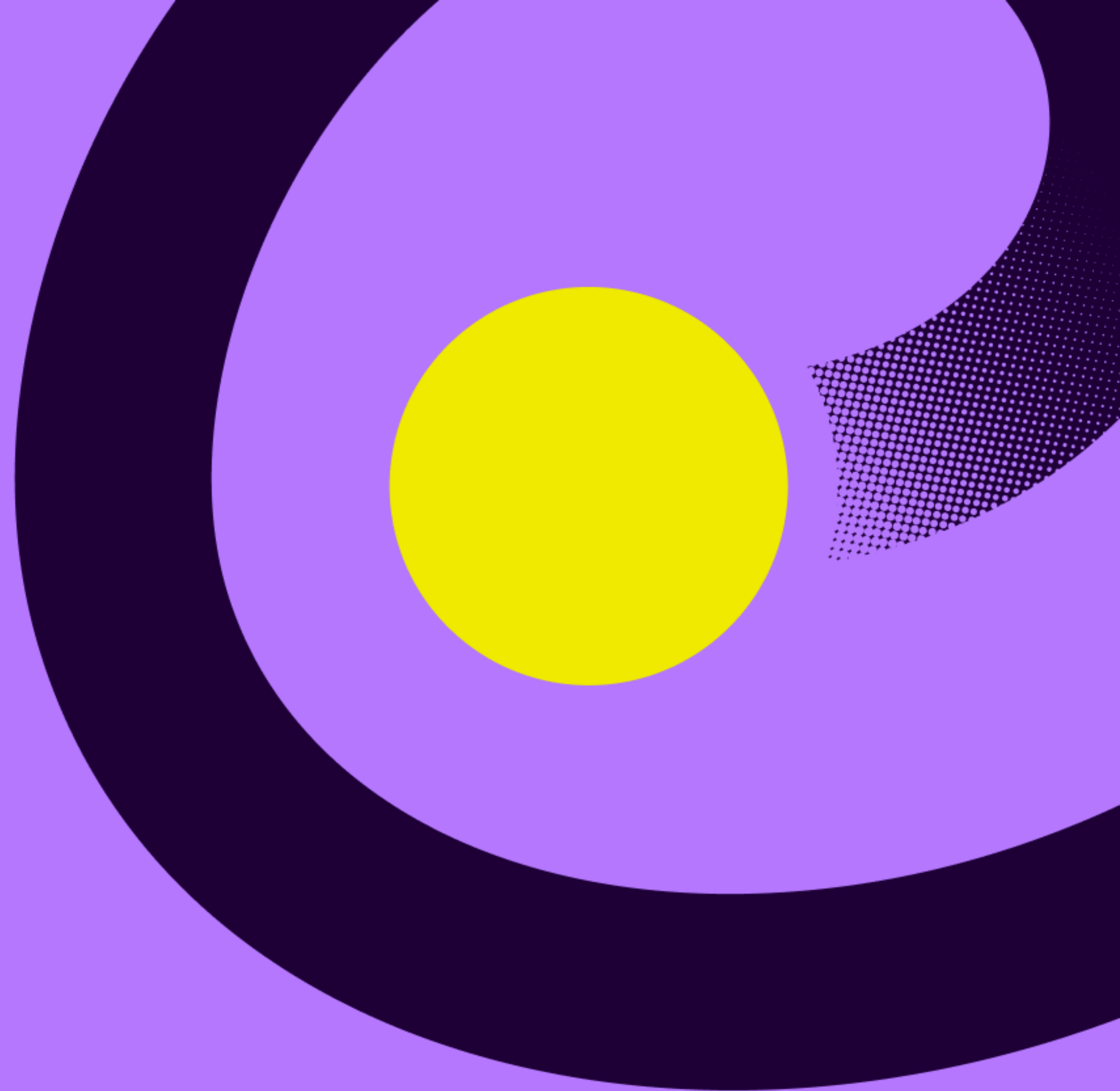
Unification requirements for an LMS should include:

1. Ability to create personalized training content.
2. Extract reports for tracking key metrics.
3. Segmented learning spaces to host specific training for various areas of your business.
4. Integration capabilities with external content libraries.
5. Segmentation of courses for specific audiences.



Develop

Developing organizational engagement





Develop

Getting CEO involvement

Importance of CEO engagement:

- CEO support crucial for company-wide adoption.

Approach:

- Presented Valamis platform to CEO.

Emphasized:

- Development as business accelerator.
- Alignment with company goals.
- Measurement of impact.

