

Training Method

Content

- 1) *Training Method (Review & Updates)*
- 2) *Key Questions*
- 3) *More Thoughts*
- 4) *Promotion Method of MITI HQ – Update*
- 5) *More Thoughts*

Training Method? (p5, Initial Report)
As is : Lecture, Case Study, Field Trip...
Plus + Group Discussion, Action Plan

→ Training Method of MITI HQ - Review



→ Training Method of MITI HQ - Review

Before : Interactive participation , No Link between Case Study Lecture and Field Visit



→ Training Method of MITI HQ - Update

After : Facilitator & Group Discussion , Action Plan and Facilitator to Filed Visit



→ Training Method of MITI HQ - Update

After : Facilitator & Group Discussion , Action Plan and Facilitator to Filed Visit



→ Training Method of MITI HQ - Key Questions

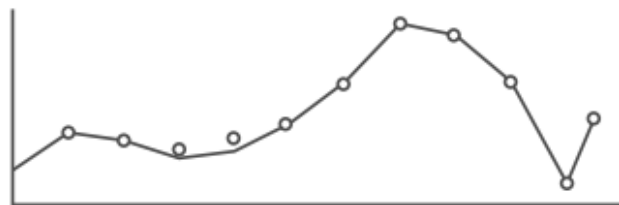
2013 STATE OF THE INDUSTRY

PROJECT DESCRIPTION



ASTD Research:

Connecting Research to Performance



ASTD

ASTD (American Society for Training & Development) is the world's largest professional association dedicated to the training and development field. In more than 100 countries, ASTD's members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in 120 U.S. chapters and with 15 international partners. ASTD started in 1943 and in recent years has widened the profession's focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues.

For more information, visit www.astd.org.

Section 2:

Content Distribution and Delivery Methods

Content Distribution

To understand the types of learning employees are being offered, organizations were asked to report the percentage of their learning portfolio devoted to 12 common content areas.

The top three L&D content areas for the consolidated group in 2012 were managerial and supervisory; mandatory compliance; and processes, procedures, and business practices. Together these three content areas account for one-third of the learning content available. The bottom three content areas, accounting for 17 percent of the total, are executive development, customer service, and basic skills.

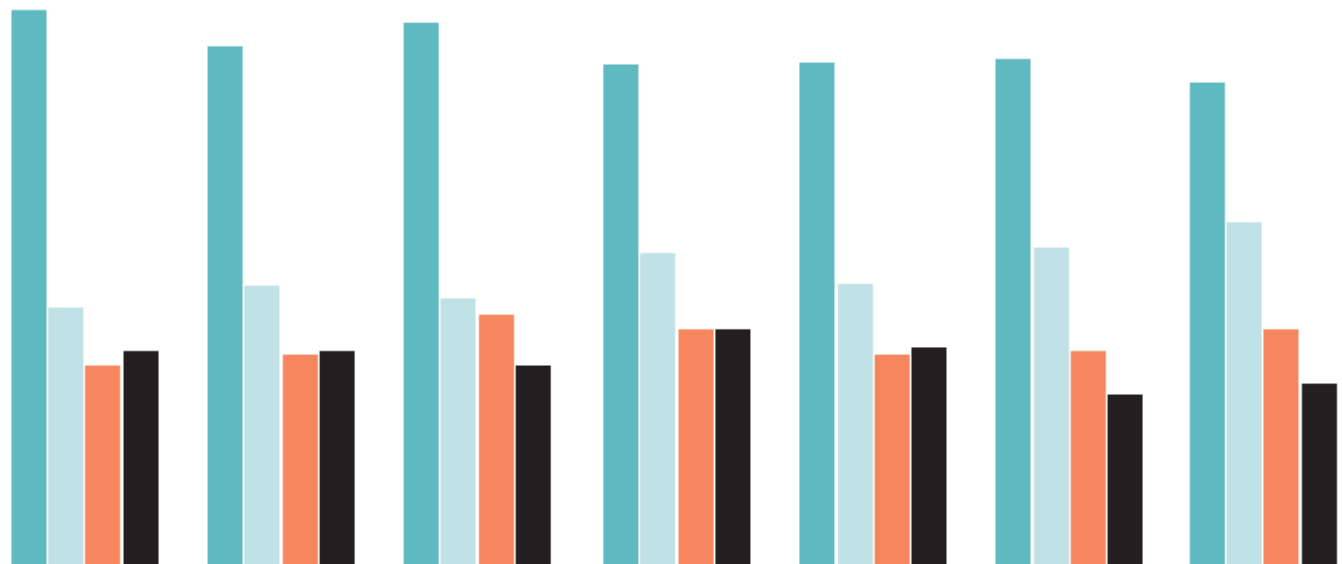
The G500 put slightly more focus on profession- or industry-specific training and sales training, compared with the consolidated group. They focus less on the three categories the consolidated group rated the highest, only accounting for 20 percent compared with 34 percent for the consolidated group (see Figure 2-1).

