

# DIGITAL TRANSFORMATION & LIFELONG LEARNING



**“COMPANIES WITH AI PROJECTS ARE MOST SUCCESSFUL WHEN THE QUALIFICATION OF THEIR OWN EMPLOYEES IS JUST AS IMPORTANT AS INVESTMENTS IN INTELLIGENT TECHNOLOGIES.”**

Microsoft Study 2020

## Why Lifelong Learning?

↳ Robotics, artificial intelligence, cloud computing, cyber security, mobile working – the economy is changing rapidly, especially through digitization and automation. But the demands of employees have also changed. They want to see not only income and security, but also self-realization and “purpose”; that is, a meaning behind their work. At the same time, the COVID-19 crisis has shown how long-term developments can suddenly accelerate immensely and forever transform job reality almost overnight. Anyone who wants to move confidently, happily, and be permanently successful in this increasingly complex work environment must adapt faster and →

learn more than ever before. And this is not a one-time thing; learning and re-learning, adaptation and re-adaptation must take place continuously. In fact, the entire education and training system as it exists is already being scrutinized. "The radical changes during a lifetime are now so substantial that we have to think about a second or even third professional education," says the leading German educational researcher and president of the Berlin Social Science Center (WZB), Prof. Jutta Allmendinger.

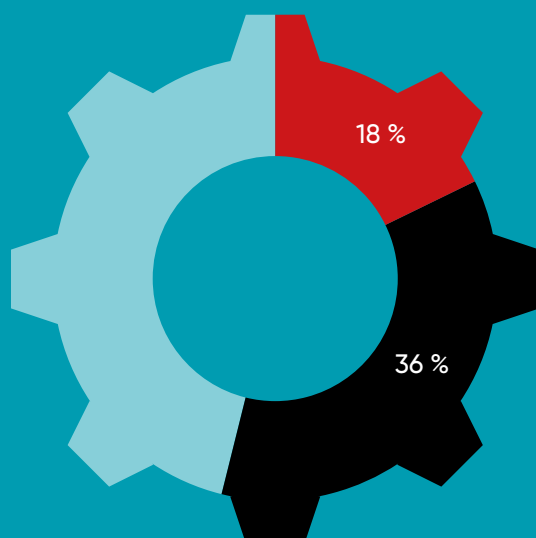
**"WE MUST THINK ABOUT A SECOND OR EVEN THIRD PROFESSIONAL EDUCATION."**

Prof. Jutta Allmendinger

## Digitization is driving structural change.

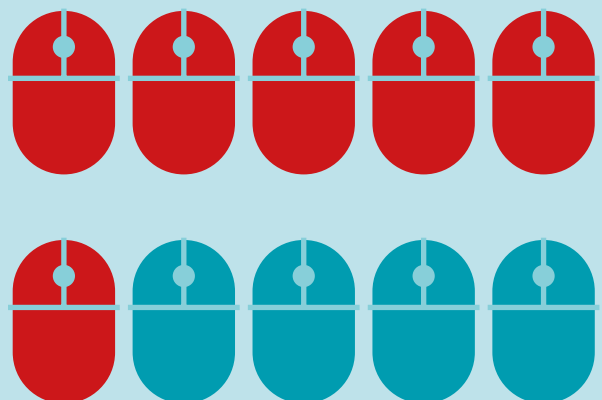
Experts agree: Classic routine activities will disappear from everyday work in the future because they will be digitized and adopted by artificial intelligence. Job roles and even entire industries will disappear. Change continues to accelerate, because ever-smarter technologies can create new products and services even faster. Take automation as an example: According to the OECD Employment Outlook 2019, 18.4 percent of jobs in Germany could disappear because of automation in the next 15 to 20 years. In addition, according to the study, almost 1 in 3 jobs is likely to change significantly due to digital technology. Jobs for people with medium qualifications are particularly affected. The study sees one of the most important problems as the fact that 60 percent of employees across the OECD lack IT skills or even basic computer experience (see graphic). →

