IAO

Fraunhofer Institut
Arbeitswirtschaft und
Organisation

Professional Training Facts 2007
Learning – Competence – Performance

13th and 14th of November, 2007
Stuttgart, Germany

The conference will be organised by
the Fraunhofer Institute for Industrial
Engineering IAO

in cooperation with the PROLEARN
Network of Excellence in Professional
Learning

www.professional-training-facts.com

FpF

Veranstalter: Verein zur Förderung
produktionstechnischer Forschung e.V., Stuttgart

PRO
LEARN

A dynamic market environment makes it necessary for companies to adapt their organisation and performance profiles. Moreover, it calls for a targeted development of competences of both staff and senior management.

Nowadays, excellent executives and employees with entrepreneurial thinking are seen as crucial success factors in competition.

Developing and retaining employees is especially important when new markets and areas of business opportunities emerge.

The development and implementation of new production processes and services can only be successful, if both staff and executives are prepared to develop their abilities and to solve new tasks. In this respect, the systematic and anticipatory management of the required competences plays a decisive role.

Competence management increases companies' competitiveness by reducing the time that is necessary to bridge competence gaps and acquire skills that are specific for the company and the workplace. Thus the objective of competence management is to increase company performance through mastering new and changing services, production and development processes more quickly.

To be able to meet these demands it is necessary to adapt existing learning, training and education offers to company and personnel demands. In many cases further training measures and courses are offered too late to support business process changes or they are not adapted to the needs of the employees. Moreover, educational planning and training offers are often only loosely linked to time-critical or future requirements in the company. The ability to accurately handle knowledge and information in an accelerated competition is getting more and more important; to transform and implement new knowledge into practical action is as important. Work-oriented learning supports an effective competence management and serves to develop new solution strategies with regard to the work process.

The 3rd international conference »Professional Training Facts 2007 Learning – Competence – Performance« offers a forum for information and exchange to potential users and developers. It shows new trends and challenges as well as solutions and practice examples from a company perspective. Speakers from companies as well as research institutes will present methods, concepts and solutions with regard to the question of how the triad of »Learning – Competence – Performance« can be designed today and in the future. As it is an international conference in cooperation with the European PROLEARN Network of Excellence, the main conference

language will be English. Additionally, there will be several tracks and offers in German.

We are looking forward to seeing you!

Prof. Dr.-Ing. Dr.-Ing. E. h.
Dieter Spath

12.00 a.m.	Registration
1.00 p.m.	Welcome
1.15 p.m.	**Competence Management – Requirements, Concepts, Solutions [1]**
3.00 p.m.	Coffee Break
3.30 p.m.	**E-Cooperation and Competence Management with Synchronous and Mobile Communication Tools [4]**
5.30 p.m.	Short Break
	All Special Sessions contain presentations of the laboratories
5.45 p.m.	**Special Session ServLab [A]**
8.00 p.m.	Conference Dinner

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till 9.00 a.m.	Registration
9.00 a.m.	**Keynotes [:]** Dieter Spath Fraunhofer IAO, IAT, University of Stuttgart, Germany Learning – Competence – Performance Karlheinz Lindner Schaeffler KG Competence Development at Schaeffler KG – an International Perspective
10.45 a.m.	Coffee Break
11.00 a.m.	**Learning Café** **Future Trends in Competence** **Management and Learning** **[7¹]**
12.30 p.m.	Lunch
1.30 p.m.	**Learning Café** **Future Trends in Competence** **Management and Learning** **[7²]**
3.00 p.m.	Final remarks & Farewell Coffee

Identification of Needed Competences and Skills **[8]**

Von nix kommt nix: Kompetenz, Stolz und Anerkennung als Basis für exzellente Dienstleistungen **[9]**
Track in German language

Vocational Competence for a Sustainable Development [10]

Kompetenzmanagement aus soziodemographischer Perspektive **[11]**
Track in German language

[1]

1.15 p.m – 3.00 p.m.

