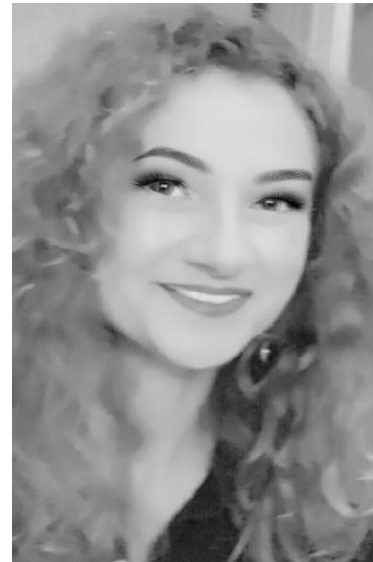


WBL-PRO Professional Peer Network: The team talks with the professionals – Dr. Milka Semova, Sofia, Bulgaria

It is our pleasure to present to you **Dr. Milka Semova** - , HR and CSR Advisor at **SANTORELLI - THE FRUIT COLLECTION**, with focus on engagement strategies and internal communications .



Please find below what she has shared with the WBL-PRO team:

1. What work-based learning projects you are involved in?

One current project is our introductory program for newly hired personnel. We named it Buona fortuna! which means welcome in Italian language. It is the result of multi-department effort combining the knowledge and skills of the human resource team, QA department and health, safety and ecology staff. We designed it in three chapters: 1) for new managerial personnel; 2) for new production workers and 3) for interns engaged in the administration of the company. Buona fortuna! integrates a wide spectrum of learning techniques from the vocational, career advising and coaching practices. It differs in length - depending on the responsibility level of the new person - it may vary from 12 weeks to 12 months. We pre-train our Buona fortuna! mentors extensively. We share a common goal of creating environment that enables new colleagues to develop their full professional and personal capacity and achieve work-life balance.

2. What are the most important competences as an outcome of work-based learning programs?

We believe that Buona fortuna! will speed up on-boarding process and maximize new personnel engagement. The company identified (via moderated focus groups) three main competences, key for our operations: collaboration, entrepreneurial approach and apt to change attitude. These key competences result in behavioural models which we evaluate

monthly (for the production workers) and quarterly for the management and administration. We value internal communication and use different channels of communication to suit the specifics of each department in the production cycle.

3. Would you describe challenges of work-based learning and share with us possible solutions for these challenges?

As in any informal education course, challenges occur in several aspects: 1) designing the right content for each group of participants is the first one; 2) presenting this knowledge in a way that is relevant to the specific learning style of each group is also key - we aim at treating each colleague as our clients! and 3) ensuring that the acquired knowledge turns into skills and permanent behaviours via individual mentoring and coaching.

We value feedback and make the most of it. We build networks so that our pool of training and innovation support professionals is strong enough to catalyse change and create momentum for continuous improvement.

We engage into community projects to increase our social capital and position **SANTORELLI - THE FRUIT COLLECTION** as preferred employer in the Thracian Plain region in Bulgaria.

Please feel most welcome to like our facebook page and join the linkedin group to get acquainted with many best practices and other useful materials, tools and resources supporting the high quality performance of work-based professionals around Europe and beyond its borders!

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