



mybreev



SECURITY-
ISLAND.COM



TRADITION MEETS MODERNITY – DIGITAL LEARNING AT UNION BERLIN

Just as it has a strong footballing presence, the medium-sized club 1. FC Union Berlin is responding resolutely and professionally to the challenge of digitalization: The cult club is training and raising awareness digitally among its entire workforce with mybreev's e-learning system and the Security Island content portfolio.

50,000
Members

over
300
Employees

1
Decision

Train digitally
with **mybreev**

GOAL: ATTRACTIVE CONTINUING EDUCATION PROGRAM

1. FC Union Berlin – Bundesliga soccer club from Berlin-Köpenick with more than **50,000 members** is the epitome of a cult club for many soccer fans. With its long and varied history, the club is an important part of the German soccer landscape.

To survive here and position yourself in the fiercely competitive field of the German Soccer League, you need hard training, a clear goal and smart management in the background - **and not just on the pitch**. After all, behind the players on the pitch are the **employees in administration** who ensure that the club functions well – just like a medium-sized company.



TRADITION AND MODERNITY IN A DOUBLE PASS

This goal is best achieved with business partners at eye level: with mybreev, Union Berlin has chosen a partner with tradition and many years of experience, who uses this specifically to create a **modern training environment** in organizations without breaking with **positive aspects of existing traditions**.

In addition to the broad topic of safety, the range of courses includes many key areas that modern companies need to be successful in today's world:

Mandatory topics

Leadership & Change

Health

Fairness

Sustainability

Legal certainty

Digital Competencies

Anja Kasper, Managing Director of Digitization at Union Berlin, explains the challenges involved in implementing digital learning formats and why Union Berlin chose mybreev in a short interview on the following page.

Interview with Anja Kasper

Managing Director of Digitalization at Union Berlin

What personal benefits does digital learning offer your company?

Anja Kasper:

For employees, e-learning offers a welcome opportunity for further training. For us as an organization, the digital learning option offers above all more motivation or acceptance of participation in the courses - due to the flexibility in terms of time and space.



How is the learning platform received by your employees?

Anja Kasper:

Since we have a wide range of different professions, from greenkeeper to physiotherapist to data engineer, it was and still is a lengthy process to introduce the entire workforce to e-learning. In addition to different prerequisites with regard to the skills of the employees, in some cases infrastructural foundations also had to be created in advance.

What was the decisive factor for the cooperation with mybreev?

Anja Kasper:

After a short research, we discovered that another Bundesliga club uses mybreev. We then had them show us live how the system is implemented there. The positive reviews from colleagues about the system and the cooperation with mybreev also prompted us to choose mybreev.

What do you consider to be part of a modern company in terms of corporate learning?

Anja Kasper:

Comprehensive equipment with appropriate hardware and training in the use of the software. In addition, we believe it is important to keep interest in e-learning high among the workforce by offering a wide range of topics.

FROM TRAINING SKEPTICS TO TRAINING FANS

The same legal and strategic requirements are placed on employees in the background of the association as on employees in the private sector. Consequently, they also need the same know-how to support the company successfully.

But **requirements do not necessarily mean acceptance** by the employees. If the training is not to be perceived by employees merely as a **duty and time killer** or evoke other negative associations, the content of the training must simply sit well. That's why mybreev asks itself the following questions when developing e-learning content, regardless of the topic:

— “ —————
Does the digital training have radiance, does it raise awareness, and have we made good use of digital media opportunities?"

Not only die-hard Union fans are enthusiastic about the club and its successes as the 2022/23 season unfolds. We want to pick up on that with our courses and turn **training skeptics into training fans**.

DIGITAL LEARNING CONTENT WITH SPIRIT

Union Berlin has decided to strengthen the awareness of its employees with training courses from mybreev. In addition to e-learning courses on **cyber and information security** and **data protection**, this also includes modules on **strengthening digital skills**, facilitating daily office work on the computer, and **interpersonal interaction** among the workforce.

Over 300 employees are registered as users on a dedicated platform. The advantages of digital learning with e-learning are obvious: The platform provides users with learning content that they can work on **independently and self-motivated**, and with **flexibility in terms of time and place**.

The HR and training department has administrative access to information on **learning status and progress** in the background and can make new learning content available to the relevant employees on its own responsibility.

THE LEARNING OFFER FROM MYBREEV

TRIPLE CHAIN: CONTENT, PLATFORM + SUPPORT

The digital learning provider mybreev offers a total solution consisting of three core services that support medium-sized companies in offering their employees a digital learning experience with high entertainment value.

1. CONTENT: THE SECURITY ISLAND LIBRARY

Over **120 high-quality, up-to-date e-learning courses** on a variety of topics are available for immediate use in organizations. The Awareness Library offers both mandatory training on topics such as occupational health and safety, data protection, and cybersecurity, as well as continuing and advanced training on current socially relevant topics such as diversity, sustainability, and mental health.

- Video-based
- Up to date in terms of content
- Retrievable as often as desired
- Interactive and with knowledge check
- Prerequisite: Internet-capable terminal device

ALL E-LEARNING CHANNELS AT A GLANCE



17
Channels

Over
120
E-Learning
Courses

Multiple award-winning



2. PLATFORM

On the Content Delivery Platform, all employees receive their own access to complete the courses selected for them. Employees and training officers can track the status of their personal **learning success** and regularly refresh the required knowledge. The HR department's **administrative access** allows it to manage the learning system independently and, for example, to create new employees, assign them the desired courses, and measure the progress of their learning success.

