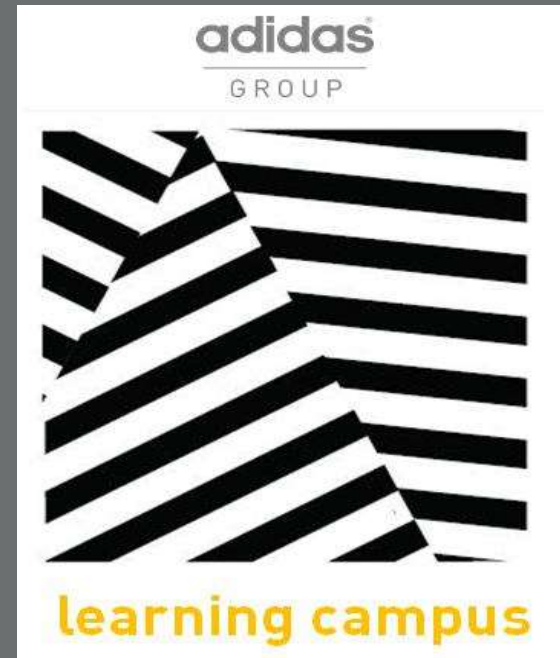


BUILDING A LEARNING FRAMEWORK FOR THE FUTURE



52

thousand employees

75

nationalities in Herzo

30,5

average age



Generation Y

A group of approximately 15 young adults, likely Generation Y, are captured in a moment of pure joy, jumping and running on a paved path outdoors. They are dressed in casual, sporty attire like tracksuits and hoodies. The background shows a park-like setting with trees and a clear sky. The overall mood is energetic and celebratory.

50%

THE OLD WAY OF LEARNING

Currently...

95%

of our content comes through formal learning

Which takes YOU out of the workflow



adidas
GROUP



learning campus

But according to the 70:20:10 model

70%

of what you learn is on the job

20%

of what you learn is through other people

only 10%

of what you learn is on courses

Did you know:
the brain forgets

50%

of what you learn in a classroom environment within 1 hour



So, now we're introducing...

The New Way of Learning

The illustration depicts a diverse group of people engaged in learning. A woman on the left uses a laptop, with a Reebok backpack and a blue 'adidas HELP LEARNING PORTAL' box nearby. A man in a blue Adidas shirt stands next to her. A man in a green Adidas shirt holds a tablet. A man in a TaylorMade shirt holds a golf club. A woman on the right holds a blue box with an Adidas logo, with a child in an Adidas shirt standing beside her. A young boy in the foreground sits cross-legged, using a tablet. The scene is surrounded by logos for YouTube, edX, Coursera, Khan Academy, MOOC (MASSIVE OPEN ONLINE COURSE), Facebook, TED, Adidas Group, Reebok, TaylorMade, Twitter, and Pinterest. A red starburst at the bottom right contains the text 'For future generations too' with a green arrow pointing upwards.



We provide open, innovative and collaborative learning solutions to grow our people and the business.

How can we grow our business?

In the new way of learning you can...



...decide when and where you learn as learning is always accessible.



...choose how & what you learn to fit your personal learning style and development goals



...live the New Way of Learning: you teach and you learn, you network and collaborate

SO WHAT IS THIS NEW LEARNING CAMPUS?

With new Learning Campus, we have the unique opportunity to **re-wire and re-establish LEARNING** for all employees of the adidas Group.

