



Met deze 5 stappen verhoog je als L&D'er je meerwaarde

Ster Hutten

26 januari 2023

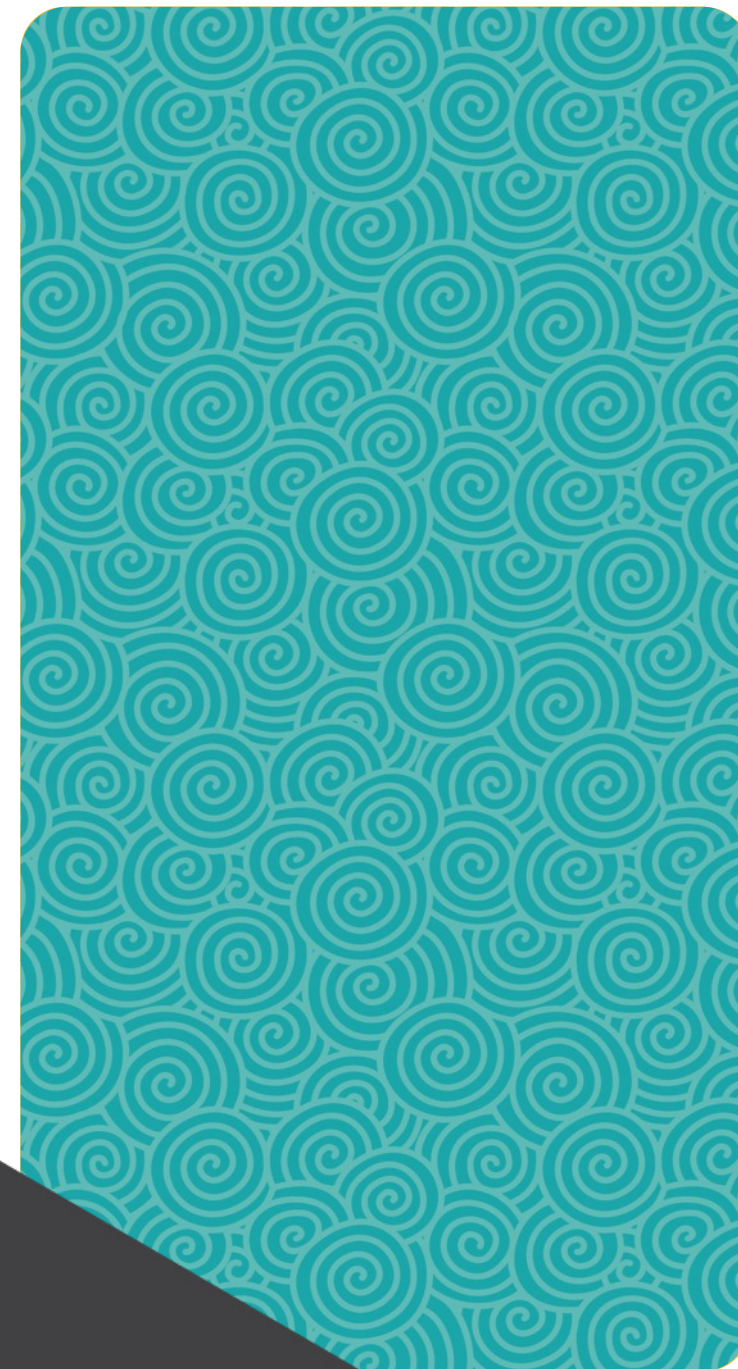
Learn



Perform



Engage

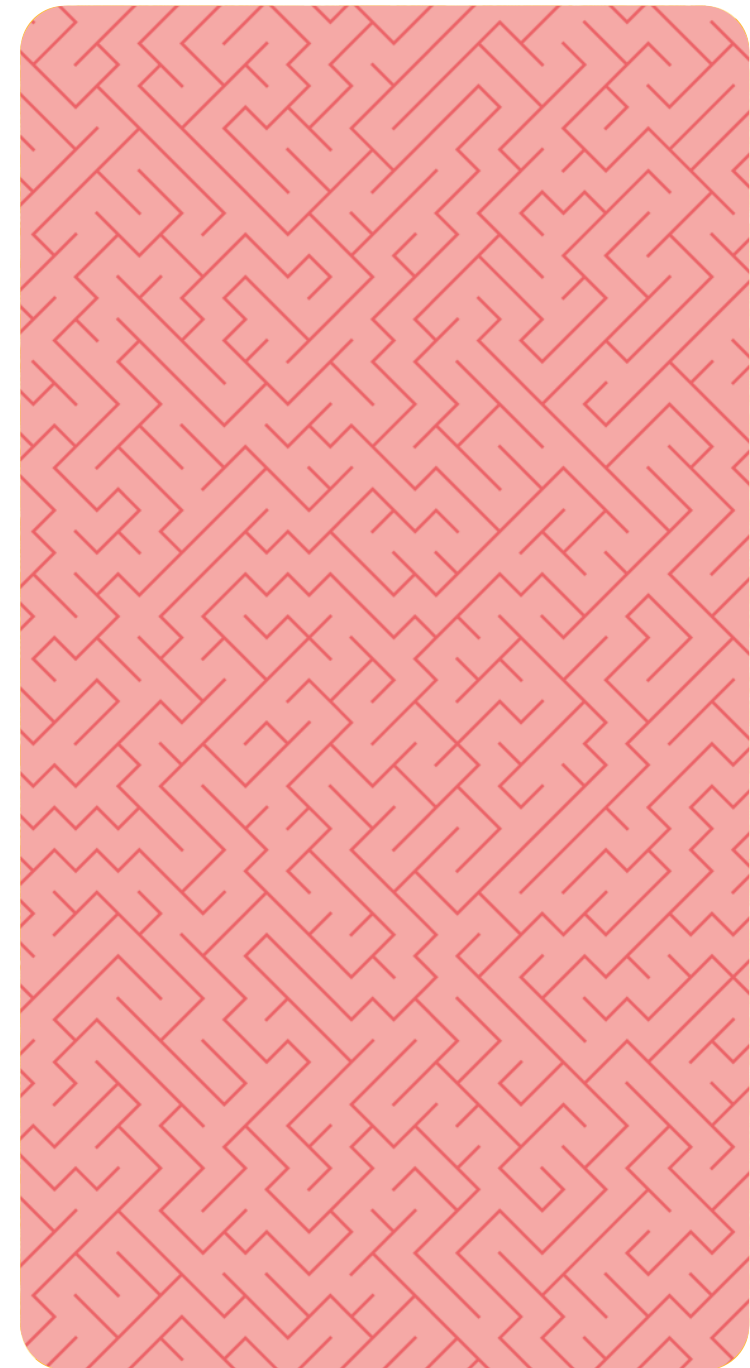




Impact

Welke situatie komt jou het meest bekend voor?

- A** De business vraagt: “Kun je deze informatie in een e-learning /workshop /game omzetten?”
- B** De business vraagt: “Kun je deze informatie in een e-learning /workshop /game omzetten?” L&D vraagt: welk probleem wil je hiermee oplossen?
- C** De business vraagt: “We hebben een probleem/uitdaging. Kun je helpen?”
- D** L&D geeft aan: “Ik zie een probleem/uitdaging. Ik zal je helpen!”





Action Mapping

Cathy Moore

The background is a solid pink color with a repeating pattern of small, light pink target icons. Each target consists of three concentric circles with an arrow pointing towards the center. The targets are arranged in a grid-like pattern across the entire background.

1

Wat is je doel?

Wat is het businessdoel?

Business vraag

Leervraag



Financieel

Hoe houden we een financieel gezonde organisatie?



Processen

In welke processen moeten we uitblinken?



Klant

Welke klantbehoeften moeten we vervullen?



