How to Prepare and Succeed in the Future of Workplace Learning

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If you would like to join a panel of survey takers, please contact us at
success@brandonhall.com

How to Ask Questions

- Submit your *questions* or *comments* about the discussion to our presenters using the **Questions** tab on your control panel.

- Presentation *slides* and *giveaways* can be found in the **Handouts** tab on your control panel.

Recording & Slides will also be sent out after the webinar.

The World of Work is Changing

| OLD		New
Hierarchy	→	Wirearchy
Data/process-centric	→	People-centric
Top-down control	→	Bottom-up collaboration
Homogenous	→	Diverse
Managed change	→	Organic innovation
Integrated silos	→	Borderless unification
Permission	→	Enablement
Incremental improvement	→	Agile transformation

Learning is Changing, Too…

- **Classes**
- **Courses**
- **ADDIE**
- **Compliance**
- **Completions**
- **Grades**

- **Experience**
- **Social/Collaborative**
- **Video**
- **Mobile**
- **Agile**
- **Connections**
- **Context**
- **Personalization**

A Shifting Workplace

Legend: ■ Millennials ■ Generation X ■ Baby Boomers ■ Traditionalists

2015:
- 2.4%
- 28.9%
- 34.1%
- 34.6%

2017:
- 2.6%
- 20.4%
- 31.6%
- 42.4%
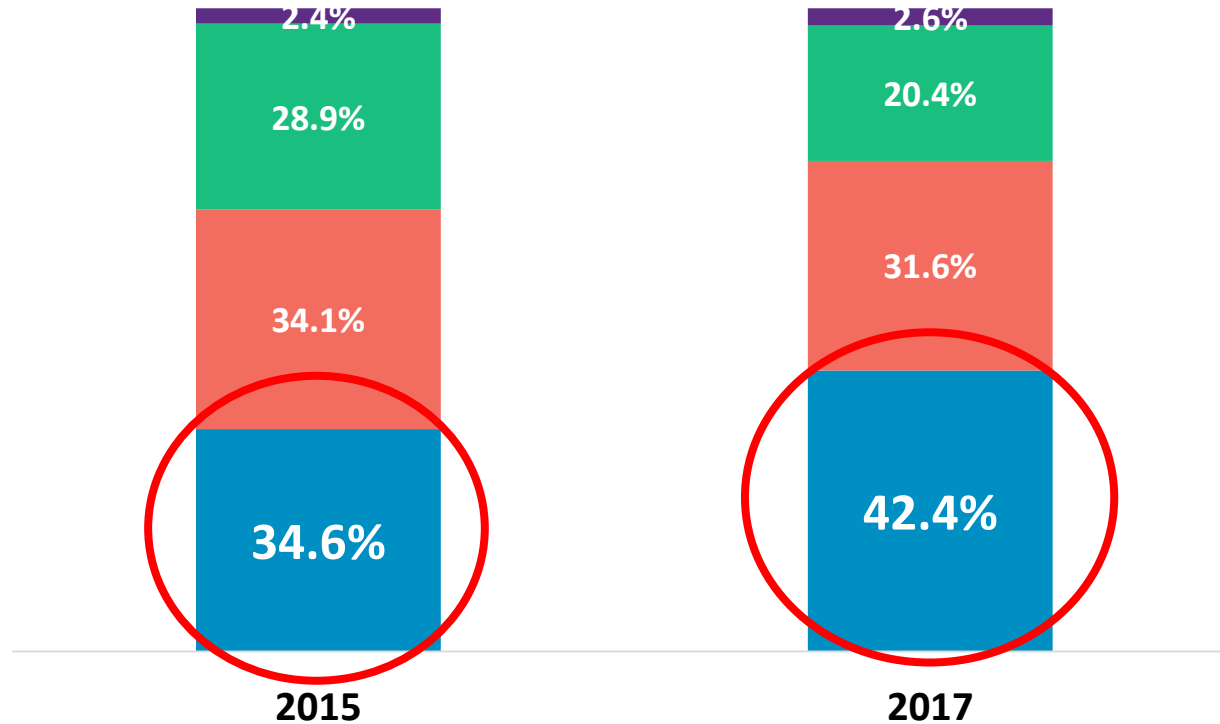
POLL 1: What workforce trends are most impacting your organization?