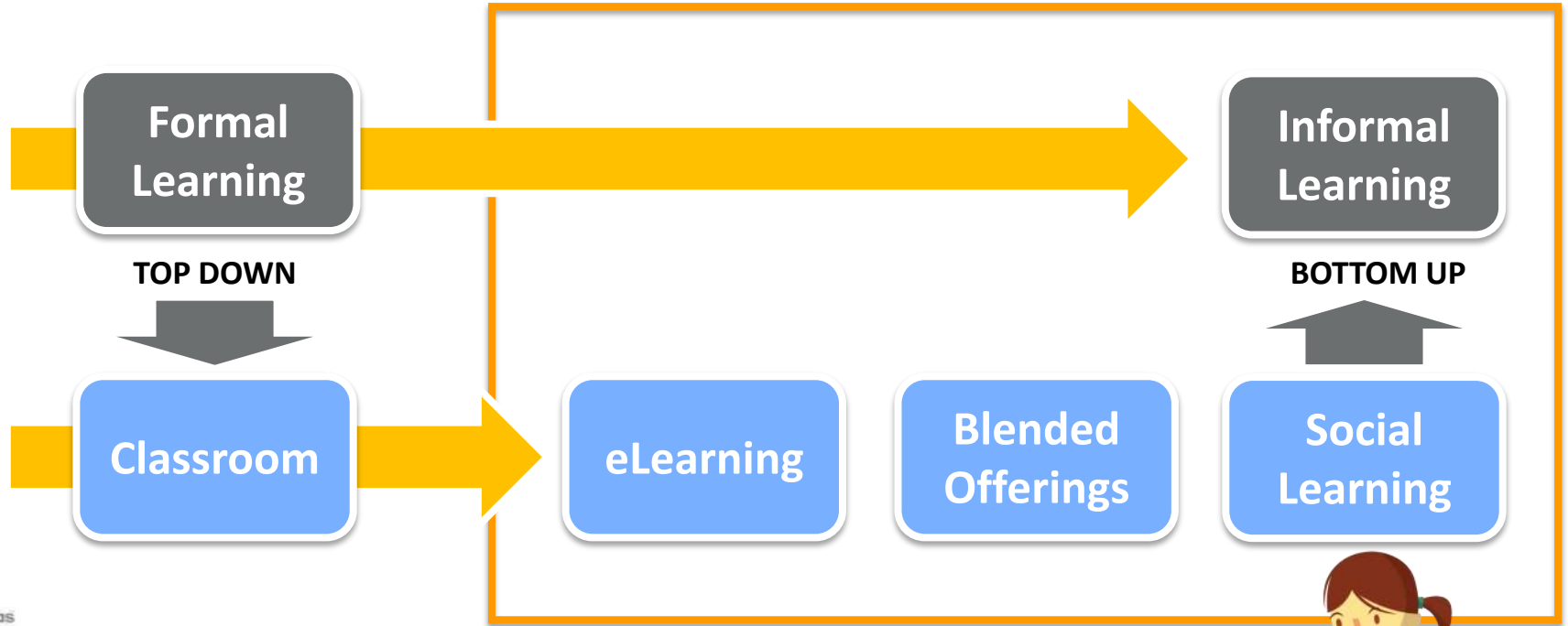


Our vision...

...is to transform the adidas Group into a learning organisation, with sustainable learning as a competitive advantage



