

## **Ambidect: redefining workplace learning**

Ambidect, based in Cheshire, is the global innovator in learning and development platforms for businesses.

The company helps large and small organisations transform their training and coaching, with engaging and easily-administered mobile learning tools: these include its flagship Learn with Mobile e-learning software platform that can deliver all types of learning content to any PC, tablet and smartphone.

Proven in global companies' fast-paced learning environments, Ambidect's mobile learning tools make two key breakthroughs: first, learning can instantly be delivered to anyone and everyone, inside or outside an organisation. Second, the culture of learning is shifted, to make learning part of the task at hand by delivering the information to exactly where it's needed at exactly the time it's needed.

### **Overturing 'traditional' in-company learning**

Ambidect's ground-up, 'anti-establishment' approach overturns accepted learning wisdom. Training professionals have long accepted the 70:20:10 'rule': 70% of learning comes from assimilating knowledge in one's workplace, 20% is provided by informal coaching from colleagues and only 10% made up by formal training. But 70%:20%:10% is no longer a relevant statistic because Ambidect are delivering all three experiences simultaneously. Learning of all kinds, and working are all pulled together into a single experience. Information can be used as soon as it is learned and so it is retained better by the learner.

Drawing on long-standing development work with global companies as well as content publishing and device format expertise, Ambidect rejects passive approaches to learning. Its team believes that many companies unwittingly perpetuate 'low return' learning models because they are tied to classroom-style training using inflexible, PC-based, learning management systems (LMSs).

Whether based on large ERP systems or dedicated learning products, these old-style learning systems can only replicate the dull classroom atmosphere generally associated with corporate learning. This ineffective and long-winded training, delivered in restrictive environments, can be swept aside when the learning is an integral part of everything a learner does, and is available to anyone anywhere at any time.

### **Issues with traditional learning models**

Inflexible learning models have lasting disadvantages for companies:

- They are costly and complex to set up (two-year implementations are common)
- Building/changing existing LMS file formats is labour-intensive and impedes new types of content from being added to the learning mix
- Learning material has traditionally been made by experts in the learning *technology* rather than experts in the subject.
- 'Classroom' style training takes employees away from their work for excessive periods of time
- Traditional LMSs cannot easily personalise content for employees and reinforce learning
- Training is high-cost with low return on investment.
- Access is usually restricted either because of inconvenience or individual user cost.
- People external to a business are generally excluded because of archaic corporate network security demands.

Ambidect was founded in 2012 by co-owners, Tim Thomas-Peter and Scott Bamford. Having worked together in software development and publishing for many years, they realised that companies need more effective and more inclusive learning models.

Technology has become more enabling and society has changed to incorporate this, with evolutions like the gig economy. Learning and development needs to evolve with these cultural shifts. Making learning available to anyone and everyone in an engaging way, eliminates the haves and have-nots. Return on investment can be multiplied up many times for any size of business, when they can decide how learning will be most effective for them and they have a tool to deliver on this.

### **Ambidect: a visionary management team**

#### Tim Thomas-Peter

Tim's 30-year software development and information publishing career spans mainframes, distributed computing, cloud and mobile device-based applications. At the International Air Transport Association, based initially in Switzerland and then in Canada, Tim rose to the posts of director of business development and then director of publishing, building a reputation for content delivery expertise. Following an involvement with a tech start-up in the US, he returned to the UK to work in innovative independent software development.

#### Scott Bamford

Scott Bamford was one of the UK's pioneers of open source software development and device-agnostic information sharing. His background lies in the open source development community working with projects such as GNU/Linux and GNOME. From technical collaborations in his teens, through to leading large commercial software development projects in his professional life, Scott has always had technical innovation and the elegant use of software engineering techniques at the front of his mind. His passion lies in creating engaging and usable software that masks the technical complexity under the surface. Building on a career creating bespoke commercial software, Scott has spent the last few years enjoying the challenges posed by the evolving learning and development arena.

For further details, contact Ambidect on: [www.ambidect.com](http://www.ambidect.com), or phone 01260 221292 or email [tim@ambidect.com](mailto:tim@ambidect.com).

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Media enquiries to: Mark Walker, Burway PR, Tel: 07886 551703.

Email: [mark.walker@burwaypr.co.uk](mailto:mark.walker@burwaypr.co.uk)

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