



Professionalizing Customer Training

TYPO3 Online Days 2021

About



Florian Weiss

CEO SkillDisplay GmbH

- Project lead 3-year Erasmus+ EU project with NPO Verein Business Angels
- 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

LinkedIn: <https://www.linkedin.com/in/florian-weiss-54985a81/>

Twitter: @WeissheitenWien

Pre-Information



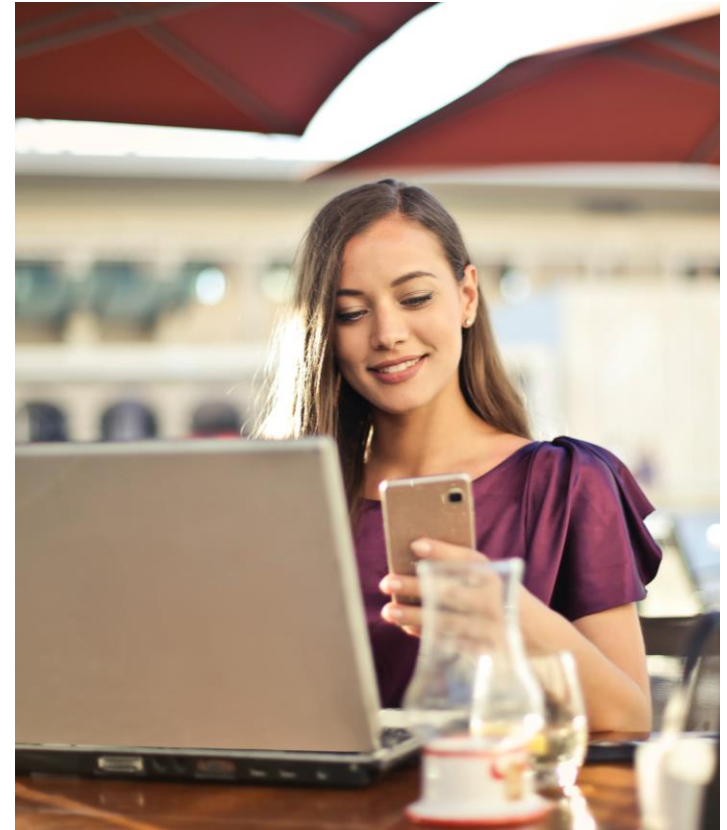
- Presentation is not exclusive to TYPO3 and can be considered for any training.
- TYPO3 has prepared a ready-to-use basis for tailored customer training
- Free to use for TYPO3 Association Members Platinum, Gold and Silver

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 start 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