Managerial and supervisory was the top content area

→ Training Method of MITI HQ - Key Questions

FIGURE 2-2:

COMPARISON OF **AVERAGE** PERCENTAGE OF FORMAL LEARNING HOURS
AVAILABLE VIA PRIMARY DELIVERY METHODS (CONSOLIDATED)

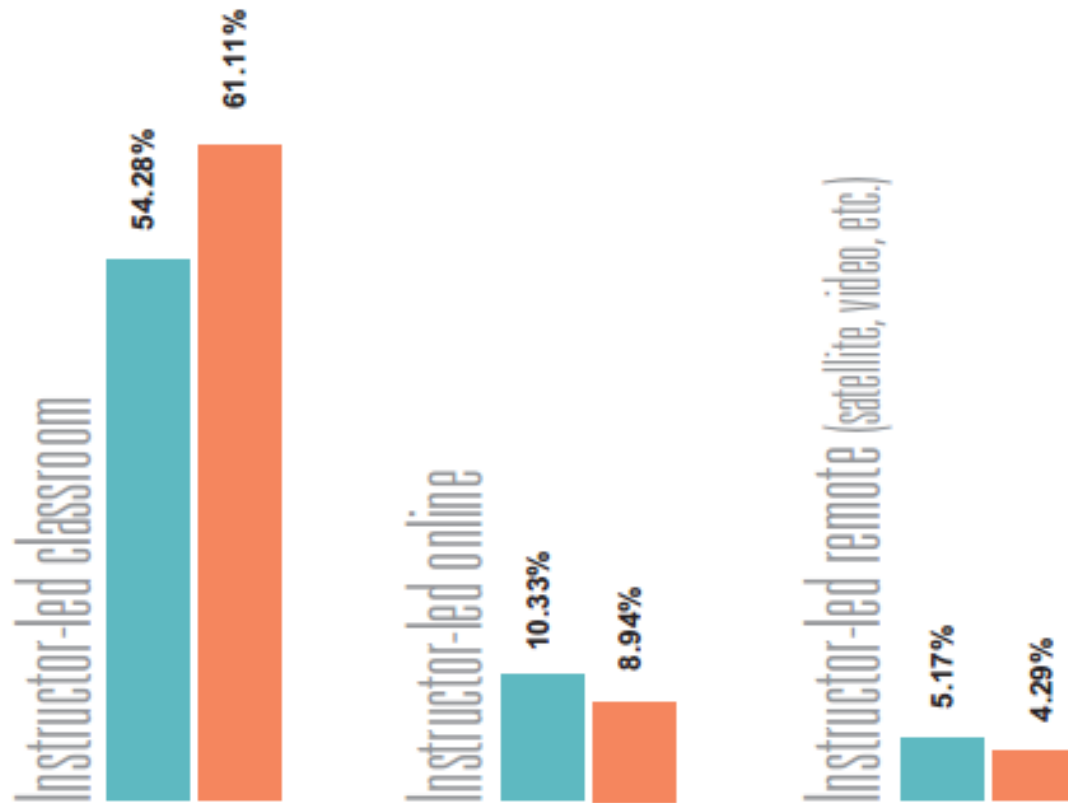


	2006	2007	2008	2009	2010	2011	2012
Instructor-led classroom	65.30%	61.06%	63.69%	58.84%	59.10%	59.43%	54.28%
Technology-based	30.28%	32.69%	31.37%	36.54%	33.00%	37.30%	39.20%
All online	23.36%	24.62%	29.31%	27.70%	24.77%	25.18%	27.29%
Self-paced	25.12%	25.02%	23.38%	27.63%	25.50%	20.07%	21.56%

