

Developing People

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When thinking about developing people, there are three C's that should be considered: customise; connect; and coach. Today's environment is very different to the past. There is more information and it is much more accessible than ever before. This means that we live in a world of clutter and we need to find ways to manage that and stand out from the crowd. People are central – people are the ones with ideas.

If you are concerned with learning and development you need to understand your customers and offer them compelling ideas. From the corporate perspective, renewal and profit are important. This makes it important to convince organisations why they should buy in to learning and development, and then they will ask about the "how". It is important to speak the language of the client and not the "trainer's" or the "learner's". The main idea for customisation is thinking about participants first and *then*, content.

Adults learn through connecting with each other, be it face-to-face or online. Whatever the learning solution is, it needs to encourage collaboration, connection and creativity, with a place where the learners can deposit what they have done so it can be revisited when they need it. All learning platforms need to be well integrated and seamless.

The final C – coaching is about having a workplace coach who can help "just in time". A coach is someone who can be a "mirror" when an employee returns to the workplace after learning. A coach needs to be properly equipped with the knowledge, skills and mindset, with a need of certification for consideration.

In summary, please customise. It's about them not you. Please connect. Use all the technologies you have. And please ensure that a workplace coach is there to help on a day-to-day basis.