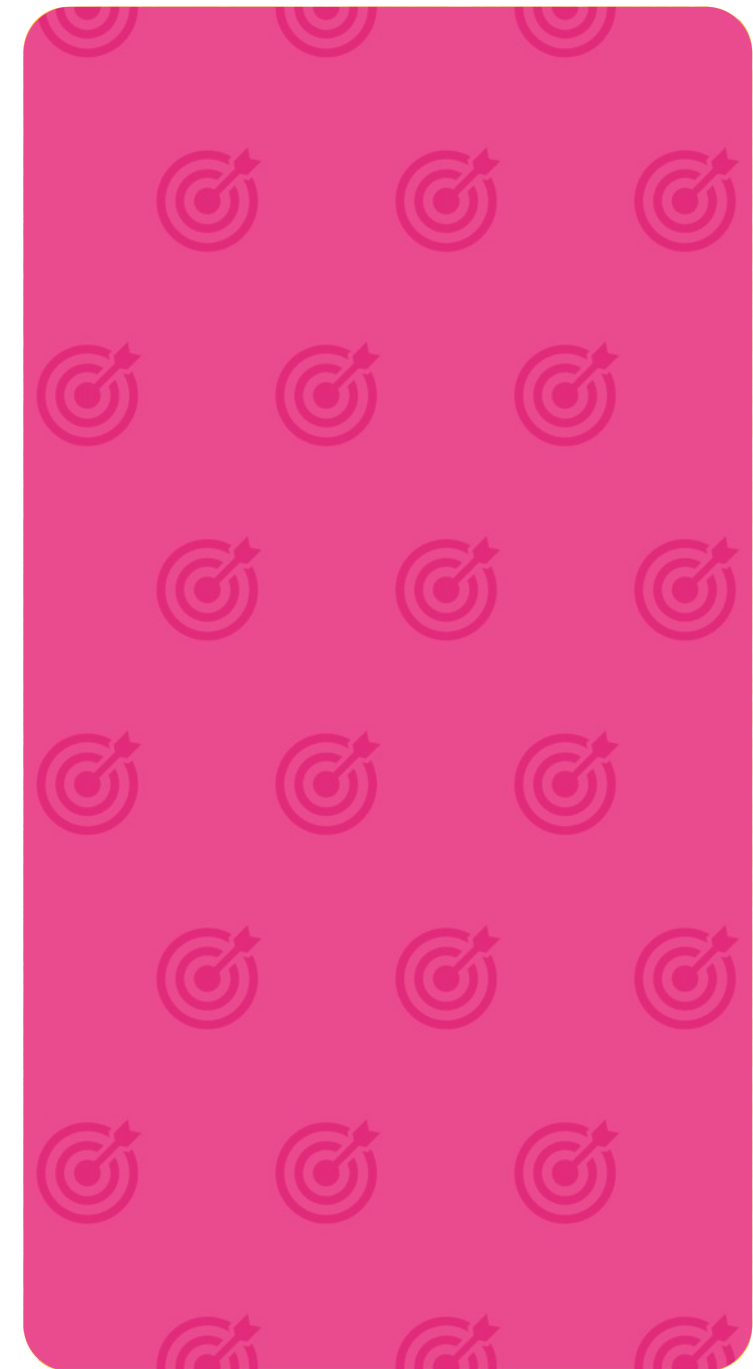
Leren & groeien

Wat moeten we leren om uit te blinken?

Specificeer je doel

Een businessdoel neemt toe/af met x % per x datum.

- Het aantal meldingen van een datalek neemt toe met 20% per Q4.
- Het aantal vragen dat gesteld wordt aan de afdeling inkoop neemt af met 10% in 2023.
- **Het aantal infecties neemt af met 15% per januari 2023.**



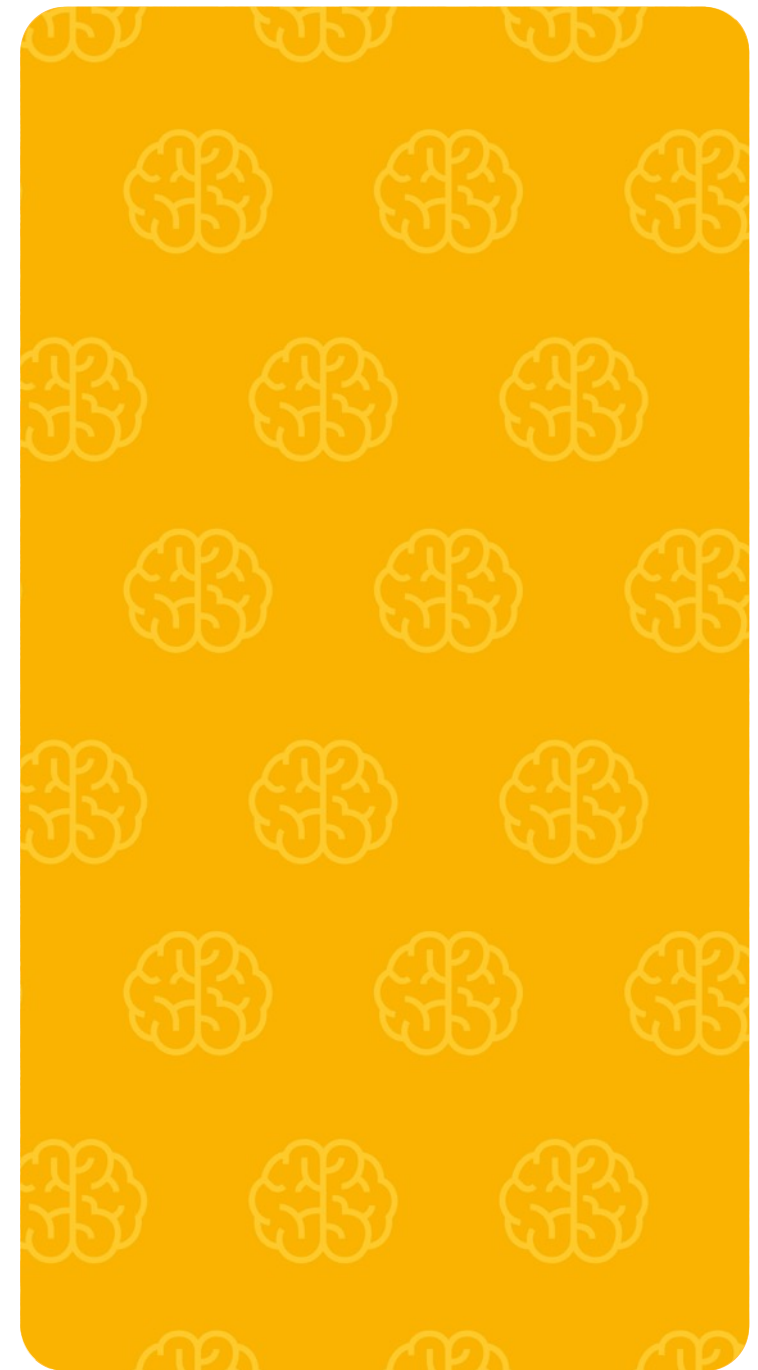


2

**Wat moeten de
medewerkers doen?**



LEARN VERSUS PERFORM





De medewerker

- Weet hoe hij/zij veilig omgaat met informatie op kantoor, onderweg en thuis



De medewerker

- Vergrendelt het scherm wanneer hij/zij wegloopt
- Meldt incidenten
- Ruimt documenten met gevoelige informatie op

