



Expanding into the Chinese Market: Training Employees and Developing Talent for International Growth



Apollo Professional Development



Expanding your business strategy into international markets requires foresight, detailed planning, and a clear strategy to develop the requisite human capital. As a global learning services organization, Apollo Professional Development (APD) understands the challenges associated with international growth — for instance, how to build and implement a successful talent development model for international growth.

APD was challenged to design and implement comprehensive employee development programs to support an international organization's expansion into China. As one of the largest providers of rehabilitation services globally, the client is recognized for providing innovative rehabilitation services and quality healthcare services for the world's aging adult population. The client's China expansion will provide training programs and professional certifications for healthcare workers serving rehab patients and the growing elderly population.

CHALLENGE

The client's expansion into the Chinese market presented significant challenges, notably in the critical need to properly recruit, hire, and train clinical workers.

- The client's short-term plan: train 6,000 new clinical workers to staff 300 planned Vitality Centers
- The client's long-term vision: double the number of Vitality Centers every year thereafter and train 200,000 new students per year

Due to the stringent government and industry certification standards, the client's Chinese

employees are required to complete an extensive training program. The client's expansion plans required an efficient onboarding strategy, using streamlined programs that accelerated employee time to proficiency without hindering employee on-the-job performance.

The training strategy also needed to meet localization requirements, including:

- Translating all training content from English into Mandarin
- Develop best-in-class faculty training models
- Redesigning existing content to meet upskilling needs
- Re-forming classroom-facilitated corporate training programs into a dynamic, online format
- Ensuring the learning programs achieve quantifiable and relevant business results

APPROACH

Research has shown that traditional instructor-led training is an ineffective method by itself to maximize knowledge retention and develop student skill sets. APD — one of the largest, education services organization committed to educating working learners on a global scale — designed a blended learning solution that transformed elements of the client's existing curriculum into customized content, while focusing on speed to competency and learning absorption.

Experiential learning is a simple yet radical shift in employee training: bringing learning out of the classroom and onto the job. But organizations typically lack an effective approach to apply on-the-job learning that is systemic, repeatable, and more impactful.

Blending learning programs combine an online learning experience with several "touch points" and

experiential learning to stimulate high-engagement, compresses time to proficiency, and provide students with a collaborative learning experience.

SOLUTION

APD's solution was designed as an integrated learning experience that combines several categorical components, including but not limited to:

EXPERIENTIAL LEARNING

Live Labs | Online Labs
Exam Prep & Exams | Clinical Exams

CONCEPTUAL LEARNING

Video Segments | Animations
Narrated Flipbooks

PRACTICAL LEARNING

Case Studies | Assignments
Knowledge Checks

Our solution is based upon a model of Learn-Apply-Reinforce, with each element representing a touch point. Research by Hermann Ebbinghaus has demonstrated that there is a link between the number of learner touch points and their resulting knowledge retention. Without reinforcement, for example, learners can lose almost 70% of their knowledge within three days after the initial training. Each touch point provided after the initial training resets their knowledge level closer to 100%. By the fifth touch point, retention of the knowledge is maximized.

In addition, APD's solution incorporated our unique implementation of a 70/20/10 model, which focuses 70% of learning on immersive and experiential training, 20% on collaborative activities, and 10% on personalized education.

Finally, APD provided the client with a high-engagement online learning experience that uses advanced technologies and innovative

methodologies to improve learning absorption and speed to competency. The average course compression time represents an increased improvement to proficiency of 21.4%.

BUSINESS IMPACT

APD's solution for the client's China expansion has been in effect for approximately one year, as of the publication date of this case study. Since then, APD's solution has achieved the target goals set by the client. Over 500 trainees have completed the client's training.

With APD's comprehensive solution, the client has successfully scaled up the talent pool and reduced trainees' time to revenue-generation by 29%. The client has also increased the productivity of in-house trainers by 178%.

By addressing the client's needs for high-quality content, scalable program delivery, and a blended training model using experiential learning with multiple touch points, APD continues to support the client's expansion strategy into China. The client is well positioned to support future business endeavors around the globe.

About Apollo Professional Development

Apollo Professional Development offers a full range of employee education and talent management services to help companies build and sustain a future-ready workforce. With deep industry expertise and a focus on educational innovation, we use our global education network and the most advanced learning technologies to design and deliver cost-effective, scalable, and customizable learning solutions for corporations worldwide. Learn more at www.Apollo.edu/APD.