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Distracted, Impatient, Overwhelmed.

Discover why your learning isn't having the impact it needs...

Introduction

Today's learners are distracted: victims of continual disruptions from text, emails and notifications.

They are impatient and want quick access to relevant learning when they need it. Learners are becoming overwhelmed as the world speeds up. New technology, more content and more ways to learn result in less time available to learn in their working week.

In spite of all this change your colleagues still find the time to learn when it's important and they naturally gravitate to the sources of content that work the best.

In today's technologically advanced world, there has never been such a **plethora of content available**. Learners have no shortage of options to increase their knowledge - it is at their fingertips.

The L&D landscape is evolving, adapting to changes from learners who now have more control over how, when, where and what they learn. **Nearly two-thirds** of organisations expect their employees to interact with learning resources on a daily or weekly basis. [1] With this in mind, it's almost impossible for traditional strategies, such as instructor-led training or other large scale programmes of learning, to meet the needs of today's learners.

L&D departments need to respond to the needs of today's workforce - already utlising the technologies outside of work - to create a learning landscape that truly reflects the realities of the modern workplace. A key factor in future L&D success will be an LMS that delivers bite-sized media rich content **accessible anytime, anywhere and on any device reflecting expectations of the modern learner.**

Contents

Understand your learner

How well do you know your learners? Do you know how they prefer to learn? When and where? What types of content do they find most useful?

Whilst workers may spend about **1%** of their working week on the training offered by employers, **they can spend 5 times as much time learning on their own**. To do this, learners are not waiting for, or looking to their internal L&D department, but are finding their own alternatives. Typically, learners turn to more formal learning solutions **just once a quarter**. Whereas they are learning through web searches, interactions with colleagues, articles, online videos, books and apps on a daily basis. **Two-thirds** of learners will turn to their manager or colleagues when they want to learn something new, with less than a third searching the LMS. (2)

In fact, learners say that web searches and collaborating with others is more useful for learning than self-paced e-learning or classroom training. (3)

Learners are also deciding where and when it's best for them to learn. Whilst the majority do still undertake learning at work, nearly **two-thirds** do so in their own time many on their own devices and **nearly a fifth** when they are travelling. (2)

Today's learners are primarily interested in learning to help them be more productive in their current role and want a **personalised learning experience that they can undertake at their own pace.** (3)

Learners also want to consume material in small chunks as and when needed, including your all-important millennials. (4) There is also a strong desire to receive recognition for learning they've completed. (3)

Knowing more about your learners can pay dividends. Organisations that rely less on formal learning, increasing the opportunities for social learning, on-the-job learning experiences and on-demand learning have a higher-impact on business performance. (5)

64%
find accessing learning from a mobile device essential
(6)

51%
want a personalised learning experience
(6)

88%
of staff want to be able to learn at their own pace
(7)

Understand your learner

1 "Millennials are the **YouTube™ generation**. They can Google™ like the wind, and acquire and assimilate knowledge at a **fantastic speed**."

2 "While in the past, training for young workers meant attending a weeklong conference, today most millennials **prefer online learning** methods."

3 "Millennials want to **assimilate, share and question their learning**, so they expect to be provided with ways to receive and provide feedback using **social networks, blogs and discussion forums.**"

(4)

Understand your learner

Millennials are active learners — driven by curiosity, discovery, and exploration — with short attention spans. They can easily, and quickly, switch their attention between tasks and technology, an average of **27 times per hour**, compared to **only 17 times** per hour for previous generations.

20% (8)
of those surveyed said employer-provided technologies didn't meet their expectation

4 mins (9)
is the maximum time a millenial learner will spend watching a video

37 mins (2)
is the average time a worker will spend on their employer's training

56% (8)
of millennials think technology helps people use their time more efficiently

67% (2)
of workers choose to access their learning during personal time

5-10 (9)
seconds to grab someone's attention before they click away

Workers have more options for development than ever before, but they still want guidance. **When they need to learn something new, they are most likely to ask...** (2)

43% Browse specific online courses

21% L&D or HR Department

23% External Professional network

65% Boss or Mentor

55% Peers inside the company

47% Search the internet

Higher-Impact L&D Organisations are Better Balanced (2)

More mature learning organisations deliver...

-20% Less training via instructor led training (ILT)

