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Introduction

- ▶ The report below is going to elaborate upon the significance which technological aspects have on the training and development of employees in enterprising firms
- ▶ The benefits of digital advancements in regards to both the employers and also their employees would be explained in detail
- ▶ The following study is an extensive PowerPoint presentation
- ▶ The specific instances of Morrisons, Premier Inn, Aston Martin, Burberry, HSBC, Balfour Beatty, Vectair Holdings, and Prufrock Coffee will be utilised



Importance of Technology in Training and Development

- ▶ The utilisation of digital concepts has been extremely helpful to the elements of development and training, which are two of the most significant tasks of HR managers and representatives in companies
- ▶ That is why it has also penetrated the grounds of Human Resource Management (HRM) within the jurisdiction of business organisations in the nation of the United Kingdom (Pastrana and Tobón, 2020).
- ▶ Technological advancements are taking place at a rapid speed in regards to each and every area of life all across the world
- ▶ In addition to that factor, training is conducted with more quickness



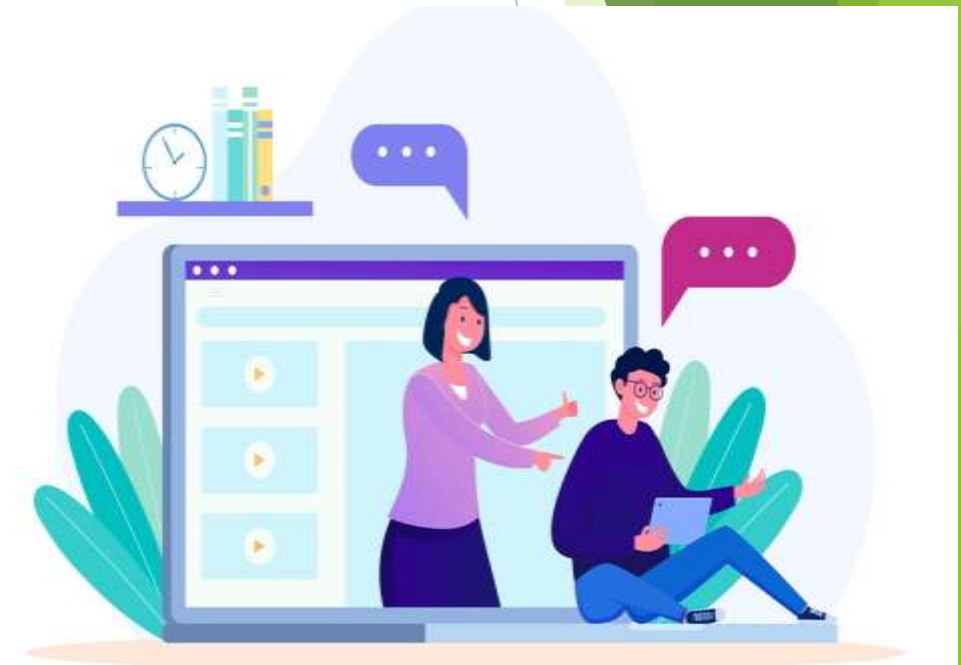
Benefits of Technology-Based Training Programmes for Employees in Morrisons

- ▶ The UK-based retail behemoth known as Morrisons is able to use this to a great degree
- ▶ Alongside it is the fact that the members of staff are provided with the opportunity to possess exceptionally high levels of proficiency, productivity, boosted morale, engagement, and motivation (CIPD, 2024).
- ▶ As has been mentioned clearly in the section above, there exist an umpteen number of advantageous benefits which are provided by the use of technological advancements within the conceptual topic of training programmes in corporate entities
- ▶ During the onset of the global COVID-19 pandemic, this company had used Augmented and Virtual Reality (or AR and VR) to train their staff while they worked from home to retain everyone's safety (Morrisons, 2024).