Chaired by

Track 1
Competence Management -
Requirements, Concepts,
Solutions

In this track there will be a dis-
cussion about how the performance
of small and middle-sized organisa-
tions can be brought to excellence,
by using competence management
systematically. After the presenta-
tion of the results of a study on the
state-of-the-art of competence
management and the needs of com-
panies, different competence mana-
gement approaches will be pointed
out. Team oriented, local solutions
will be discussed as well as software-
supported systems. By means of
software supported systems tasks
can be systematically assigned to
employees and, from the organisa-
tional perspective, can help to ma-
nage the human resources develop-
ment. One aspect of the discussion
will be competence management
solutions that grow in line with the
expansion of the company. It will
be illustrated which contents are
highly important and how theses
contents have to be prepared in or-
der to transfer them to manage-
ment systems and to use them pro-
perly.

Jürgen Wilke
Fraunhofer IAO, Germany

Claudio Zettel, PT-DLR, Germany
(asked)
Developing Competencies - an
European Topic

Christine Kunzmann
Kompetenzorientierte Personal-
entwicklung & Prozessberatung
Andreas Schmidt
Forschungszentrum Informatik
FZI, Karlsruhe, Germany
Competency Oriented Human
Resource Development: Towards
Learning on Demand

Jürgen Wilke
Fraunhofer IAO, Germany
Systematically Developing
Competencies at Work in Small and
Medium Sized Enterprises

[2]

1.15 p.m – 3.00 p.m.

**Track 2
Social Software: Web 2.0 and Competences**

Web 2.0 technologies, such as wikis and blogs, are more and more used by companies in order to improve internal communication. Furthermore, social software can be used to strengthen the competencies of employees, to develop competencies needed by the company, and generally speaking to maintain and enhance the innovative ability of an enterprise, in particular of medium sized ones. Therefore, a detailed structural analysis of the different roles within the competence management of the company and the possibilities to support them with Web 2.0 technologies is needed. This track will interlink latest examples from the practioners' perspective and the research perspective trying to give an outlook on the impact of social software for competence management.

Chaired by

Ralf Klamma
RWTH Aachen, Germany

Nalin Sharda
Erasmus Mundus Visiting Research Professor at RWTH Aachen University from Victoria University, Australia
Creativity and Innovation

Thomas N. Burg
factline Webservices GmbH, Austria
ePortfolios: just another social software application or the next step of bringing business processes (in educational and business setting) online

Claudia Müller
University of Potsdam, Germany
Using Social Network Analysis in Compentence Management

Ralf Klamma
**RWTH Aachen, Germany
Communities of practice and competence management**

[3]

1.15 p.m – 3.00 p.m.

Track 3
Track in German language
Wer? Wie? Was? Wissen anwenden leicht gemacht

In diesem Tutorial stellen wir einen neuen Ansatz für die Kompetenzentwicklung der Mitarbeiter am Arbeitsplatz vor: Arbeitsintegriertes Lernen. Dieser Ansatz und relevante Unterstützungswerkzeuge sind Fokus des großen integrierten EU Projekts APOSDLE (Advanced Process-Oriented Self-Directed Learning Environment, www.aposdle.org).

Unsere Lösungen unterstützen Mitarbeiter direkt in ihrem persönlichen Arbeitskontext und in ihrer computergestützten Arbeitsumgebung. Ziel ist es, automatisch auf relevantes Wissen aufmerksam zu machen, die Anwendung dieses Wissens in der konkreten Situation zu unterstützen und den Wissenstransfer signifikant zu erleichtern. Wissen beinhaltet hier einerseits dokumentierte Informationen z. B. in Form von Dokumenten und andererseits ebenso Hinweise auf Experten und Kollegen innerhalb einer Organisation.

Chaired by

Stefanie Lindstaedt
Know-Center, Graz, Österreich

Khaled Azzam
ComNetMedia, Dortmund, Deutschland
Erfahrungen aus ersten Firmenanwendungen und Vision

Stefanie Lindstaedt
Know-Center, Graz, Österreich
Der Learn@Work Ansatz und erste Prototypen

Michael Kaiser
Career Center der TU Wien, Österreich
Organisationale Rahmenbedingungen

Reinhard Willfort
innovation service network, Graz, Österreich
Anforderungen an Arbeitsintegriertes Lernen

[4]

3.30 p.m – 5.30 p.m.

