

# Modern Learning: Balancing Today's Challenges with Tomorrow's Opportunities



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*Litmos*

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# Litmos

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- ✓ Combining Award-Winning LMS and Out-of-the-box Course Library
- ✓ More than 5 million users across 130 Countries
- ✓ 91% Customer Satisfaction Score
- ✓ 62 NetPromoter Score™

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*Sample of Our Clients*



# How We Help You



Learning  
& Development



Talent  
Management



Leadership  
Development



Talent  
Acquisition



Workforce  
Management



**MEMBERSHIP**



**STRATEGIC  
CONSULTING**



**EXCELLENCE  
AWARDS**



**PROFESSIONAL  
DEVELOPMENT**



# Open Surveys

- Onboarding
- L&D Benchmarking
- Workforce Management Technology
- Talent Management Technology
- Talent Risks

Visit [www.brandonhall.com](http://www.brandonhall.com) click **Open Surveys**

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

Hierarchy →

Data/process-centric →

Top-down control →

Homogenous →

Managed change →

Integrated silos →

Permission →

Incremental improvement →

## New

**Wirearchy**

**People-centric**

**Bottom-up collaboration**

**Diverse**

**Organic innovation**

**Borderless unification**

**Enablement**

**Agile transformation**

# Learning is Changing, Too...

- **Classes**
- **Courses**
- **ADDIE**
- **Compliance**
- **Completions**
- **Grades**
- **Experience**
- **Social/Collaborative**
- **Video**
- **Mobile**
- **Agile**
- **Connections**
- **Context**
- **Personalization**



# DIGITAL TRANSFORMATION



# Definition

**Digital Transformation is the application of digital capabilities to processes, products, and assets to improve efficiency, enhance customer value, manage risk, and uncover new monetization opportunities.**

*Bill Schmarzo, CIO Magazine*

# Poll Question

**Where is your organization in terms of digital transformation?**

- **We have no idea what that is**
- **Aware but nothing happening**
- **Headed down the path**
- **Almost there**
- **We were born digital**

# Drivers



Competition



Profitability



Efficiency



Customer satisfaction

# Elements of Change

- **Transforming Customer Experience**
  - Customer understanding
  - Top-line growth
  - Customer touch points
- **Transforming Operational Processes**
  - Process digitization
  - Worker enablement
  - Performance management
- **Transforming Business Models**
  - Digitally modified businesses
  - New digital businesses
  - Digital globalization



# Business Processes

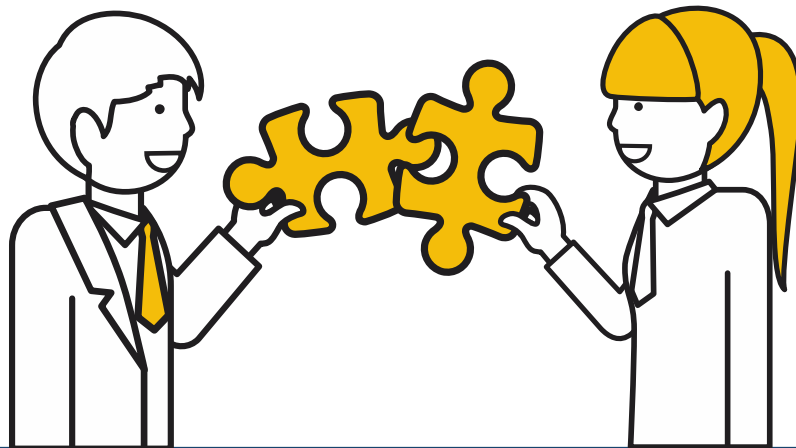
Digital Transformation is a cultural change that requires organizations to continually **challenge the status quo**, experiment often, and get comfortable with failure. This sometimes means **walking away from long-standing business processes** that companies were built upon in favor of relatively **new practices that are still being defined**.

*Enterprise Project*

# Customer Experience

“Digital transformation closes the gap between what **digital customers already expect** and what analog businesses actually deliver.”

