Professionalizing Customer Training

TYPO3 Online Days 2021

About

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- Teaching project management, CMS and web technologies for 12 years in public educational institutions and trainings on the open market

- Member of the TYPO3 Education Committee

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Pre-Information

- Presentation is not exclusive to TYPO3 and can be considered for any training.

- TYPO3 has prepared a ready-to-use basis for tailored customer training

- Free to use for TYPO3 Association Members Platinum, Gold and Silver

Why we do customer training

Customers

- should be able do their work with the help of our work

- should enjoy working with the product

- have the feeling that they purchased something valuable
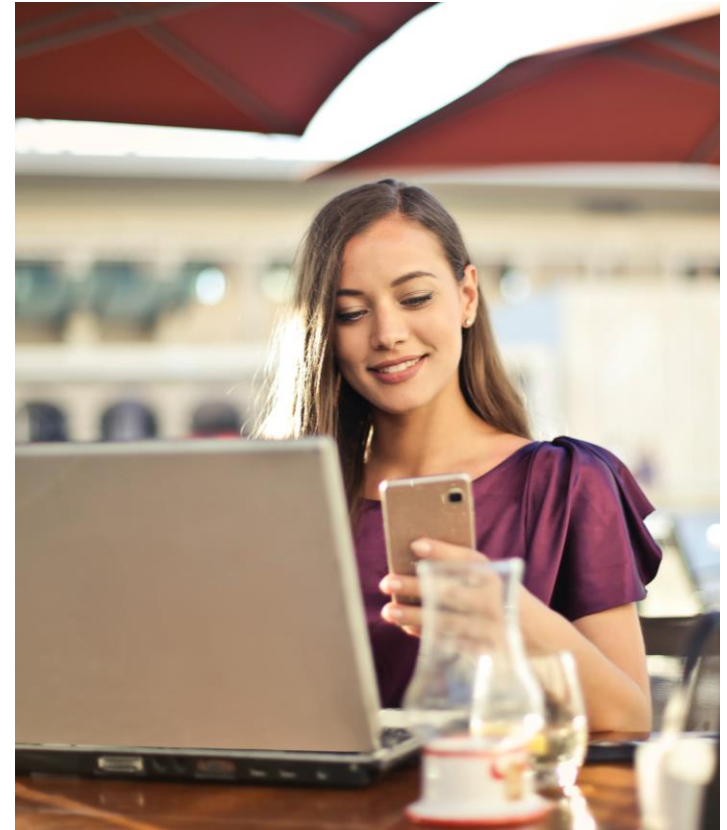
„Here is your toolbox sir. This is the drill – just push the button to st[art] it. You'll figure out the rest… eventually"

Consider the setting

- The people participating in your training are most probably not the ones who bought your product.

- Making their lives easier means having good internal feedback on the product, increasing the perceived value of your work

Milestones for a learner

- I know which skills I need to perform a task

- I have obtained the skills I need and believe I can put them into practice

- I have finished the task using my skills

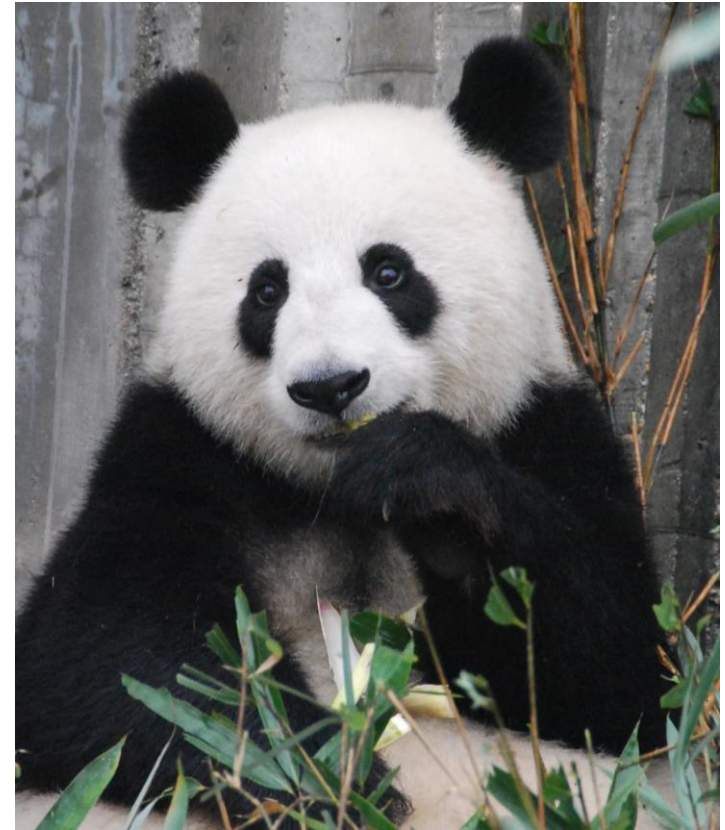- I have managed to get acknowledgment for my skills