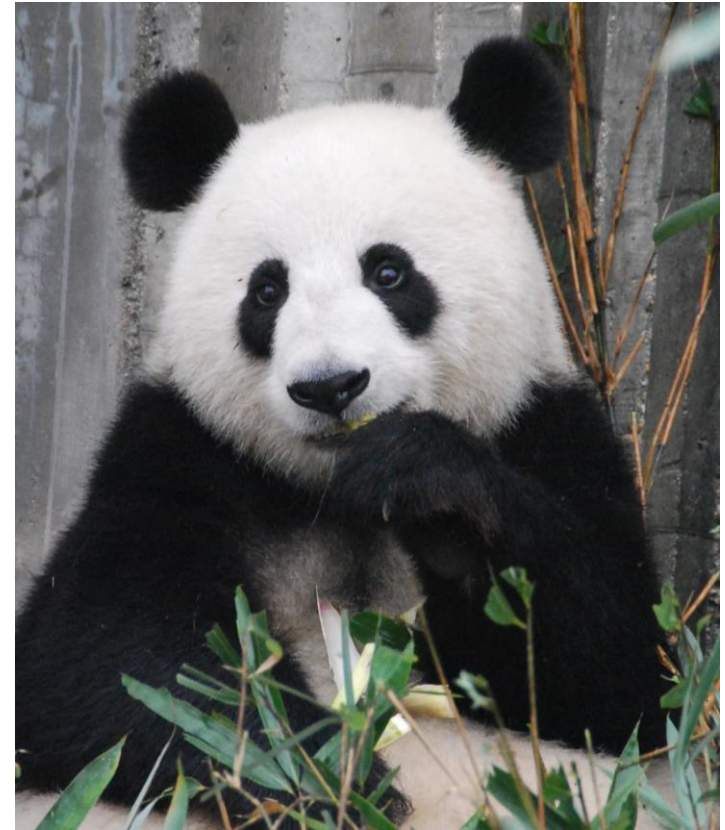


Scenario: Zoo Website Editor

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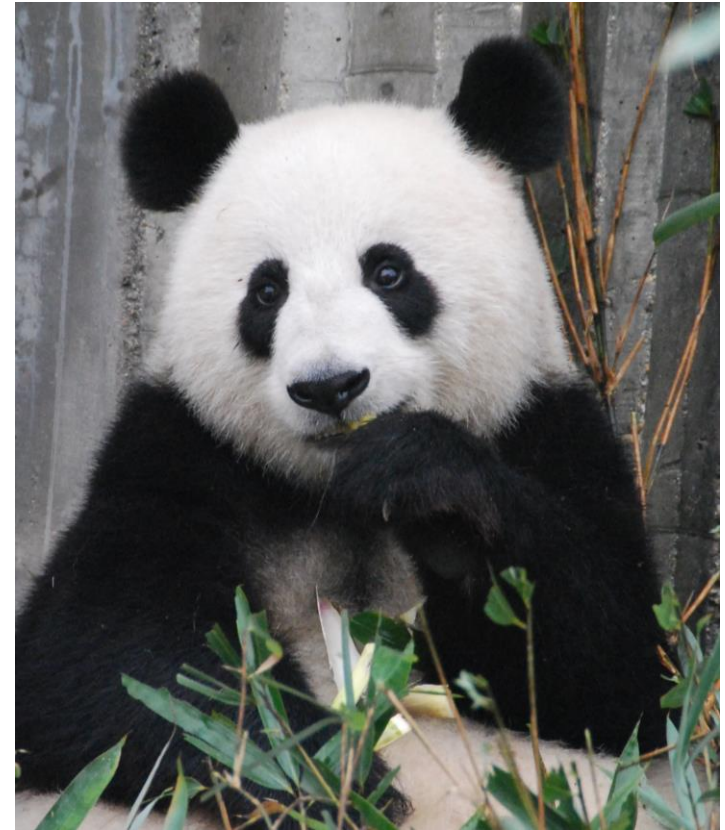
- Maintain public information about the zoo's animals
- Dedicated page for each type of animal
- Accept photo submissions of visitors for a „best-shots“ gallery