Chaired by

Karin Hamann
Fraunhofer IAO, Germany

Track 4
E-Cooperation and Competence Management with Webconferencing and Virtual Classrooms

Synchronous and mobile communication tools considerably extend the possibilities for technology-based learning and cooperation and thus also the competition for competences. In an increasingly accelerated world they contribute to an increased, spontaneous interaction between individuals and work teams, besides reducing costs for travel and staff spending valuable working time travelling. At present, however, there are still psychological, technological and organisational obstacles that have to be overcome in order to achieve a widespread integration of new ways of communication and learning into existing structures.

This track will present examples and solutions
– concerning the identification of the appropriate communication tools for specific demands
– concerning the success factors for implementing web conferencing,
– concerning methods for increasing the efficiency of communication and learning
– concerning future usage scenarios of new technologies for developing competences.

Karin Hamann
Fraunhofer IAO, Germany
Success Factors for Implementing Web Conferencing

Simone Braun
Forschungszentrum Informatik, Universität Karlsruhe, Germany
Socially Aware Informal Learning Support

Birk Siegmund
T-Systems Multimedia Solutions GmbH, Germany
Efficiency in Selecting IP Communication Tools

Marcus Specht
Open University of the Netherlands, The Netherlands
Trends in Using new Technologies for Competence Development

11

[5]

3.30 p.m – 5.30 p.m.

Track 5
Improving Performance in Industry Through Tailored Technology Enhanced Learning Arrangements

Technology enhanced learning has proven to be one of the most efficient ways for fast and sustained competence build-up in industry. It allows companies to scale training programs to a worldwide community. But even if technology enhanced training is a priori more efficient and sustainable than traditional classroom training, its potentials in delivering truly personalized learning experiences e. g., for specific job profile, are still underdeveloped. Within this track the usage of tailored technology enhanced learning arrangements is being addressed and its implications for competence management in industry are discussed.

Chaired by

Eric Ras
Fraunhofer IESE, Germany

Sabine Moebs,
Stephan Weibelzahl
National College of Ireland,
Dublin, Ireland
Finding the right mix for effective technology enhanced learning. The results of an international Delphi-Study

Ludger Thomas, Sonja Trapp
Fraunhofer Institute Experimental Software Engineering, Germany
Tailoring technology enhanced learning arrangements to individual needs

Matthias Rückel
time4you GmbH
Bernd Wiest
Deutsche Telekom Kunden Service, Germany
Improving performance and personnel competencies in industry through technology enhanced learning

[6]

3.30 p.m – 5.30 p.m.

Track 6
Track in German language
IT in der Weiterbildung

Mit zunehmender Bedeutung von IKT an den Arbeitsplätzen, gewinnt die Vermittlung von IKT und mit IKT in der Weiterbildung immer mehr an Bedeutung. Die Bildungsunternehmen müssen in die Lage versetzt werden, effiziente Lernangebote in diesem Umfeld anzubieten. Nur unter dieser Voraussetzung kann sichergestellt werden, dass dem schnell wachsenden Qualifizierungsbedarf sowohl in qualitativer als auch in quantitativer Hinsicht ein adäquates Angebot gegenüber steht. Bei den neuen Weiterbildungsangeboten stehen nicht mehr Zentralisierung und Systematisierung, sondern Flexibilisierung und Orientierung an realen Arbeits- und Geschäftsprozessen im Vordergrund.

Ausgewiesene Experten in den ausgewählten Feldern geben hier wichtige Hinweise und praktische Hilfen. Im Ergebnis sollte deutlich werden, dass es im Qualifizierungsbereich noch erhebliches Einspar- und Entwicklungspotenzial gibt.