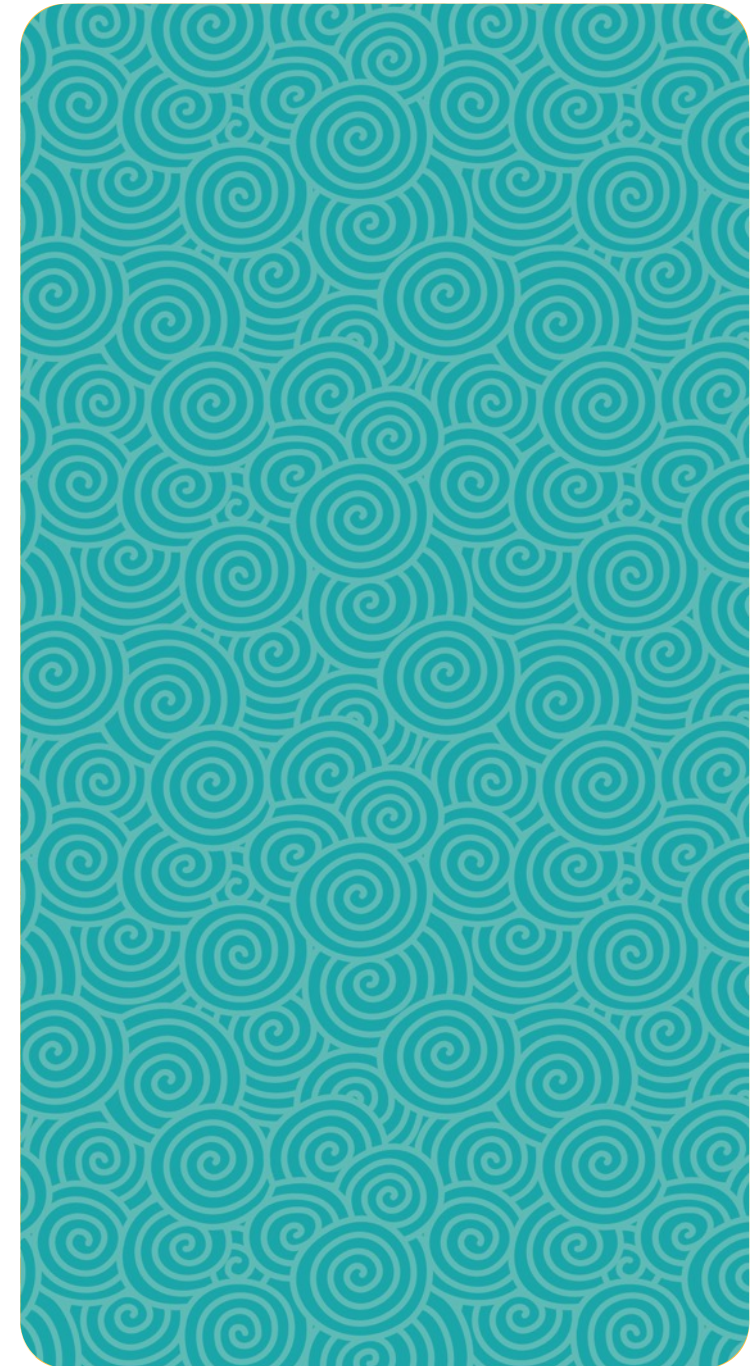




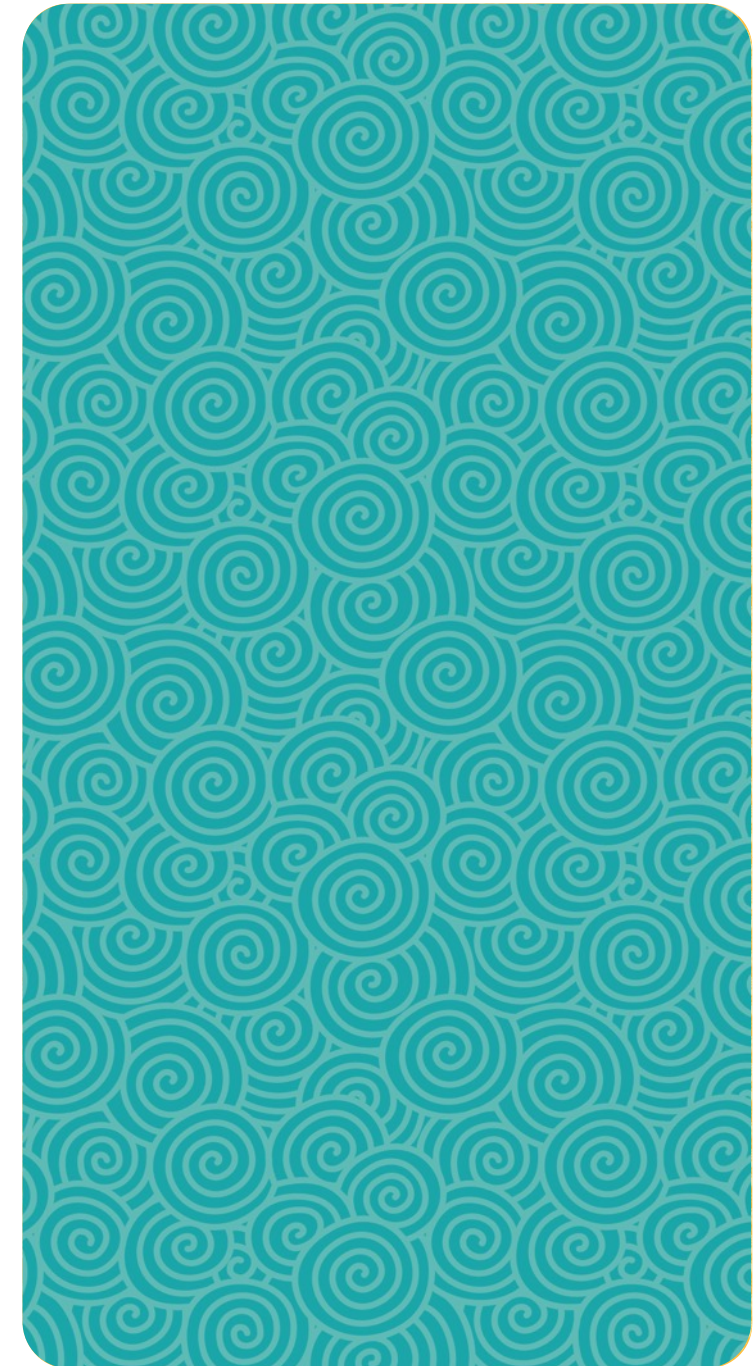
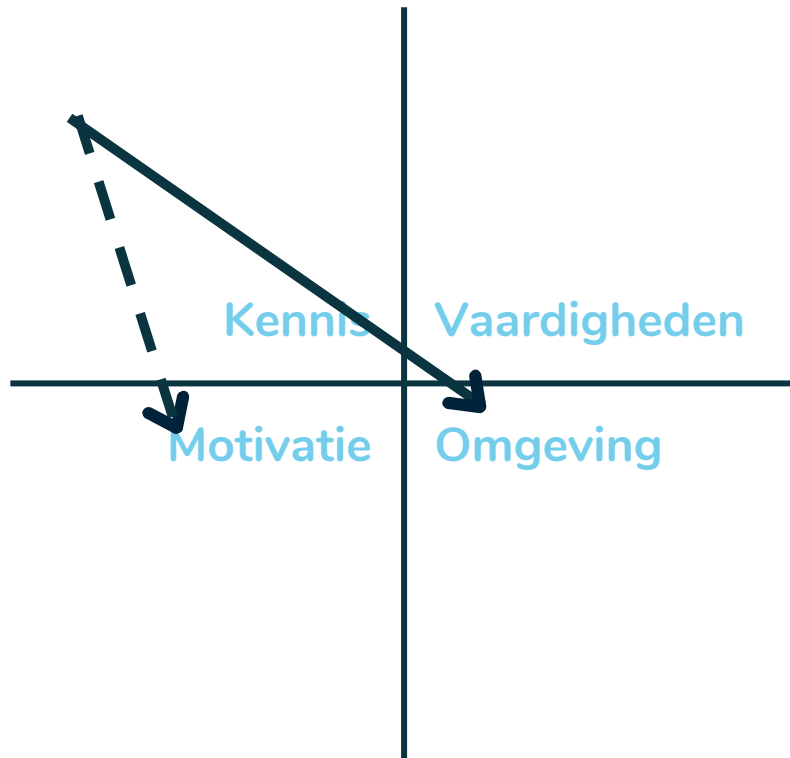
3

**Waarom doen de medewerkers
dat nu (nog) niet?**

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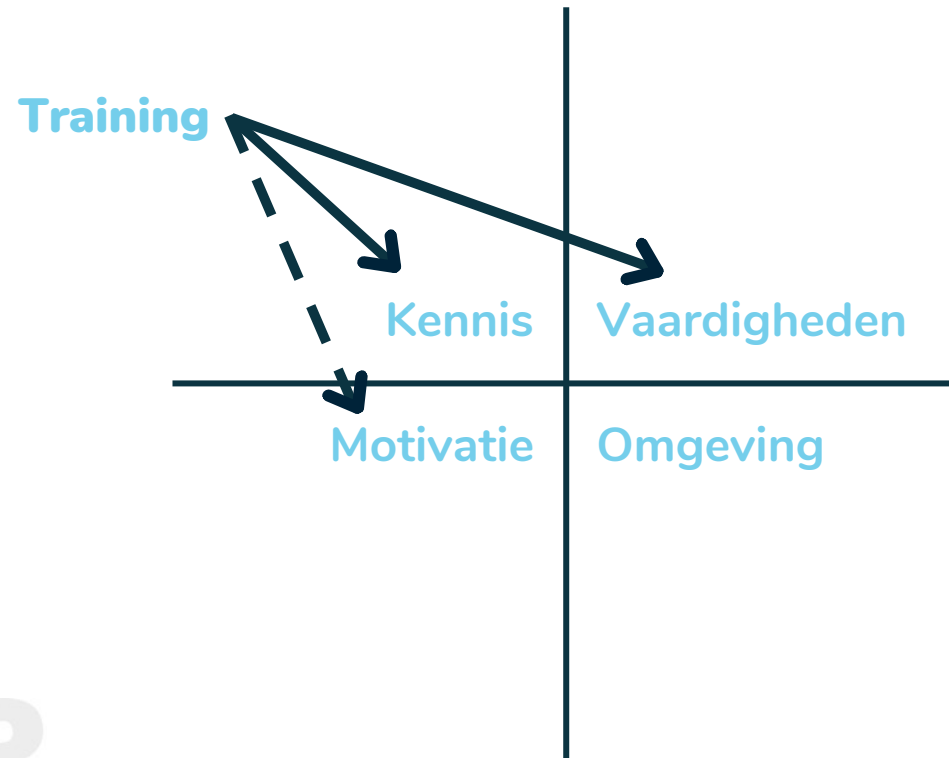