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

Creating and Maintaining Website Content | User Stories

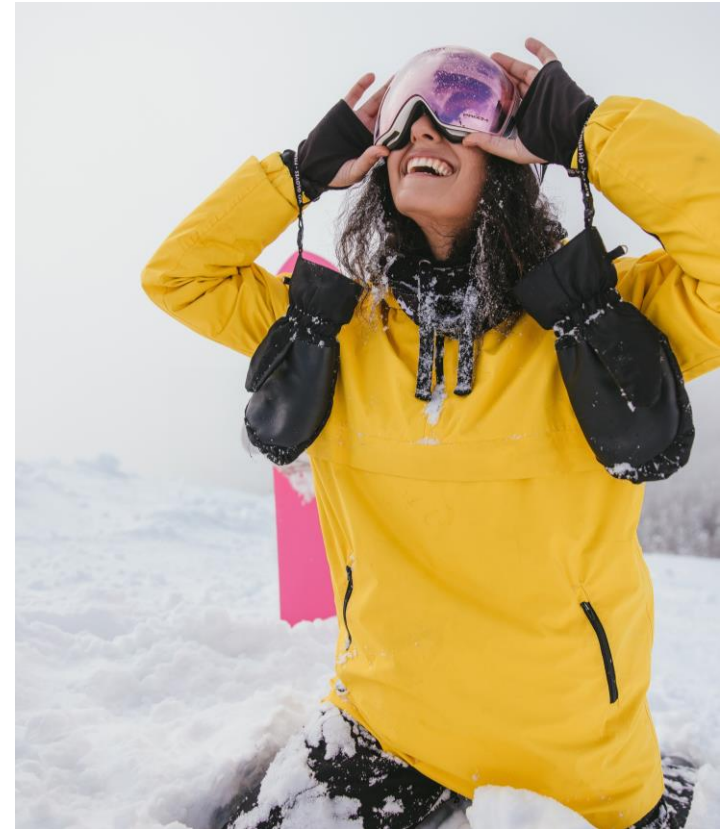


User Story

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



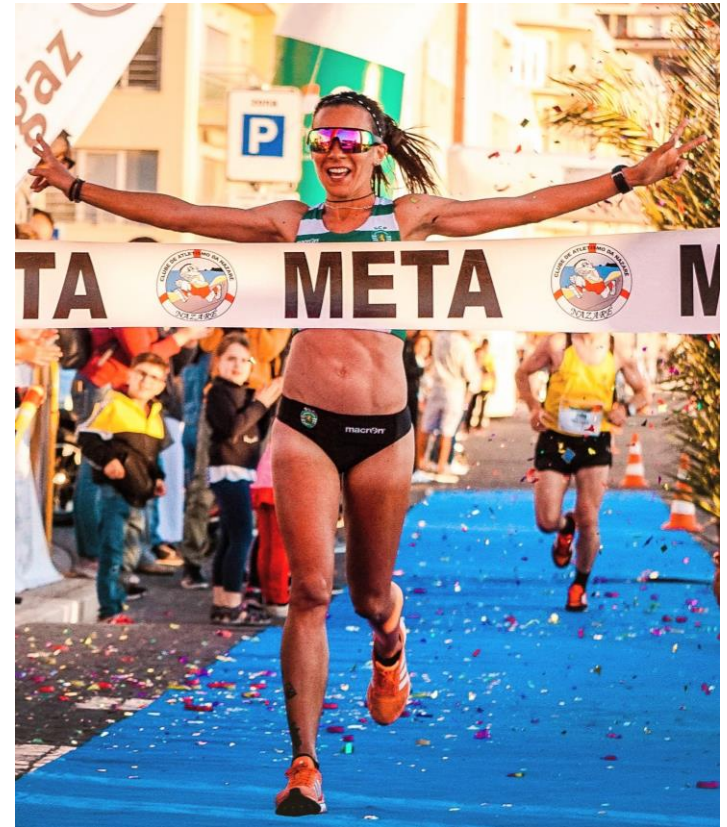


I know which skills I need to perform a task

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

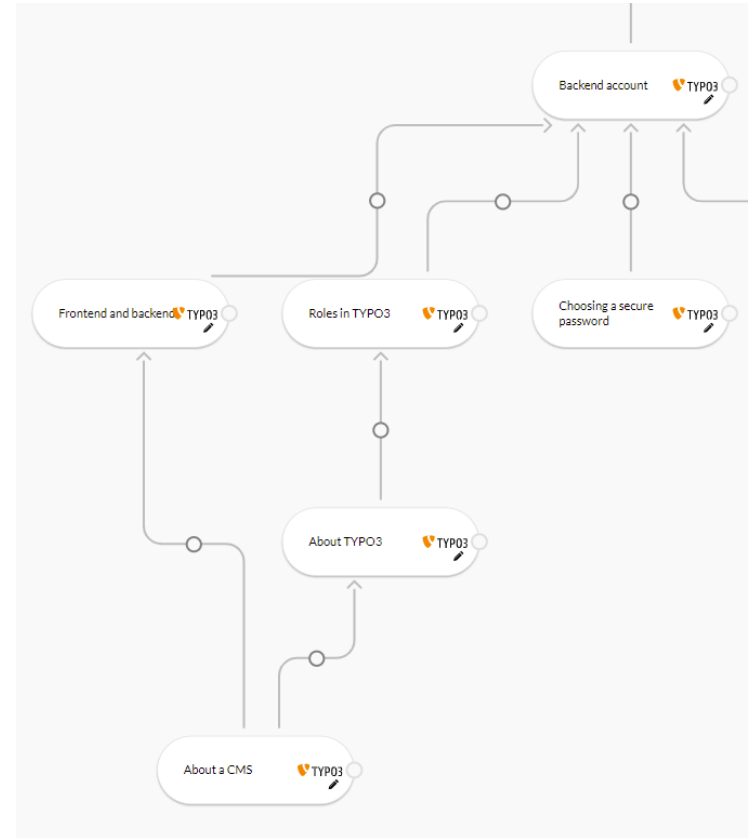


Live Demo

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

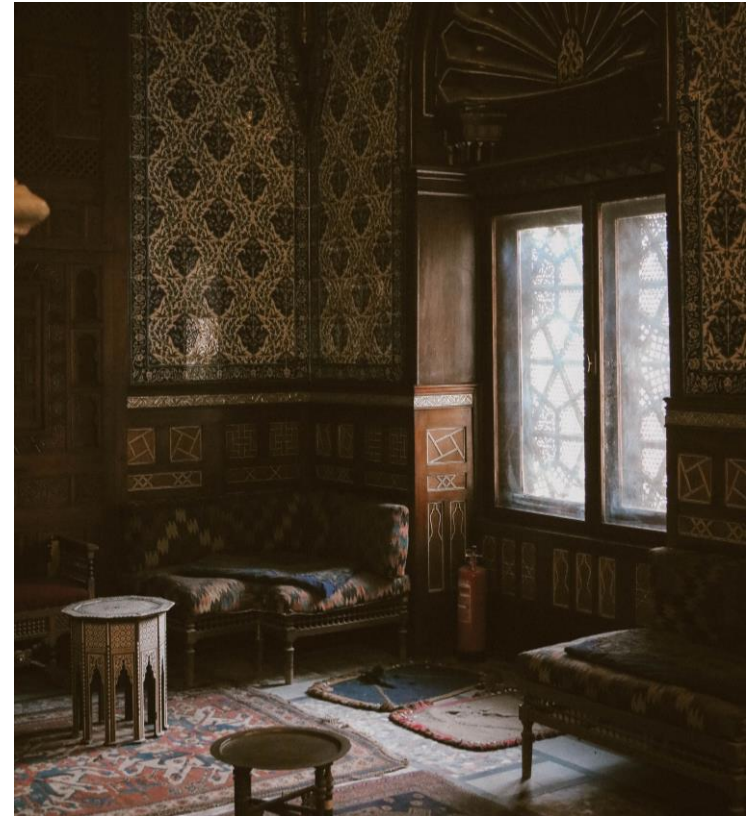


Avoid disturbances

- 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

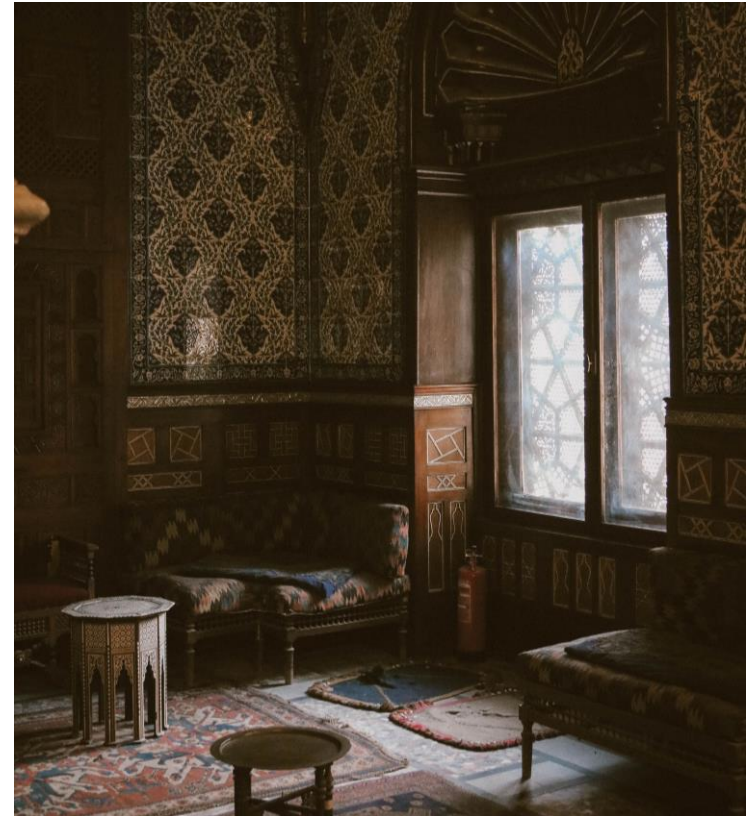


Learning Environment Tips



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

The screenshot shows the SKILLDiSPLAY interface. At the top, there is a search bar with the text "backend account". Below the search bar, there are four navigation buttons: "Skills", "SkillSets", "Verifications", and "Organisations". The "SkillSets" button is highlighted in blue. Below the navigation bar, the main content area displays "Results for 'backend account'". Under the heading "SkillSets", there is a list of five skill sets, each with a small thumbnail image, a title, a subtitle, and two progress indicators (a green checkmark and a blue percentage box).