THE SHIFT IN LEARNING



LEARNER-DRIVEN
Self-directed
Life-long Learners

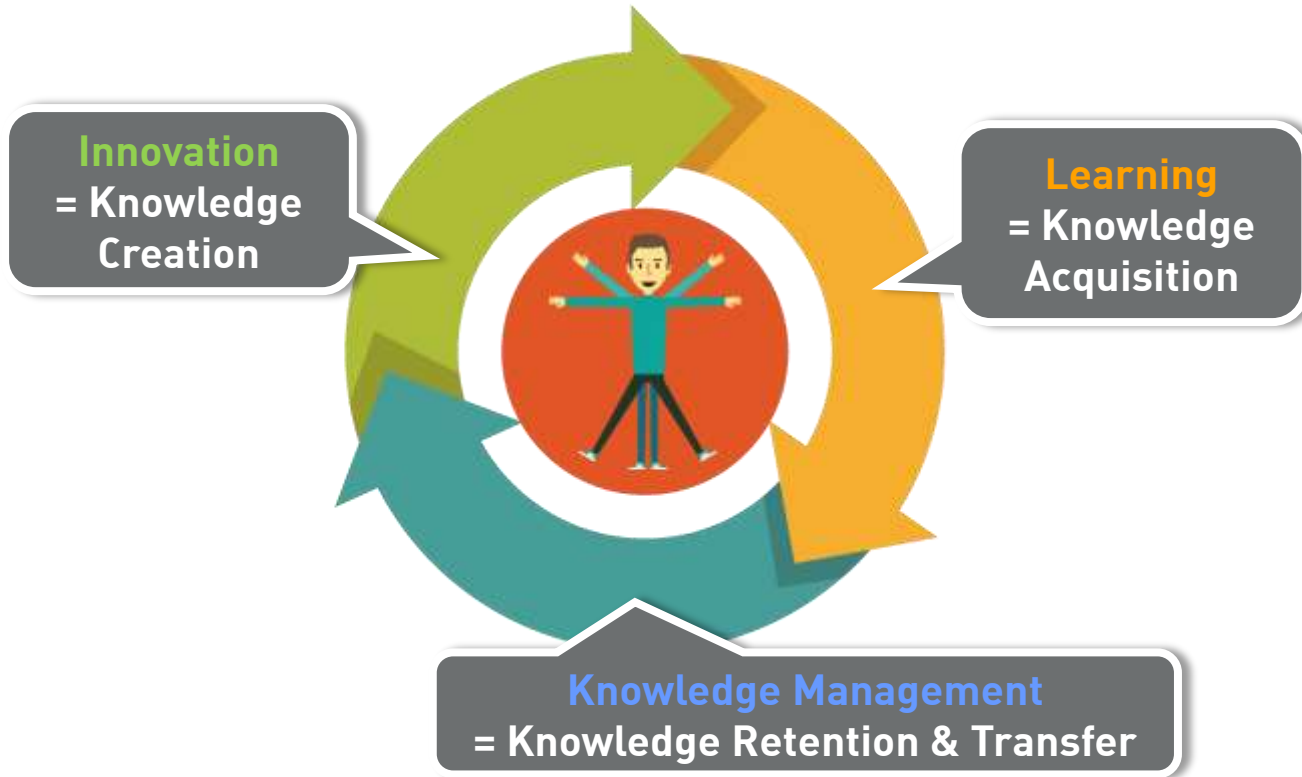


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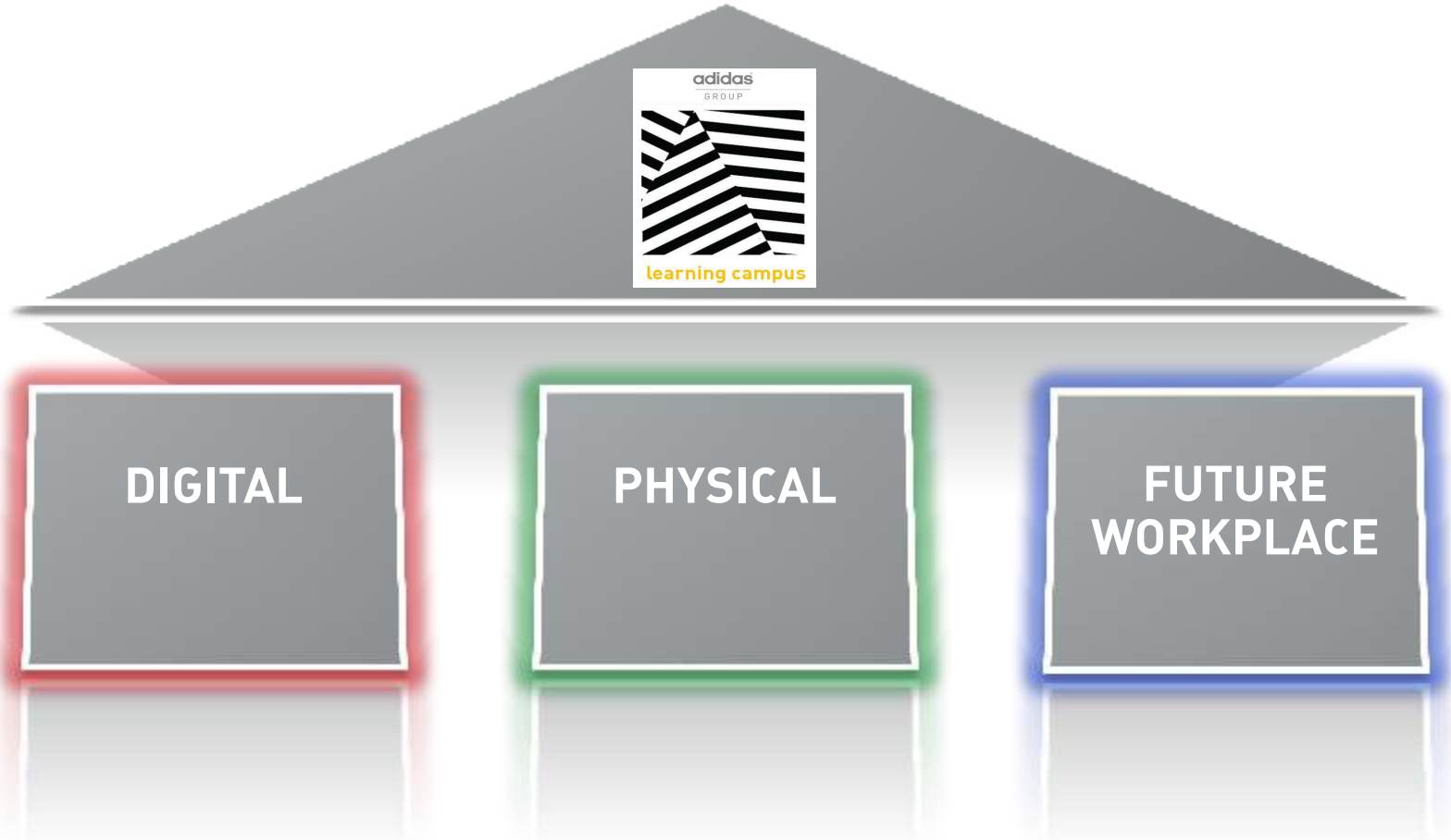
NEW LEARNING PRINCIPLES

1. **Working is learning and learning is working**
2. Shift to an **open and collaborative, connected “social” learning environment**
3. **Leadership** means sharing, teaching and learning
4. **Innovation** is part of everybody's daily work
5. Create a new **culture of self-driven life-long learning**