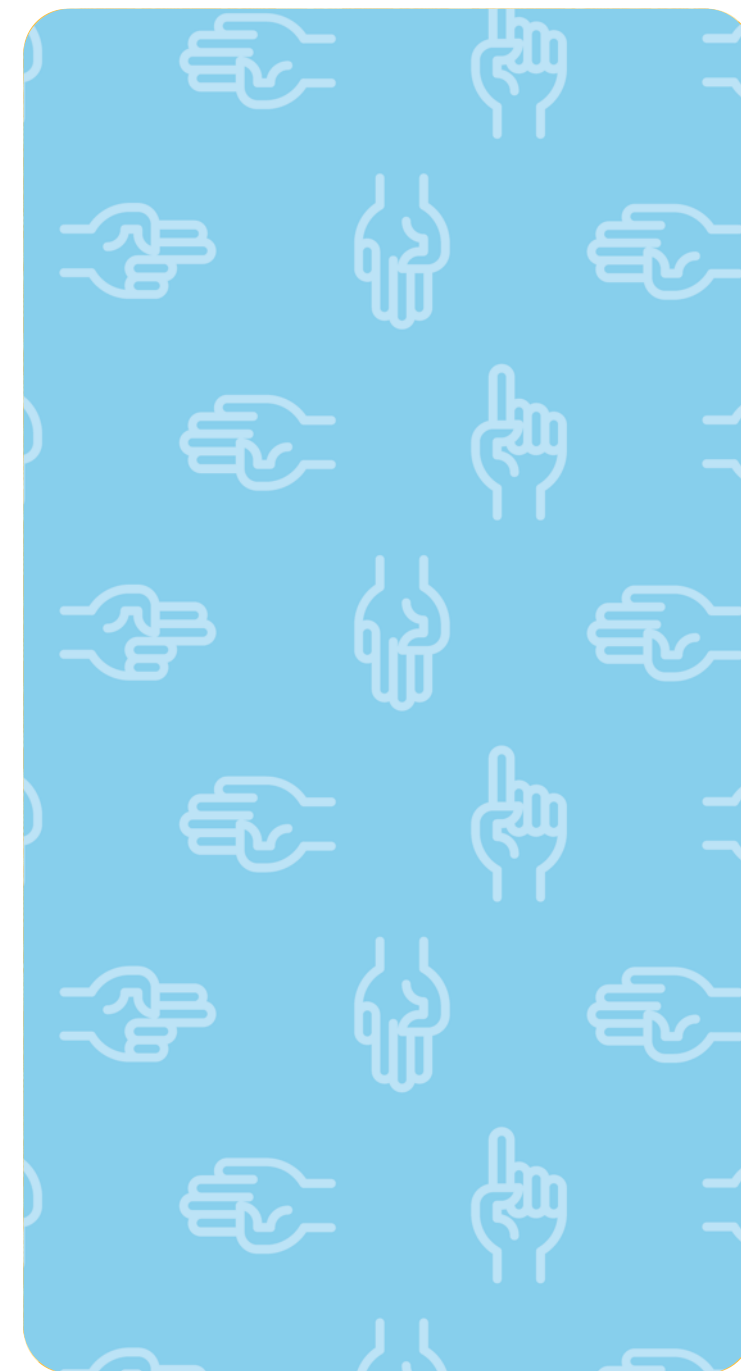
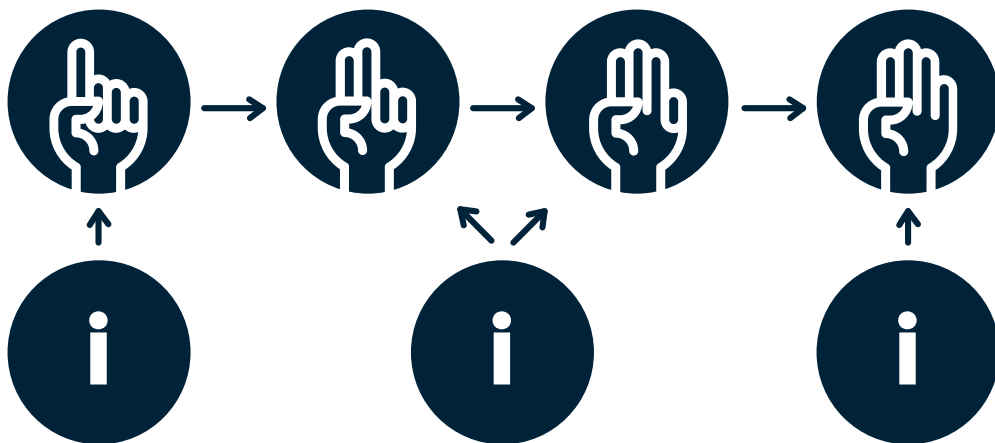
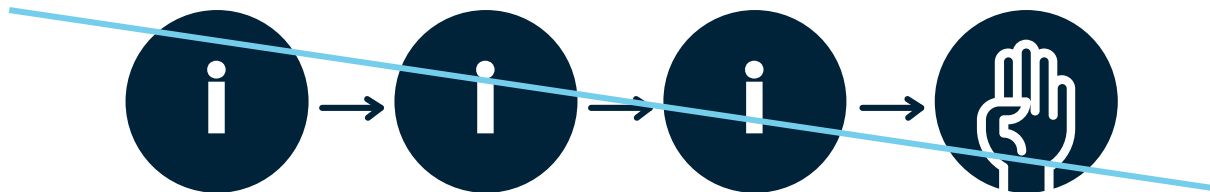


4

**Hoe veranderen we
dat gedrag?**

Waarom doen de medewerkers dat nu (nog) niet?





