Martec International

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UPSKILLING & RESKILLING NEWS

- Upskilling & Reskilling White Paper
- Upskilling & Reskilling Implementation Toolkit
- Class Portfolio Updates
- Retail & Consumer Goods Industry Knowledge Bank
- Learning Paths Development.



This news edition summarizes the key developments that have taken place at Martec over the last several months.

Upskilling & Reskilling

Many published surveys over recent months have confirmed that upskilling and reskilling is now a top priority for company CEOs. Martec has been busy re-focusing itself on how best to support this mission.

After a year of research, we have produced a 43-page white paper entitled **Upskilling and Reskilling Your Company in a World with AI**. It describes possible ways in which AI will impact the world of work and individual careers, some of the new challenges that L&D Departments need to address in addition to their past ones, and Martec's recommended methodology for progressing upskilling and reskilling initiatives in these circumstances.

This white paper is available free of charge to corporate licensees of Martec training products.

A 10-page summary version is also available to all current and prospective customers.

This is supported by three 20-minute videos adding detail to the summary.



To request a copy of the summary click here.

Upskilling & Reskilling Implementation Toolkit

An implementation jumpstart toolkit will shortly be available for purchase. The toolkit includes:

- **The White Paper -** Upskilling and Reskilling Your Company in a World with AI.
- **A suite of spreadsheet based templates** for talent planning, management, and execution, to serve as the foundation for a structured development plan, for a single department or the whole company.
- **A comprehensive ROI Model** to measure the potential return on investment in an upskilling initiative. You can get more details here.
- **An E-learning Class** of about 3 to 4 hours study time to explain how to populate and use the model to construct a comprehensive business case.
- **A series of generic Career Path Maps** for retailers, consumer goods manufacturers, consultants and systems integrators, defining the various job roles in those companies, together with definitions of the industry specific skills required in those roles and the training elements Martec has to deliver those skills. L&D Departments can customize these to include the soft skills they require and add company specific training, such as the use of internal application systems.

Updates to our Portfolio of Classes

Martec now has **25** classes meeting NASBA standards. You can see the full list here. Between now and October 2026, we expect another 6 to be added and anticipate that all our applicable products, nearly 40 in total, will achieve NASBA compliancy this year.

In addition, we have substantially upgraded the following classes:

- Demand Forecasting Fundamentals
- Advanced Demand Forecasting
- Merchandise Allocation
- Merchandise Replenishment
- Store Sales Management

Prior to this wave we released 6 new classes in the field of selling space management and merchandise presentation. These all comply with the upgrade comments, as do the 6 modules of the Consumer Goods suite of classes.

Upgrades include:

- Updated content including acknowledging where AI can make a difference in some cases
- The addition of review questions and explanatory feedback to embed learning
- Expanded glossaries
- Full compliance with NASBA standards
- Updated audio for improved clarity and overall delivery
- Addition of closed captions to make learning more accessible
- Automatic certificate generation within the course
- Embedded links to the Retail and Consumer Goods Industry Knowledge Bank to provide deeper information, job aids and tools.
- Each course contains a downloadable detailed module summary document

NASBA is the US National Association of State Boards of Accountancy. Martec adopted NASBA standards as we judged it the best set of standards available for our e-learning classes.

The Retail and Consumer Goods Industry Knowledge Bank

We continue to expand the content in our Industry Knowledge Bank (often referred to as the WIKI) driven in three ways:

- As we integrate our classes with the knowledge bank, we generate new deeper content not covered in our classes.
- As we build new classes, we develop the base knowledge in the knowledge bank first.
- We monitor industry trends and add content which is not covered in our portfolio of classes



Learning Paths

We have been focused on developing and mapping learning paths to specific job roles in a series of industry career maps. For example, our store manager learning path, which you can view here, has a template that contains key data relevant to Martec's upskilling and reskilling methodology. It allows the L&D Department to modify the Non-Martec section to suit their specific needs.

Part two of this template shows how the training is delivered. True upskilling requires thorough practice sessions to ensure skill mastery. We are now developing real life exercises to practice skills and, in some cases where clients run on our LMS, providing live instructor webinars to go even deeper into practicing. In due course, we will announce how we plan to help corporate clients to take advantage of this.

If you would like further details or copies of the upskilling short paper, the video links or anything else covered in this newsletter, please contact us below.

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