

Coaches for Digital Learning in SME: Multiplier Concept as a Support Structure for Digital Transformation

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Abstract

How can digital transformation be shaped in a company? And how can an entire industry get support in the digital transformation? These questions were asked and answered by the project team "coaches for digital learning in clusters (CoDiCLUST)". Funded by the German Federal Ministry of Education and Research and the European Social Fund, the project developed and implemented a multiplier concept to promote the quantity and quality of digital learning media in the participating organizations.

Based on the Digital Competence Framework 2.0 (DigComp), CoDiCLUST project developed a context-sensitive competence profile and qualification concept to professionalize the in-company training personnel and build a community of practice. The entry-level qualification created access to the community of practice that was formed during the project because lifelong learning requires impulses and exchange. The multiplier concept was tested in practice with the Bavarian cluster of sensor technology, which supports over 80 SMEs in Eastern Bavaria in organizational, personnel, and technology development, and is accompanied by action research with SoWiBeFo. In 2021, the project was awarded the 3rd prize of the German Human Resources Management Award in the category "HR Digital".

In the conference contribution, we would like to present the experiences with the multiplier concept from different points of view and point out prerequisites as well as possibilities of application.

Keywords: *Digital learning coaches in SMEs: Multiplier concept as a support structure for digital transformation viewed from multiple perspectives.*