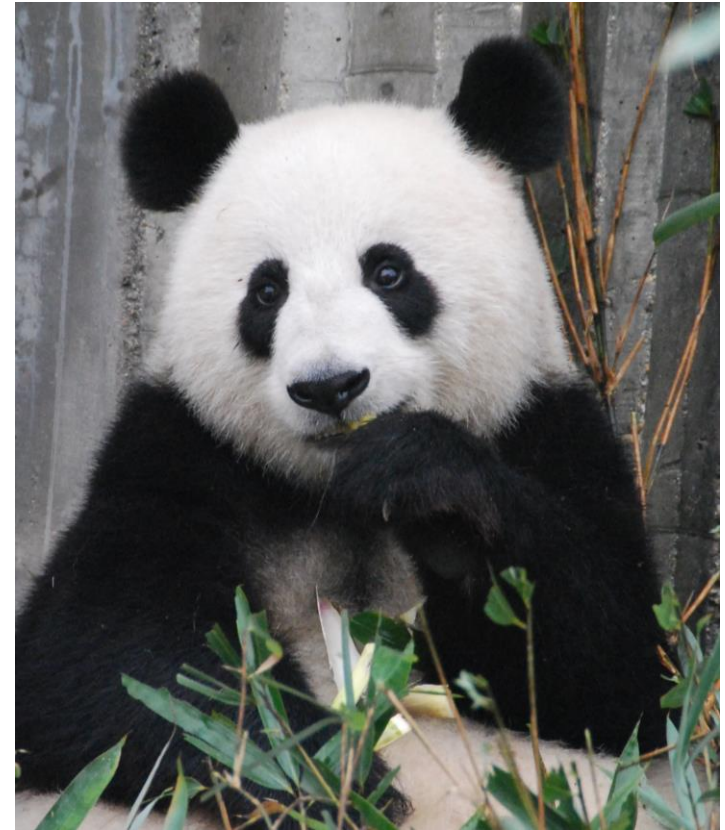Scenario: Zoo Website Editor

Scenario: Zoo Website Editor

- Maintain public information about the zoo's animals

- Dedicated page for each type of animal

- Accept photo submissions of visitors for a „best-shots" gallery

Scenario: Zoo Website Editor

- Provide a handout tailored to the scenario

- If you make up a scenario, provide fitting resources (text/images)

- If the scenario is too big - split it in chapters/sections

- Be clear about the tasks to perform (e.g.: User Stories)
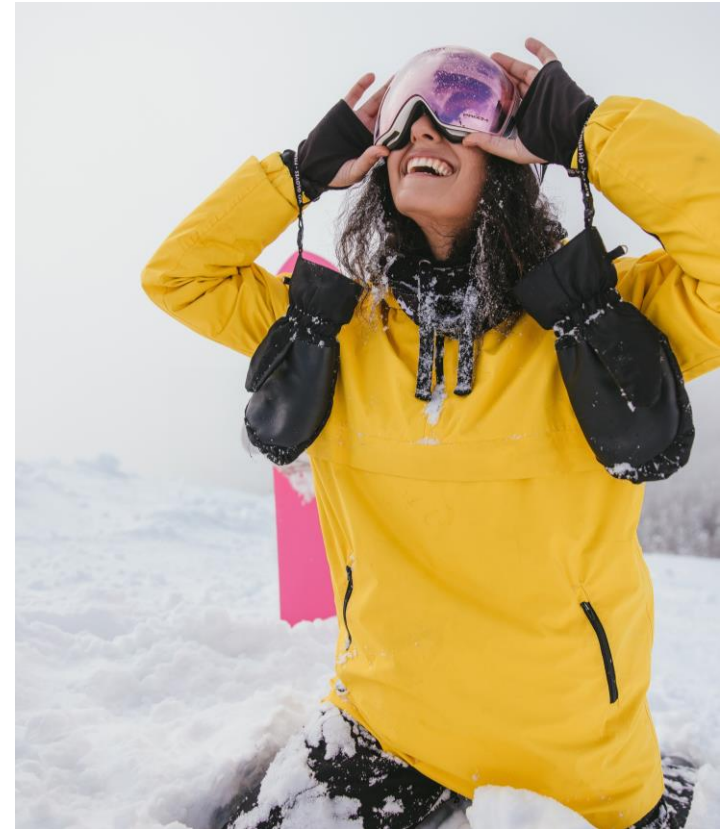
Zoo Website Editor

User Story

As a content creator I want to create a new page for the panda, so that I can add information about the animal later.