THE HOLISTIC KNOWLEDGE CYCLE



THE 3 PILLARS OF THE LEARNING CAMPUS



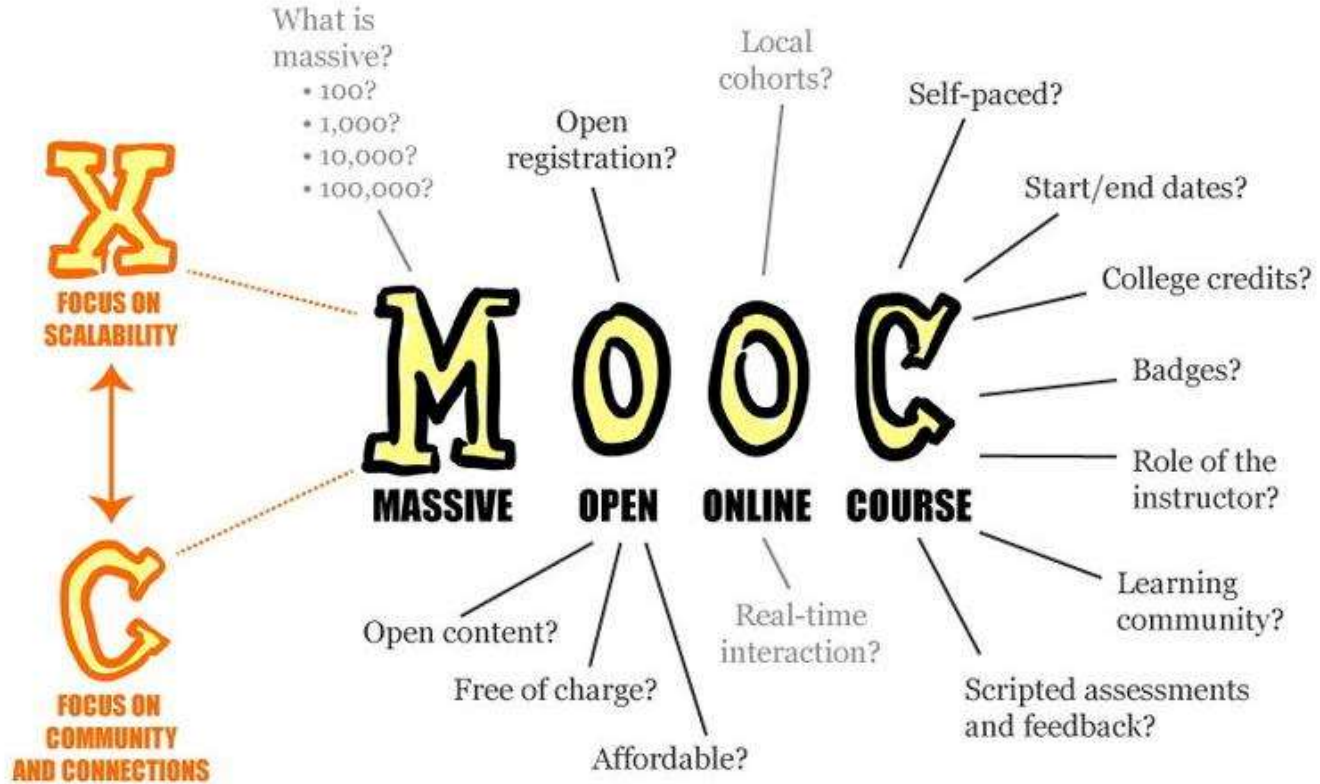
DIGITAL

PHYSICAL

**FUTURE
WORKPLACE**



What's happening out there?



facebook

Search for people, places and things

#edcmoc student Facebook group

Education

Who Post Add photos/videos Ask Questions Add FB Write something...

See more

Mariusz Szwarczak rolled a die.

Look for something to share

THE UNIVERSITY OF EDINBURGH

E-learning and Digital Cultures

Jeremy Knox, Sian Bayne, Hamish Macleod, Jen Ross, Christine Sinclair

This course will explore how digital cultures and learning cultures connect, and what this means for e-learning theory and practice. Follow this course at #edcmoc.

Watch intro video

1,762 1.2k 45k

Go to class

Current Session: Jan 28th 2013 (5 weeks long)

Workload: 3-5 hours/week

EDC MOOC News

From the E-learning and Digital Cultures MOOC

Week 3 Response to "The Real Deal" #edcmoc

First assignment: This submission by the Lopez (27th Jan) in name of the digital studies or e-learning is a combined creation of reality which may be further from some of the previous ones (you know @ 19h). The video and audiotape of James' reaction is aligned with several content and a 'reading out' of the video still to be released. Hence, because that the means of learning out of all these technologies of learning reality...

Week 3 Response to "Heart to Heart" #edcmoc

First assignment: This should take on the theme of emotion and, again, the video of students' reaction contact. What aspects of the human do we see as being so affected? How? Can we do this? We left the video of the Museum of the Future in London in the future to take us the...

Jeremy Knox

The University of Edinburgh

Video lecture content showing a man speaking.



Higher Education

EDC MOOC: What's new? What's new? What's new?

EDC MOOC: News #1

Week 1: Looking at the past

Week 2: Looking to the future

Week 3: Looking to the future

Week 4: Looking to the future

Week 5: Looking to the future

Week 6: Looking to the future

Week 7: Looking to the future

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Week 99: Looking to the future

Week 100: Looking to the future

Google+

EDC MOOC

adidas GROUP

outs

Tags / Tags | #edcmoc

Video thumbnails and social media posts.