Chaired by

Wolfgang Reuter
Bundesverband Berufliche Qualifizierung e. V. (Q-Verband)

Wolfgang Reuter
Q-Verband
Digitale Medien in der beruflichen Qualifizierung – Neue Anwendungen kreativ gestalten

Till Becker
KORION
Unternehmenssimulation – Arbeitsprozesse spielerisch verstehen

Eckhard Klockhaus
Conciety
IT Netzwerke – Lernen neu gestalten

Rainer Römer
Microsoft
Microsoft IT-Zertifikate – Aussagekräftig und anerkannt

[A]

5.45 p.m. – 6.15 p.m.

**Special Session:
ServLab**

Services make a significant contri-
bution to the creation of value, not
only in classic service sectors, but
more and more also in manufactu-
ring.This is a known fact. However,
many companies still lack structures,
processes, methods and also com-
petencies in order to implement
service engineering systematically.

Fraunhofer IAO's ServLab now
offers new possibilities to design ser-
vices in an integrative way and to
test them thoroughly at a very early
stage. In the protected surrounding
of the unique laboratory the overall
concept of a service (architecture,
equipment, processes, qualifications
and especially the interaction with
the customer) can be developed
stepwise and quickly improved till it
reaches market maturity. How this
is accomplished will be illustrated
by way of a practical example
during a tour of the laboratory.

Chaired by

Sibylle Hermann
Fraunhofer IAO, Germany

[B]

5.45 p.m. – 6.15 p.m.

**Special Session:
CAVEEE**

Virtual Reality gives you an experience of environments, buildings or objects that have been existing, that exist far away, that will exist in future or maybe of space that only is a construct of abstract human thoughts. The highest grade of visual immersion within a virtual world can be reached in a 6-sided CAVE-Environment. Worldwide, only a handful of these environments exist. The HyPI-6 at the Fraunhofer IAO is one of them. You are invited to have your own VR-experience in the field of virtual architecture: Visit a building of the future – the »Center of Virtual Engineering« (ZVE) at the IAO that will be realized in 2009.

Chaired by

Günter Wenzel
Fraunhofer IAO, Germany

[C]

5.45 p.m. – 6.15 p.m.

**Special Session:
Business Game Live!**

LIFE! is our brand for configurable haptic business games with varying learning content. So far there are seven haptic (objective) business games for different uses. All of our business games are non-competitive team games without an opponent. It is the participating team's sole objective to comply with the demands of customers and the market in order to first point out the required competences and then to address them in more detail. Business games are often complemented by group exercises. Process chains are usually mapped by means of lego bricks and forms.

Chaired by

Peter Rally
Fraunhofer IAO, Germany

[:]

9.00 a.m. – 10.45 a.m.

**Keynotes –
Professional Training Facts 2007**

Dieter Spath
Fraunhofer IAO, IAT, University
of Stuttgart, Germany
Learning – Competence –
Performance

Karlheinz Lindner
Schaeffler KG
Competence Development at
Schaeffler KG – an International
Perspective.

[7]

11.00 a.m. – 3.00 p.m.

Track 7
Learning Café
Future Trends in Competence Management and Learning

Chaired by

Vana Kamtsiou
NCSR Greece and Tapio
Koskinen, HUT Finland

[8]

11.00 a.m. – 0.30 p.m.

**Track 8
Identification of Needed
Competences and Skills**

The issue of a profound identification of competence and skill needs is becoming increasingly important. Technological change and innovation demand new competences and skills at company level and on the labour market in general. Some qualifications are becoming obsolete but emerging new competences and skills require specific education and training. The availability of reliable and accurate information on trends allows to respond promptly to new and changing requirements. The scope of this track ranges from trends on the labour market concerning competences and skills to the depiction of different national enterprise surveys used for skill needs analysis and the presentation of specific tools of identifying needed competences and skills at company level and on the »shop floor«.