### STRUCTURAL CHANGE IN GERMANY BY 2035



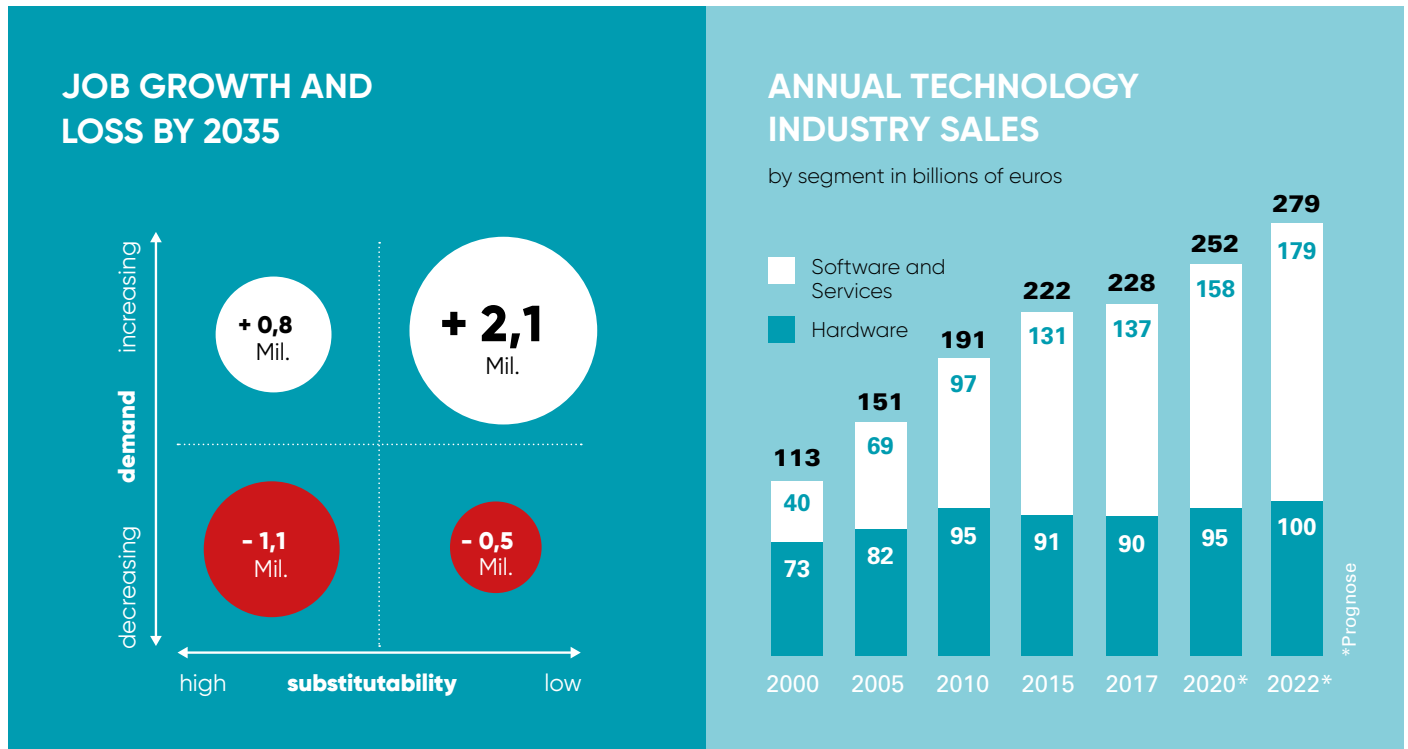
- Proportion of jobs that could be lost
- Proportion of jobs that could change significantly

