



# HUMAN CENTERED LEARNING

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# FOCUS ON EMPLOYEES' WELL-BEING IS CRUCIAL FOR COMPANIES NOW



## PEOPLE ARE IN THE LIMELIGHT

**50%**

of companies report staffing shortages. The number has risen to an all-time high\*

**94%**

of companies face difficulties in recruitment

**THE BEST  
CHOOSE WHERE  
TO WORK –  
IT'S IMPORTANT  
FOR COMPANIES  
TO STAND OUT**

**5–10**

job offers per day for a sales employee or IT specialist

**TOP-3 COMPANIES'  
PRIORITIES IN 2023**

**71%**

employees' retention

**66%**

increasing team efficiency

**57%**

sourcing and selection of employees

**HUMAN-CENTRICITY IS  
CRUCIALLY IMPORTANT**

**74%**

employees want to feel support from their manager and the company



\*Since 2013. Based on the results of the survey of employers issued by the Institute of National Economic Forecasting of the Russian Academy of Sciences, May 2023. The results are presented in the monitoring "Russian enterprises in the spring of 2023: combating the consequences of sanctions and relationships with government structures"

# NEW SPEED REQUIRES DECENTRALIZATION OF TRAINING AND DEVELOPMENT

NEW DEMANDS FOR KNOWLEDGE UPDATING: CREATION, EXCHANGE, TRAINING

## BUSINESS AND GOVERNMENT

An uncertain world creates uncertainty in the planning of learning

- Knowledge quickly becomes outdated; flexible education systems are required



## EDUCATION

- Speed and accuracy in delivery - just-in-time education
- Interesting content available 24/7
- Maximum choice



## PERSON

- Continuous learning
- Not only hard and soft skills, but also well-being
- Not courses, but environment for development



 **YOU CAN'T LEARN ONCE-FOR-ALL-TIME TO STAY IN DEMAND**

# EDUCATION WILL BE EFFECTIVE IF IT APPROACHES THE NATURAL PROCESS OF LEARNING – BECOMES HUMAN-CENTERED



## TRADITIONAL EDUCATION

- Transfer of knowledge and “drill and kill”
- Regardless of personal interest
- Lectures, priority on the lesson topic
- Stressful
- Centered on teacher and program
- Theory based

