All industries go through change, but the pace of transformation being witnessed by the automotive industry is fundamentally altering the landscape and help organisations deliver a learning and engagement strategy that makes business impact.

Sophie's priority is to understand the challenges of the automotive landscape and help organisations deliver a learning and engagement strategy that makes business impact.

Sophie is passionate about achieving results and empowering learners.

To succeed in times of radical change, leading organisations are:

- Reimagining the learning experience to give learners maximum flexibility
- Developing mastery with blended learning experiences, combining the best of digital and non-digital approaches
- Empowering learners and promoting discussion and shared learning.

L&D teams are increasingly using digital learning technologies. A good example of this is virtual classrooms, which are now used in a blend of digital and non-digital learning products and services increasing every year, by more than half of organisations.

The benefits of a blend

- Providing learners access to digital resources to refresh and consolidate their learning
- Supporting learners access to face-to-face training
- Providing a variety of options to engage learners
- Offering learners a choice of learning methods
- Enabling learners to learn when it suits them

These platforms give L&D teams the ability to create a learning environment that is more effective and cost benefits.

Moving from ‘pull’ learning to ‘pull’ learning

In the past, L&D teams have traditionally pushed out courses to learners in a fairly prescriptive manner. This was great for learners who have the time and the bandwidth to take a course, but there were issues with reach and take-up.

Pull learning, conversely, is better suited to the needs of a workforce used to accessing content that is of personal interest to them or as a result of the learner searching for it.

This could mean mobile learning that offers learners access to the latest information on the go, or enabling learners to access content from a tablet or computer when they want to.

These are some of the reasons why many L&D teams are incorporating blended learning into their strategy.

Manufacturers: staying ahead of the curve

Car makers are setting an example, as they sort through the opportunities and challenges to redefine business for the future.

For the industry’s transformation, the figure is expected to be nearly 50%.

Connected cars use the Internet to control key functions remotely, and forecasters predict that 381 million connected vehicles will be on the road by 2020.

The rise of connected cars

Cars and components are becoming more sophisticated with the incorporation of advanced features such as:

- Gps
- Internet
- Cloud
- Speech
- Bluetooth
- Internet of Things
- Machine learning
- Artificial intelligence

Learners are being inundated with new technology, and the automotive industry is already experiencing a talent shortage.

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