Definition of Complete

- The page about the panda is displayed when the website URL /animals/panda is accessed

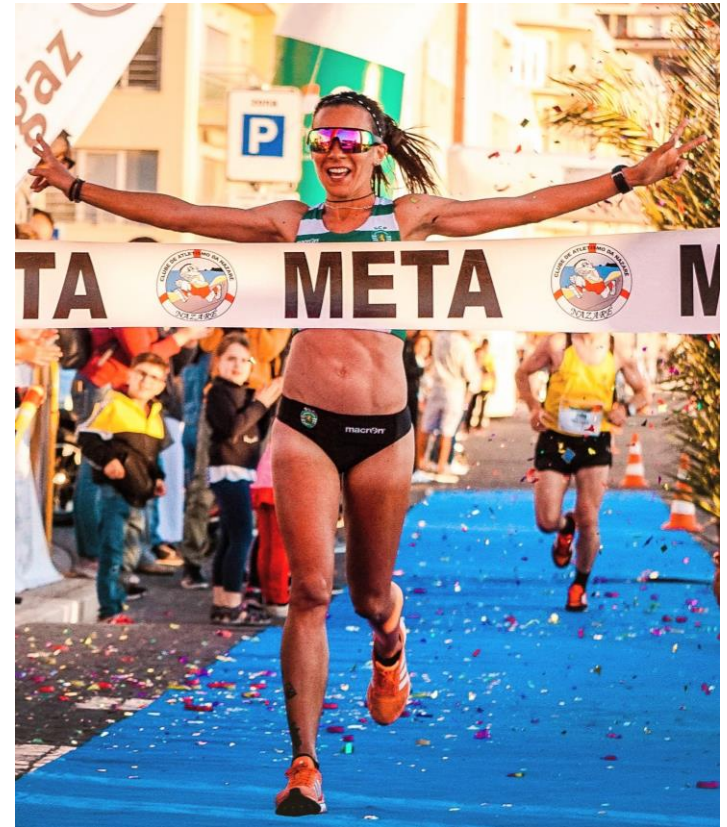- The page is rendered with the help of the Content Management System

I know which skills I need to perform a task

Learning goals

- Check which skills are needed
- Consider the knowledge base of your audience
- Provide a handout tailored to the scenario
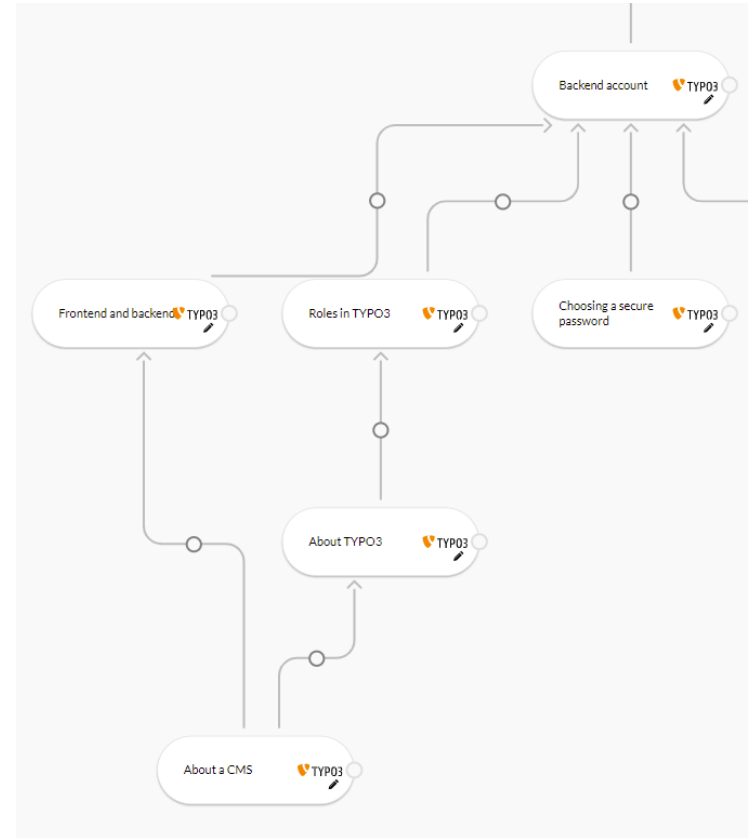- Provide resources for autonomous learning after the training