VS



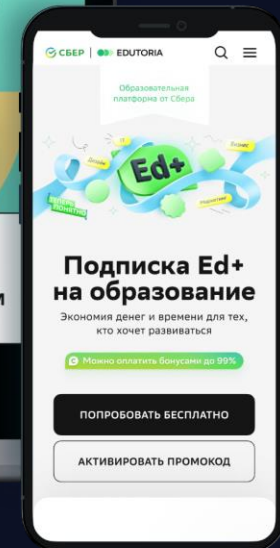
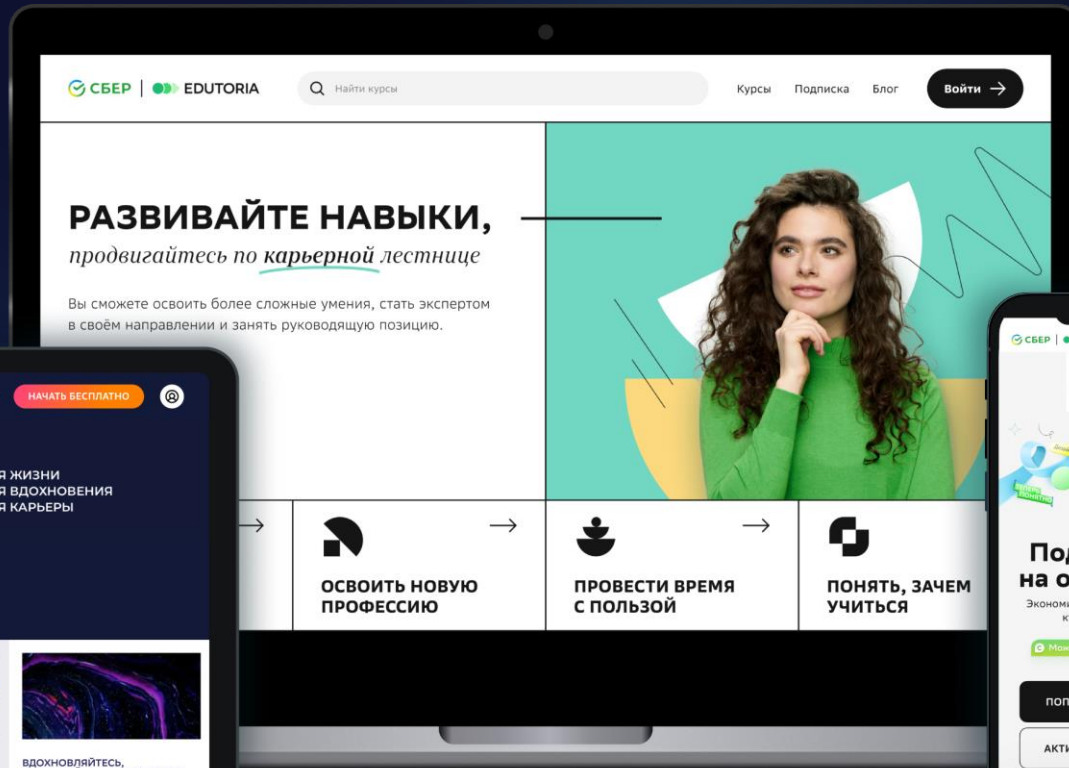
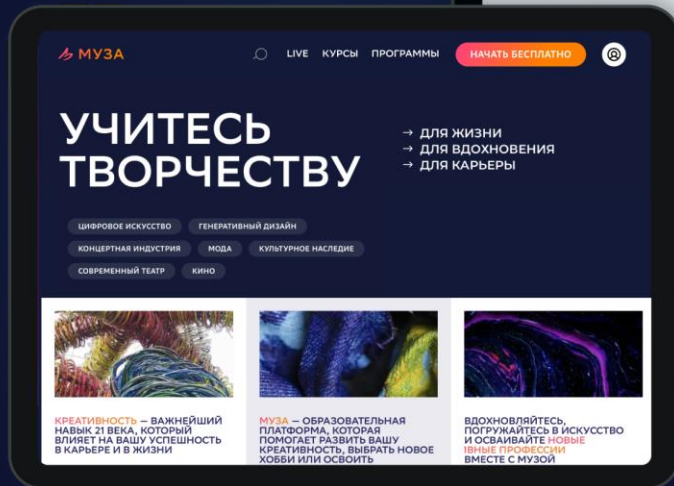
## HUMAN CENTERED LEARNING

- Emotional memorization
- Meaningful context to the person
- In dialogue and discussion, based on the task
- With pleasure
- Centered on student
- Engaging through experience and cases

# EDUCATIONAL ENVIRONMENT FOR CONTINUOUS LEARNING IN THE COMPANY IS NO LONGER A CHOICE BUT A NECESSITY



HOBBIES AND CREATIVITY



# CORPORATE SUBSCRIPTION – TRAINING FOR ANY EMPLOYEE'S NEEDS

SOFT SKILLS

CARE FOR THE TEAM

WELL-BEING

DIGITAL SKILLS

CAREER SKILLS

## 400+ COURSES PER YEAR FOR THE PRICE OF ONE

Company's and employee's  
choice



## TRAINING WITH EXPERTS

Webinars twice a month



## UNIQUE LIBRARY OF EDUTORIA COURSES

- Courses from Sber and partner companies
- Catalog is regularly updated and supplemented



EDUTORIA



## ONLINE UNIVERSITY OF CREATIVE PROFESSIONS “MUSE” – WHEN TRAINING IN THE COMPANY EXCEEDS EXPECTATIONS

SUBSCRIPTION FORMAT IS AVAILABLE



## CHILDREN'S PROGRAMS

Creative intensives to try yourself in art and technology

## CREATIVE JOBS

Additional professional education programs for the development in creative industries

## INSPIRATION

Unique courses from celebrities of culture, art and creative industries

# FLEXIBLE EDUCATIONAL SOLUTIONS FOR LEARNING IN A RAPIDLY CHANGING WORLD

## DEVELOPMENT OF AN EDUCATIONAL COURSE IN ANY FORMAT

- Concept development
- Experts selection
- Content production, including video production
- Visual design
- Course creation

## EDUCATIONAL PROJECT LAUNCH ON A TURNKEY BASIS

- Course landing page development
- Course placement



## ORGANIZATION OF TRAINING

- Group development
- Attracting teachers
- Creation and holding of webinars
- PR coverage of the project and attraction of potential users
- Issue of advanced training certificates or postgraduate professional diploma