+13% More learning via social interaction

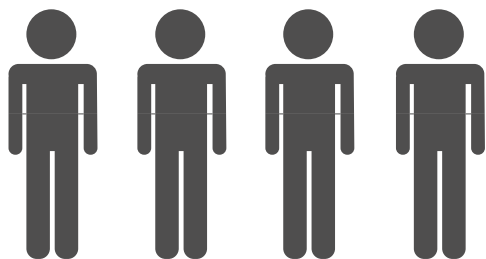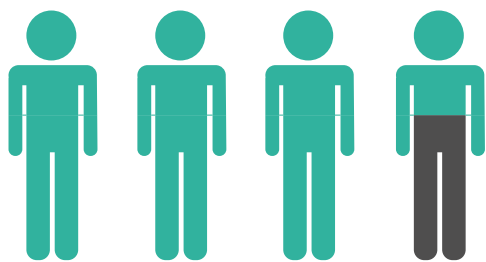**+29%** More learning via on-the-job experiences
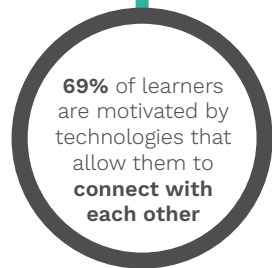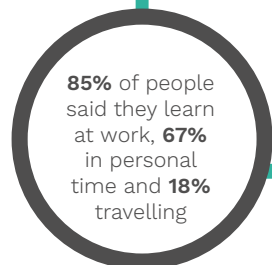
+90% More learning via on-demand resources

Understand the landscape

(2)
Workers spend about **1%** of the average work week on their employers' training

(6)
69% of learners are motivated by technologies that allow them to **connect with each other**

(14)

41% of those questioned said they **would rather communicate electronically** than face-to-face or over the telephone

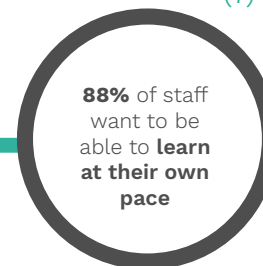**The learning landscape needs to change if it's to meet the needs of today's learner.**

Forward thinking organisations already incorporate both social and informal learning into their training strategies and encourage learners to contribute user-generated content. (10) They are significantly more likely to use **micro-learning content** and techniques such as gamification ensuring learning **appeals to all generations.** (11) They also understand the support structures that are needed and offer blended learning approaches.

The modern learning landscape needs to deliver flexibility to allow learners to study at times that suit them; personalisation, to permit training to be tailored to each person's specific needs; and to bring learners into contact with expertise, both inside and outside of the organisation. (12)

With learners using the latest technologies in their personal lives, forward-looking organisations are now exploring new technologies including collaborative tools. An overwhelming number of L&D teams are also now focussed on moving to a **user-centric interface that emulates the sites and services that learners use at home** as consumers, many of which they also use for personal learning. (13)

(2)
85% of people said they learn at work, **67%** in personal time and **18%** travelling

(6)
47% of employees **learn during the evenings** and at weekends due to time costraints

(6)
77% rate working in collaboration with others as **essential/very useful**

(7)
88% of staff want to be able to **learn at their own pace**

Is your LMS fit for today and the future?
Ask yourself:

1 How easy does your LMS make it for learners to **access your formal learning programmes?**

2 How well does your LMS support **informal learning** in the workplace?

3 How well does your LMS support **learning collaboratively with others**?

4 How easy is it for your learners to access **learning where, when and how they want?**

5 How easy is it for your learners to **quickly search for relevant content?**

Evaluate your LMS

How well does your current LMS support modern learning preferences and the changing landscape?

Recognising these trends, many organisations are now considering how their LMS needs to evolve. (13) So what are they looking for?

Supporting today's learner
Time needn't be a barrier to learning, but learners now want fast and easy access to content. It must, therefore, be quick for them to find the content they need using search methods that work for them. The content itself also needs to be focused on a micro-learning-based approach that weaves development into employees' everyday work. (15)

Whilst the majority of learning still takes place on a desktop, (2) learner's want the flexibility to learn where and when they want, even on the move and from the devices they have with them at that time, with a majority happy to use their own personal devices. (6)

Top performing L&D departments also recognise that learners retain more from peers than from traditional course content and strive to facilitate collaborative learning. (7)

Is your LMS fit for today and the future?
Ask yourself:

6 How easy is it for your learners to **create and share content** with others?

7 How well does your LMS provide **recognition for learning that's been completed?**

8 Does your LMS offer a **wide range of content** and does it **support** the types of content your learners prefer?

9 How easy is it for your learners to **create and manage a personalised** learning curriculum?

10 How **intuitive** is it for your learners to **navigate** around your LMS?

Supporting the changing landscape

A formal training landscape is no longer sufficient to meet the needs of today's learners.

Formal programmes of learning don't meet the preferences of learners to have a a personalised learning experience (6) and best-in-class organisations already benefit from providing self-service learning solutions to support this. (11) But the new landscape mustn't be a solitary one. Millennials, in particular, overwhelmingly want to learn collaboratively. (16)

Top performing L&D departments also acknowledge that the best learning content is not always created in-house, but is to be found elsewhere. (17) They make it easy for learners to create content that they can share with others and gamify the experience as a way to reward learning. (11)

There is also a recognition that we must offer a truly consumerised learning experience, via an intuitive interface, with engaging content that learners want to use regularly and that remains up-to-date. In short, today's learning landscape needs to mirror how people learn in their personal life. (17)

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Get a free learning health check

If you feel your learning doesn't meet the needs of your employees. Or your content isn't driving the levels of engagement you want. Then take our free learning health check to uncover new opportunities and improve your capability.

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