### LACK OF SKILLED WORKERS ACROSS OECD COUNTRIES



**60%**

of employees lack IT skills or computer experience



## Old jobs disappear, new jobs arise

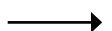
The Deloitte study "Jobs of the Future" (2020) predicts that in Germany automation could lead to the loss of 1.1 million jobs by 2035, as these jobs become less in-demand and become easier to replace. The positive news of the study: 2.1 million new jobs will be created by 2035 in places where people are irreplaceable. "The bottom line is that more jobs are created than are lost through automation," says Nicolai Andersen, Managing Partner Consulting at Deloitte. And the technology industry has been growing for some time, especially in software and services, as the Deloitte study "The German Technology Sector" (2019) shows (see graphic). "Digitization is shaping our working environment, and lifelong learning must be seen as the key to digital transformation," says Nils Britze, Head of Digital Business Processes at the Bitkom digital association.

**"LIFELONG LEARNING  
MUST BE SEEN AS  
THE KEY TO DIGITAL  
TRANSFORMATION."**

Nils Britze

## There is a lot to do, and Germany is far behind

As a leading industrial country, Germany is in a rather poor position when it comes to digital competitiveness, meaning the ability to develop, commercialize and apply innovative digital technologies. But, it is proven that digital competitiveness is the basis for future prosperity. A new study by the private business school IMD shows how far Germany is behind. According to this study, Germany ranks number 18 in the ranking of digital competitiveness. A study by Deloitte on the same topic gives an important reason for the poor ranking: the current pool of IT experts is comparatively small. In relation to the total number of employees, Germany has only a small number of IT experts.



## Skilling as the key to success

"Investing in yourself is the best investment you will ever make. Not only will it improve your life, but it will also improve the lives of everyone around you." This is the message from Canadian management consultant Robin Sharma, who also emphasizes: Lifelong learning is not just a means of remaining successful on the job. It is a way of life. This is also stated by Mohanna Azarmandi of Microsoft: "For me, digital qualification is not an end goal, but a way of life." In her role as Chief Learning Officer at Microsoft Germany, she is a keen advocate for lifelong learning (see box). →

**"INVESTING  
IN YOURSELF IS  
THE BEST  
INVESTMENT  
YOU WILL EVER  
MAKE."**

Robin Sharma

### FEATURED

Mohanna Azarmandi, Chief Learning Officer Microsoft

## LEARNING AS A PASSION

After studying psychology Mohanna Azarmandi wanted to become a profiler. "Maybe I had seen too many films," she says today. However, a job interview at Microsoft sparked her curiosity. She got the job and soon realized that her true passion is the combination of people and technology and how together, they can change the world. Today Mohanna Azarmandi is Chief Learning Officer at Microsoft Germany and a passionate advocate for a lifelong learning culture. She is convinced that learning is the most innovative and sustainable way for companies to invest in their future - and that of their employees. This is because technology is changing the world, and these changes are moving fast. To be able to keep pace in the long term, Azarmandi argues that learning time must become working time. In an atmosphere in which learning is encouraged and desired, employees can contribute their individual interests and personal experiences and develop them into qualifications from which the company benefits. **"TOMORROW'S LABOR MARKET WILL BE ABOUT JOBS AND SKILLS THAT DON'T EVEN EXIST TODAY," she says.** Only those who get the chance to learn and constantly broaden their own horizons can adapt to new situations and keep pace with the future. And that, Azarmandi believes, should be recognized by companies.





**“COMPANIES NEED TO ENCOURAGE THEIR EMPLOYEES TO EMBRACE LIFELONG LEARNING.”**

Prof. Dr. Friedrich Hubert Esser

## Do not lose the ability to learn!

Continuing education is a necessity for modern companies to keep up with digitization. The emphasis is on “continuing” because IT knowledge in particular is constantly being refined, updated, and expanded. Therefore, the President of the Federal Institute for Vocational Education and Training, Prof. Dr. Friedrich Hubert Esser, emphasizes the importance of the basic competence of learning itself. “In addition to flexibility, creativity, communication, teamwork skills and understanding of processes or systems, the ability to learn is more and more important because what has been learned becomes obsolete quickly over time due to ongoing structural change and may even become completely irrelevant.” This is where companies need to play a central role. According to Esser, they must continue to encourage and motivate their employees to embrace lifelong learning. If a company wants to ensure a staff development climate that is well-received, providing a transparent and flexible professional development offering is the key.

