

Learn your way to Forever Faster.

Why learning will put you on the fast-track to success

### Learning in a “Forever Faster” culture

We are move fast. We put a lot of weight on becoming more agile and making decisions quickly. This is a part of our culture. Knowledge expands your professional arsenal and allows you to make more informed decisions, with a great deal: more confidence. To get a “behind the scenes” look at learning and development within the PUMA organization, we talked to Patrick Eglmaier, Manager of People Development and Organizational Learning.

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CU: Patrick, what’s your background and what do you love about your job?

P: My passion for learning development started at my times at university, when I studied Business Education with focus on people development, Daily doing there was to plan, conduct and evaluate workshops with fellow students in order to understand which impact different types of learning and contents have on human beings – the very basics of learning and development. Starting my journey at PUMA as intern in 2015 at the Learning & Development team really blow me away. The wide range of learning opportunities for our employees was simply amazing! After different positions at PUMA, I luckily had the chance to join the Learning & Development team again in the beginning of 2018. This is where I found my calling: Supporting our employees to become a better version of themselves and to drive our performance through learning.

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CU: How has learning and development evolved over the years?

P: In the age of digitalization and disruption, know-how and loyalty aren’t enough. We have to find a way to set ourselves apart from the rest! To break through the “noise” with more meaningful contributions. “Soft skills” like unrelenting curiosity, passion, resilience and a forever faster mindset help us on our path to becoming a better version of ourselves. But if you really want to get ahead fast, learning is key.

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CU: So what is PUMA doing to support their employees when it comes to learning?

P: Well, today there are so many ways to learn. Also, the way how people want to learn has changed tremendously. Coming from traditional 1- or 2-day classroom trainings where we basically decided who is learning what and when, we timely realized that self-controlled and on demand learning in a blended manner is how learning should be developed to. Especially the global implementation of Workday Learning, as centralized Learning Management System for all learning activities, helped us to get there. And it’s such an integral part of our company that we’ve decided to join forces with LinkedIn Learning and Good Habit. Now, our employees have access to more than 14,000 digital learning nuggets without any restriction! What I love about these courses is that

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they're not just classic e-learning but multi-medial courses, meaning they do a great job of keeping your attention. But the best feature is that they can be accessed anytime, anywhere and on any device.

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CU: What would you say to people who don't really believe in learning as a transformational force? Or people who feel like they've learned enough?

P: We're all super busy and it can be hard to carve time out of our schedule for learning. Lifelong- and on-the-job- learning has become more than just a theoretical imagination of how learning should ideally look like. It's becoming part of our learning culture. Because the world we live in is not just complex, but also volatile, uncertain and ambiguous, learning is never enough, if we want to stay competitive in any regard. The ongoing, self-motivated and voluntary pursuit of skills and knowledge shapes everyone's mindset, self-sustainability and competitiveness. I can tell you from experience, that my capabilities grew exponentially after I made learning a priority. Also being on the other side of the training – meaning, being a trainer for internal workshops, as well as seeing how these workshops change not just what people know, but also how they behave, confirms my belief that learning is crucial. The hardest part is always taking the first step, and we've made that first step even simpler for everyone. There is a learning opportunity for everyone – be it a course, learning from others or on-the-job learning.

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CU: What would you say to people looking for a change in career?

P: A major thing to consider is how much emphasis an employer puts on personal and professional development. And a major part of this is learning. That's part of why I'm so passionate about working for PUMA. It's great to work at a place that puts so much emphasis on learning, from the very top. And this is incredibly meaningful for our employees, too. Even outside organizations have begun to take notice and acknowledge the work we're doing there. We're super excited about our recent award as a European Top Employer. Learning contributes a lot into our employee's happiness and willingness to push PUMA forwards.

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So what are waiting for? Your learning journey begins now.