TAILIRED COURSES FOR ADULT LEARNERS

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Professionals as Learners

- Are ready to invest to their learning
- Must see future benefits
- Capable of identifying their knowledge gaps
- Can help to their lecturer in tailoring the course
- Expect the teacher to be their collaborator
### Comparing full-time and targeted students

<table>
<thead>
<tr>
<th>Feature</th>
<th>Full-time students</th>
<th>Targeted group</th>
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<tbody>
<tr>
<td>Basis of knowledge</td>
<td>Academic studies</td>
<td>Studies and work experience</td>
</tr>
<tr>
<td>Type of knowledge</td>
<td>Systematic and oriented to theory</td>
<td>Practical, less systematic</td>
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<tr>
<td>Motivation factor</td>
<td>Degree/diploma</td>
<td>Career/promotion</td>
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<tr>
<td>Experience</td>
<td>Minimal, often missing</td>
<td>Life-long</td>
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<tr>
<td>Familiarity with the subject</td>
<td>Minimal</td>
<td>Rich &amp; practical</td>
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Comparison to equivalent university courses

- **Same title – different content**
  - The professionals have previous knowledge
  - They have working experience
  - They are familiar with their weaknesses
  - They have their social status

- **Teaching strategies**
  - The content can be reduced
  - The trainees’ knowledge and experience can be exploited
  - Their personality must be taken into account
  - They are ready to cooperate
Implications for Teaching Strategies

- Cooperate with your students
  - Map their previous knowledge
  - Collaborate on a tailored content
  - Benefit of their experience
  - Address their career perspective
  - Build links between “known” and “not-yet-known”
  - Set up well-defined and achievable goals

- Proposed Teaching Strategy
  - The content should be “owned” by the trainees
  - Teacher is a „bean stick“
  - Partnership is the key to success
  - Less is sometimes more
  - Demonstrate to your students their progress
All-stage cooperative process

“Teaching” in its traditional meaning but very interactive
Evaluation of the Methodology

- **Adaptability:**
  - Intensive English courses
    - 2 or 3 weeks long
    - Addressing a wider field (Business English, Social Talks)
  - Improvement of Business Skills
    - 1 day long
    - Addressing a narrow field (Negotiation, Presentation skills, Motivation, ...)

- **Special type of teacher/mentor:**
  - High communication skills
  - Creativeness (“real-time gaming”)
  - Empathy
  - Assertiveness
  - Ability to see the next stages of the educational process
Lessons Learned

- **Addressed learning:**
  - The students learn exactly what they want to learn

- **Time savings:**
  - The time frame is specified in advance and exploited efficiently

- **Stepwise learning:**
  - Students return to the teacher with their new own topics

- **Increased retention:**
  - Learned knowledge and cultured skills comes in the necessary moment “on its own”

- **Students’ motivation supports lifelong learning:**
  - Loving the used approach because it is non-traditional and a sort of extraordinary
THANK YOU FOR YOUR ATTENTION!

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