→ Training Method of MITI HQ - Key Questions

FIGURE 2-3:

INSTRUCTOR-LED DELIVERY METHODS (AVAILABLE)



→ Training Method of MITI HQ - Key Questions

FIGURE 2-1:

AVERAGE PERCENTAGE OF LEARNING CONTENT BY CONTENT AREA



→ Training Method of MITI HQ - Key Questions

Content Area Comparison

	Consolidated	G500
Top 3 Content Areas	Managerial and supervisory	Profession- or industry-specific
	Mandatory and compliance	Sales
	Processes, procedures, business practices	Customer service
Bottom 3 Content Areas	Executive development	Executive development
	Customer service	Basic skills
	Basic skills	New employee orientation

Challenges for MITI

-> All Instructor-led Classroom Methodologies

** No On-line*

-> MITI Training Key Contents Area

Challenges for SHRDC

-> Segmentation of audience

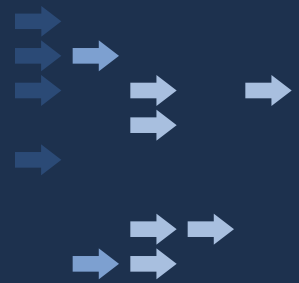
**Lack of credible database / personal e-mail account*

-> Multi-National & Multi-Lingual audience

; 137participants, 57 Cities*

; Chinese 27% (36 participants, 16 cities)

**Customized program participants and cities excluded*



Promotion Strategies

→ Promotion Method of MITI HQ - Update

Manually updated E-Mail Letter : 15 replies for 2 weeks

희망서울
서울특별시 토한메이

메일

연수

직위

City Director

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director

f Internatio
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Foreign Aff
d Protocol
partment

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etwork

SHRDC metropolis
Seoul Metropolitan
GOVERNMENT

December 23, 2013

Dear
Season's Greeting from SHRDC!

I am Nam Won-Jun, the president of Seoul Human Resource Development Center of Seoul Metropolitan Government.

First of all, I would like to extend my sincere appreciation for your participation in our courses targeting public officials from overseas cities held in the year of 2013. You have had shown keen interests out of your busy schedule. Even though it was a fleeting encounter, I could pleasantly feel your efforts and passion of advancing your city.

Seoul Metropolitan Government has provided a venue of sharing good examples and discussing ways of enabling sustainable developments of cities with public officials around the world. In 2014, we are planning to open 14 courses with the start of the commemorative forum for the official opening of Metropolis International Training Institute in Seoul: we will make strenuous efforts to be the world's best urban policy training institute through superb training courses.

I expect your continuous interests and would like to ask for active participations of your city officials.

I wish your success and happiness in the New Year.

Sincerely yours,

Won Jun NAM

Nam Won-Jun, Ph.D
President of Seoul Human Resource Development Center
Seoul Metropolitan Government

Creative Learning Building
Seoul Human Resource Development Center
68 Namboonwan-ro 340-gil
Seochon-gu, Seoul Korea
Tel +82 2 3488 2689 Email shrinfo@gmail.com
http://seoulmiti.org Facebook/shrdctato

4번 호

6 47 18 88

5 555 175

12 145 793

12 505 489

955-2233

SHRDC Seoul Human Resource Development Center



Let's go! SHRDC

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TITLE

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NO	TITLE	FILE
3	MII September 2013 Program Information	
2	SHRDC will be the headquarter of Metropolis International Institute !	
1	SHRDC Global Learning Team Facebook Page Opened!	