1. Millennials specifically

2. All generations in same workforce

3. Organization stuck in old ways of thinking

4. Technology and digital transformation

5. Accelerated rate of change

PREVIOUSLY

Technology dictated how we learn

NOW

Technology fits the ways in which we learn
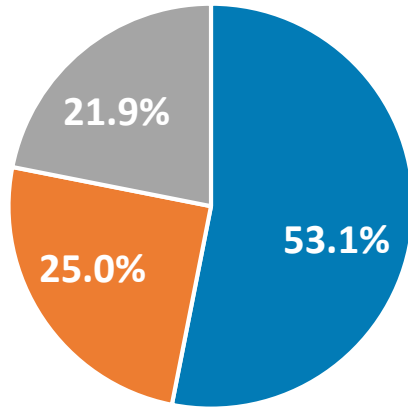
The Learning Function

Modern learning delivery cannot occur within the same hierarchies and infrastructure we have relied on for decades.

New skills, philosophies, platforms and technologies will be required to keep organizations moving forward.
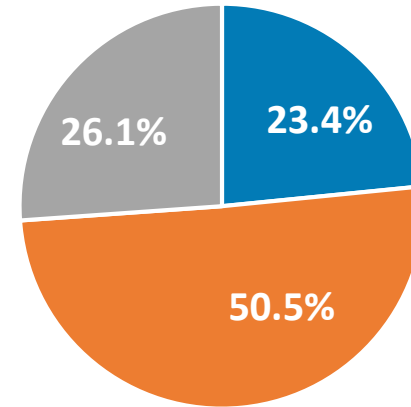
The Evolving L&D Function

Learning Structure

- Centralized — 53.1%
- Decentralized — 25.0%
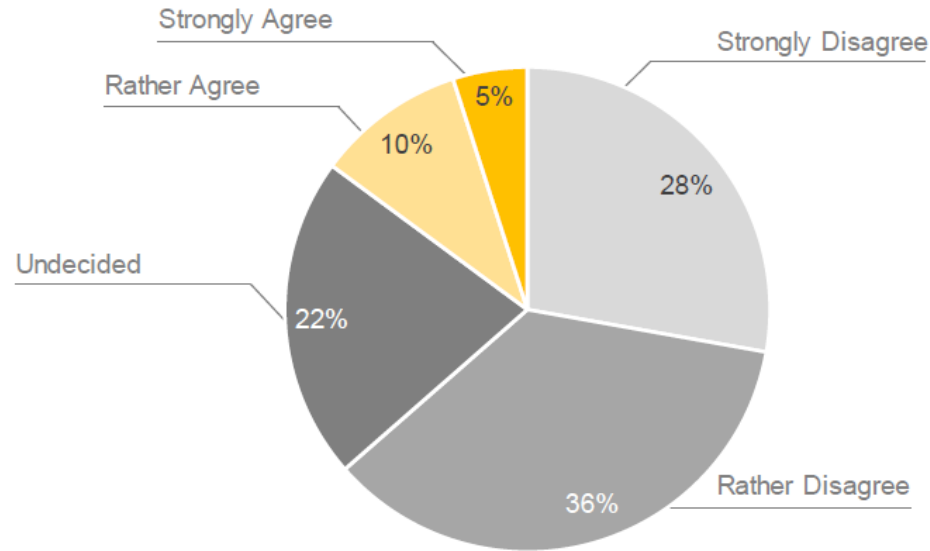- Hybrid — 21.9%

Learning Budgets

- Decrease — 23.4%
- Stay the same — 50.5%
- Increase — 26.1%

Digital Skills

"We have enough personnel with the skills necessary for the Digital Transformation of our company."

IDT, 2017

POLL 2: Does your organizations have any of the following roles in learning?