*Greg Verdino*



# Customer Experience Drivers

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Customer expectations are changing



Training is becoming a strategic weapon



Product life cycles are much faster



Customer training is a critical step in CX



Distributed and augmented workforces



Increasing pressure of corporate compliance & security





# Business Models

Digital Transformation involves a change in leadership, different thinking, the encouragement of **innovation and new business models**, incorporating digitization of assets and an **increased use of technology** to improve the experience of your organization's employees, customers, suppliers, partners and stakeholders.

*Agile Elephant*

# 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

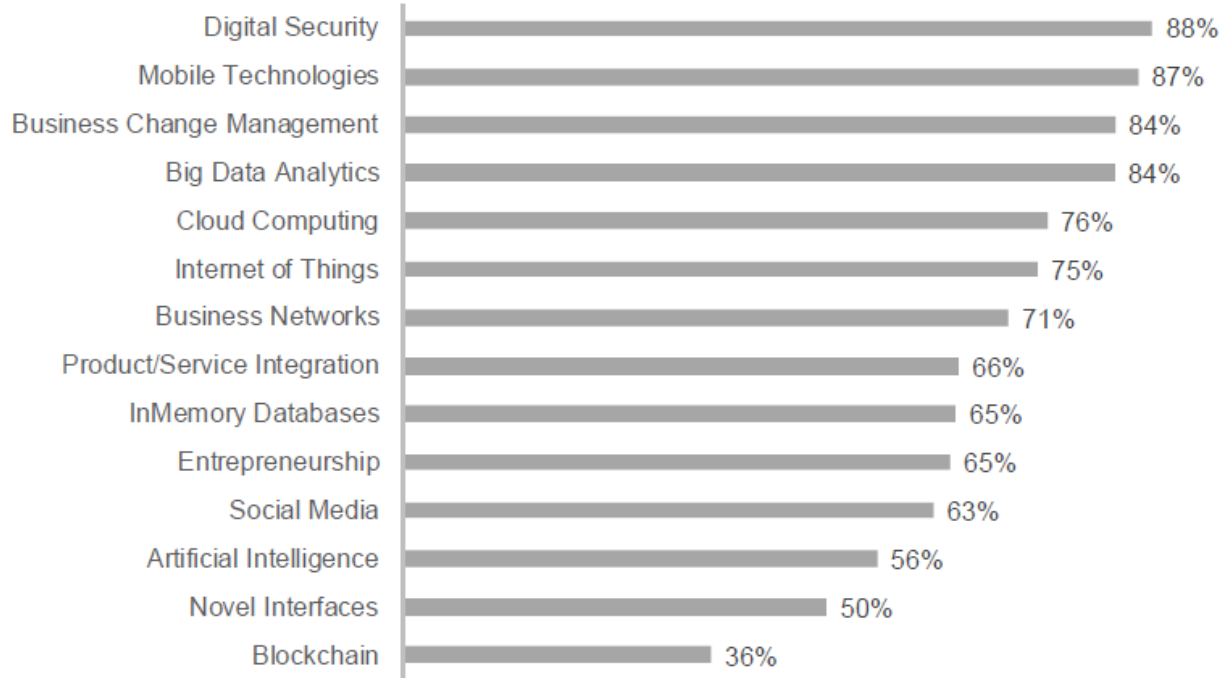
# PREVIOUSLY

Technology dictated how we learn

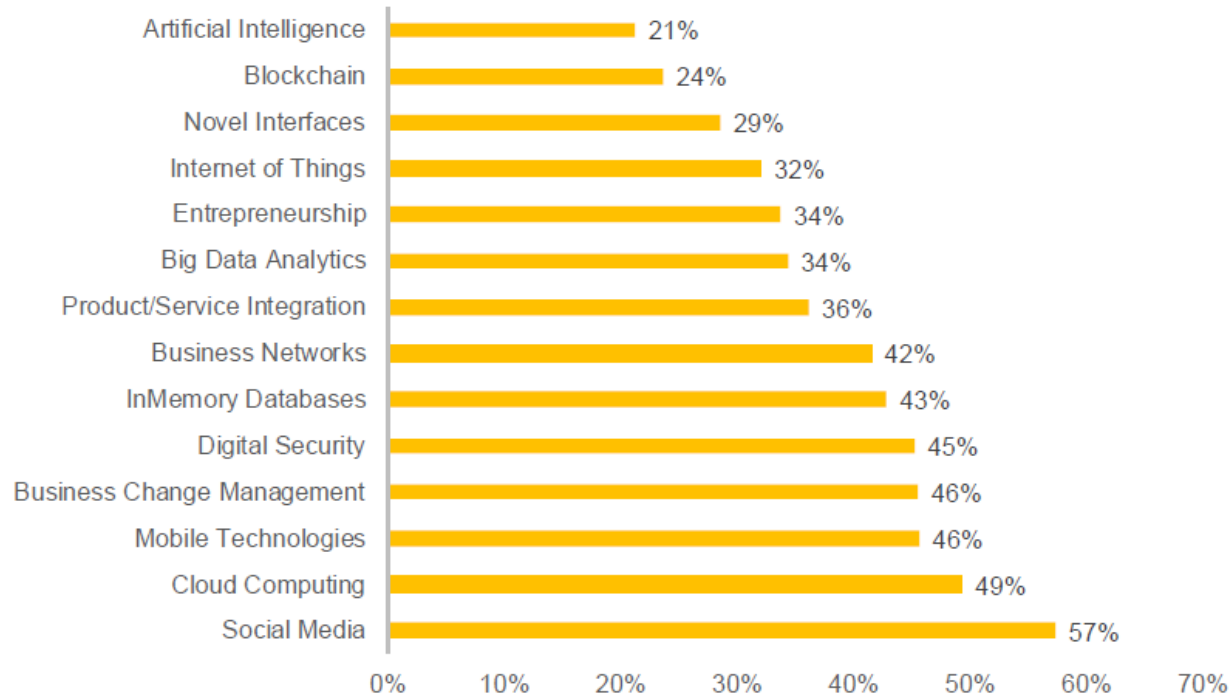
