

## Introduction of digitally supported work-based learning in SMEs

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### Abstract

*DigiVET project aims to introduce digital media, including images, visual instructions, well-designed short instructional texts, and video and audio formats, into SMEs' in-company work-based learning system to reach out to lower qualified employees for whom reading long and complex instructions, readings and guidelines may not be the preferable method of learning. Besides, small SMEs lack the resources and time to attend training requiring a physical presence over long periods, making digital learning an excellent opportunity to develop an effective learning system.*

*The project was based on the supposition that owners and managers of SMEs have not been educated in the effective use of digital media; however, they may act as the primary source of training for their employees. Owners, managers, and trainers in small SMEs have frequently not caught up in developing their digital media skills.*

*We established a network of external coaches and SMEs' internal trainers and facilitators for the project. The coaches took over the tutoring role guiding the trainers and facilitators in upgrading the learning systems of the SMEs in the direction of digitalisation of learning. Several handbooks, video guidelines, and online learning programmes were created to support the process of work-based learning redesign in the SMEs in the project partner countries. As a result, the trainers and facilitators have produced a considerable amount of explainer videos to support learning in the involved SMEs in the following years.*

*However, significant resistance against the digital learning transformation was encountered in the SMEs that need further consideration.*

**Keywords:** digital competency, SME, work-based learning, organisational development