



# The future of learning

**How your organization can adopt  
a dynamic approach**

People & Change



March 2021

---

KPMG Lower Gulf



# What are KPMG Learning Solutions?

Motivated employees and consumers drive your business. Using engaging solutions, we provide learning experiences that people enjoy and that sometimes uncover hidden talents. This helps organizations get a better return on investment and drives business results.



## **Learning and development transformation**

For many years, the value of Learning and Development (L&D) departments has been arguably underrated. A market-leading function is a necessity for many reasons, including:

- Unlocking your people's potential
- Providing pragmatic learning, grounded in past experience
- Upskilling in an agile and just-in-time manner
- Attracting and retaining talent



## **Skills and product knowledge**

L&D used to take three to six months to identify a learning need, design a solution and roll out training – sometimes even longer. Now, technologies and products are rolled out on a weekly basis to upskill employees.

- At KPMG, we identify skill gaps and support development of a targeted strategy, using solutions that are right for your people and organization. Benefits include:
- A more collaborative and high-performing culture
  - Improved customer experience
  - Enhanced leadership skills



## **Culture and transformation**

Cultures are shifting, digital transformation is accelerating, and organizations are rebranding. At KPMG, we design and deliver learning solutions that empower employees to succeed as change unfolds, including:

- Culture change
- Digital transformation
- A culture of compliance
- Effective change management





### Technical skill development

Protecting your business and managing risk is vital to success. Whether it is cybersecurity, data protection, a vigilant mindset, workplace ethics or health and safety, we design learning modules that are engaging and memorable. We offer bespoke learning solutions for mandatory knowledge-building requirements, including:

- Code of ethics
- Compliance
- Corporate social responsibility (CSR)
- Cybersecurity
- Data protection



### Behavioral skill development

KPMG will work with you to make complex topics engaging and easy to consume, using storytelling and the latest learning solutions. By making your compliance learning memorable and engaging, you can achieve:

- Targeted behavioral change
- Improved engagement
- People-focused leadership



### Mass awareness and literacy campaigns

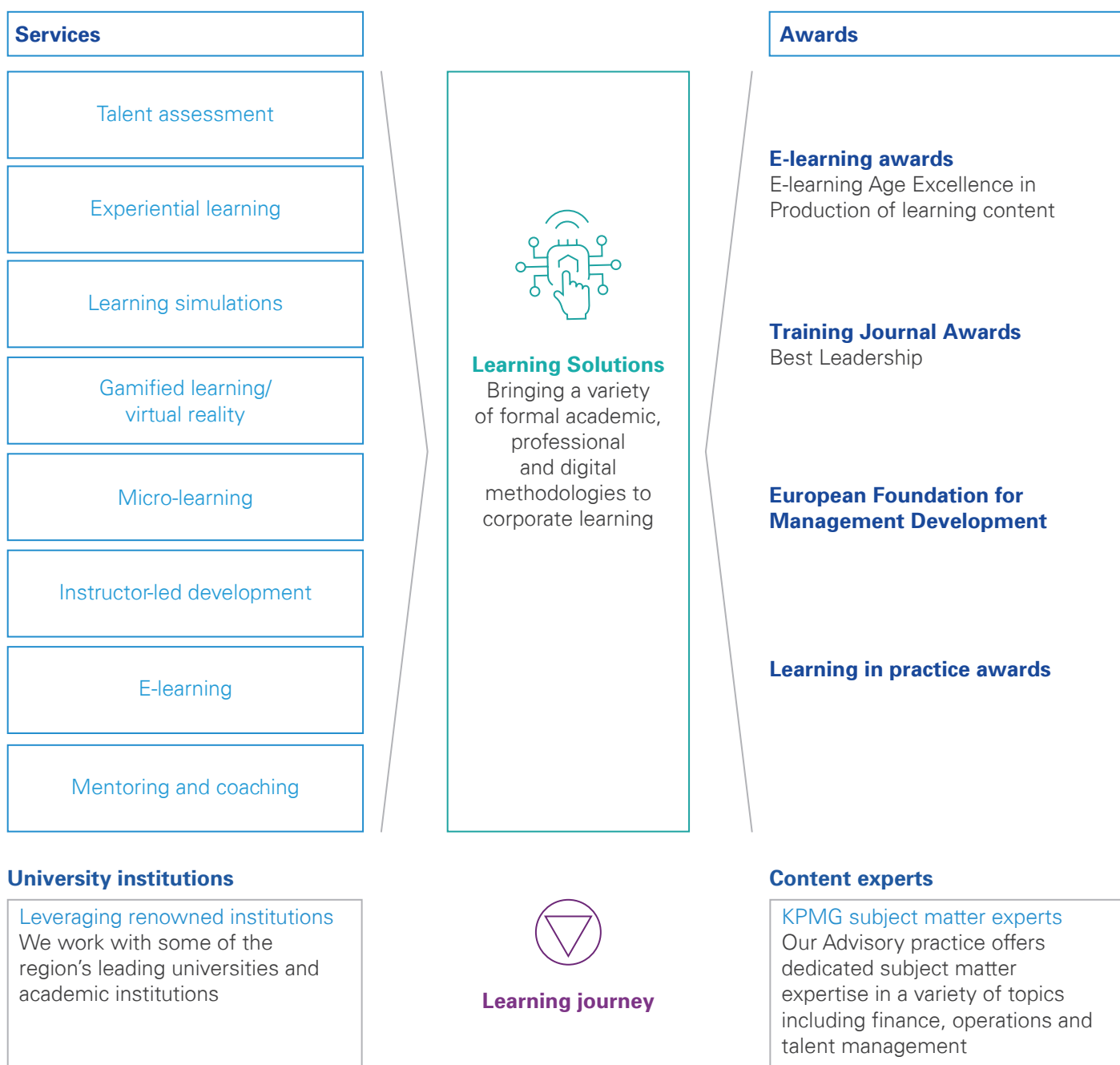
Modules include finance literacy, cybersecurity awareness, financial fraud, vigilance and protection campaigns. A strong awareness program, internal or external, helps meet your organization's needs:

- Mass awareness
- Consumer literacy
- Customer awareness campaigns
- Employee awareness campaigns



# How do Learning Solutions work?

Every new project enhances KPMG's solutions hub and further differentiates our offerings.



# How are Learning Solutions delivered?

KPMG Learning Solutions are underpinned by a strong learning management system (LMS), which is used to record employee competencies, support career planning and performance appraisals, as well as measure learning progress.





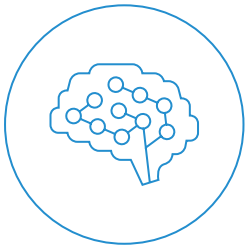


# What is the learning architecture for each journey?



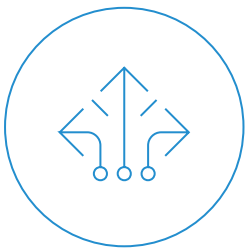
## **Learning narrative**

Setting the scene through storytelling



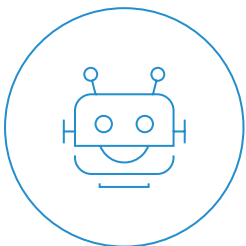
## **Brain academy**

Activating knowledge, memories and feeling related to the targeted topics using gamification elements



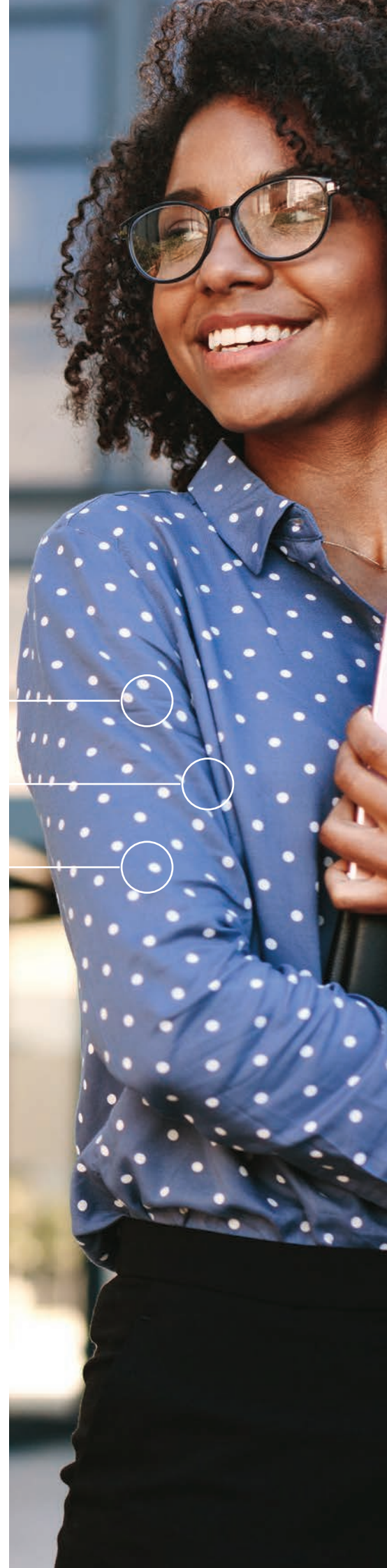
## **Direct knowledge transfer**

Transferring knowledge through animated videos to create an in-depth experience



## **Knowledge validation**

Validating knowledge by asking questions using gamification elements





# Why KPMG?



01

## **Our partnerships:**

Our approach involves bringing together input from regional and global certification bodies, universities, industry experts and academics in order to promote effective and lasting development for our clients.



02

## **Our experience:**

KPMG has a global network of member firms who have shaped a variety of learning solutions to deliver in-depth development programs. Our unique collaboration with our global network of member firms allows us to bring leading learning solutions to you.



03

## **Our expertise:**

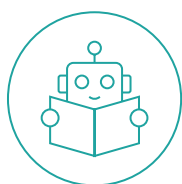
Our cross-functional collaboration (across Advisory and Tax practices) allows us to provide dynamic solutions aligned to changing market needs, understand our clients' businesses better and leverage our global expertise to provide us a competitive edge



04

## **Our expert team and SMEs:**

Our engagement teams comprise industry specialists and subject matter experts with certified instructional designers and relevant development credentials. Our practitioners have real life experience with the challenges faced and exposure to corporate realities, which makes learning more pragmatic



05

## **Digitally enabled learning:**

Through our partnerships, we have access to a variety of robust technology platforms and learner management systems to actively track, monitor and report learning activity. These platforms leverage advanced analytics to report learning effectiveness.