In addition, the company's own, **company-specific content** can also be inserted on this platform and made visible to everyone. This can be current internal information for employees from the management or, for example, own learning content.

3. SUPPORT

In addition to **technical support** around the training platform, mybreev also offers support with the strategic implementation of the courses and with **internal communication** around the new learning offering. After all, providing the content and the platform is not everything: The internal promotion of the courses must make it clear what is behind the company's **digitalization strategy** in the area of corporate learning, what added value it offers employees, and how employees can access the learning content most easily.

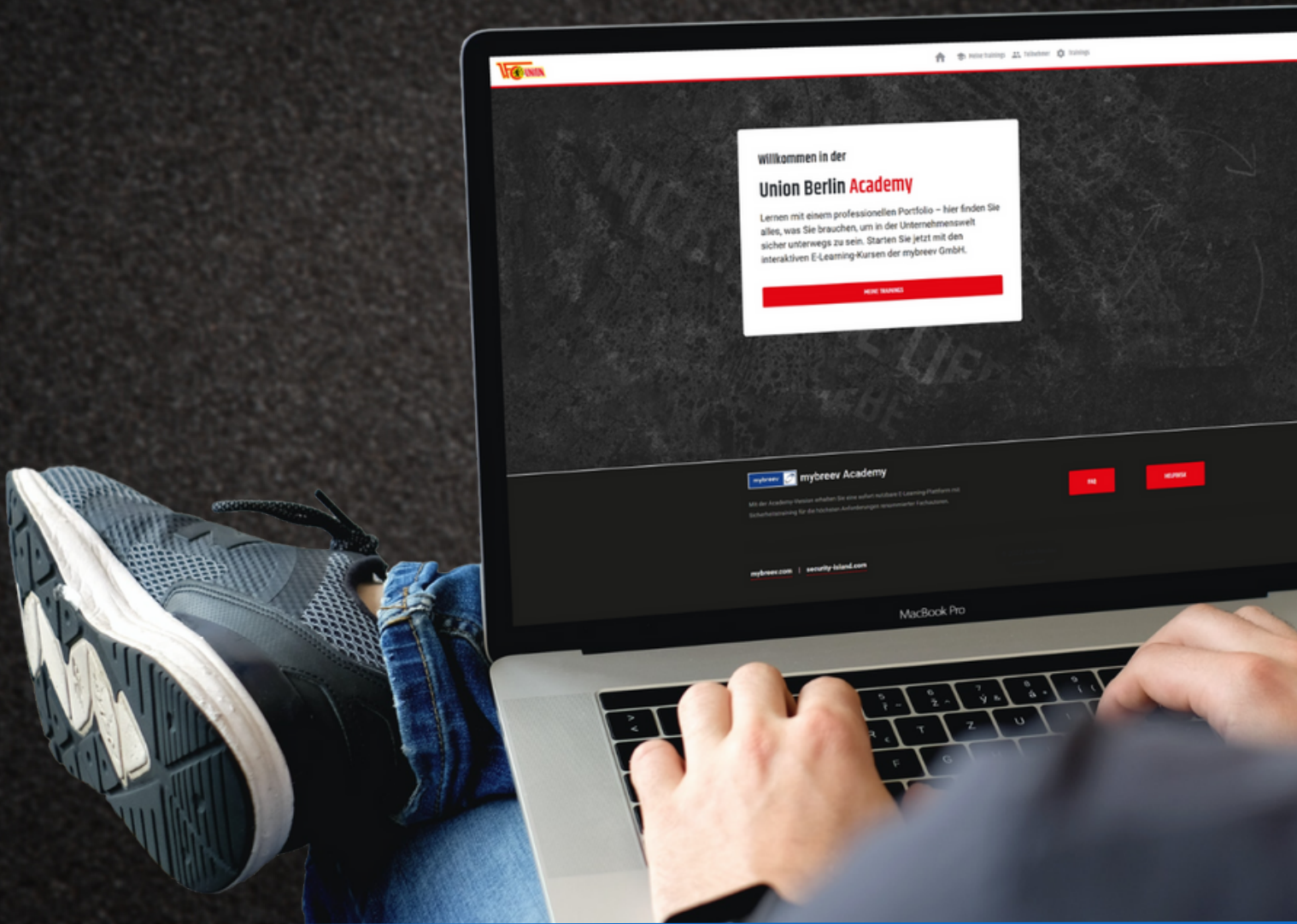
mybreev also offers support in the **selection of your personal training portfolio** and provides expert assistance with the e-learning course authors.

A mix of **appropriate learning content, technical aplomb** and an **attractive appeal** to the workforce creates the perfect template for a successful digital training and awareness campaign.

ALWAYS 3 POINTS IN VIEW

With perseverance and goal-oriented action, you can make it to the top – and it works. Just as the soccer players from Union Berlin have worked their way up to the Bundesliga, companies that act in a modern way can not only play in the league, but also be at the top, if they act wisely and with foresight and invest in their employees.





Do you want to promote digital training and awareness in your company?

Contact us – we will be happy to advise you and provide you with free demo access to the platform.

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