Scenario Based Learning



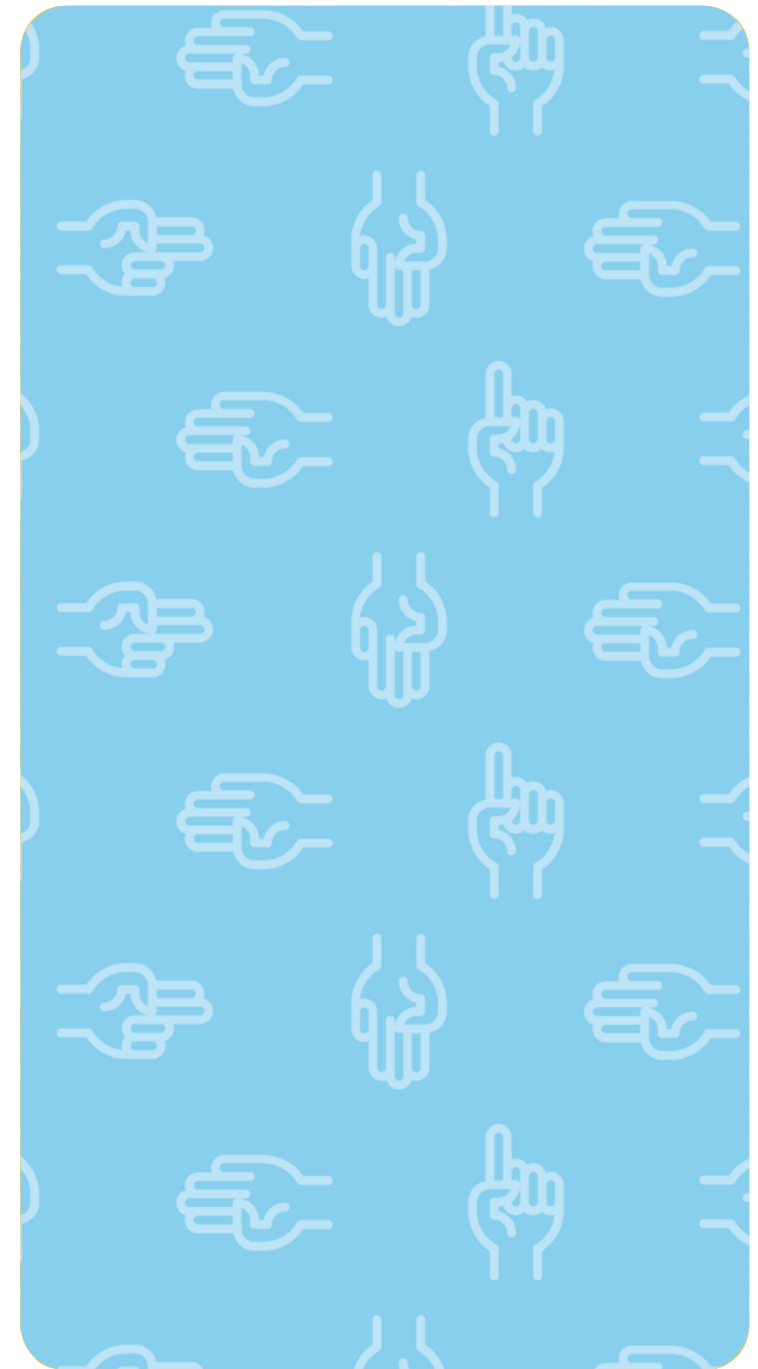
Elke actie is
een beslissing



Fouten maken
mag



Oefenen met het
maken van deze
beslissingen in
een veilige situatie



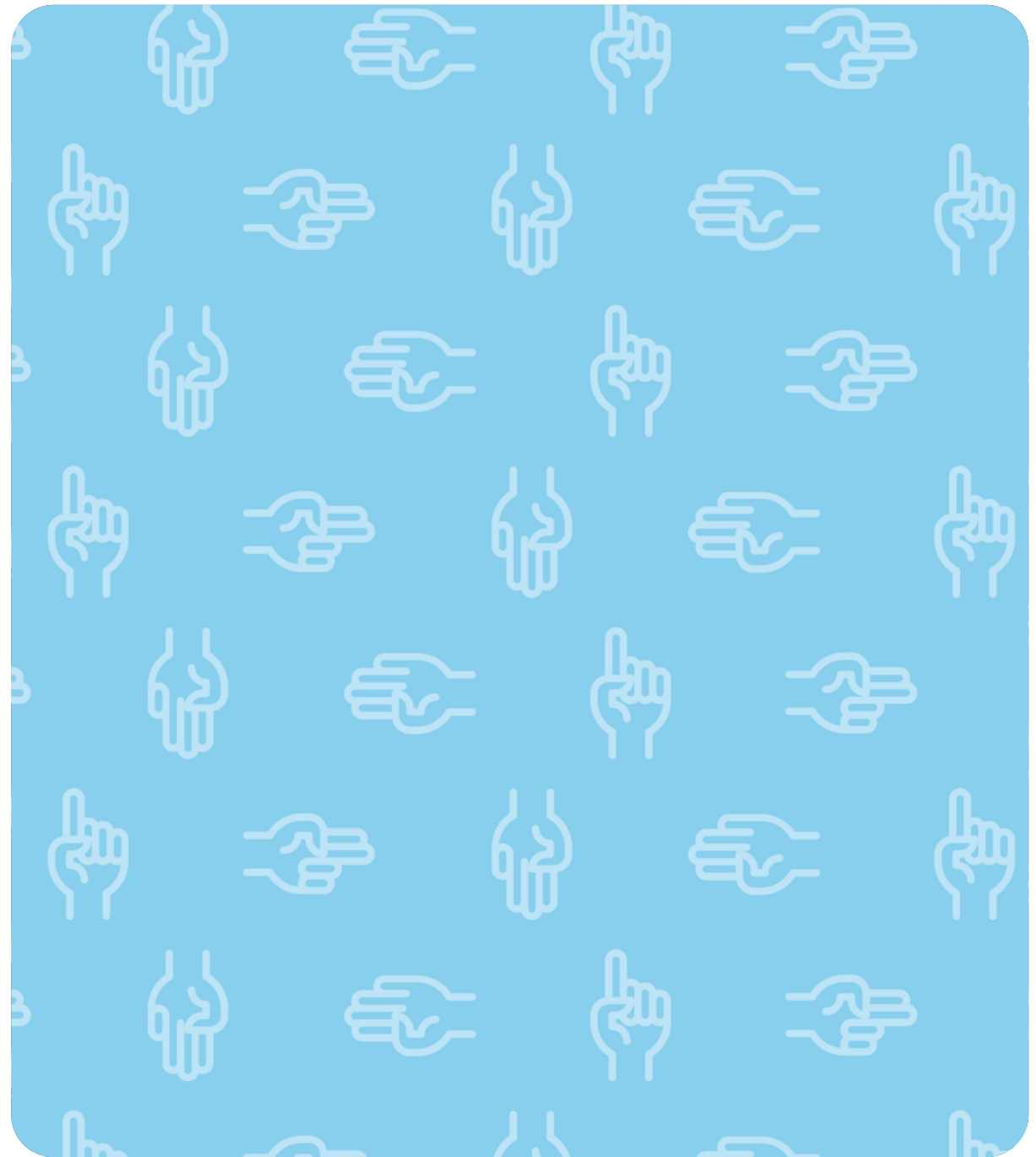
SHOW don't tell



Gebruik quotes



Maak het visueel

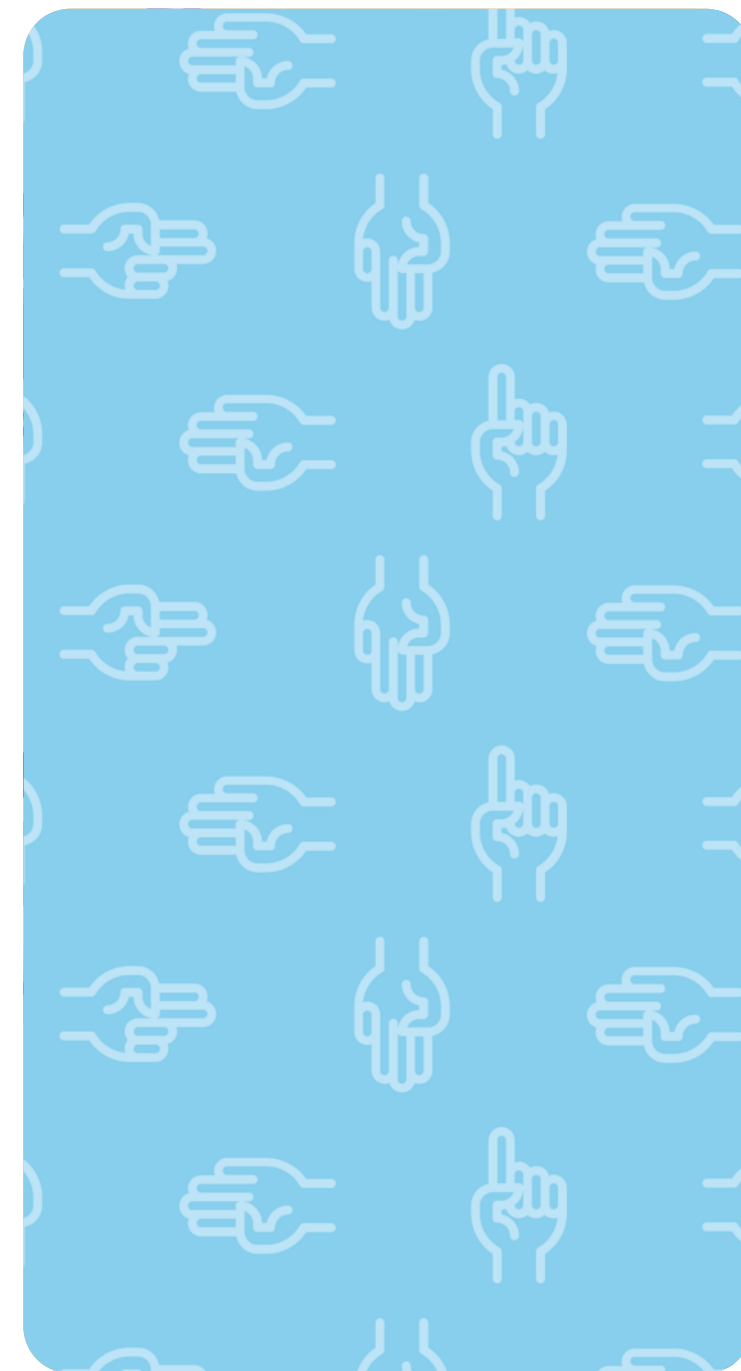


Scenario Based Learning

Een klant geeft aan dat hij de pizza met salami die hij gisteren kocht veel te zout vond. Hoe reageer je?

- A** Je geeft het advies om de volgende keer een andere pizza te kiezen.
- B** Je vraagt of de klant de verpakking nog heeft, zodat je kunt zien om welk product het precies gaat.
- C** Je biedt de klant een nieuwe pizza naar keuze aan.