Result:

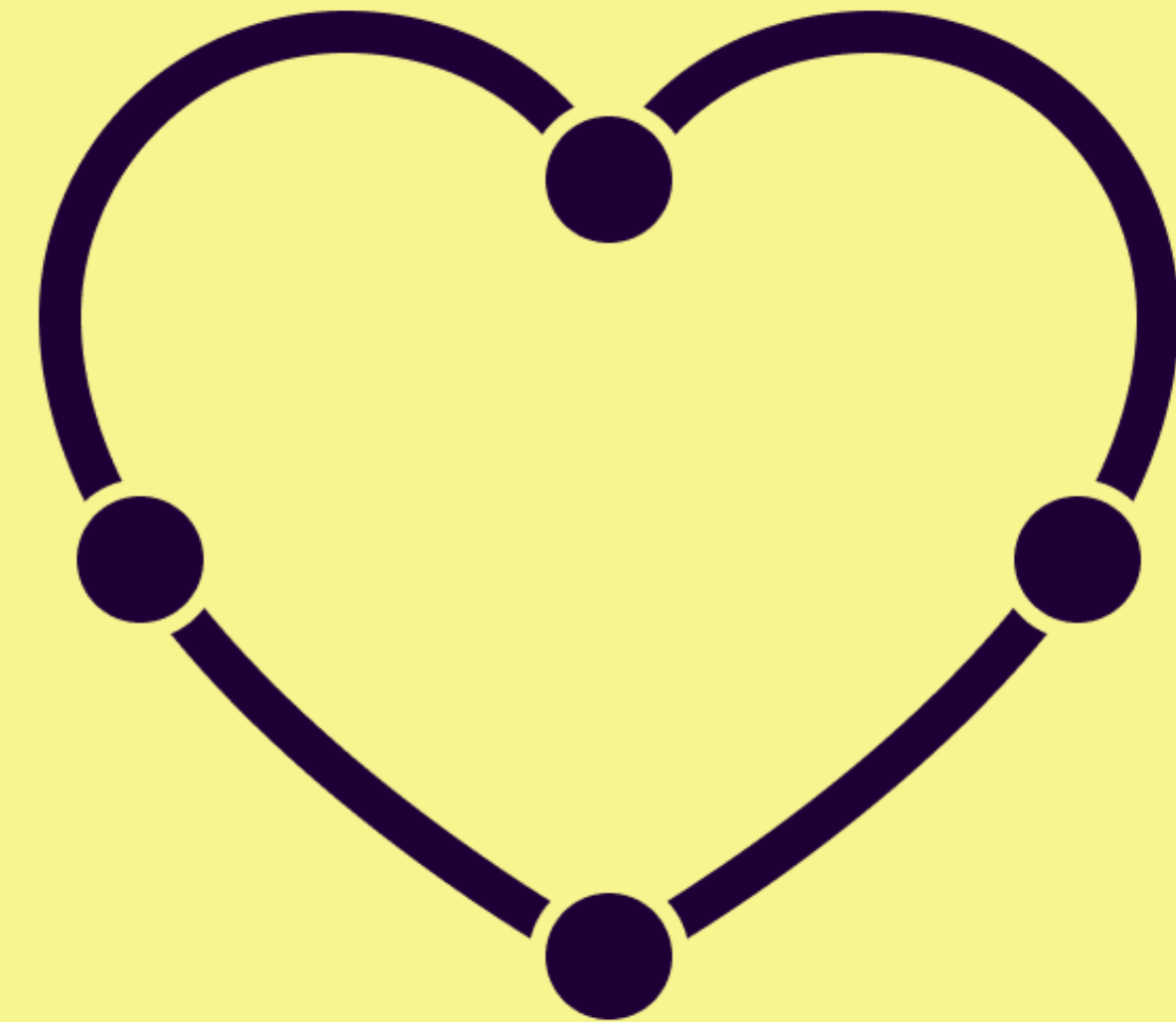
- CEO endorsed project, participated in launch.
- Acknowledged L&D's role in achieving company objectives.

Tips: Getting your CEO engaged in L&D

When presenting a new L&D strategy to your CEO, remember to include the following:

1. Highlight the role of development in company acceleration.
2. Present current L&D data if there is a misalignment with company goals.
3. Demonstrate the importance of measuring L&D impact.
4. Emphasize how employee development can give your organization a competitive advantage in the market.

Remember: If your CEO is engaged, the rest of the company becomes more interested.



Succeed

**Engage &
exceed**





Succeed

Top-down learning

Strategy:

- Starting with leaders in the organization.
- Addressed high employee turnover rate.
- Leaders trained to execute company strategy and vision effectively.
- Leaders' understanding facilitated easier engagement with individual contributors.

Succeed

Engaging managers

Approach:

- Incremental implementation of learning culture.

Leadership School structure:

- Biweekly synchronous online classes.
- Recorded sessions for flexibility.
- Pre-work assignments on platform.