SkillSet	Progress 1	Progress 2
CMS Certified Editor 10 LTS 34 Skills	97%	79%
CMS Certified Editor 9 LTS 33 Skills	✓	82%
TYPO3 Gamification 9 LTS - Chapter I 9 Skills	✓	✓
Video Anmeldung am TYPO3 Backend 1 Skills	✓	✓
Video Einstellungen im Benutzerkonto 2 Skills	✓	✓



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

A screenshot of the SkillDisplay web application. The main page is titled "CMS Certified Developer 10 LTS" and has a progress bar with four stages: Self Assessment (green), Educational Verification (blue), Practical Expertise (yellow), and Official Certification (grey). A modal window is open over the "Practical Expertise" stage. The modal has a yellow header with the title "CMS Certified Developer 10 LTS Practical Expertise". Below the header, there is a "Select a Verifier" section with a search bar and a list of verifiers. One verifier, "Georg Ringer" from "Studio Mitte", is selected and has a blue star icon next to his name. Below this is a "Comment" section with a text input field. At the bottom of the modal, there are "Cancel" and "Request Verification" buttons. The background page shows a "Description" section with text about the skill set and a "Resources" section with links to download syllabus and PDF. On the right side, there is a list of tasks with progress indicators, including "Registering Backend Modules", "Registering Frontend Plugins", "Database Record Translations", "Making Extensions localizable", "Custom Route Enhancers", "Building Custom Dashboard Widgets", and "Native List Pagination".



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



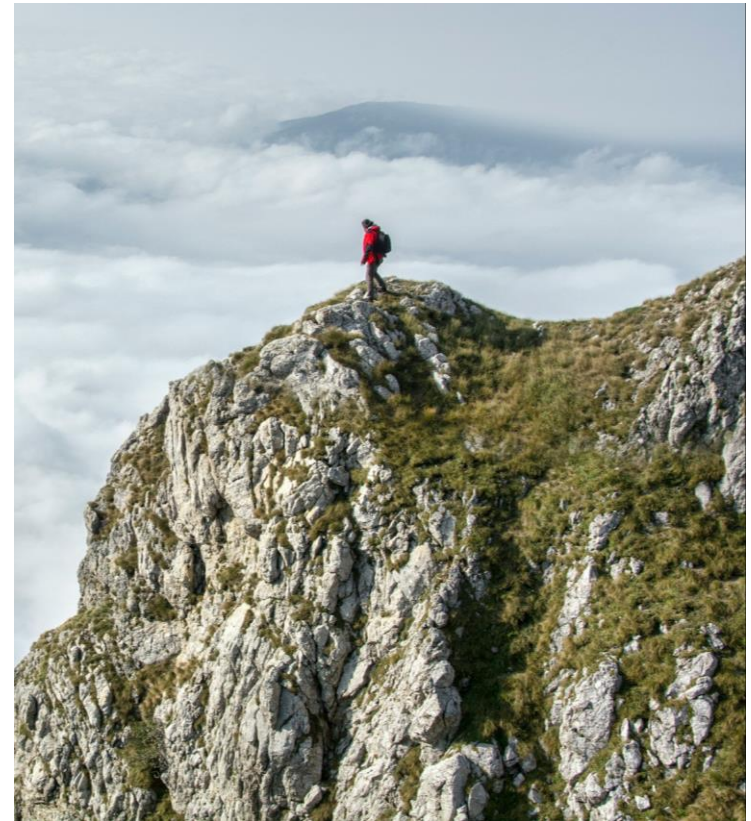


Summary

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



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/service desk/customer/portal/2/group/-1>