**TRAINING NOT ONLY FOR EMPLOYEES,  
BUT FOR THE WHOLE INDUSTRY, CANDIDATES, CLIENTS**



# COACHING - HONEST HUMAN-CENTEREDNESS IN THE LEADERS SUPPORT

**57%**

of top executives have worked  
with a coach in the last 2 years

**54%**

**ENERGY**

**53%**

**CAREER**

**40%**

**FAMILY**

**80%**

worked with a  
coach/psychologist/psychotherapist

**32%**

**VISION**

**28%**

**TEAM**



# COACHING STRENGTHENS BOTH LEARNING AND BUSINESS

An average return on investment in coaching is

**6 TIMES**

more than the cost of coaching



Coaching and training increase productivity by

**88%**

compared to 23% increase from training alone



Companies that use coaching increase sales by

**19%**



# MANAGEMENT TEAMS TRAINING

1

Unique expertise for business growth and development through Sber's management and transformation experience

2

Practical developments and research results of Sber think tanks

3

Unique educational and peer-to-peer environment for leaders

## EXAMPLE PROGRAMS

- Digital Strategy
- Digital business transformation
- Digital finance for executives
- Upgrade: Leadership intensive
- Change management
- MBA and EMBA



**EDUCATIONAL PROGRAMS AT ANY COMPANY REQUEST**

# "SCHOOL 21" CREATES UNIQUE OPPORTUNITIES FOR MANAGERS' DIGITAL SKILLS DEVELOPMENT



No mentors.  
No lectures.  
Not rated.



Teaching methodology  
«peer-to-peer»



Duration of training is  
1.5–3 years



Project-based learning  
on the own  
IT platform



Mandatory  
internships



The learning process  
is gamified

## IN PERSON INTENSIVE TRAININGS FOR LEADERS

- Effective decision making
- Increasing digital competence
- Business development projects
- Well-functioning inter-team communication



### CAMPUSES

Veliky Novgorod

Kazan

Moscow

Novosibirsk

Surgut

Yakutsk

**1** year till  
internship

**2300+** employed as a result  
of internships

**4100+** participants over  
18 years old

# DEVELOPMENT OF KEY MANAGERS – AS A UNIQUE BONUS FROM THE COMPANY

## INDIVIDUAL COACHING

- We expand the managerial scale of high-potential employees
- We help you reach a new management level



## PROGRAMS FOR THE DEVELOPMENT OF CREATIVITY

“ Innovation in the field of high technology is impossible without art and music. All creative formats complement each other

*Richard Florida. “The Rise of the Creative Class”, 2002*



## CREATIVE RESET TO INCREASE TEAMS’ PERFORMANCE

Exclusive events, concerts and lectures with outstanding speakers from the world of art for everyone who wants to manage the motivation and inspiration of the team and fight burnout

- Closed exclusive concerts
- Creative weekends, workshops and seminars
- Art performances and cultural program from partners
- Networking with creative industry leaders