1. Content Curators

2. Web/UX designer

3. Community Managers (social learning)

4. Data analyst

5. Learning experience designers

New L&D Talent

AGILE designers	**31.6%**
Web designers	**27.8%**
Game designers	**26.6%**
HTML5 programmers	**24.1%**
User experience designers	**54.4%**

The Gig Economy

POLL 3: How much of your workforce is contingent/non-employee?

1. None

2. Some

3. Half

4. Most

5. All

The Gig Workforce
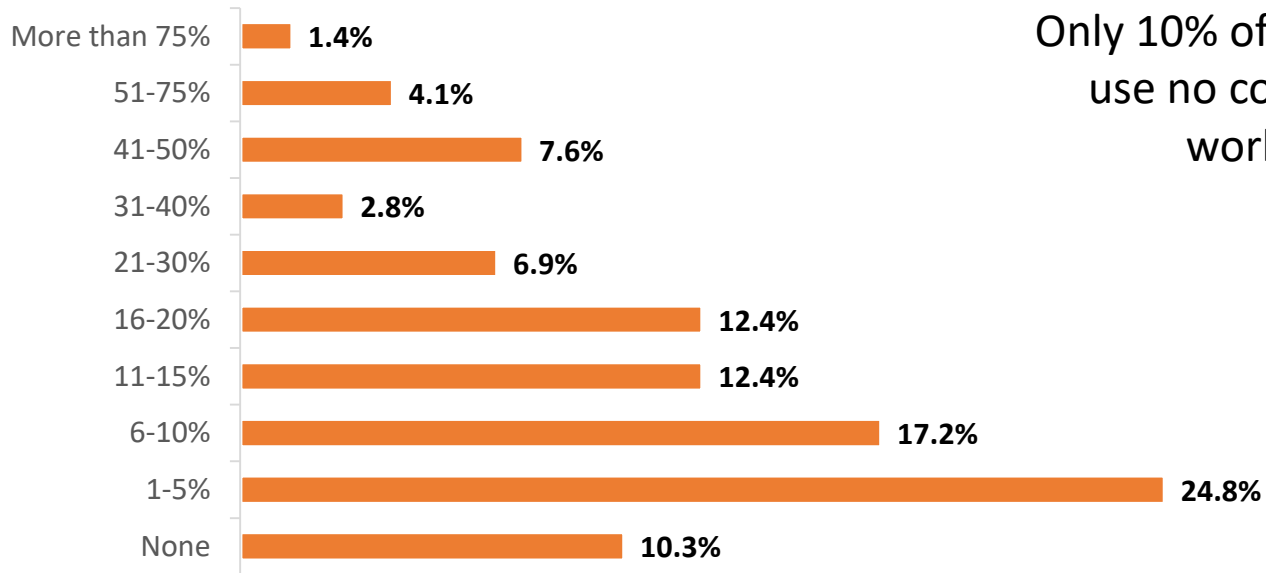
Only 10% of companies use no contingent workers

Bar chart — "How much of your workforce is contingent and non-employee labor?"

Category	Percentage
More than 75%	1.4%
51-75%	4.1%
41-50%	7.6%
31-40%	2.8%
21-30%	6.9%
16-20%	12.4%
11-15%	12.4%
6-10%	17.2%
1-5%	24.8%
None	10.3%

How much of your workforce is contingent and non-employee labor?