EDC MOOC

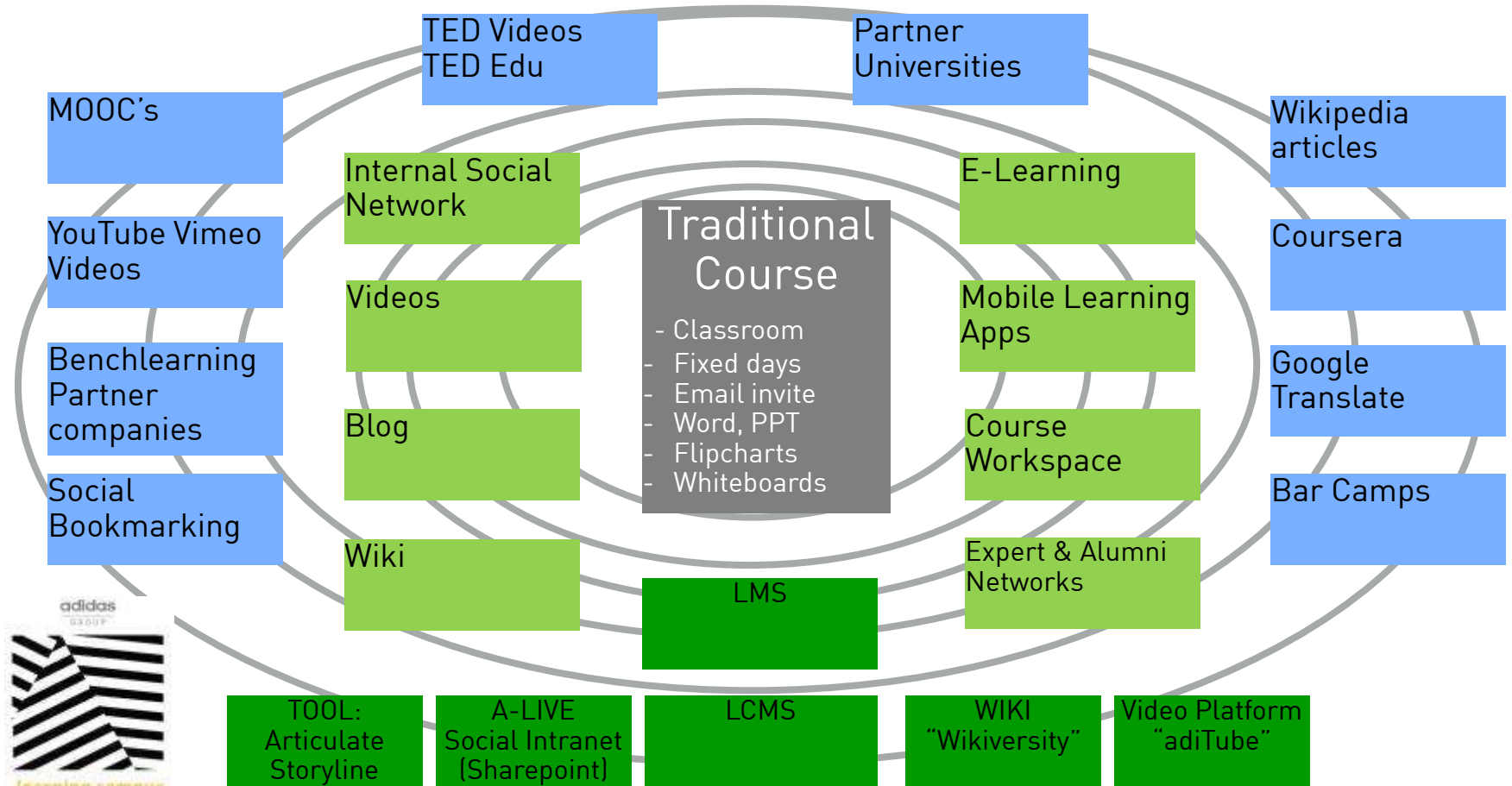
#EDCMOC

E-learning and Digital Cultures MOOC

Twitter feed showing tweets.



EXTENDING COURSE CONTENT TO MEET FUTURE NEEDS



LEARNING CAMPUS ONLINE

PORTAL



Learning Campus

Search Learning Campus

 Latest News	 Check out the Learning Kits	 Campus Map	 Campus Magazine	 Media Pool
 Campus FAQ & Info	 Sign up for a course or access eLearning	 Campus Map	 My Story	 Learning Forum

Featured

 Finding Satisfaction in the Working World	 Teamwork and Collaboration	 Giving and Receiving Feedback	 Personal Organization	 Communication Skills	 Entrepreneurial Thinking	 Finance 101
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LEARNING CAMPUS ONLINE

LEARNING KIT



Learning Kit

The Art of Persuasion

Focus Category: Interpersonal Skills, Communication

Do you ever feel you aren't being heard or aren't able to influence others even though you know your perspective is important? Learn from world leaders, celebrities and politicians how to become more persuasive as you can gain support for your ideas, positions and projects. In these workouts, you will learn how to capture your audience's attention, get them to connect with your message and compel them to take action to help achieve your goals. After mastering the workouts, you will reflect a more powerful presence, increase your personal impact and influence the way others think and act.

Workouts offer a self-paced, guided learning experience, with recommended links and practice activities to help you apply new concepts. You may select the Workout that seems most interesting to you, or complete them all.

Workout 1: Work on your presence to have greater impact
Workout 2: Develop your leadership presence to be more persuasive
Workout 3: Persuade them through story

To access our Art of Persuasion workshop on Business Storytelling, click [here](#).

★★★★★ Rate this Learning Kit!

SEE WHAT YOUR COLLEAGUES SAY ABOUT THE ART OF PERSUASION

Workouts

[Workout 1/3](#) [Workout 2/3](#) [Workout 3/3](#)

Start here
and download your workout guide

This workout takes approximately 2 hours

Analyze and Define Best on Persuasion

Does Obama sound different?

