LEADERS OF DIGITAL TRANSFORMATION
BUILDING A SUPPORT COMMUNITY FOR CHANGES ONLINE

December 2019: Digital Transformation Strategy was approved

Challenge:
to build regional teams within a short time for supporting the digital transformation project of Russian Railways aimed at the introduction of large-scale changes in the company

Key restraining factors of change processes:
The digital transformation projects are piloted and replicated in the regional offices of the company located in 8 time zones
The initial level of consciousness, supporting and changes accepting in regional divisions was low
The pandemic prohibition of any trips didn’t allow to launch the process of support team building in the regions
An extreme workload of managers left limited time for learning
Regional managers’ explicit skepticism towards digital issues, backed by the commitment to the physical processes of huge cargo volumes transportation

Educational solution

The Corporate University of Russian Railways with HR and IT Departments of the Company developed and provided 20-hour programme “Leaders of Digital Transformation”

It educational intensives
40-50 attendees at each seminar online

Results

Community with quick connection in the corporate messenger

Shared understanding of digital transformation implementation

Practical applicability and knowledge usefulness ranked
9 out of 10

Several software packages and educational solutions were blended to achieve maximum results. CU team focused on providing the integral product with maximum attendee engagement, relevance of the content, and teamness of all activities.

The speaker format was amplified by mini-group discussions with flash switching of rooms.

Common workspace gave the gamification effect. All mini-groups (teams) saw the others’ progress in real-time, including ideas and insights. Team-to-Team discussion rooms helped to share the understanding of the technologies and projects respectively to regional conditions.

Results

Credit: Corporate University of Russian Railways

NPS
>9.5
out of 10

Chromakey
Flipchart
Facilitator
Common workspace
Zoom (session rooms), Miro (common workspace), Menti (pools and quiz), Studio light, 3 cameras with line editing, lavalier microphones

Practical applicability and knowledge usefulness ranked
9 out of 10

Community in corporate messenger
General boards of participants’ expertise
Involvement in different stages of the projects
Attracting experts to the community

KEEPING IN CONTACT

All participants see each other during the training. A common space where actions and learn results of all participants are visible at the same time.

Attracting experts to the community

Presence effect

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