# SBER EXPERIMENTS WITH AI

AROUND THE EDUCATIONAL PROCESS FOR ADULTS

**CAREER  
COUNCELING**

1



**DIAGNOSTIC  
SKILLS**

2



**PROGRAMS  
RECOMMENDATIONS  
AND DEVELOPMENT  
PATHWAYS**

3



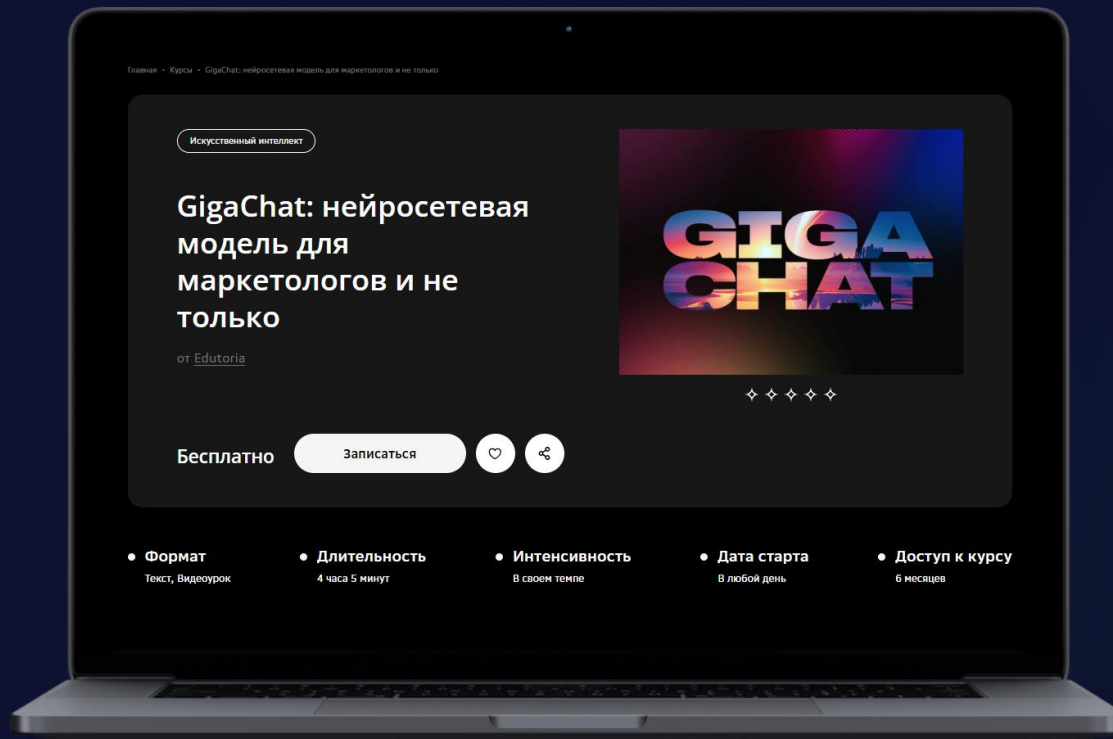
**CONTENT  
DEVELOPMENT**

4



# AI-EDUCATION

FOR THOSE WHO WANT TO ESCAPE FROM ROUTINE



Transfer the routine to the neural network.  
Free up time for more interesting tasks.

Find out how artificial intelligence  
developing and influencing our lives.

Learn how to work with GigaChat, you will  
understand what it can do and what it  
cannot do...yet.

# HR TEAM DEVELOPMENT

PROFESSIONAL ENVIRONMENT FOR HR COMPETENCIES DEVELOPING



COMMUNITY

PERSPECTIVE

EXPERIENCE

## MARATHONS “NEURAL NETWORKS: REVOLUTION IN HR”



**GIGACHAT**

## CASE-STUDIES

EMPLOYEE  
EXPERIENCE DESIGN

HR4IT

ORGANIZATIONAL DEVELOPMENT

## HR-QUESTIONNAIRE

December 2023

**Honest results of 2023  
and bold forecasts for  
2024 from leading HR  
experts**



# HR-WEEKENDS

- Informal conferences on non-trivial topics
- Speakers from related industries and networking around the fire
- Getting to know the best practices and experience of Sber's HR team

## 6 CONFERENCES HELD

- HR+Marketing
- HR+Art
- EduHacking
- HR+Design
- Sci-Fi HR

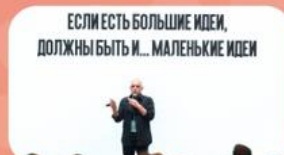
## PLANS FOR 2024

- HR like in Sber
- HR+AI
- HR+Science
- HR Well-being
- New Year's HR-Party



«Я УМОЛЯЮ НЕ БРОСАТЬ, НО РАЗВИВАТЬ HR СООБЩЕСТВО СЕГОДНЯ, И ОСОБЕННО СЕЙЧАС. БЫЛО БЫ КРУТО МЕЖДУ ТАКИМИ РЕДКИМИ СБОРАМИ В КАМПУСЕ ДОБАВИТЬ ЧТО-ТО ЕЩЕ В ГОРОДЕ: HR-БРАНЧИ, ВЕЧЕРА И Т.Д.»

«СПАСИБО ЗА ВОЗМОЖНОСТЬ ЛЮБИТЬ СВОЮ ПРОФЕССИЮ СИЛЬНЕЕ ❤️ ЭТО БЫЛ ГЛОТОК СВЕЖЕГО ВОЗДУХА. ДАЛЬШЕ – БОЛЬШЕ 🚀»



ПОДАРОК ЧИТАТЕЛЯМ КАНАЛА – ПРОМОКОД 15% ДО 25 СЕНТЯБРЯ FROMHRWITHLOVE ❤️

# HR-RECHARGE

## CHARGE YOURSELF TO CHARGE OTHERS

23-24 DECEMBER

SBERUNIVERSITY



# DEVELOP YOUR EMPLOYEES

TOGETHER WITH SBER

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