

# The Future is Now

## Learning Strategy 2020



**David Wentworth**  
*Principal Learning Analyst*  
*Brandon Hall Group*



**Matt Powell**  
*Product Marketing Manager*  
*Docebo*



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- ① Learning Strategy
- ② L&D Benchmarking
- ③ Learning Technology
- ④ Talent Management Technology

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# 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.**



# **It's Time for Learning to Get Strategic**



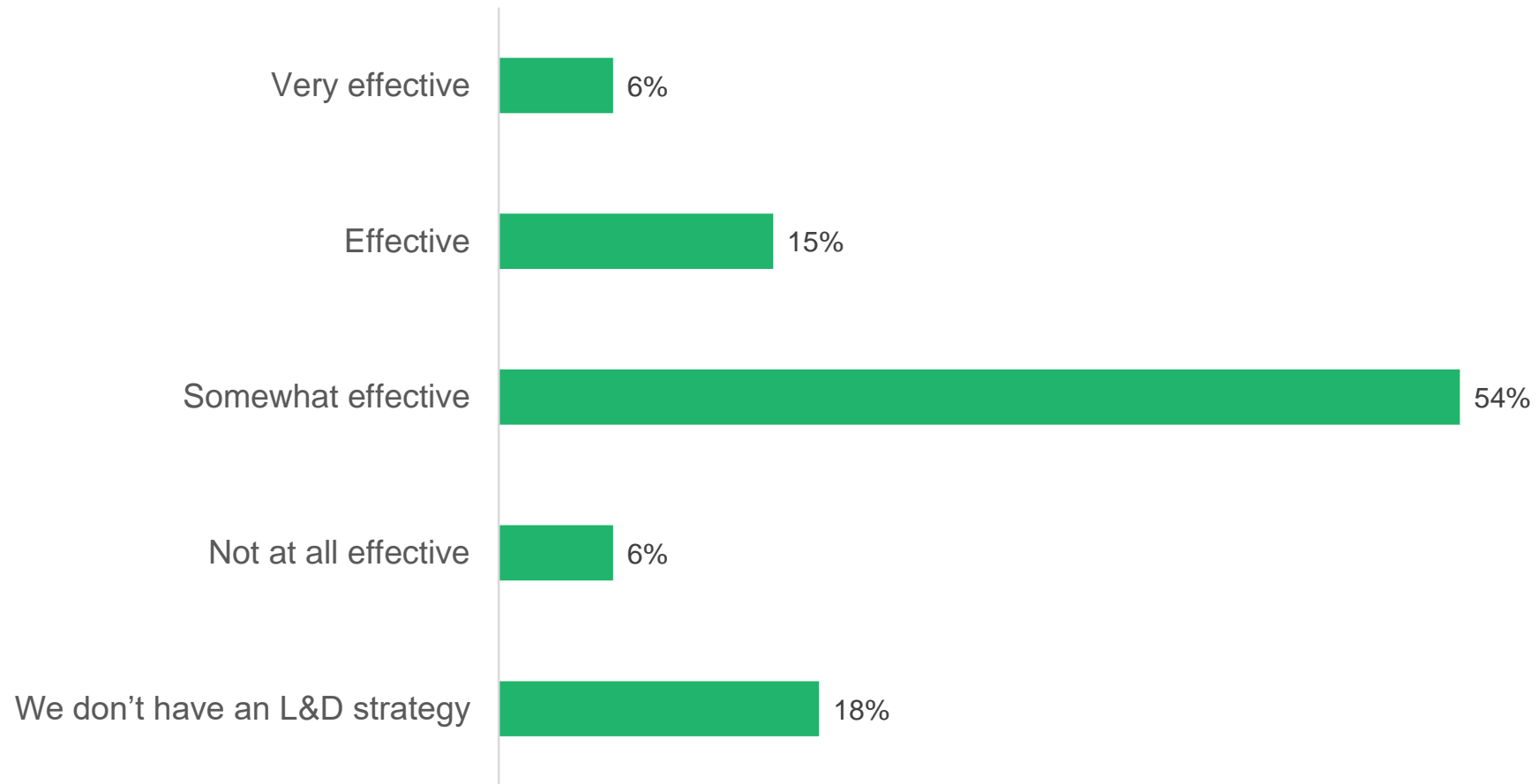
# Top Business Concerns







# L&D's Ability to Help Achieve Those Goals





# THE MOST SIGNIFICANT WORKFORCE & TALENT ISSUES FOR THE C-SUITE

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**TRANSITIONING TO THE FUTURE OF  
WORK**