1

1 / 1 (3)

list count(50)

→ Promotion Method of MITI HQ - Update

Automated system E-Mail Letter : **19 replies within in 4 days**

POSTMAN
모바일 마케팅 센터

MY포스트맨 주소록

발송결과 결제

군사 자동메일 팩스

선택된 이메일 제목: \${EMS_M_NAME}님, 포스트맨을 운영하...
대상: 34,289 (뉴스레터 1자 4월 외 0건)
발송: 13/04/05 10:10

이메일 열람률: 80.2% (2,044)
모바일 오픈: 19.8% (504)

클릭률: 2.7% (68)











이메일 열람률: 31.7% (Apple), 68.3% (Android), 0% (Etc)

PDF 다운 1/5

① 발송된 메일제목 선택 후, 발송 결과 내역을 확인합니다.
② 2번 아이콘을 누르면 클릭률과 관련된 정보를 확인 할 수 있습니다. (다음페이지 설명)
③ 3번 아이콘을 누르면 엑셀파일로 발송결과 리포트를 다운 받을 수 있습니다.
④ 모바일OS(iOS, Android, ETC)별로 오픈율을 확인 할 수 있습니다.

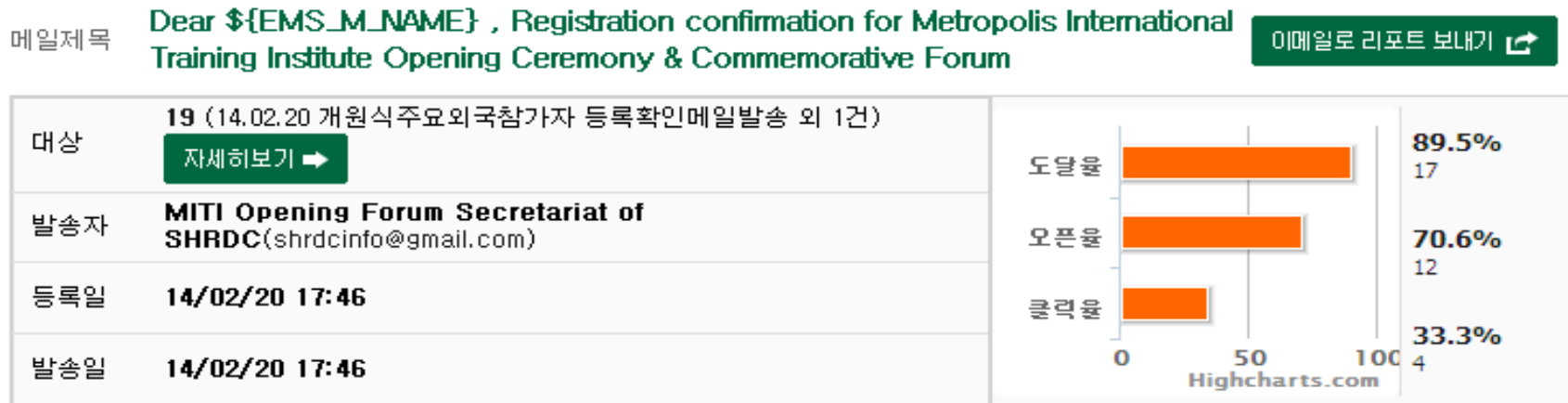
→ Promotion Method of MITI HQ - Update

Manually updated E-Mail Letter : 19 replies within in 4 days

진행 상태	메일제목	발송일	타겟/ 발송	도달	오픈	클릭	리포트 다운	관리	
성공	Dear \${EMS_M_NAME} , Registration confirmation for Metropolis International Training Institute Opening Ceremony & Commemorative Forum	2014.02.20 17:46:13	19/ 19	89.47% 17	70.59% 12	33.33% 4		내용 보기	
성공	Dear \${EMS_M_NAME} , Registration confirmation for Metropolis International Training Institute Opening Ceremony & Commemorative Forum	2014.02.20 17:40:18	1/ 1	100% 1	100% 1	0% 0		내용 보기	
성공	Dear \${EMS_M_NAME} , SHRDC announces 2014 Program in Seoul for SHRDC Alumni's colleagues	2014.02.20 14:05:57	391/ 391	69.05% 270	43.7% 118	32.2% 38		내용 보기	
성공	Dear \${EMS_M_NAME} , SHRDC announces 2014 Program in Seoul for SHRDC Alumni	2014.02.20 14:04:12	2/ 2	100% 2	50% 1	100% 1		내용 보기	
성공	Dear \${EMS_M_NAME} SHRDC 2014 Program Announcement in Seoul for SHRDC Alumni	2014.02.20 13:45:31	164/ 164	75.61% 124	56.45% 70	17.14% 12		내용 보기	

→ Promotion Method of MITI HQ - Update

Manually updated E-Mail Letter : 19 replies within in 4 days













오픈 상세 리포트

PC		모바일		iOS	100%
83.3%		16.7%		Android	0%
10		2		etc	0%
Frederique Roussel	Frederique.ROUSSEL@iledefrance.fr	성공	7	1	2014.02.26 23:15
Agnes Bickart	abickart@metropolis.org	성공	2	1	2014.02.20 18:31
Elisabeth Gouvelal	elisabeth.gouvelal@iau-idf.fr	성공	1	1	2014.02.20 19:15


→ Promotion Method of MITI HQ - Update

Manually updated E-Mail Letter : 19 replies within in 4 days

