



'It's The Taking Part That Counts'

In today's digital age, the fast pace of change and its competitive nature means it pays to stay on top of the game. As more people turn to training courses for inspiration and wisdom, it's important to work out what outcomes you want before parting with your cash. With most of the courses out there providing standard learning material, which usually results in a 'one box fits all' approach, it's refreshing to hear what Hyper Island, from Sweden, has to offer.

Hyper Island, known for their 'problem-based active learning', is already well respected internationally and many argue to be 'the Oxbridge of digital media training'. Since launching their Accidental Leaders Programme in Greater Manchester in 2009, Hyper Island has gained more advocates to their way of learning. One of whom is Tony Foggett, a founder of Code Computerlove, which is one of the UK's top full service digital agencies, and leader in its field in the North.

Tony says, "How the programme works is they have a network of inspirational speakers and experts who they bring together to share their experience and thinking, deliver workshops and tools, and take part in problem solving and debate. Then Hyper Island use individual and group reflection to make sense of it. Hyper Island do education differently and that is perhaps why they get such good results and have such a profound effect on the people they touch. The opposite of this experience would be someone standing up and delivering you a 'these are the facts now swallow all this Powerpoint before you go back to your day jobs and forget it' kind of teaching."

Hyper Island also requests that all applicants are interviewed to ensure the suitability to the programme - the reason they give is that they are protecting the quality of one of the most important assets of their process, the group of people on the course. They champion the idea that the programme course is unique in that the 'taking part, being active and sharing' is just as important, if not more so, than the actual 'learnings' from the course.

So what does Tony think he has achieved for his business as a result of being on the programme? He states because of the content being up to date as well as being relevant and dynamic, he can relate this to his day-to-day business and apply his new found knowledge more effectively.

Tony concludes by saying; "Most of all Hyper Island showed respect and belief in my ability to come up with the answers myself. They empowered me by letting me take my own journey and supported me along the way. What they didn't do was preach, undermine my confidence and tell me how it should be done (even though they probably knew)."