# NOW

Technology fits the ways in which we learn

# Digital Skills - Importance

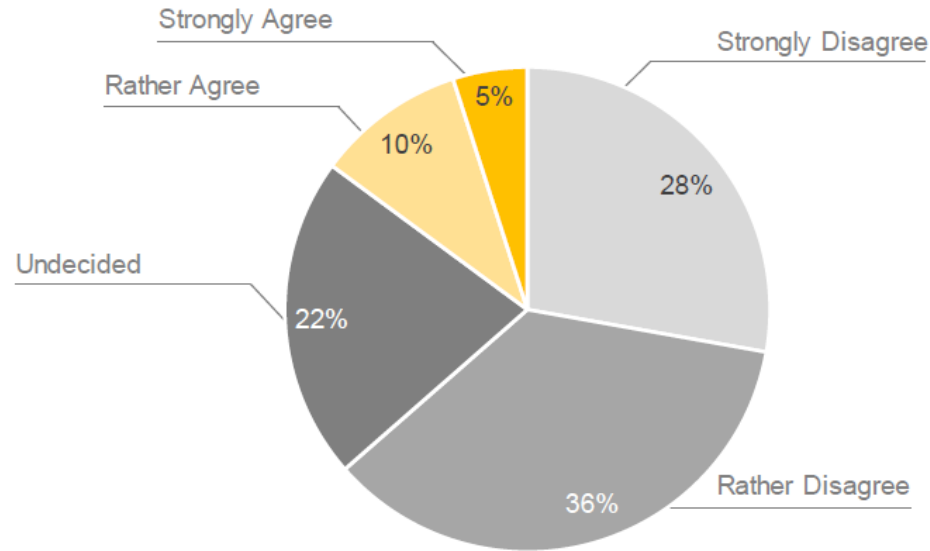


# Digital Skills - Availability



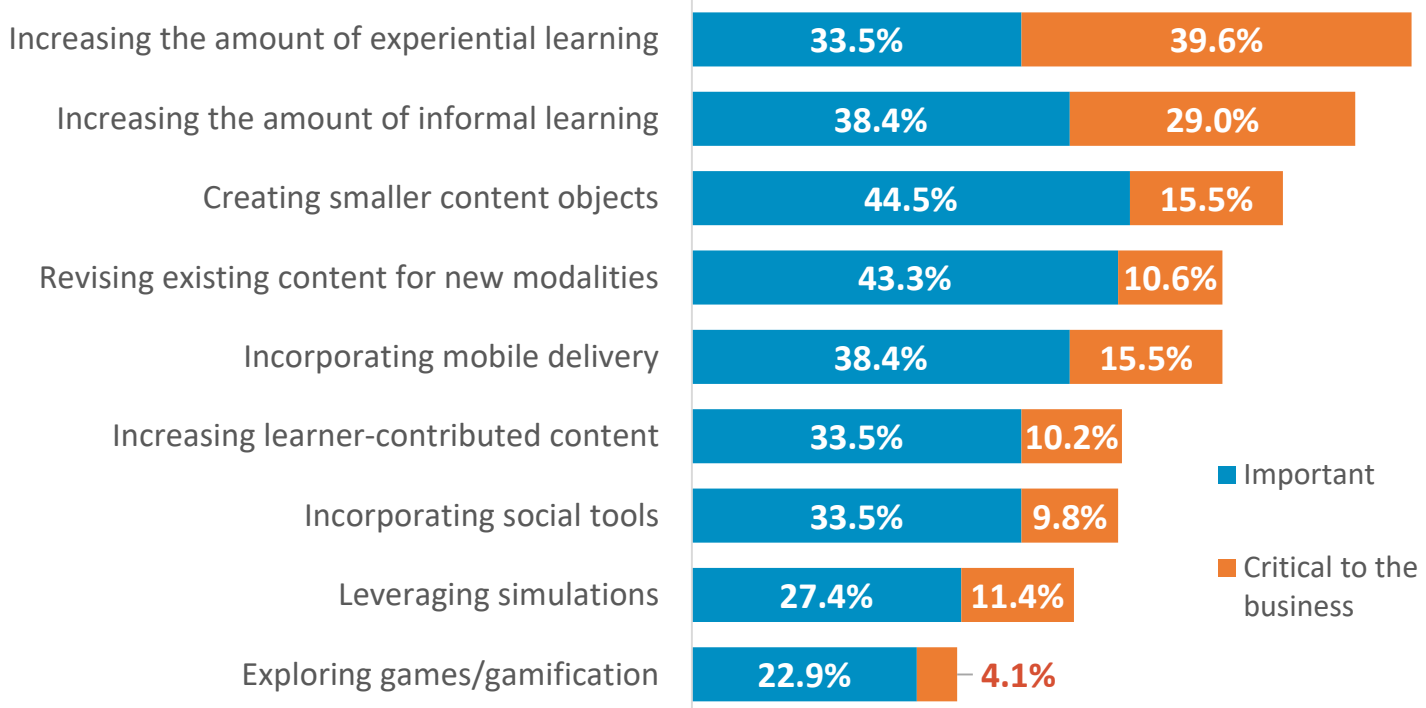
# Digital Skills

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



# Evolving Technology Landscape

# Learning Priorities

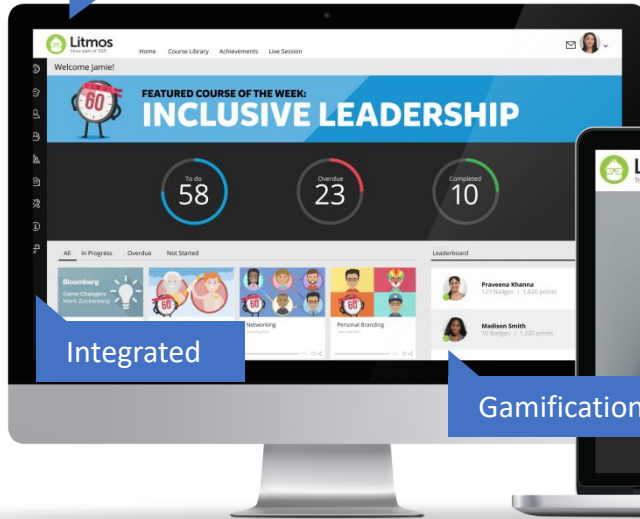


Brandon Hall Group 2018 Learning Strategy Survey (n=333)



