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Work-related learning has been at the heart of my research and consulting since 2006. As a professor of Organisational Behaviour with five years' executive experience, I have worked with, for instance, ArcelorMittal, Bosch, Daimler, Michelin, Vodafone, and Volkswagen on smart ways of re-aligning the 'learning supply chain' – all the way from competence-targeting learning design, genuine leadership support, to behavioural interventions that boost individual learning fitness. My mission: design learning that gets people to **act** rather than to merely **know**.