Chaired by

Alena Zukersteinova
Cedefop, Greece

Bernd Dworschak
Fraunhofer IAO, Germany
Identification of competences at company level

Alena Zukersteinova
Cedefop, Greece
Enterprise surveys as a tool for identification of skill needs

Rainer Uhrmann-Nowak
Technische Akademie Esslingen, Germany
Elmar Witzgall, wissen-koennen, Projektforschung und Beratung, Germany
CM ProWork – A software tool for the identification and development of competences in production systems

John Erpenbeck, Annette Schulten, Silke Keim
Steinbeis Hochschule Berlin, Transfer-Institut Business Administration and International Entrepreneurship, Germany
Competence management and »project competence« studies

[9]

11.00 a.m. – 0.30 p.m.

Track 9
Track in German language
Von nix kommt nix: Kompetenz, Stolz und Anerkennung als Basis für exzellente Dienstleistungen

Angeregt durch kurze Impulsvorträge im Pecha-Kucha-Stil, setzt sich das Forum mit dem Zusammenspiel von Kompetenz, Stolz und Anerkennung bei Dienstleistungstätigkeiten auseinander. Diskutiert werden unter anderem: Was bewirkt, dass Beschäftigte nicht nur gute, sondern exzellente Dienstleistungen erbringen können und wollen? Gibt es spezifische »Service Skills« jenseits der bekannten Schlüsselkompetenzen und wie werden diese ggf. vermittelt bzw. erworben? Welche Dienstleistungstätigkeiten werden hinsichtlich ihrer Anforderungen und Wertschöpfungsbeiträge unterschätzt? Ist es sinnvoll und möglich, für die qualifizierte Dienstleistungsarbeit ein ähnliches (Selbst-)Bewusstsein zu erzeugen, wie für die industrielle Facharbeit? Was könnte ein solches »Leitbild« bewirken?

Chaired by

Sybille Hermann
Fraunhofer IAO, Germany

[10]

1.30 p.m. – 3.00 p.m.

Track 10
Vocational Competence for a Sustainable Development

Education is attributed a crucial role for achieving a sustainable development. Within the framework of the UN Decade of Education for Sustainable Development (2005-2014, DESD), a lot of activities and projects have already been initiated at all levels of education, which are all aimed at making the idea of sustainability the basis of as many people's action as possible.

This track focuses on projects from the area of vocational education and training. Vocational education has to pay special attention to the economic perspective so as to be able to adequately consider the social and ecological aspects of companies that are involved in production or the development of services. Special emphasis will be placed on additional potentials for innovations and opportunities which the concept of 'sustainable development' has to offer to companies.

Chaired by

Jürgen Wilke
Fraunhofer IAO, Germany

Joachim Rottluff
Institut für Umweltschutz in der Berufsbildung e.V., Hannover, Germany
Sustainable Development - Good-Practice in Vocational Education and Work

Herbert Klemisch
Klaus Novy Institut, Köln, Germany
Instruments for a Sustainable Economic Management in Business Practice

Marion Wadewitz
BWAW Thüringen gGmbH, Erfurt, Germany
Vocational Education Services for a Sustainable Development

[11]

1.30 p.m. – 3.00 p.m.

Track 11
Track in German language
Kompetenzmanagement aus soziodemographischer Perspektive

Die Alterung der Gesellschaft und der Arbeitskräfte stellt spezifische Anforderungen an das Personalmanagement und das Management von Kompetenzen. Gerade ältere Arbeitskräfte verfügen häufig über zahlreiche Fähigkeiten aus verschiedenen Tätigkeitsfeldern, die durch jahrelang angesammeltes Erfahrungswissen exzellent bewältigt werden. Zwar haben einige hoch entwickelte Kompetenzen älterer Arbeitskräfte in der heutigen Arbeitswelt an Bedeutung verloren, andere dagegen sind immer noch effizient nutzbar. Somit stellen ältere Arbeitskräfte gerade aus Perspektive des Fachkräftemangels ein wichtiges Reservoir für fachlich anspruchsvolle Arbeit dar.

In diesem Track wird diskutiert, wie ältere Arbeitnehmer motiviert und qualifiziert werden können, um mit aktuellen Kompetenzen hochwertige Arbeit leisten zu können.