# Learning Priorities Continued

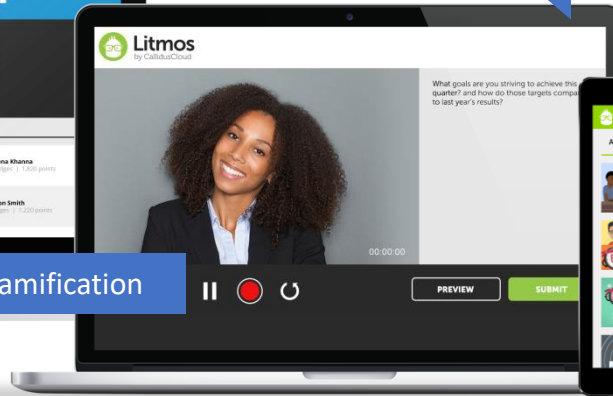
Fully customizable



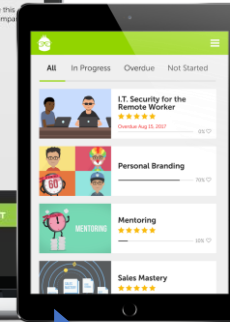
Integrated

Gamification

Video assessments

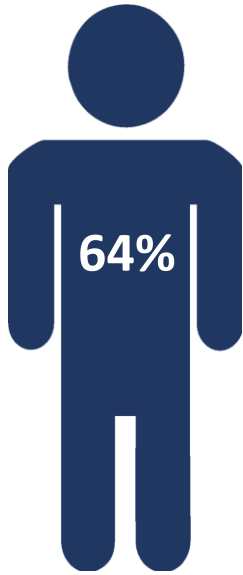


Automation



Mobile first





Weekly, daily, or more often

How often would you expect your individual contributor population, on average, to need to connect with learning resources to effectively perform their job?

Source: 2018 Brandon Hall Group Learning Strategy Survey

# Learning's New DNA

*"I want it to be relevant to my role, location and development path."*

Contextual

*"It needs to be short, I prefer videos and quick updates."*

Small

*"I learn better everyday and on an ad hock basis"*

Informal

*"Learning should be when I have time and when I need it."*

Mobile

*"I prefer peer discussions and recommendations."*

Social

# What Learners Say

Online videos	78.2%
In-person classroom	70.9%
Traditional eLearning	58.3%
Coaching/mentoring	52.8%
Virtual classroom	47.2%
Off-site programs	40.9%
On-the-job exercises	37.1%
Degree or certification programs	27.0%
Games/learning simulations (in person)	11.4%
Delivery to mobile devices	9.8%
Enterprise social learning application	7.8%
Games/learning simulations (online)	6.1%

**Access to information**  
is the #1 thing learners  
want from technology

# There is No Not Knowing



# There is no not knowing

How do we facilitate this within the enterprise?





## Key Takeaways

- Learning will play a central role in the digital transformation.
- The workforce is changing and so we need to think about learning differently too.
- We can't use outdated methods to upskill people for the future.
- It's important to understand how people really learn (and like to learn).
- It's crucial to help ALL employees build skills and expertise and to find the right technology to enable this.
- The Learning organization must be able to transform while simultaneously enabling the company's transformation.

*QUESTIONS?*





Thank you  
for joining us today!



If you have any additional questions, please email us at [success@brandonhall.com](mailto:success@brandonhall.com).

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**MEMBERSHIP**



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## We Do This Through...