Persuasion is not Manipulation

Selling your products, your ideas and yourself

Using Pauses

Participate in the Conversation about The Art of Persuasion

Start a conversation

Sergio, Dene
Very interesting the article on the HHH method (Head, Heart and Hands) because it helps you in considering technical, emotional and practicality of your audience/clients when you put forward something new. A good balance of these areas can really create the right commitment.
April 21 | Like Reply Follow Sergio Dene

Maria, Aranzazu
I have completed the learning kit but I am not sure about if any kind of exercise is requested. What kind of report do people have to do? Any exercise? And where is it?
Thanks
March 23 | Like Reply Follow Maria Aranzazu

→ Show all 6 replies

Eric, Miano
The Workouts were designed to give learners an opportunity to apply new skills, rather than just knowledge. However, you are encouraged to share the completed Workout with your manager to facilitate a development conversation.
April 2 | Like

Marian, Aranzazu
I understand your point of view, and I agree with you, when I study something is for my own development more than a certificate of completed course. At the beginning of the learning I thought that you have to do everyworkouts (mandatos) to complete the learning. Now, I understand, that it more flexible. I was told that all the courses or learning you did could be added in your development plan, so as not for adding to it what you need it.

LEARNING CAMPUS ONLINE

“YOUTUBE-LIKE” VIDEO PLATFORM

The screenshot displays the Mediquip Learning Campus interface. At the top, there is a navigation bar with 'HOME', 'APPS', 'WORKSPACES', 'PEOPLE', and 'TASKS'. The user profile 'mario. john' is visible in the top right. Below the navigation bar is a search bar labeled 'Search Videos'. The main content area is divided into several sections:

- Topics:** A vertical list of categories including 'Association for Information and Design', 'Best Practices', 'Business Intelligence', 'Business Process Reengineering', 'Cataloging (Information Management)', 'CROs', 'Content Management', 'Content Management Software', 'Database Management', 'Intranets', 'Information Management', 'Intranets', 'Knowledge Management Software', 'Libraries and Archives', 'Library Automation Software', and 'Metadata'. A 'Browse all' button is located at the top right of this list.
- Most Recent Videos:** A section featuring a video titled 'The Learning project: The Learning Campus' with a thumbnail showing a woman in a white lab coat. Below the video is a rating bar and a 'Watch All' button.
- Recommended:** A section with two video thumbnails. The first is 'Project Manager Global Operations' and the second is 'Global Operations at the adidas Group'.
- Popular:** A section with two video thumbnails. The first is 'Creative Ideas from NBD to...' and the second is 'Product Testing'.

At the bottom of the interface, there is a footer with the Adidas Group logo and a 'learning campus' tag. The footer also contains a copyright notice 'adidas group © 2013' and a navigation menu with 'ABOUT THE STADIUM', 'DISCLAIMER', 'HELP', and 'FEEDBACK'.