- Masterclasses with guest speakers.
- Reward system for those who completed a minimum of 80% of the online classes and 100% of the contents in Valamis.

Succeed

Exceeding KPIs

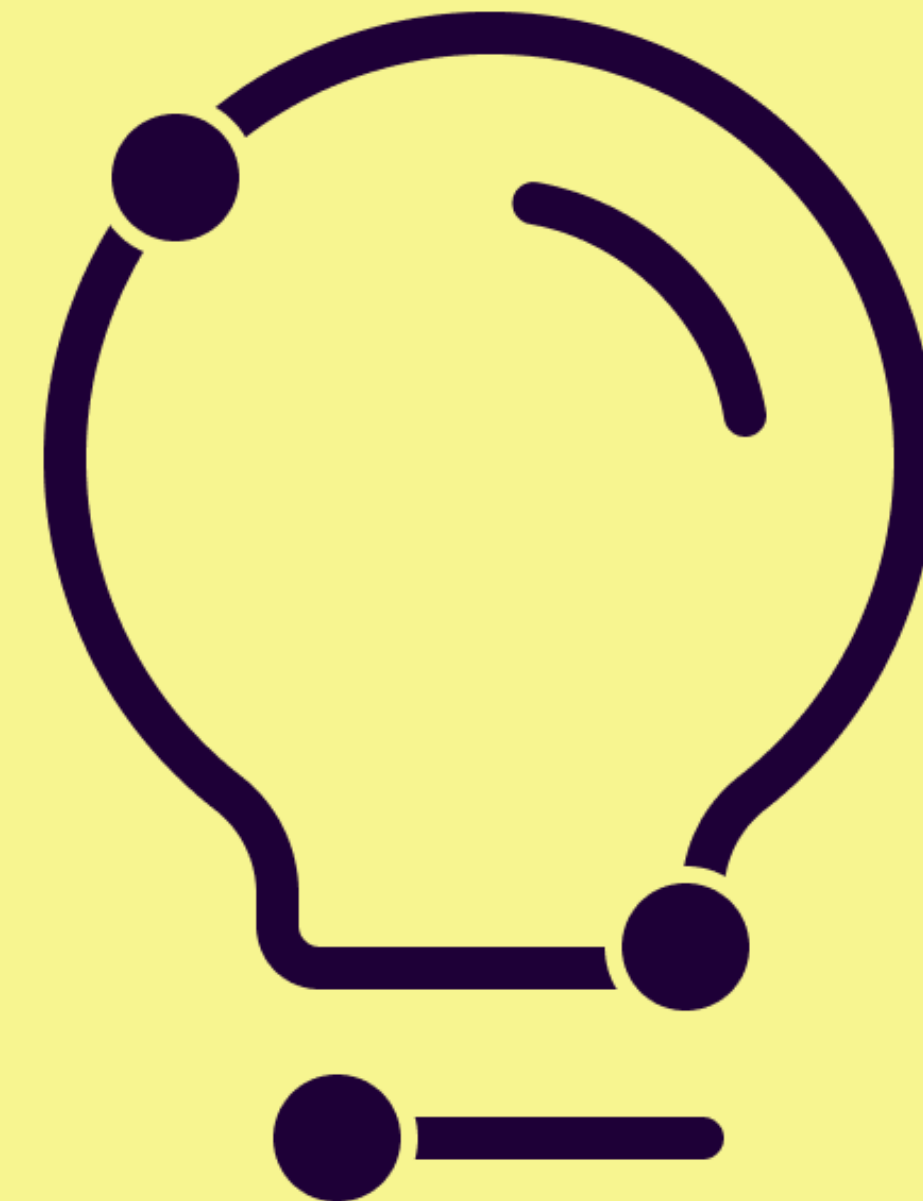
Results:

- Gradual increase in participation.
- Started with only 8 earning a completion award out 150 who were training. But by the time of program was ended, there were over 40 out of the 150 learners earning their completion award.
- Achieved 65% platform completion, 75% participation in online training.
- 99% of new managers have successfully completed their asynchronous onboarding via the platform.

Tips: Exceeding learning KPI's

1. Practice patience: developing a new learning culture is not something you can accomplish overnight.
2. Start with the hiring process that includes topics directly related to daily challenges.
3. Create a variation of learning content so people can fit learning into their days in different ways.

Examples: Asynchronous/synchronous, live/recorded webinars, introductory learning before a class and a chance to practice new skills afterwards





Q&A



Registration questions

1. If an employee has already undergone training but there is not improvement with their performance, how can the digital learning transformation best assist in improving their performance?
2. How can you encourage managers from various business fields to fill a skills matrix for their team?
3. Any tips on marketing employee training to make it more appealing to employees?

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Thank you!

For more information, visit our website

www.valamis.com