Chaired by

Bernd Foltin
BBQ Aalen, Germany

Hartmut Buck
Fraunhofer IAO, Germany
Herausforderungen des demografischen Wandels für Unternehmen

Dagmar Israel
ATB GmbH Chemnitz, Germany
Volker Braun
BZE-Bildungszentrum GmbH Erzgebirge, Germany
Arbeitsprozessintegrierte High-Tech-Qualifizierung älterer Beschäftigter

Bertram Pelkmann
Handwerkskammer Region Stuttgart, Germany
Altershomogene firmenübergreifende technische Fortbildung im Rahmen des Modellprojektes IFFA im Raum Stuttgart

Target group

Companies, trade associations, chambers of commerce and industry, training providers, research institutes

Conference fee

295 € (including meals, refreshments and conference proceedings) Optional conference diner 40 €.

Location

Institutszentrum Stuttgart der Fraunhofer-Gesellschaft (IZS)
Nobelstraße 12
70569 Stuttgart
Germany

Organised by

Fraunhofer IAO (FpF Verein zur Förderung produktionstechnischer Forschung e. V. Stuttgart) in cooperation with PROLEARN Network of Excellence in Professional Learning

Cancellation of registration

The registration can be cancelled until October 26th. All later cancellations will affect a full price invoice. The transfer of registration onto another person is possible free of charge at any time.

Information

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Conference website

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By S-Bahn

By S-Bahn (suburban rail) line S1, S2 or S3 from the main station or line S2 or S3 from the airport as far as Universität (university). Take the exit marked Wohngebiet Schranne-Endelbang/Nobelstraße. There is a 10-minute walk from the train station to the Institutszentrum.

By car

By car via the A8 or A81 motorway; when you reach the Stuttgart interchange (Autobahnkreuz Stuttgart, Stuttgart-Zentrum/S-Vaihingen exit), follow the A831/B14 as far as the Universität exit. You can park in the Institutszentrum's multi-storey car park.

By air

By air to Stuttgart airport. Then take the S-Bahn (suburban rail) line S2 or S3 towards Stuttgart as far as Universität (university). Take the exit marked Wohngebiet Schranne-Endelbang/Nobelstraße. Alternatively, the taxi journey is approximately 16 km.

An electronic access sketch you can find here: www.iao.fraunhofer.de/e/profil/adresse.hbs
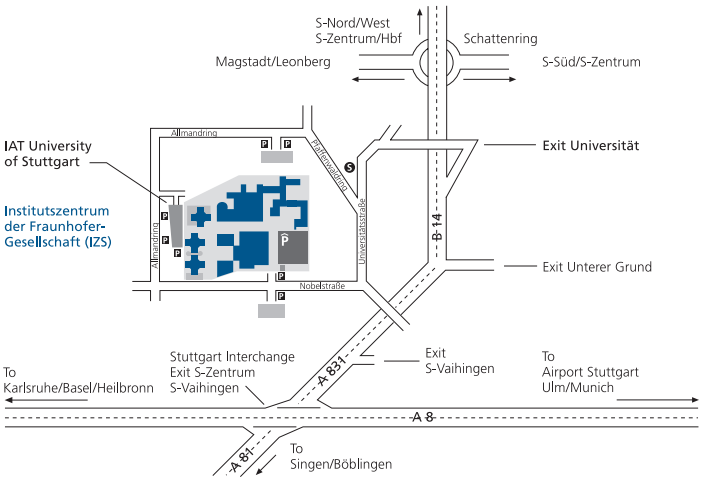
Registration
Professional Training Facts 2007

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☐ **Professional Training Facts 2007 (295 €)**

☐ only at 13th of November 2007 (195 €)

☐ only at 14th of November 2007 (195 €)

☐ Conference dinner at 13th of November, 2007 at 8.00 p.m., costs: 40 €

I accept the conditions of registration and cancellation which are announced in this programme.

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In accordance with the German Data Protection Act we do inform you about the electronical storage and processing of your address.

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www.professional-training-facts.com

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