

CORPORATE CAMPUS CHALLENGE 24/25

Real Challenge,
Big Impact!



Challenge Statement & Corporate Partner

FINAL CHALLENGE STATEMENT

How might we automate the process in which we structure and design the learning offers from our learning providers in order to streamline and scale our efforts?

ABOUT YOUR CORPORATE PARTNER

Daimler Truck AG is one of the world's largest commercial vehicle manufacturers, with over 40 production sites around the globe and more than 100,000 employees. We offer light, medium and heavy duty trucks, city and intercity buses, coaches and bus chassis. Tailored financial services are also part of our portfolio.

Within Daimler Truck AG, the Learning Academy is responsible for the learning management system, the regarding processes, content management and latest methodology in learning.

Challenge Description

WHY THIS CHALLENGE ?

At Daimler Truck, we have over 100.000 employees spread across all continents, except for antarctica. This creates an enormous and diverse knowledge pool. Cultivating and sharing this knowledge within the company is crucial for the company's growth and innovation. At Daimler Truck Learning Academy, we are dedicated to our mission of connecting the learning opportunities provided by our Learning Providers with the needs of Daimler Truck's departments. We act as the central hub that brings together these offerings and the specific requests from across the company. Part of our work is to support our Learning Providers, whether they are specialized trainers or departments eager to share their expertise. Our aim is to ensure that the delivery of knowledge resonates effectively with our internal audience – the various departments and employees at Daimler Truck.

The process of setting up and structuring learning offers such as workshops or presentations, can often be very time-consuming and involve many back-and-forth communications with the Learning Providers. This includes, for example deciding on the right format, content scope, and didactic approaches. Such challenges and decisions lead to delays and inefficiencies. Therefore, we need a way to automate the process in which we structure and design the learning offers from our learning providers in order to streamline and scale our efforts.

Challenge Description

HOW DO WE GET THERE ?

Within 14 weeks the matched interdisciplinary teams working on the Daimler Truck challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centered solutions that add real value for their identified target market.

At first, they will do a Deep Dive into user and customer research of Daimler Truck but also analyze other similar challenges around the world to develop a holistic view of this challenge and understand the underlying problems and needs. From understanding the personal needs and motivational factors to understanding the behavior and needs of Daimler Truck customers, the job of the teams will not only be to look inside the company with a lot of curiosity but also analyze external best practices. The teams will find who else in the market faces the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the Daimler Truck mentors and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to automate the process in which we structure and design the learning offers from the learning providers in order to streamline and scale the efforts.

Challenge Description

HOW DO WE GET THERE ?

This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first co-create a lot of different solution ideas. After receiving initial feedback and selection the most promising ideas they will build rapid prototypes together with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the Daimler Truck mentors to get a first reality check. We will help the teams to facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them to get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.

Readings and Links (To be filled by the company)

Related to this challenge to get started and understand context
(e.g., links, websites, reports, press releases, trends,...)

- [Home | Daimler Truck](#)
(strategy, product world, brands, transformation, software defined vehicle, ZEV ...)
- Learning in corporate surroundings (methodology, didactics, blooms taxonomy, constructivism ...)
- Daimler Truck Learning Academy "This is us"
- The people working on our challenge will get access to our intranet to learn/work directly in our systems

This is Charlotte – Program Manager

Design Thinking Expert

3+ years of experience in Project Management

Dynamic Initiator

Creative Problem Solver

Contact

Tel : +49 162 3146737

Email: charlotte@campusfounders.de



zeppelin universität

zwischen
Wirtschaft Kultur Politik