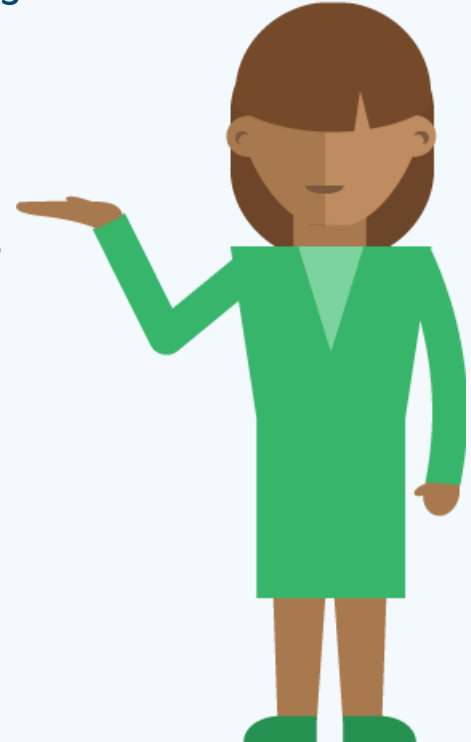
**Research and Analysis** that Define New HCM Standards

**Success Stories** from Global Organizations that Show those Standards in Action

**Professional Development** that Assesses Current State and Enables Innovation

**Flexible Services** to Design and Implement Transformative Solutions

**Recognition** that Validates the Transformation



# Membership Offers Tailored Support

## RESEARCH ACCESS & EVENTS

- Reports
- Case Studies, Frameworks & Tools
- DataNow® & TotalTech®
- Webinars and Research Spotlights
- Annual HCM Conference

## ADVISORY SUPPORT

- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking

## CLIENT SUCCESS PLAN

- Your Priorities
- Executive Sponsor
- Client Associate
- Monthly Meetings



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# Strategic Consulting Offers Expert Solution Development

## BENCHMARKING

- Competitive/Comparative
- Maturity Model
- Custom Research

## STRATEGY

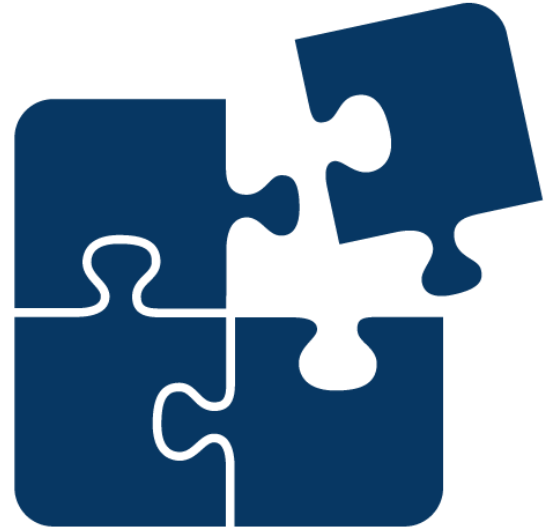
- Business Case
- Planning
- Organization & Governance

## TECHNOLOGY SELECTION

- Vendor Selection
- Architecture Design
- Systems Evaluation

## DEVELOPMENT & INTEGRATION

- Program Design
- Assessment
- Survey
- Process Integration



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# Why Brandon Hall Group

1

**We offer flexible, high-value memberships** that offer everything you need at a cost you can afford.

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2

**Our research is better** – more targeted, easily digestible, focused on business results, predictive, prescriptive.

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3

**Our solutions gets better results** – research-driven, focused on the business, simple, targeted, flexible approach.

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4

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

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5

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

# What Our Clients Have to Say

*Brandon Hall Group's Excellence Awards allows you to take a deeper dive and evaluate the programs that you've created at a level that you might not have the opportunity to do... They have always been a cornerstone for me.*

- Katrina Williams, Director, Sales Capability  
CDW

[https://youtu.be/OgdA\\_tpM55U](https://youtu.be/OgdA_tpM55U)



# What Our Clients Have to Say

*I describe the attention and that customer service that I've experienced as being excellent. They are very attentive and wherever I need to be connected to whomever, they are there to help me.*

- Joanne Veech, Global Talent Leader  
PwC

<https://youtu.be/YkY-v8gfW5k>