## Knowledge becomes obsolete faster and faster, but people stay young longer

The British psychologist Lynda Gratton has found another answer to the question of why one should learn for life: people are getting older, phases of life are shifting, and those who learn for life will remain mentally young longer and will live a richer life, even if they are no longer part of the standard working environment. Gratton, a professor from the London Business School and author of the book “The New Long Life: A Framework for Flourishing in a Changing World” also emphasizes the key role of companies in this regard and praises Microsoft’s 2020 global initiative to help 25 million people to acquire digital skills. “Billions of people need better, better-paid and more mobile jobs. Businesses can play a critical role by looking beyond their own boundaries and current employees and support our society in this matter” says Gratton. ■

**“THOSE WHO EMBRACE LIFELONG LEARNING WILL STAY MENTALLY YOUNGER AND LIVE A RICHER LIFE.”**

Lynda Gratton

# What can companies do?

↳ If companies want to assert themselves and be globally competitive, it is important for them to take an active role in shaping the framework for this new work environment. Here, one of the most important levers that companies have is continuous education for employees. Why? Because digitization is also an attitude and not just a technology. Understanding, adapting, and productively introducing new technologies into the company is a management task of the highest priority. And investments in the skills of employees do pay off. A current Microsoft study on the topic of artificial intelligence has found: Companies with AI projects are most successful when the qualification of their own employees is as important as investing in intelligent technologies. This also includes creating a learning culture that supports these qualification measures.

## The right services to support lifelong learning

In addition to a positive learning culture, tailor-made and flexible qualification offerings are also a crucial factor in motivating people to sign up for lifelong learning. "Learning offerings have to fit into everyday work in a natural way, for example as learning nuggets that can be consumed in between other tasks," says Torsten Poels, CEO of Fast Lane. Easy-to-use booking systems help to consume the right training at the right time. A large variety of learning solutions from the very simple up to the interactive learning platform Fast Lane LIVE help to tailor offers for every company. "Lifelong learning shouldn't feel like a foreign body," says Poels, pointing out one of the key attributes of Fast Lane's successful solutions. ■

### STATEMENT

## FAST LANE SETS NEW QUALITY STANDARDS FOR ONLINE LEARNING WORLDWIDE

**With offices and partners in 60 countries, Fast Lane brings many years of global expertise to the table. And thanks to constant quality control, the company can develop diverse, flexible and seamlessly integrable offers, says Fast Lane CEO TORSTEN POELS.**

*"We support our customers on a digital learning journey, the goal of which is determined by every company individually. It is our job to provide all learners with the best possible experience and the best possible result. To do this, we combine the latest content with the best learning methods. The range of our solutions shows that we bring immense experience to this task. Furthermore, all services are evaluated continuously. Finally, we can boost companies' achievements with a broad range of additional services, for example assessments, live online coaching, online labs, practice tests and exam vouchers for certification."*



## Mastering the challenges of digitization

To develop the digital know-how, which is crucial in today's competitive environment, Fast Lane offers sustainable solutions that meet the dynamic requirements of digitization. .

### DIGITAL LEARNING SOLUTIONS Continuous learning, scalable worldwide



#### • HYBRID PROGRAMS / MANAGED PROGRAMS

We develop tailor-made, target-audience-optimized learning programs supporting scalable qualification solutions using virtual classroom training, e-learning, learning labs and much more.

#### • CONTENT DEVELOPMENT

We use agile methods for the development of different types of learning solutions such as lab activities, e-learning, microlearning, materials for instructor-led training, assessments, or webinars.