# What are the learning components?



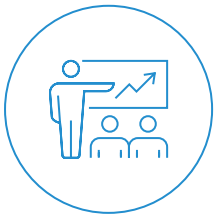
## **Instructor-led facilitation**

- We provide in-person/virtual practitioner-led sessions in a classroom environment using instructional design principles
- We provide access to locally and internationally recognized industry subject matter experts during these sessions as facilitators or guest



## **Learning nuggets**

- We script, design, animate customized videos and animations to communicate key messages, learning and changes within organizations
- We work closely with our clients to ensure branding standards and clear language is communicated
- We provide both short and long format videos to share both bite-size and larger informational pieces



## **Coaching**

- We provide professional development coaching through our partnerships with academic and industry professionals
- We utilize a formal goal-based approach to coaching, providing technical and behavioral guidance to coachees applicable to their roles



## **Gamified learning**

- We work with our partners to design and deliver interactive learning games and simulations, which provide employees with a live and contextual learning experience
- We deliver a case-based learning experience with interactive videos and animations for on-the-job skills to learn and practice



## **E-learning**

- Our solution includes a unified online learning platform, readily accessible on in-house and newly developed learning platforms
- We script, design and animate customized videos and animations to communicate key messages
- We work closely with our clients to ensure branding standards are adhered to and clear language is used
- We provide both short- and long-format videos







# Contact us



**Marketa Simkova**

*Partner*

*Head of People & Change*

*KPMG Lower Gulf*

**m.** +971 56 683 3097

**e.** [msimkova@kpmg.com](mailto:msimkova@kpmg.com)



**Charu Dhingra**

*Head of Learning Solutions*

*KPMG Lower Gulf*

**m.** +971 56 115 6235

**e.** [cdhingra@kpmg.com](mailto:cdhingra@kpmg.com)

[kpmg.com/ae](https://kpmg.com/ae)

Follow us on:



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2021 KPMG Lower Gulf Limited, licensed in the United Arab Emirates, and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

KPMG International provides no client services. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm. All rights reserved.

The KPMG name and logo are registered trademarks or trademarks of KPMG International. Designed by KPMG Lower Gulf Creative team.

Publication number: 3340

Publication date: March 2021