진행 상태	메일제목	발송일	타겟/ 발송	도달	오픈	클릭	리포트 다운	관리
성공	Dear \${EMS_M_NAME} , Registration confirmation for Metropolis International Training Institute Opening Ceremony & Commemorative Forum	2014.02.20 17:46:13	19/ 19	89.47% 17	70.59% 12	33.33% 4		내용 보기 
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→ Training Method of MITI HQ - Key Questions

Monday, 2014-03-10 | ۱۳۹۳



metropolis
INTERNATIONAL INSTITUTE
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Below is a list of all of the past workshops which were held each year. If you would like to know more about each of them, click on the "read more" link below.

» Read More ...



➤ **MTCM Regulations**

Participating in at least 80% of the training classes and taking part in the technical tour(s) is mandatory for everyone. There is no exception.

» Read More ...

▶ WOMEN NETWORK ▶ METROPOLISES ASSOCIATION ▶ ISCO ▶ UCLG ▶ MUNICIPALITY OF MASHHAD

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**ISCO**
International Scientific Cooperation Office
Municipality of Mashhad

ورود | Monday, 2014-03-10 | 9°C Mostly Sunny 

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Introduction to ISCO

Our holy city of Mashhad is in a stage of rapid expansion and growth, so a great demand has been placed on our city to offer better urban services and to become actively competitive in the global arena. In turn, great demand has been placed on our city managers and policy makers ...

New Workshops

- Strategic Planning & Performance Measurement
- Smart Cities





Metropolis Regional Office of Women's Network

In 2007, the municipality of Mashhad via ISCO was selected as the Regional ...

Publish date : 21/07/2012

→ Training Method of MITI HQ - Key Questions



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DISTRITO FEDERAL
MÉXICO

metropolis

World Association of the Major Metropolises
Asociación Mundial de las Grandes Metrópolis
Association mondiale des grandes métropoles



1ER. SEMINARIO
INTERNACIONAL



SOBRE GESTIÓN DE
RIESGOS DE DESASTRES

18, 19 y 20 Septiembre de 2013, Ciudad de México.