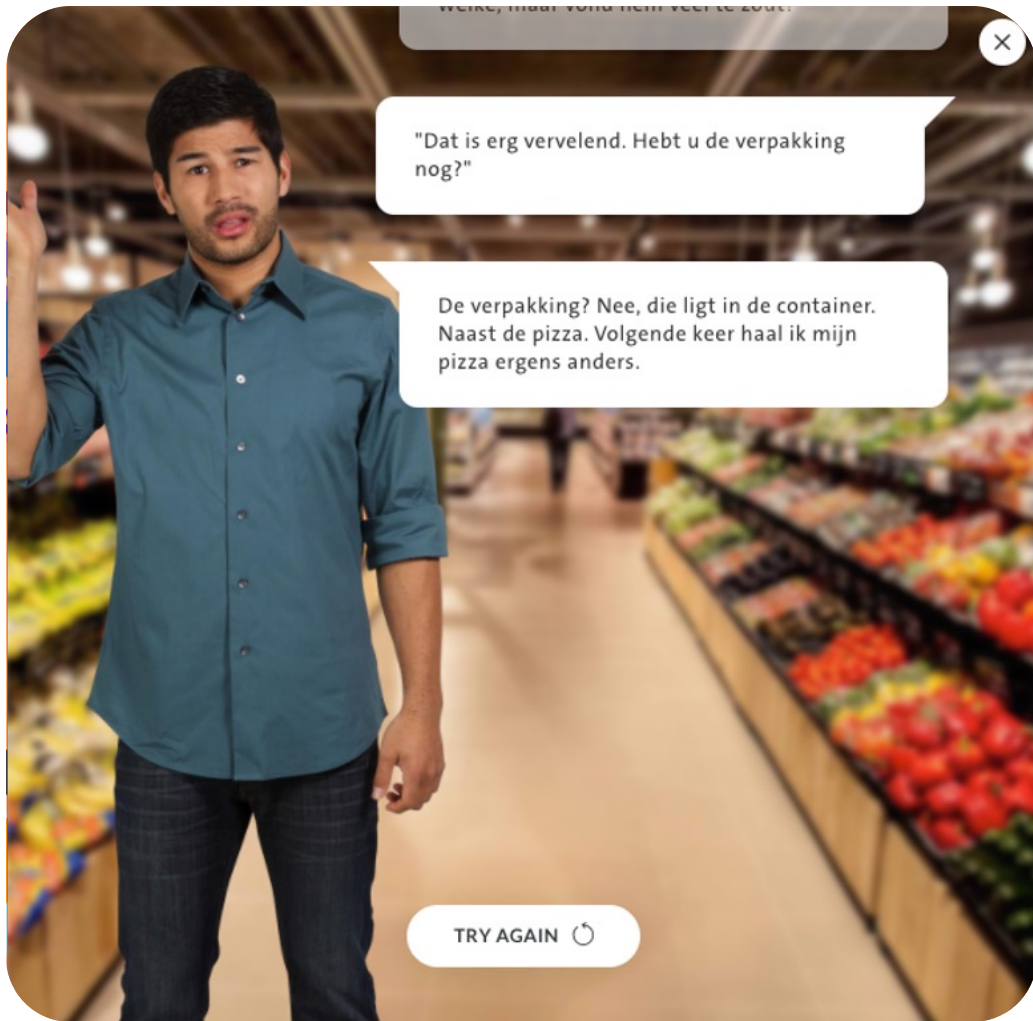


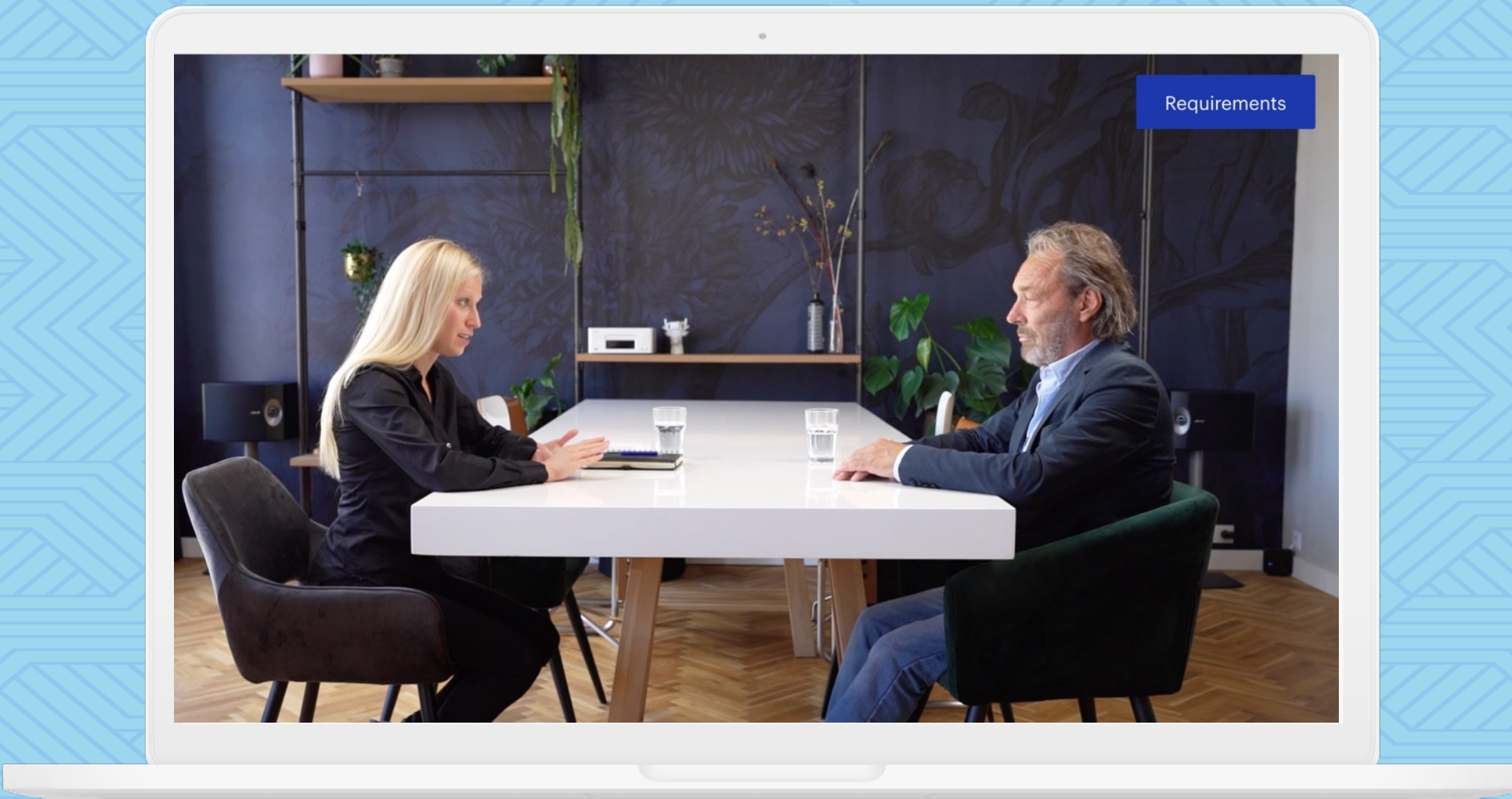


Feedback

Dat is niet goed. Een ontevreden klant wil direct geholpen worden, en niet eerst thuis de verpakking op moeten halen.







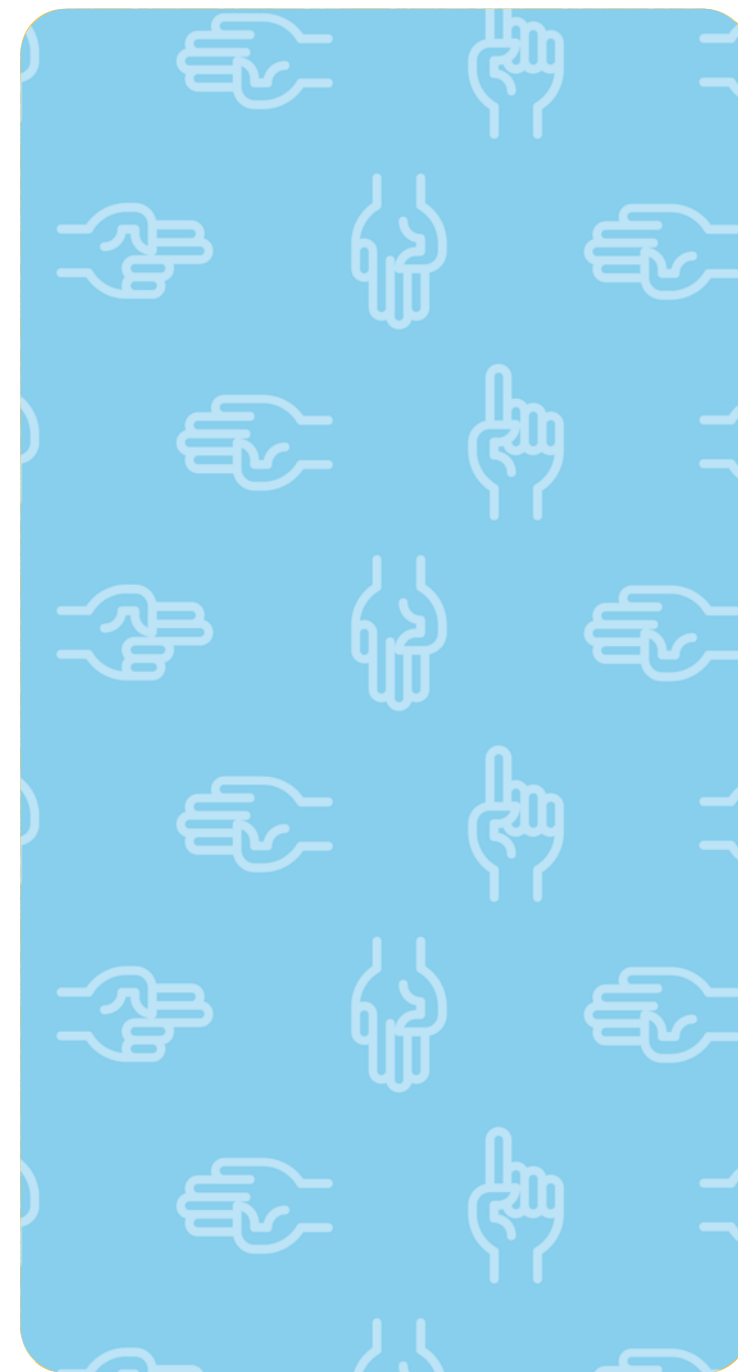
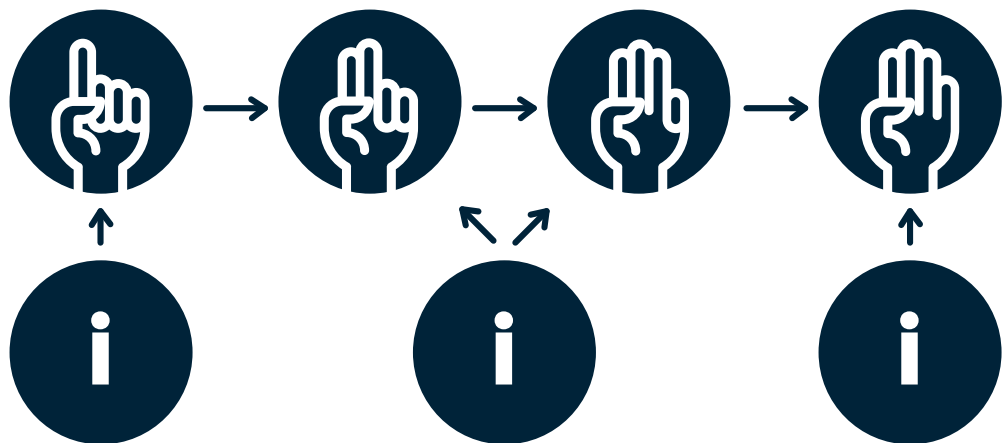
Requirements

What are you gonna do?

Marc has presented his offer, which initially seems to be within your budget. But you can always get more. What is your first step?

I immediately make a strong counterbid.

I do not immediately make a counterbid, but first clarify my must-haves.





