

# EXPLORING LEARNING TODAY

## WHAT DOES LEARNING LOOK LIKE **IN ORGANISATIONS TODAY?**



Organisations are investing over \$130bn in learning & development globally...<sup>(3)</sup>



...and most L&D departments endorse the 70:20:10 framework, but this isn't reflected in their learning spend...

...as **93%** of external investment in learning content is still spent on formal learning.<sup>(4)</sup>

93%

#### Business leaders want to see results...



**96%** of the C-suite want to know the value of learning...<sup>(5)</sup>



...but only 8% of CEOs have good insight into the real impact of L&D investments...<sup>(6)</sup>



...and less than 5%of L&D leaders are confident in their ability to demonstrate the business impact of learning.<sup>(6)</sup>

## What are the barriers to demonstrating learning ROI?

Lack of integration between LMS and



### **Employees are finding different ways** to meet their learning needs:



Two thirds of Learning professionals have trouble engaging employees<sup>(7)</sup>



**3** out of **4** employees are investing in their own work-related learning<sup>(8)</sup>



People spend up to 5x more time on selfdirected learning than L&D-led learning every week<sup>(8)</sup>

## **ARE ORGANISATIONS KEEPING UP** WITH LEARNING NEEDS?

### **Employee lens**



87% of employees say that sharing knowledge with their team is critical for learning<sup>(7)</sup>

80% of people use their mobile phone to search for information<sup>(9)</sup> and 99% of mobile learners believe the mobile format enhanced their learning<sup>(10)</sup>

Employees want information short, sharp bursts, hearly **70%** learn from peers or by reading blogs and articles and 53%access videos to learn<sup>(8)</sup>







Only **34%** of L&D organisations are investing in social learning tools<sup>(7)</sup>

Only **10%** of companies have a significant mobile learning offering  $^{(1)}$  and only **6\%** rate themselves as 'excellent' at providing mobile learning<sup>(12)</sup>

Microlearning is just starting to get traction. **25%** of learning execs believe that podcasts, wikis and social networking will have a significant impact on learning over the next year<sup>(2)</sup>

81% of employees say on-demand learning is important<sup>(7)</sup> - learning needs to be available when, where and how people want it



Only **20%** of companies intend to allocate funding to on-demand learning.<sup>(13)</sup> Traditional training methods continue to dominate spend

58% of L&D professionals admit that employees don't engage with learning because they can't find what they want.<sup>(7)</sup> Understanding today's learner is key to optimising the learning experience...

## **HOW SHOULD WE ENGAGE LEARNERS TO DELIVER BUSINESS RESULTS?**



More mature L&D departments deliver 20% less learning via traditional training and eLearning, and 90% more via on-

demand resources.<sup>(16)</sup> They engage people to learn anytime, anywhere and build capability for superior business results.



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