Andrey Stanchenko
CEO NRG company:
"Corporate training is now an ecosystem immersed in a digital environment."
“Corporate training is now an ecosystem.” This is a new approach to training, in which the focus is on meeting the needs of employees to nurture their understanding of what customers need. This has led to a transformation of the learning environment, from a focus on memorization and accumulation of information to one that is more dynamic and responsive to the needs of the business.

Andrii Stanchenko, a long-time friend of the editorial board, Andrey Stanchenko, a person known representing Ukraine in the largest global Association of Corporate Training (ATD) in professional who seems to have mastered everything that is currently known in the world of training and development. He is also a certified management consultant.

The speed of changes is crazy! How can you build a systematic training of staff in such conditions? The answer to this question is related to managers’ understanding of the needs of employees and how they can be met. This requires a shift in mindset from a traditional approach to training to one that is more fluid and responsive to the needs of the business.

Today training is an ecosystem. As I said before, the new approach to training, represented by the Kirkpatrick model with its four levels, is no longer enough. The scheme “let’s teach our employees for six months” does not serve it – so they need to be taught quickly. For example: they don’t know how to sell – you have to teach them. But this way is very expensive, because it is non-systemic model of training: it seems that we spend a little, but it is organization, not accumulated, not structured, not left. This is an expensive process.

And now let’s go back: in order to get such fast “video tutorials”, Youtube users have been sure the door in the apartment doesn’t squeak. What do people do? The prerequisite is the same: they need to find quality solutions quickly. The same applies to learning. Now people don’t memorize and accumulate information, they want to see and use it immediately. They need solutions. There is the well-known Kirkpatrick model with its four levels. But at some time it starts to lose its relevance. Let’s say it is not realistic to adapt training for six months to employees who need answers to their questions within a week.

And now let’s go back: in order to get such fast “video tutorials”, Youtube users have been sure the door in the apartment doesn’t squeak. What do people do? The prerequisite is the same: they need to find quality solutions quickly. The same applies to learning. Now people don’t memorize and accumulate information, they want to see and use it immediately. They need solutions. And the answer to this question is related to managers’ understanding of the needs of employees and how they can be met. This requires a shift in mindset from a traditional approach to training to one that is more fluid and responsive to the needs of the business.

Today training is an ecosystem. As I said before, the new approach to training, represented by the Kirkpatrick model with its four levels, is no longer enough. The scheme “let’s teach our employees for six months” does not serve it – so they need to be taught quickly. For example: they don’t know how to sell – you have to teach them. But this way is very expensive, because it is non-systemic model of training: it seems that we spend a little, but it is organization, not accumulated, not structured, not left. This is an expensive process.

And now let’s go back: in order to get such fast “video tutorials”, Youtube users have been sure the door in the apartment doesn’t squeak. What do people do? The prerequisite is the same: they need to find quality solutions quickly. The same applies to learning. Now people don’t memorize and accumulate information, they want to see and use it immediately. They need solutions. And the answer to this question is related to managers’ understanding of the needs of employees and how they can be met. This requires a shift in mindset from a traditional approach to training to one that is more fluid and responsive to the needs of the business.

Today training is an ecosystem. As I said before, the new approach to training, represented by the Kirkpatrick model with its four levels, is no longer enough. The scheme “let’s teach our employees for six months” does not serve it – so they need to be taught quickly. For example: they don’t know how to sell – you have to teach them. But this way is very expensive, because it is non-systemic model of training: it seems that we spend a little, but it is organization, not accumulated, not structured, not left. This is an expensive process.

And now let’s go back: in order to get such fast “video tutorials”, Youtube users have been sure the door in the apartment doesn’t squeak. What do people do? The prerequisite is the same: they need to find quality solutions quickly. The same applies to learning. Now people don’t memorize and accumulate information, they want to see and use it immediately. They need solutions. And the answer to this question is related to managers’ understanding of the needs of employees and how they can be met. This requires a shift in mindset from a traditional approach to training to one that is more fluid and responsive to the needs of the business.

Today training is an ecosystem. As I said before, the new approach to training, represented by the Kirkpatrick model with its four levels, is no longer enough. The scheme “let’s teach our employees for six months” does not serve it – so they need to be taught quickly. For example: they don’t know how to sell – you have to teach them. But this way is very expensive, because it is non-systemic model of training: it seems that we spend a little, but it is organization, not accumulated, not structured, not left. This is an expensive process.

And now let’s go back: in order to get such fast “video tutorials”, Youtube users have been sure the door in the apartment doesn’t squeak. What do people do? The prerequisite is the same: they need to find quality solutions quickly. The same applies to learning. Now people don’t memorize and accumulate information, they want to see and use it immediately. They need solutions. And the answer to this question is related to managers’ understanding of the needs of employees and how they can be met. This requires a shift in mindset from a traditional approach to training to one that is more fluid and responsive to the needs of the business.

Today training is an ecosystem. As I said before, the new approach to training, represented by the Kirkpatrick model with its four levels, is no longer enough. The scheme “let’s teach our employees for six months” does not serve it – so they need to be taught quickly. For example: they don’t know how to sell – you have to teach them. But this way is very expensive, because it is non-systemic model of training: it seems that we spend a little, but it is organization, not accumulated, not structured, not left. This is an expensive process.