5

**Welke minimale
informatie hebben ze
nodig?**

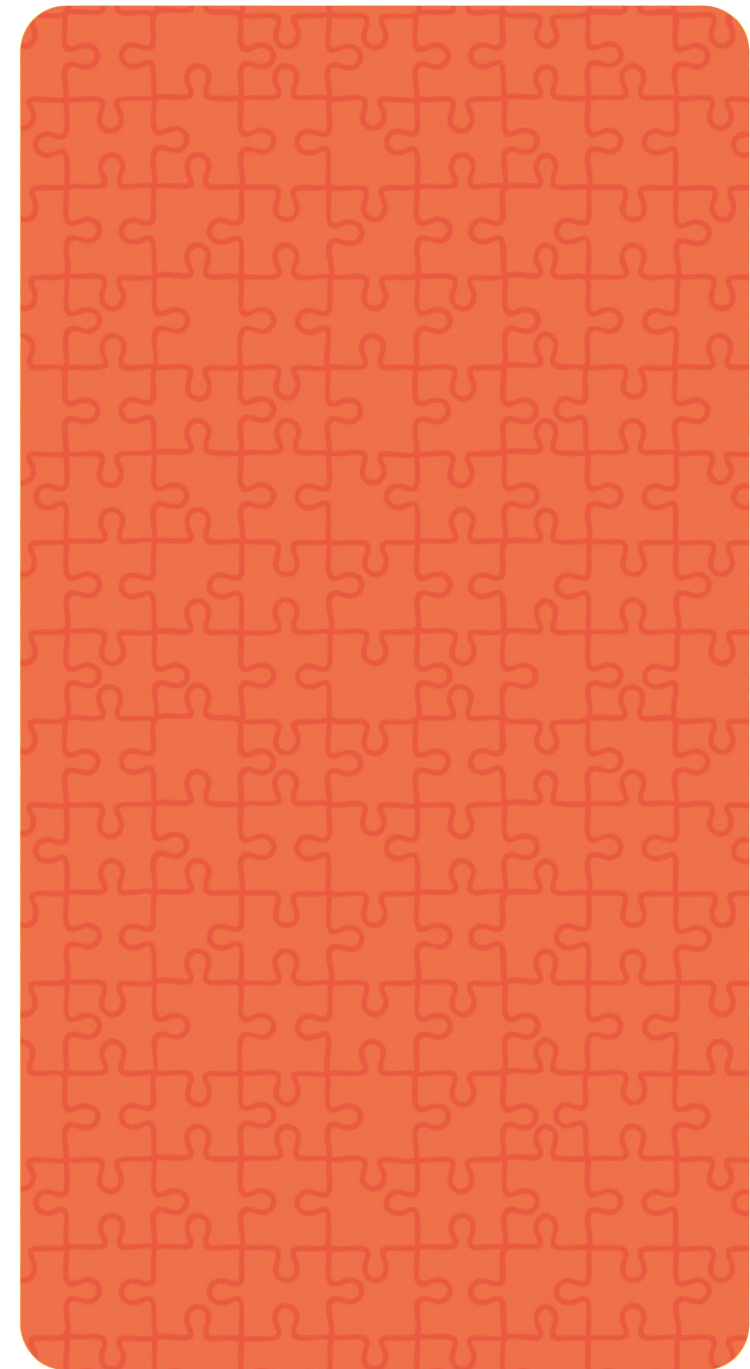


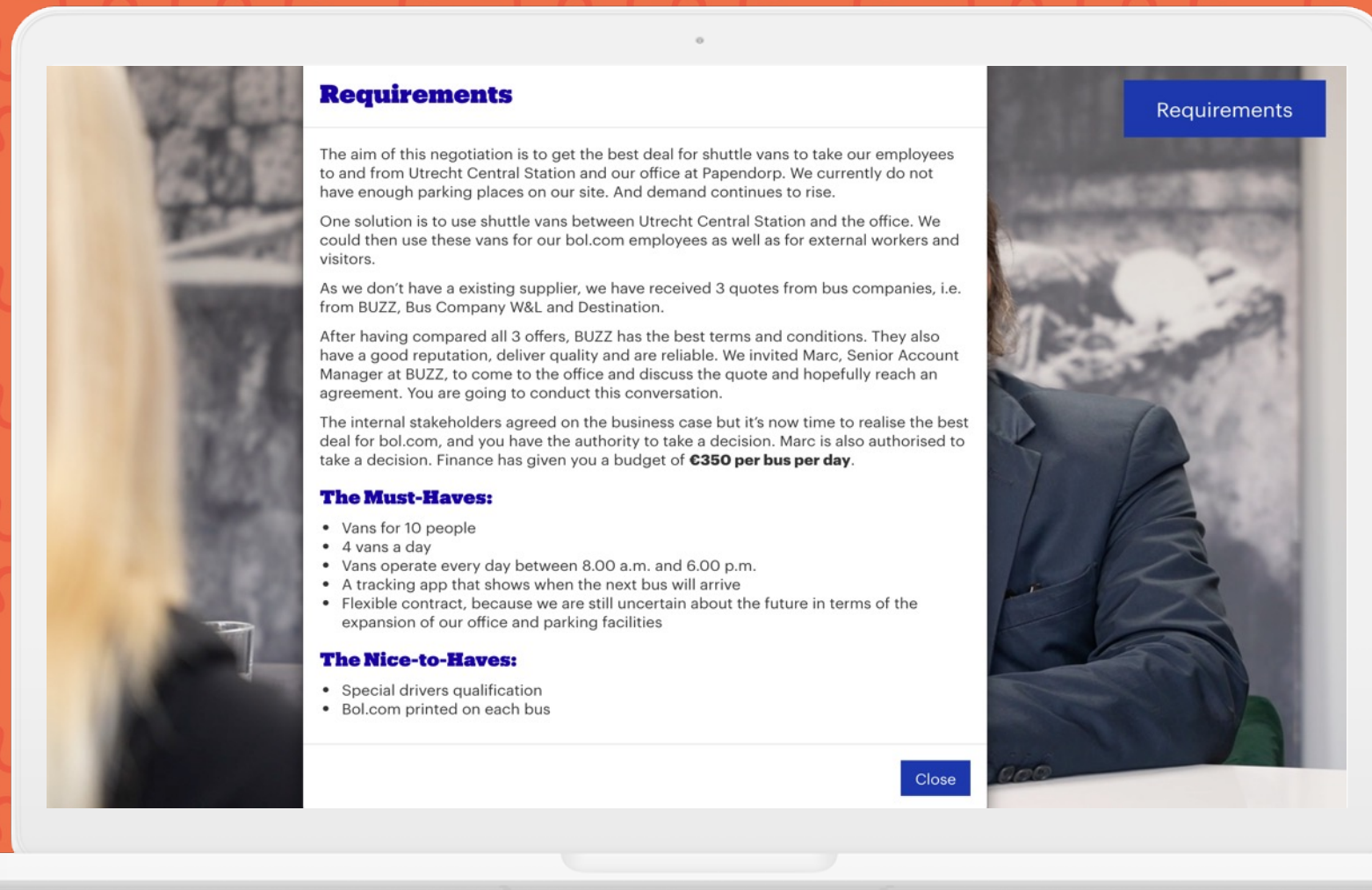
Performance
support

of



Long term
memory





Requirements

The aim of this negotiation is to get the best deal for shuttle vans to take our employees to and from Utrecht Central Station and our office at Papendorp. We currently do not have enough parking places on our site. And demand continues to rise.

One solution is to use shuttle vans between Utrecht Central Station and the office. We could then use these vans for our bol.com employees as well as for external workers and visitors.

As we don't have a existing supplier, we have received 3 quotes from bus companies, i.e. from BUZZ, Bus Company W&L and Destination.

After having compared all 3 offers, BUZZ has the best terms and conditions. They also have a good reputation, deliver quality and are reliable. We invited Marc, Senior Account Manager at BUZZ, to come to the office and discuss the quote and hopefully reach an agreement. You are going to conduct this conversation.

The internal stakeholders agreed on the business case but it's now time to realise the best deal for bol.com, and you have the authority to take a decision. Marc is also authorised to take a decision. Finance has given you a budget of **€350 per bus per day**.

The Must-Haves:

- Vans for 10 people
- 4 vans a day
- Vans operate every day between 8.00 a.m. and 6.00 p.m.
- A tracking app that shows when the next bus will arrive
- Flexible contract, because we are still uncertain about the future in terms of the expansion of our office and parking facilities

The Nice-to-Haves:

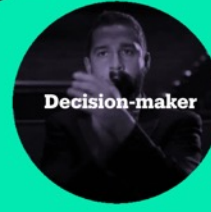
- Special drivers qualification
- Bol.com printed on each bus

Close

Requirements

What is their role?

Here you can see the most important departments and people who can play an important role in the buying process at bol.com. Click on each stakeholder for a summary of their role.