Benefits of Technology-Based Training Programmes for the Staff at Premier Inn

- ▶ One of the matters is known as blended learning, which is beginning to be used with a lot more frequency in the UK's firms (The Guardian, 2024).
- ▶ There are many different ways in which technology is incorporated into training programmes for staff members
- ▶ It had started to be used by the tourism, hospitality, and accommodation business of Premier Inn predominantly during the years 2021 and 2022, in order to be able to fulfil the purpose of curbing the effects of the contagion on its operational functions (Premier Inn, 2024).
- ▶ Its employees benefited from the fact that they could work from home without endangering themselves or others and receive training digitally



Advantages of Technology-Based Training Programmes for the Workforce of Aston Martin

- ▶ As opposed to training them with regard to complex concepts at one go, Aston Martin's microlearning platforms are utilised for breaking the courses down to help them reserve the technological information in a properly better way (Aston Martin Lagonda, 2024).
- ▶ It is the technique of training which divides teachable content into modules that are comparatively smaller in size (Tworek *et al.*, 2020).
- ▶ Other technology-based learning programmes also exist, one of which is known by the term microlearning
- ▶ It has been ideal for the learners since they are capable of quickly grasping onto the subject matters and practices



Benefits of Technology-Based Training

Programmes within Burberry

- ▶ One more example of an organisation which uses an online training programme is the luxury fashion retailer, Burberry
- ▶ The usage of upskilling programmes, websites, and mobile phone applications are extremely useful when it comes to training the labourers of a company
- ▶ That is the reason for which it takes complete advantage of sites which provide training for many given activities in particular (Burberry, 2024).
- ▶ In correspondence with it being a multinational corporation (MNC) which sells its clothing and accessories all over the world, it is unable to continuously train newly-hired recruits elaborately by itself



Benefits of Technology-Based Training at HSBC

- ▶ The brand enhances the learning processes of its hired members through techniques of intelligence like natural language processing and Machine Learning (ML)
- ▶ It uses Artificial Intelligence (AI) on a regular basis to train its workers (HSBC, 2024).
- ▶ HSBC (Hong Kong and Shanghai Banking Corporation Limited) is a UK-headquartered private banking business organisation
- ▶ HR officers do this in companies to effectively train a few EU-based (European Union) in terms of spoken English (National Careers Service, 2024).



Benefits of Technology-Based Training Programmes for Employers in Balfour Beatty PLC

- ▶ The leading construction business of the UK, that is, Balfour Beatty, which is a public limited corporation, has initiated the usage of digital formats regarding the programmes of the training and development of its staffing force (Balfour Beatty, 2024).
- ▶ Similar to the concept mentioned above, technology-based training programmes can also be positive for employers adding to the advantage of being favourable to the workers themselves
- ▶ That has been beneficial to the employer since they can teach people in relation with the roles which a certain job vacancy entails by working from home and training employees who live over very long distances and cannot attend the walk-in offices
- ▶ It has modified the concept of instructor-led training (ILT) by providing a line manager with one individual or a team of persons that have been recruited by the contractor virtually



Benefits of Technology-Based Training for Managers at Vectair Holdings

- ▶ It makes utilisation of immersive training with the inclusion of scenario-based interactive videos and simulations of real-world situations (Vectair Systems, 2024).
- ▶ The managerial leaders of the SME (small and medium-sized enterprises) Vectair Holdings, which sells hand-dryers, air fresheners, toiletries, and other health products, also experience benefits owed to technological training
- ▶ Employers are given advantages from this since such techniques attract many applicants who have knowledge of the constantly-evolving trends of the consumer market
- ▶ These new kinds of training methods appeal to younger recruits since they are more technologically-adept than relatively older ones



Advantages of Technology-Based Training Programmes for the Leaders at Prufrock Coffee Ltd.

- ▶ Social media training is one of the newer sorts of methods for the development of employees
- ▶ Prufrock Coffee Shop is a small and local cafe located in the metropolitan city of London. It is known well for how effectively it trains its employees through digital applications (Prufrock Coffee, 2024).
- ▶ It was proven to be advantageous for the employers as they do not have to spend too much capital for training workers and can teach them proficiently regardless of that
- ▶ Prufrock records videos and uses live sessions for training those who cannot attend physical sessions due to illnesses or other reasons



Conclusion

- ▶ The speed, accuracy, and lack of expenses, with which training is completed is beneficial to employees and employers alike
- ▶ On a final note of inference, through the conduction of research, technology has been found to be very efficient in training and developing employees
- ▶ The examples of Morrisons, Premier Inn, Aston Martin, and Burberry UK were used to showcase employees' benefits
- ▶ The instances of HSBC LTD., Balfour Beatty Plc, Vectair Systems, and Prufrock Coffee had been utilised to display employers' advantages



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Thank You