

# BIG IDEA: How Do We Take OCCI to a New Level of Service and Post Higher Business Growth for the Organization?

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## CO-INITIATING

Stakeholder interviews and dialogues among organizational development experts, HR Professionals and OCCI community.

Insights Gleaned:

- The entry of the new workforce - "Generation Y" poses a challenge to organizations: Focus is to keep young workers who are technically-strong engaged, satisfied, and with strong interpersonal skills.
- Time = with the demands of actual workload and personal time, how could training and development gain priority?



## CO-EVOLVING

OCCI has evolved to become a learning community reaching millions of people and communities worldwide through its online platform and unique training and development programs.



## CO-SENSING

Based on observations of actual public and corporate programs ran by OCCI, the needs from participants were generally:

- How do we continue to learn from the seminars?
- How do we address spot-on the training and development needs of the new workforce (Generation Y)?

## CO-CREATING

OCCI Public and Corporate Programs to be revisited and restructured to integrate online learning features

- Hybrid programs - XY of learning modules conducted online.
- Post-program online learning community

Prototype Testing:

Parents of Kids Play and Teen FLEX graduates to form a continuing online learning program with OCCI Facilitator.



## CO-PRESENCING

OCCI can integrate an online platform for its programs in order to reach more people and co-exist with the new media lifestyle.



## Key Learnings:

Online learning and social media have become a powerful and effective learning structure for the new generation of learners and leaders. Key is for OCCI to integrate this new structure to its unique and effective public and corporate programs in order to stay relevant and reach a wider number of people.