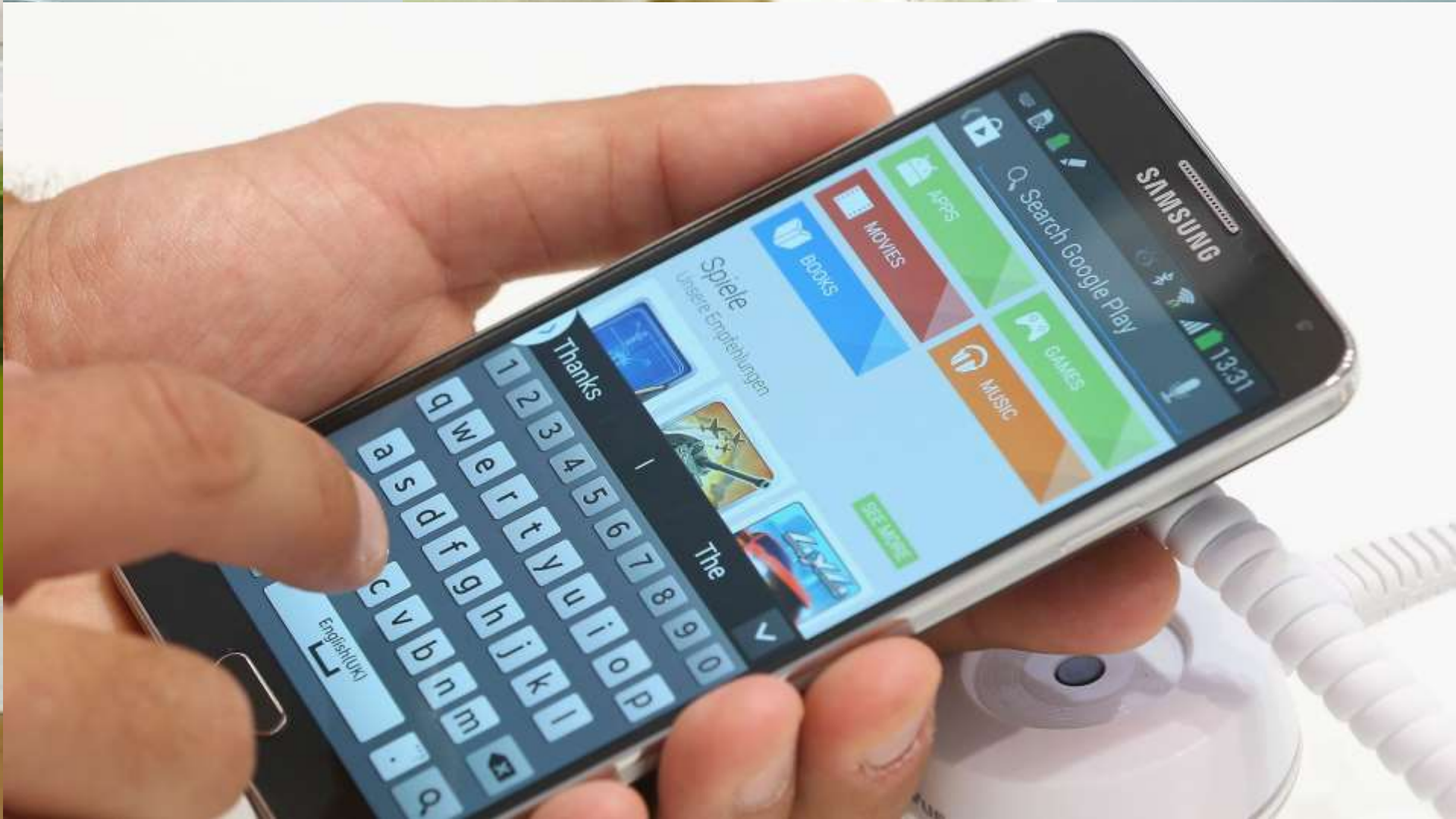


LEARNING POP-UP KITS & MEDIA LAB



THE FUTURE WORKPLACE





LEARNING CAMPUS HZO “THE SHED”

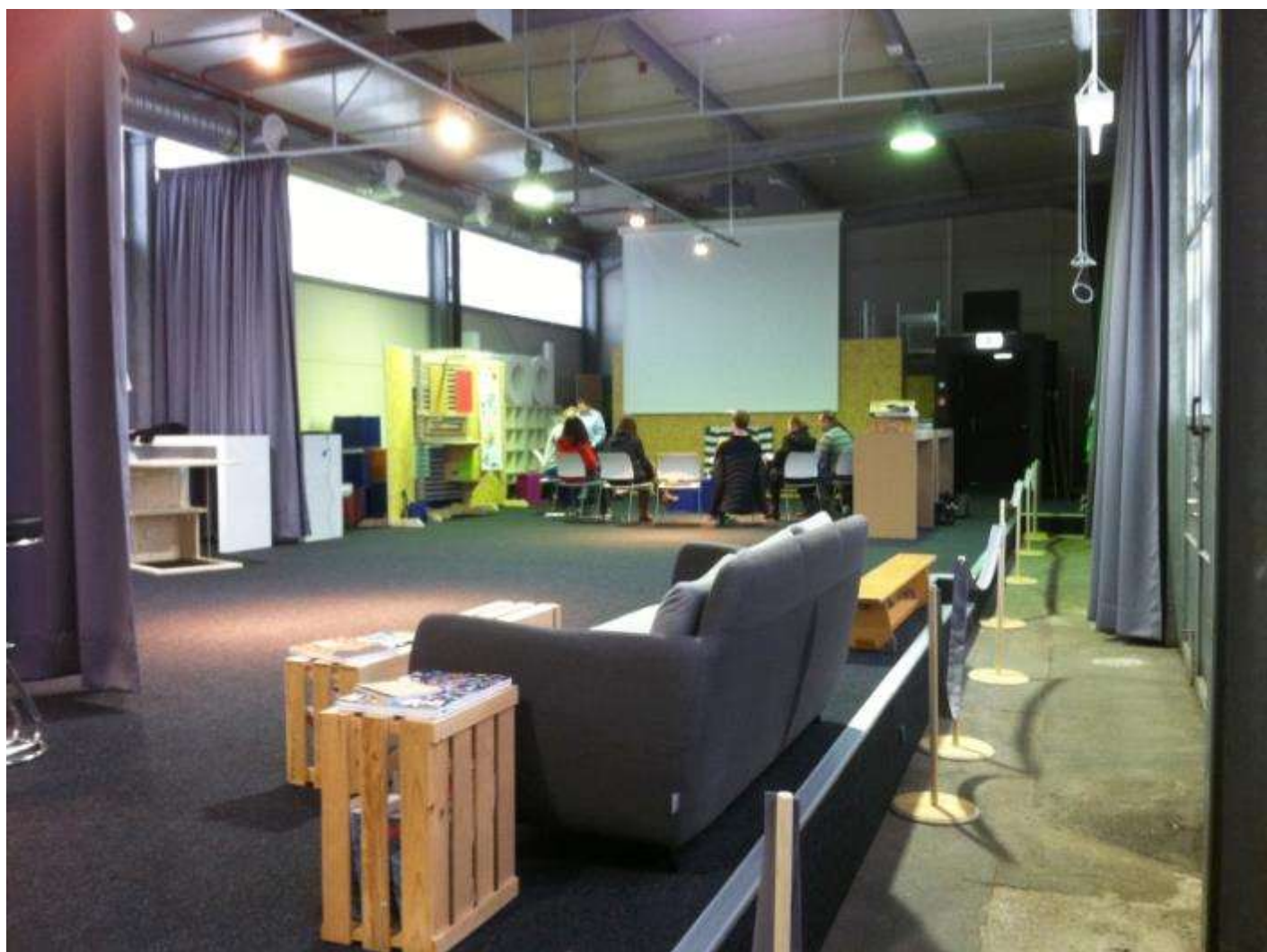












adidas
GROUP



learning campus

GLOBAL WEEK OF LEARNING – JULY 21-25

**WHAT IF
WE TRAIN
PEOPLE AND
THEY LEAVE?**

WELL, WHAT IF WE
DON'T TRAIN THEM
AND THEY STAY?!