Live Demo
Creating a SkillSet

- Use the Visual Skill Editor to get an overview

- Create a SkillSet and choose the appropriate skills

- Choose a custom background PDF and render the syllabus/skills

- Create own skills for use in the company

I have obtained the skills I need and believe I can put them into practice
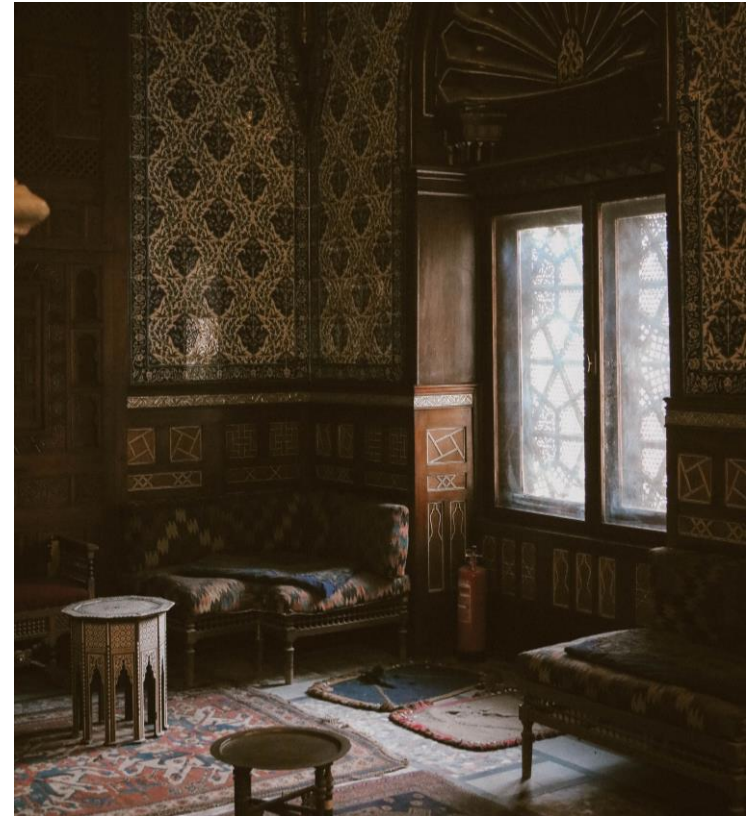
Learning Environment Tips

Avoid disturbances

- Agree on a dedicated training timeslot

- Ask in advance for known interruptions

- Agree on and communicate breaks in advance

Training room (if applicable)
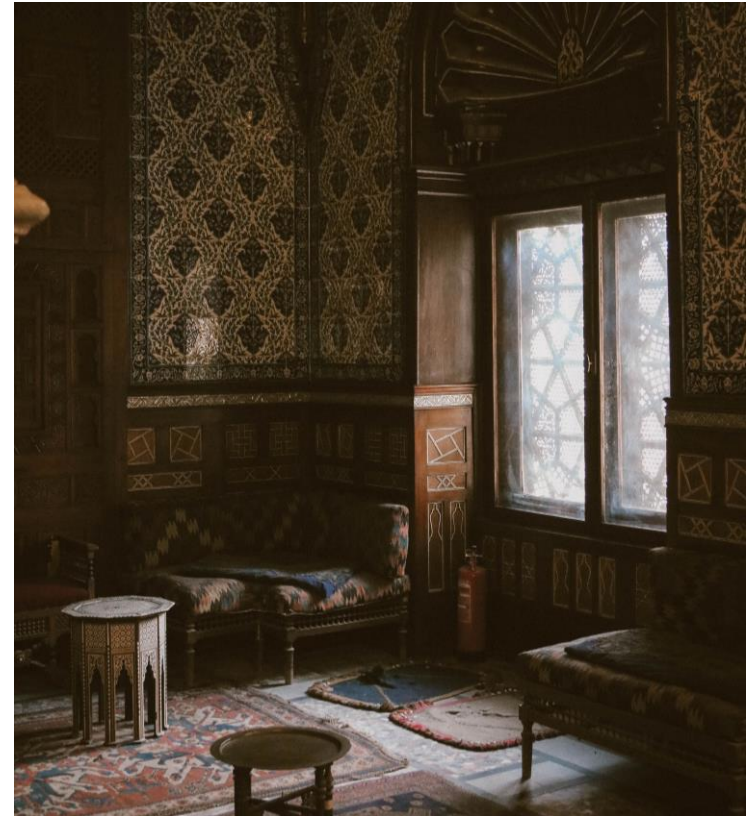
- Fresh air

