

# Entry of Jio and the learning team evolution in the telecom sector

## **With the entry of Jio there are three Cs which should guide the learning function in the telecom sector**

- Customer Service Attitude
- Compete and Survive
- Collaborate and Grow

### • **Customer Service Attitude**

#### **Monitor**

There will be a strong need to monitor all the activities to make sure that the roadmap is quickly and efficiently executed. The IT department will be tested to the maximum to churn out applications which are robust and evolving. Similarly, the learning ventures and monitoring of results will need to be entered, monitored and feedback given real time. This will not only be the conventional man-days of training but also the skill and competencies across the organizations. The reports will need to evolve and guide almost by the second. The challenges are many but it is the survival of the fittest.

#### **Enhance Skills**

Efficient training programs will need to be designed and delivered. Programs which are customized to the culture, challenges and individual profile of the learners will need to be given across the organization. The programs will have the responsibility of not only giving knowledge and skill but also motivating the learners to achieve the learning objective. Each interaction with the learning experience should be quick, effective and convergent in thought so that the mental models are developed and adoption ensured without the overload on the mind of the learner because each employee will have a lot to learning and apply in his journey to be a super man or super employee.

#### **Teach Concepts**

Concepts will need to be in a summary format and not hours of learning. This will need to be designed to be delivered anywhere anytime and any style. It would need just in time knowledge access and reference. The speed of access, delivery and message transmission should be quick. It will not be the time for PHDs but quick fast small capsules like a fast food.

#### **Make practising till improvement**

Employees will need to have training at their workplace or residence. Even complex interaction like role plays and case studies will need to be executed with minimum cost and time lag. Practical difficulties in learning will need to be addressed so that training is not a paid holiday but serious business if we are to stay in business.

### **Speed of change**

Cultures of bureaucratic nature will be forced to rely on strategies to change not only content but the execution of strategy towards training.

## • **Compete and Survive**

### **Cannibalise each other**

There is a danger that the organization will cannibalise each other. It is imperative for the learning function to think ahead of programs that will be needed at that time because time to react will be quick and decisive

### **Fight on competencies**

The true winner will concentrate on value additions across the organization, market and ecosystem within the borders of practicality. The learning strategy and team will need to take lessons on marketing warfare and work hard to partner with all stakeholders to be a solid support to fight on competencies

## • **Collaborate and Grow**

### **Turmoil**

We will see an environment of uncertainty and grey areas. Quick change of direction with all options thought through and prepared to with minimum investment will be the need to the hour.

### **Innovate**

It will be innovating at learning strategy, partnerships and technology options.

### **Training on Attitude**

There is no force like a positive attitude. Motivational programs and soft skills to match the environment will need to be designed

### **Values teaching and execution**

Values that have stood the test of time will need to be imbibed and monitored.

## **Summary**

The two mantras of the learning function at the same time for the organization shall be

1. Balance customer service with aggression in business.
2. Collaborate and Compete.

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