CHANGE IS COMING: #NEWWAYOFFLEARNING



**IF YOU THINK
YOU'RE
SO SMART –**

WHY DON'T YOU
SHARE YOUR
KNOWLEDGE?

CHANGE IS COMING: #NEWWAYOFFLEARNING

**WHAT?
YOU ARE
LEARNING?**

SHOULDN'T
YOU BE
WORKING?

CHANGE IS COMING: #NEWWAYOFFLEARNING

**IF YOU'RE
SUPPOSED TO
LEARN FROM
MISTAKES,**

WHY ARE YOU
AFRAID OF
MAKING THEM?

CHANGE IS COMING: #NEWWAYOFFLEARNING



GLOBAL WEEK OF LEARNING – JULY 21-25



learning campus



Learning campus

#allin 2014 1990 1974 1954





The fabulous FabLab



adidas
GROUP



learning camp

ENTERING PHASE 2:



HR TALENT THINK TANK



WHAT is a Think Tank?

Looks at future scenarios and identifies risks and opportunities



Challenges the status-quo, thinks out-of-the-box and inspires with new ideas and approaches



Helps leaders make decisions that are based on the best available information



Breaks down silos and connects topics



Mission

The HR Talent Think Tank **drives culture change and innovation** in HR to enable the business in the best way possible.

- The TT challenges, inspires and shapes the organization
- by identifying & analyzing future trends
- and then developing human-centered scenarios
- for business risks and opportunities for the adidas Group



HR TALENT THINK TANK

Megatrends



→ RISKS

→ OPPORTUNITIES

LEGEND

1. Society & Culture
2. Geopolitics
3. Energy & raw materials
4. Science & technology
5. Healthcare & Medicine
6. Retail & leisure
7. The Economy
8. Financial services
9. Environment & Climate
10. Food & drink
11. Transport
12. Travel & tourism
13. Home & family
14. IT & telecomms
15. News & Media
16. Work & Business



Global Trends

Demographic Change

Gen Y/z, Aging,

Multi-culturalism

Urbanization

Megacities

Change

Digitalization

big data - always-on

Education

Environment

Speed

Sustainable Energies

VUCA Model

volatile, uncertain, complex, ambiguous



HR Trends

New Leadership

Crowd-Sourcing

Engagement

Responsive Organization

Data-Driven HR

Empowerment

Entrepreneurship

Networked working & learning

"From hierarchies to wirearchies"

CHANGE



VUCA

Horizon - the Future State



Shore

Past Experiences and Current Conditions

Innovation Action Team



adidas Group

THE AVENGERS



**Speaker
Series**

ONE Speaker Series in Herzo

- **With Brand adidas**
- **Incl. the Corp. Coms PR Academy**
- **Learning Campus**
- **Other functions and teams like Women's Series & Diversity**





Speaker Series

adidas group **LIVE** HOME APPS WORKSPACES PEOPLE TASKS Hello, Christian



Speaker Series



SHARE FOLLOW

SPEAKER SERIES UPCOMING EVENTS PAST EVENTS

The All Blacks – leading from the front

November 4, 2014

Speaker: Steve Tew, CEO of the New Zealand Rugby Union

How do good leadership, team spirit and motivation make a winning team?

Steve Tew oversees a hundred million dollar organisation with a record on and off the field that is the envy of many sporting administrations around the world. With the All Blacks and other New Zealand teams excelling on all fronts, a positive balance sheet and rugby continuing to inspire and unify New Zealanders – it is a great time to be involved in the game. He will share his insights on a more personal note.

Missed the talk? [See the video here!](#) [Steve Tew video](#)



adidas Language Localizations

November 3, 2014

Speaker: Jana Chavez-Sanders, Localization Manager - Brand Operation

adidas Language Localizations - How we interact with our consumers in their own language

Ever wondered how adidas brings our creative global marketing content to the world? How we



adidas group **LIVE** HOME APPS WORKSPACES PEOPLE TASKS Hello, Christian



Speaker Series



SHARE FOLLOW

SPEAKER SERIES UPCOMING EVENTS PAST EVENTS

Search

It's pretty quiet here. You may have to be the first to give a comment.

Schedule

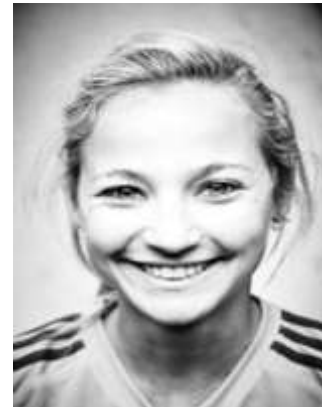
Date	Time	Location	Name	Company	Topic
NOVEMBER					
Nov 05	11:00	Orlando	Jana Chavez-Sanders	adidas	Localized Brand Messages
Nov 04	12:00	London	Steve Tew	All Blacks	The All Blacks – leading from the front
Nov 27	12:00	Orlando	Jana Chavez-Sanders	adidas	Design Thinking
DECEMBER					
Dec 15	12:00	Orlando	Thomas Geisser	Entrepreneur	Join start-ups



Speaker Series

12 Speakers
In 12 Weeks
In the Shed
In Laces
Workspace
Videos

2015:
Stage Laces
Portland
Shanghai





**KEEP
CALM
AND
LEARN
& TEACH**