The Gig Workforce

Spending on the "gig"/contingent workforce is *increasing*
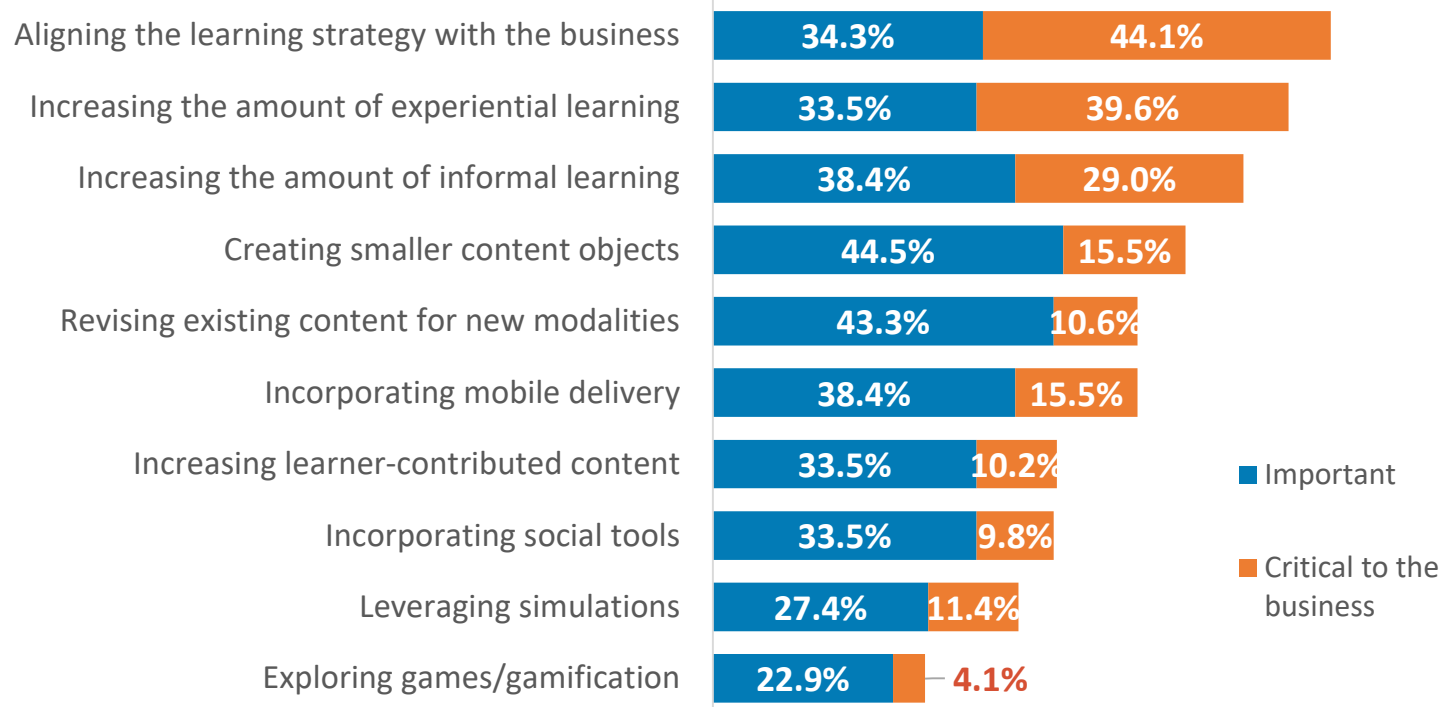
0.0%

8.8%

19.2%

31.2%

40.8%
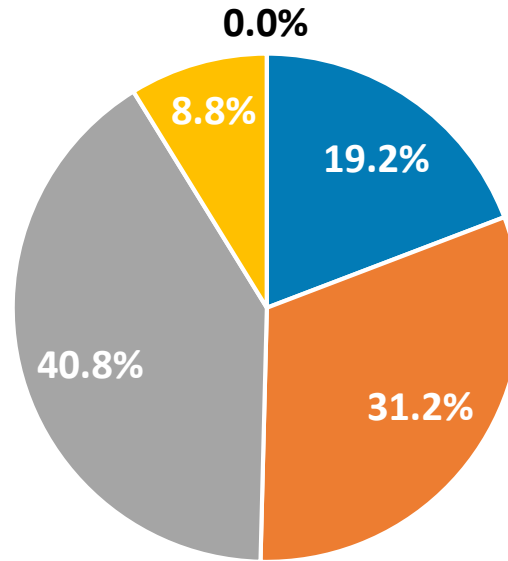
- Increase substantially
- Increase somewhat
- No change
- Decrease somewhat
- Decrease substantially

73% of companies say this workforce is effective or very effective

The Learning Experience

Learning Priorities

Priority	Important	Critical to the business
Aligning the learning strategy with the business	34.3%	44.1%
Increasing the amount of experiential learning	33.5%	39.6%
Increasing the amount of informal learning	38.4%	29.0%
Creating smaller content objects	44.5%	15.5%
Revising existing content for new modalities	43.3%	10.6%
Incorporating mobile delivery	38.4%	15.5%
Increasing learner-contributed content	33.5%	10.2%
Incorporating social tools	33.5%	9.8%
Leveraging simulations	27.4%	11.4%
Exploring games/gamification	22.9%	4.1%

Brandon Hall Group 2018 Learning Strategy Survey (n=333)

Approximately what percentage of all your organization's content (authored, purchased, licensed, etc.) falls into the each of the following categories?