#### • LEARNING PLATFORMS

As an experienced specialist in digital learning platforms, we enable scalable learning concepts to support learning anywhere, anytime, on any device.

**FAST LANE LIVE** is our own B2B learning platform featuring a comprehensive e-learning catalog, adaptable to your requirements.

[www.fastlane.live](http://www.fastlane.live)



### GLOBAL SOLUTIONS, IMPLEMENTED SMOOTHLY

Fast Lane is an integral partner to help drive our worldwide Azure cloud learning initiatives successfully. We are specifically impressed with Fast Lane's competent staff and the quality of the training and support which has been provided. Any issue or request raised has been given exceptional attention in a timely manner. The global booking processes also run very smoothly via a customized booking portal, which Fast Lane implemented exactly according to our requirements within a very short time. "

JR van Groningen, Director Multi-Cloud Competence Center, Global Cloud Services, SAP

## MANAGED TRAINING SERVICES

### All qualification measures from a single source



Our Managed Training Services (MTS) offer a **complete solution for your human resources development**.

You receive all your training measures in a **cost-optimized, transparent, and reliable** manner from a single source. If required, we can provide you with an individually tailored **customer portal with its own training catalogue**. Our services include contract management, the individual analysis of qualification requirements, the development and implementation of learning paths for various job roles, the supervision and administration of certification projects, participant management, curriculum development, quality management, reporting and more.

[www.fastlane.net/services/learning-services/mts.html](http://www.fastlane.net/services/learning-services/mts.html)

### ALL COSTS AT A GLANCE, AT ALL TIMES

“ At Fast Lane we receive all training from a single source and have a competent partner for all our qualification activities and questions. Fast Lane has developed a customized booking portal according to our requirements, which is used by all authorized employees to book their qualification measures - regardless of whether it is classroom training, virtual live online training, hybrid offers or e-learning. Thanks to detailed reporting, we now have an overview of our training initiatives including all costs at all times. The professional cooperation with Fast Lane and the high quality of the training courses really leaves nothing left to be desired! ”

Anna-Lena Scherber, Manager Project Coordination Central Services, CANCOM GmbH

### VALUE-ADDED SERVICES



In addition to the training content, we offer many other services that ensure learning success. This includes, for example, access to online labs, preparation for certification exams, advice, mentoring and coaching, the combination of different learning methods (blended / hybrid learning), and company-specific adaptation of training content or reporting functions according to your requirements.

### IMPRESSIVE RESPONSE TIMES

“ Together with Fast Lane, we have been implementing our skilling initiatives very successfully for several years. The complete Fast Lane training portfolio in the DACH region is seamlessly integrated into our Saba cloud portal. We are particularly impressed by the always flexible and extremely fast responses of the Fast Lane team, be it during the planning phase of our portal or after implementation. Our contractually regulated short response times are usually well undercut. ”

Ulf Schenkel, Talent & Learning CE,  
Fujitsu Technology Solutions GmbH



## FAST LANE ACADEMY Addressing the global talent gap



Our special setup as a **consulting and education company** enables us to guide companies along their digital journey while at the same time to provide the required experts to do the work. Our talent programs which include our **Microsoft Talent Program** offer a unique solution to **address the talent gap** and because of the increasing demand we have combined them into the Fast Lane Academy. With our proven methodology, we identify and select suitable candidates and train them to **become highly qualified and certified specialists in just a few months**. Through active coaching and mentoring, our candidates are prepared to supervise complex customer projects immediately after their training and to **advance digitization in companies**.

[www.flane.de/en/talentprograms](http://www.flane.de/en/talentprograms)

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## Are you facing the challenge of qualifying your workforce for digitization? Or the challenge of attracting new specialists?

We would be happy to make an appointment and advise you individually on our learning solutions and services.

### IMPRINT

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