And now let’s go back: in order to get such fast “video tutorials”, Youtube users have been sure the door in the apartment doesn’t squeak. What do people do? The prerequisite is the same: they need to find quality solutions quickly. The same applies to learning. Now people don’t memorize and accumulate information, they want to see and use it immediately. They need solutions. And the answer to this question is related to managers’ understanding of the needs of employees and how they can be met. This requires a shift in mindset from a traditional approach to training to one that is more fluid and responsive to the needs of the business.

Today training is an ecosystem. As I said before, the new approach to training, represented by the Kirkpatrick model with its four levels, is no longer enough. The scheme “let’s teach our employees for six months” does not serve it – so they need to be taught quickly. For example: they don’t know how to sell – you have to teach them. But this way is very expensive, because it is non-systemic model of training: it seems that we spend a little, but it is organization, not accumulated, not structured, not left. This is an expensive process.

And now let’s go back: in order to get such fast “video tutorials”, Youtube users have been sure the door in the apartment doesn’t squeak. What do people do? The prerequisite is the same: they need to find quality solutions quickly. The same applies to learning. Now people don’t memorize and accumulate information, they want to see and use it immediately. They need solutions. And the answer to this question is related to managers’ understanding of the needs of employees and how they can be met. This requires a shift in mindset from a traditional approach to training to one that is more fluid and responsive to the needs of the business.

Today training is an ecosystem. As I said before, the new approach to training, represented by the Kirkpatrick model with its four levels, is no longer enough. The scheme “let’s teach our employees for six months” does not serve it – so they need to be taught quickly. For example: they don’t know how to sell – you have to teach them. But this way is very expensive, because it is non-systemic model of training: it seems that we spend a little, but it is organization, not accumulated, not structured, not left. This is an expensive process.
Andrii Stanchenko and his team at NewRealGoal (NRG) have been on the forefront of the micromobility movement. They are the masters of converting what was once an online platform into a comprehensive training and knowledge sharing ecosystem. Their approach was born out of a need to adapt to the changing landscape of work and learning, which has been accelerated by the pandemic.

### Microlearning: The Key to Success

NRG specialize in microlearning, which they define as a delivery of knowledge and skills that is tailored to the needs of the individual learner. This approach is particularly effective in today's fast-paced world, where the pace of change is accelerating.

### The NRG Methodology

The NRG methodology is characterized by a focus on continuous learning and skill development. They believe that training should be an ongoing process, rather than a one-off event. This is reflected in their approach to training, which is based on the principles of microlearning.

### The Benefits of Microlearning

- **Personalized Learning:** Each learner can choose the course that best suits their needs and preferences.
- **Flexibility:** The training can be accessed at any time and from any location.
- **Relevance:** The training is relevant to the current challenges facing the industry.
- **Continuous Development:** The training is designed to be an ongoing process, rather than a one-off event.

### The Future of Corporate Trainers

As the world becomes more remote, the role of the corporate trainer will continue to evolve. The skills required to be an effective trainer will change, and trainers will need to be able to adapt to the new landscape.

### Key Takeaways

- Microlearning is a powerful tool for continuous learning and skill development.
- The future of corporate trainers will be shaped by the changing landscape of work and learning.

### The Role of Corporate Trainers

Corporate trainers will need to be able to adapt to the new landscape of work and learning. They will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

### Conclusion

NRG's approach to training is a testament to the power of continuous learning and skill development. They are leaders in the micromobility movement, and their approach to training will continue to shape the future of corporate training.

---

**About the Author:** Andrei Stanchenko is the founder and CEO of NewRealGoal (NRG), a company that specializes in microlearning and training. He is a recognized expert in the field of continuous learning and skill development.

**About the Interview:** Andrei Stanchenko was interviewed by PMM, a platform that provides a database of reliable speakers, and the interview was moderated by a motivational speaker and business consultant.

---

**PMM:** Andrei, what is your current professional role?

**Andrii Stanchenko:** I am the CEO of NewRealGoal (NRG), a company that specializes in microlearning and training.

**PMM:** How do you see the future of corporate trainers? Is there a demand for them in the future?

**Andrii Stanchenko:** We are experiencing a significant interest in our approach to training. Companies are looking for ways to continue training employees remotely, and our approach is very well suited to this need.

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---

**PMM:** What are the biggest challenges for trainers in the future?

**Andrii Stanchenko:** The biggest challenge will be to adapt to the new landscape of work and learning. Trainers will need to be able to design and deliver training that is relevant to the current challenges facing the industry.

**PMM:** How do you define Sophia's approach to training?

**Andrii Stanchenko:** Our approach to training is characterized by a focus on continuous learning and skill development. Each learner can choose the course that best suits their needs and preferences.

**PMM:** What is your advice for trainers looking to move into this field?

**Andrii Stanchenko:** I would advise trainers to focus on developing a deep understanding of the needs of their learners. They should also be prepared to adapt to the new landscape of work and learning.

---