Next

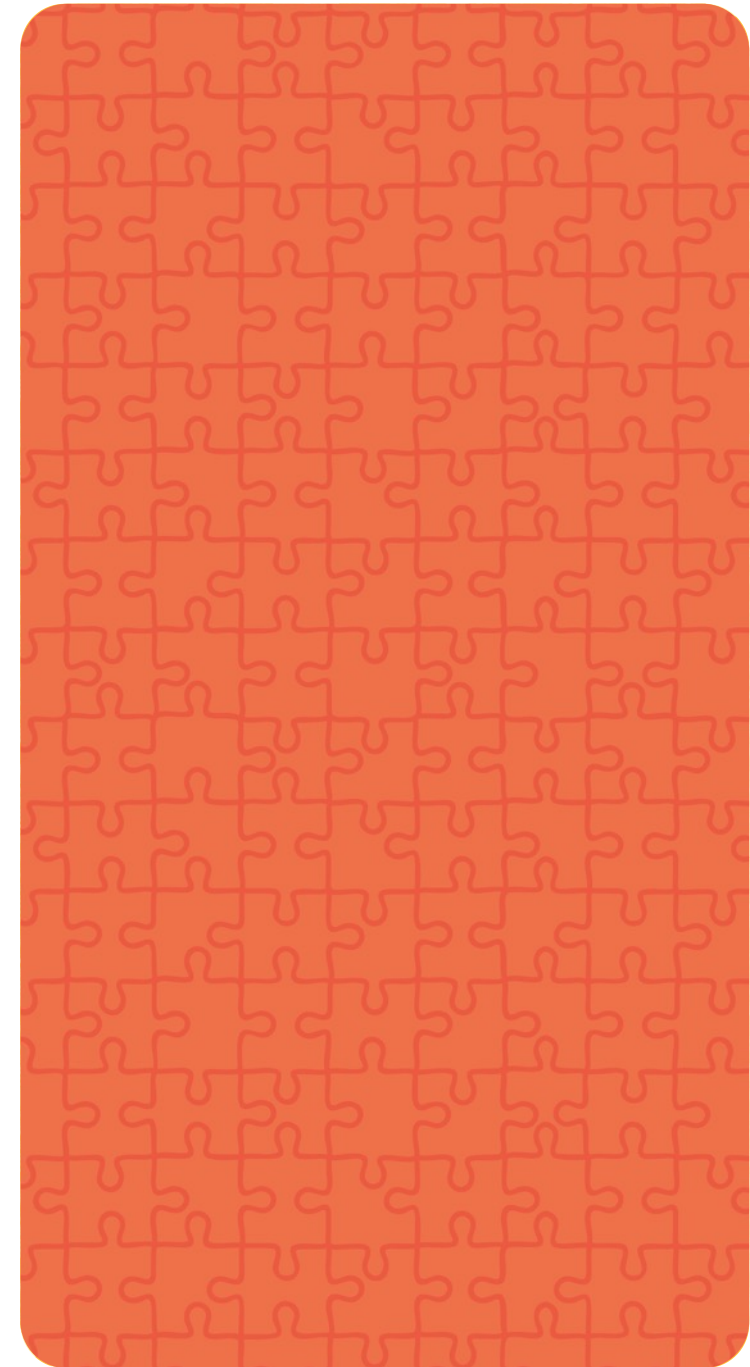


Performance
support

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memory



Pak je dit op of zet je het door?

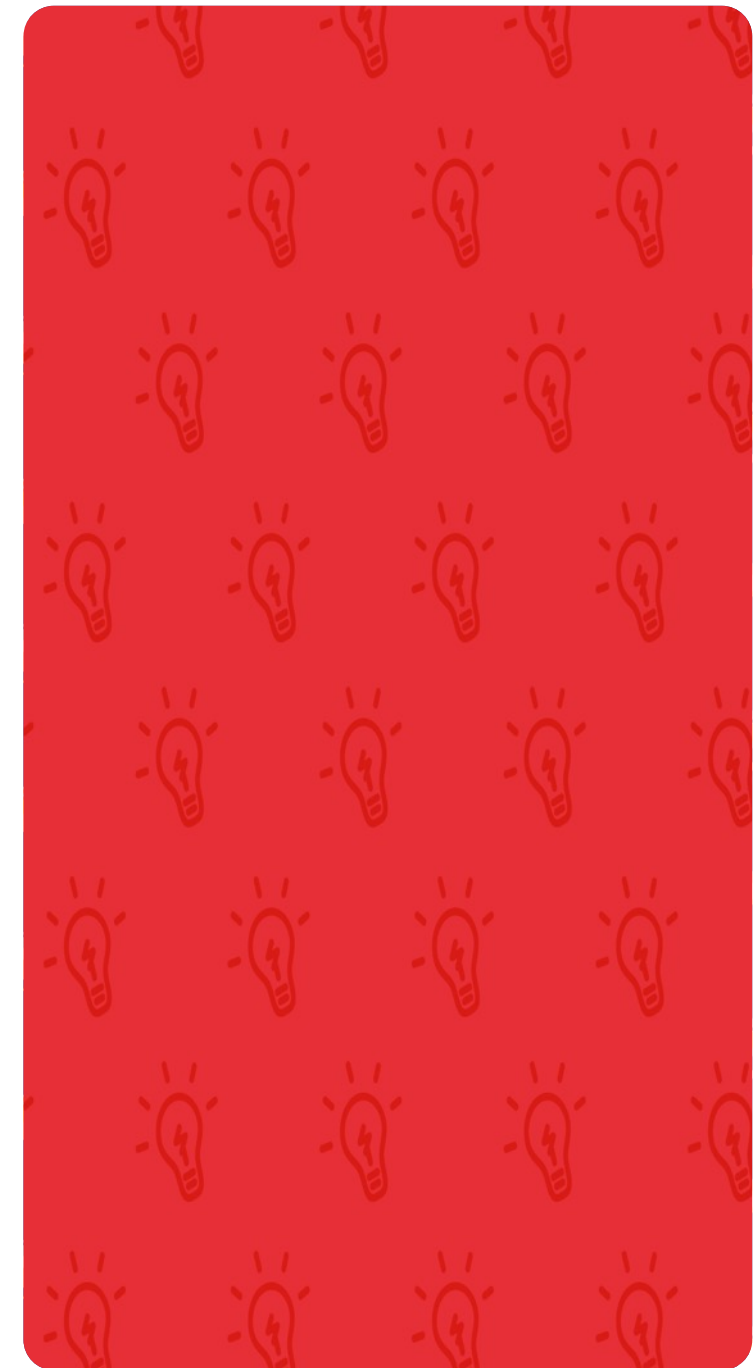


The background is a solid red color with a repeating pattern of lightbulbs. Each lightbulb is outlined in a darker red and contains a small lightning bolt symbol. Short lines radiate from the top of each bulb, suggesting light. The pattern is uniform across the entire surface.

Lessons learned

Lessons learned

- 1 Werk stap voor stap toe naar (meetbare) doelen
- 2 Ontwerp voor een specifieke doelgroep
- 3 Betrek de doelgroep in je proces







Gamification Webinar

16 februari 2023

[Meld je hier aan](#)

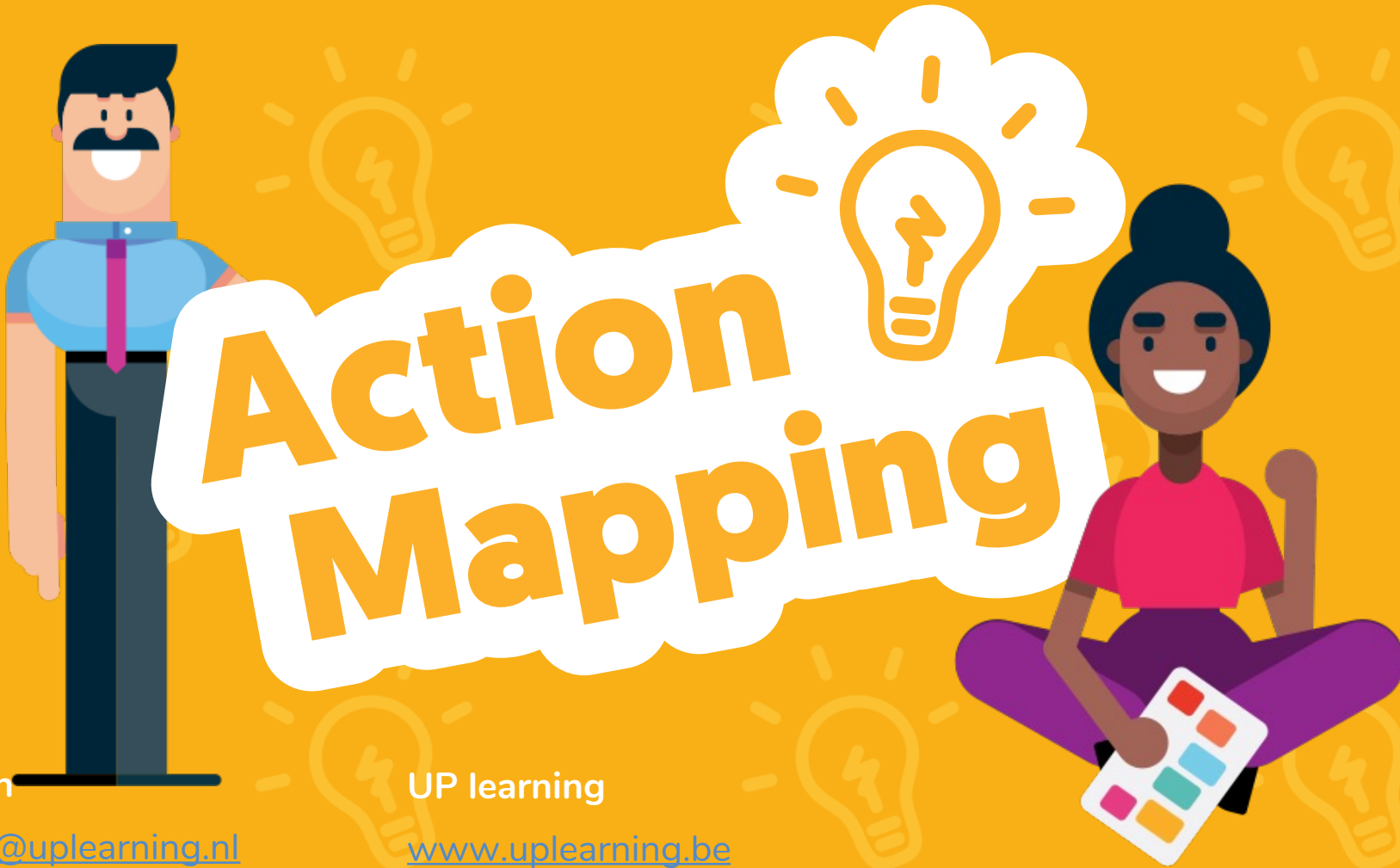


Learning Tips

Iedere twee weken (1.435 Learning Professionals gingen je voor)

[Schrijf je hier in](#)





Action Mapping

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