- Calm / low noise

Learning Environment Tips

Participants

- Available time per trainee

- Take the time to reflect on trainee progress

Live Demo
Tracking the own progress

- Reverse search for skills included in the SkillSet to identify learning material
- Self-Assessment to track the own progress

I have finished the task using my skills

Feedback

- Check the task result
- Check the learning goals for the task with the mentee
- Ask if there are open questions
- Provide acknowledgement for a task well done

Live Demo
Feedback / Skill Acknowledgement

- Practical Expertise Verification on SkillDisplay

- Skill Profile for users (mentee / trainer)

- Organizational statistics

I have managed to get acknowledgment for my skills beyond the scope of my organization

Perspective

- Communicate how much of an achievement this training was

- Suggest the next possible steps for the learning journey

- Hint at Certification options as possible milestone for external skill acknowledgement

Live Demo
Certification

- Compare training progress with requirements for official certification

- Compare training progress with other tasks in the company

- Compare training progress with available job options for internal development

CMS Certified Editor 10 LTS

34 Skills

| Self Assessment | 97% |
Educational Verification	79%
Practical Expertise	100%
Certification	76%

Summary

General

- Improving the quality of your customer training increases the perceived value of your product

- Cater to your audience

- Provide an atmosphere for experiencing progress and achievement

- Make it easy to reflect on the training and rediscover learning goals and learning material
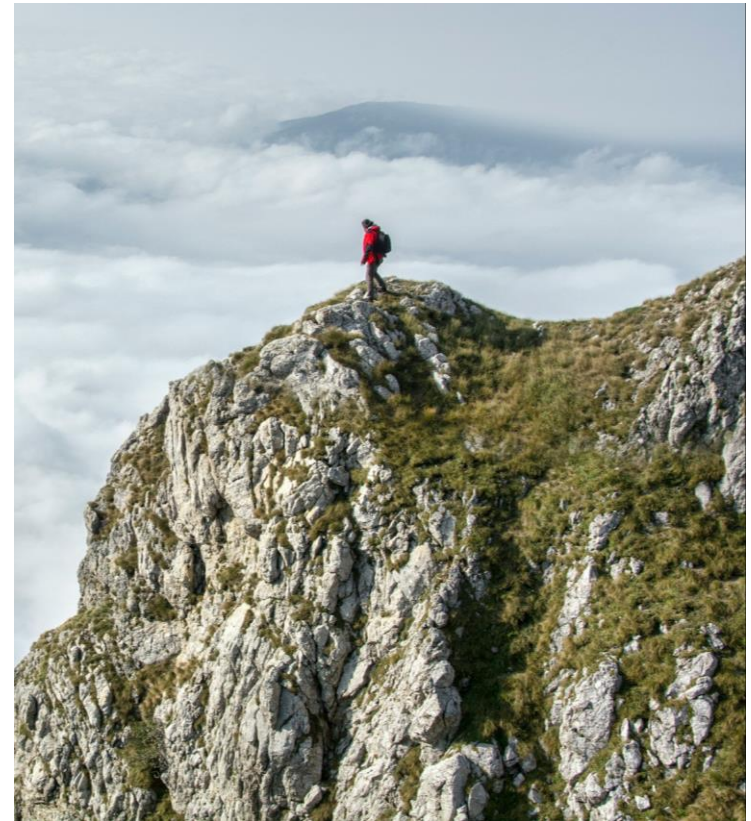
SkillDisplay Tools

- Auto-render a custom curriculum and skill definitions based on expert definitions

- Let learners track their training progress

- Acknowledge skills of trainees with your company's logo

- Get suggestions for learning material tailored for your training

- Access statistical data for performed trainings

Association member benefits

TYPO3

1. Become an association member silver or higher
   https://typo3.org/project/association

2. Setup your company on my.typo3.org

3. Login with typo3.org at
   https://www.skilldisplay.eu/login

Thank you

For assistance with creating and optimizing customer training,
internal mentorship programs or a product trial,
contact us via our service portal

https://skilldisplay.atlassian.net/servicedesk/customer/portal/2/group/-1