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→ Training Method of MITI HQ - Key Questions



eapdf

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→ Training Method of MITI HQ - Key Questions

المركز القومي لبحوث الإسكان و البناء Housing & Building National Research Center



[Conference and International Exhibition The Future of Gated Communities Towards Sust](#)

About HBRC

Welcome to the Housing and Building National Research Center

Latest News

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NEW

Sixth International Conference on
NANO-TECHNOLOGY IN CONSTRUCTION
(NTC 2014)

22-24 March, 2014

Cairo, Egypt

For More Information Visit To Website

[Click Here](#)

● Announcement Conference

Conference and International Exhibition
The Future of Gated Communities Towards
Sustainable Urban Development

Cairo

11-14 June 2013

For More Information Visit To Website

[Click Here](#)





Research Institute and in addition to the Training and Urban Studies


→ Training Method of MITI HQ - Key Questions

Montserrat Pallares	ohsehoon@seoul.	Fwd: Metropolis – Women Interna	2014-02-25 22:43
Montserrat Pallares	ohsehoon@seoul.	Fwd: Metropolis – Women Interna	2014-02-25 00:46
Montserrat Pallares	ohsehoon@seoul.	Fwd: Metropolis – Women Interna	2014-02-20 22:30
Montserrat Pallares	ohsehoon@seoul.	Fwd: Metropolis – Women Interna	2014-02-25 22:43
Montserrat Pallares	ohsehoon@seoul.	Fwd: Metropolis – Women Interna	2014-02-25 00:46
Montserrat Pallares	ohsehoon@seoul.	Fwd: Metropolis – Women Interna	2014-02-20 22:30


→ Training Method of MITI HQ - Key Questions

Participatory & Interactive Webpage





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News

MITI Headquarters in Seoul


Established in 1962, the Seoul Urban Resource Development Center serves as an institute to provide training services for the public officials of the Seoul Metropolitan Government and the foreign cities around the world. >>> [more](#)

metropolis Opening Forum




MITI Programs

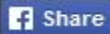
Program	Date
MITI Opening Forum	March 13, 2014
Workshop for the Training Method	March 12-14, 2014
Urban Transportation	March 23-30, 2014
Waterworks	May 27-June 3, 2014
E-Government	June 24-July 2, 2014
Urban Management	August 24-31, 2014
Climate Change	October 21-31, 2014

PHOTOS



SOCIAL LINKS



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Social Networking Features

flickr 가입 둘러보기 사진 업로드



SHRDC Global Learning
Seoul Global Learning

포토스트림 세트 좋아하는 사진



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Metropolis Secretariat General likes this.

SHRDC
September 26

an Management Program 2013 (7 photos)
DC offers managerial-level public officials of Metropolis member cities a ue opportunity to learn Seoul's best practice regarding urban management sustainable eco-city as well as knowledge transfer through "Action rning" sessions facilitated by experts from an international organization — eoul.

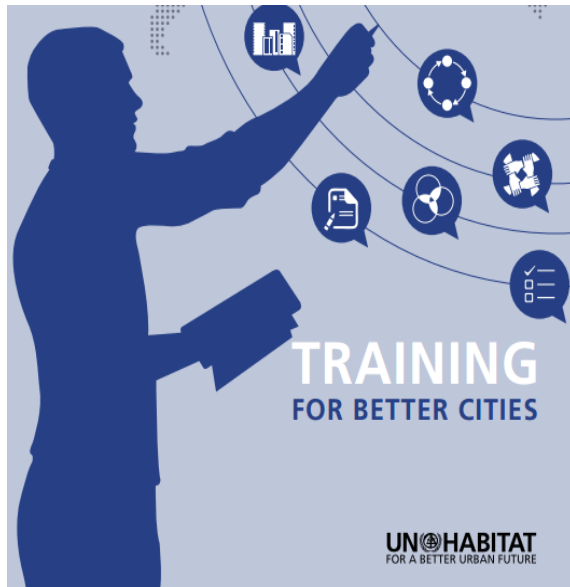


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SHRDC
September 8

Climate Change Program
the Seoul Human Resource Development Center operated the 「Climate Change Program」 from September 1 to 7, 2013, for 10 Metropolis Member City officers to solve challenges against cities by sharing each cities' policies and enhance the friendly and cooperative relations with the country — in Seoul

Foreword



**to train means that there must be something learned
; that there must be something changed in the trainees' understanding, application and behavior
; that there must be space within their organization for them to freely apply their new knowledge.**

Effective training looks not only at the individual, but at their organization and even institutional policies within which they operate under and abide by.