	Now	12 Months
Formal: Primarily instructor led, course-based learning events, as well as published materials and academic institutions	*45.5%*	*40.0%*
Informal: Learning that takes place typically in an unscheduled, ad hoc form, typically through peer to peer collaboration and social networking	*26.1%*	*29.6%*
Experiential: Learning that involves hands-on experiences, such as on-the-job training, action learning, job rotation, role play, simulations, etc.	*28.4%*	*30.4%*

Brandon Hall Group 2017 Learning Content Survey (n=226)

Takeaways

- The workforce is shifting younger and technology is changing how we interact with information

- The Learning Function must evolve with new strategies, tactics and skills

- Organizations must focus on how o engage and develop a non-employee workforce

- The learning experience needs to become part of the workflow, be relevant and engaging and meet learners at the point of performance

QUESTIONS?

Thank you
for joining us today!

If you have any additional questions, please email us at success@brandonhall.com.

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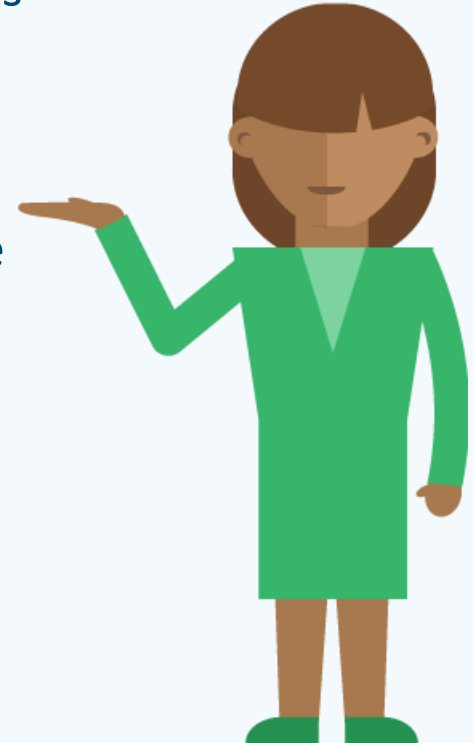
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BENCHMARKING

- Competitive/Comparative
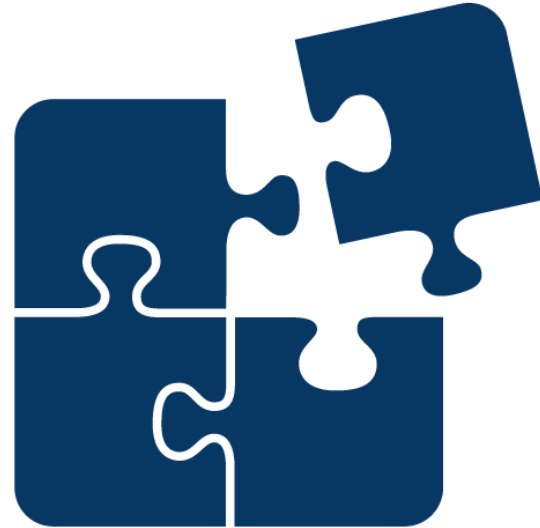- Maturity Model
- Custom Research

STRATEGY

- Business Case
- Planning
- Organization & Governance

TECHNOLOGY SELECTION

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4 **Our case studies are unique** for their diversity and focus on business results.

5 **Our professional development is practical, tailored** to your needs, and equips you to take action.

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- Katrina Williams, Director, Sales Capability

CDW

https://youtu.be/OgdA_tpM55U

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- Joanne Veech, Global Talent Leader

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https://youtu.be/YkY-v8gfW5k