**THE NEED TO REDESIGN WORK**



**THE NEED TO RESKILL THE  
WORKFORCE**



# L&D Strategy Maturity Model

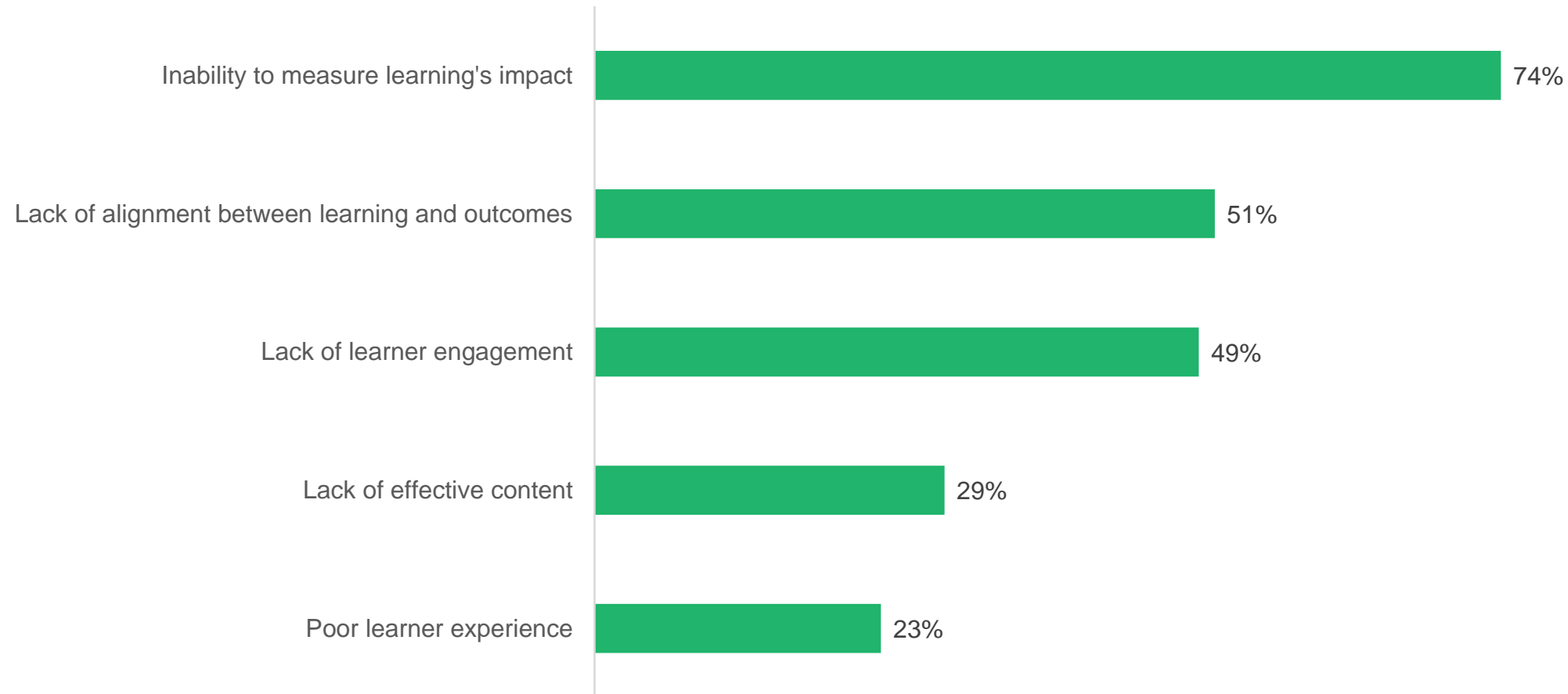
Organizational Impact/ROI Curve	Direct impact on business outcomes	3% 4 Innovative	There is a formalized learning strategy linked directly to the overall business strategy as well as a learning environment that takes advantage of multiple technologies to deliver not just learning, but performance.
	Improved knowledge/skills	32% 3 Optimized	Learning strategy is defined and decently aligned with business goals. A variety of learning modalities and technologies are deployed to meet business goals.
		55% 2 Standardized	Learning strategy is shaped by talent data across the organization and tenuously linked to the business. We employ a modest variety of learning modalities and technologies.
	No Impact on the Business	10% 1 Developing	Learning strategy is loosely defined, but it is executed in a rather static, traditional environment and outcomes are hard to determine.



# Challenges



# Learning Challenges



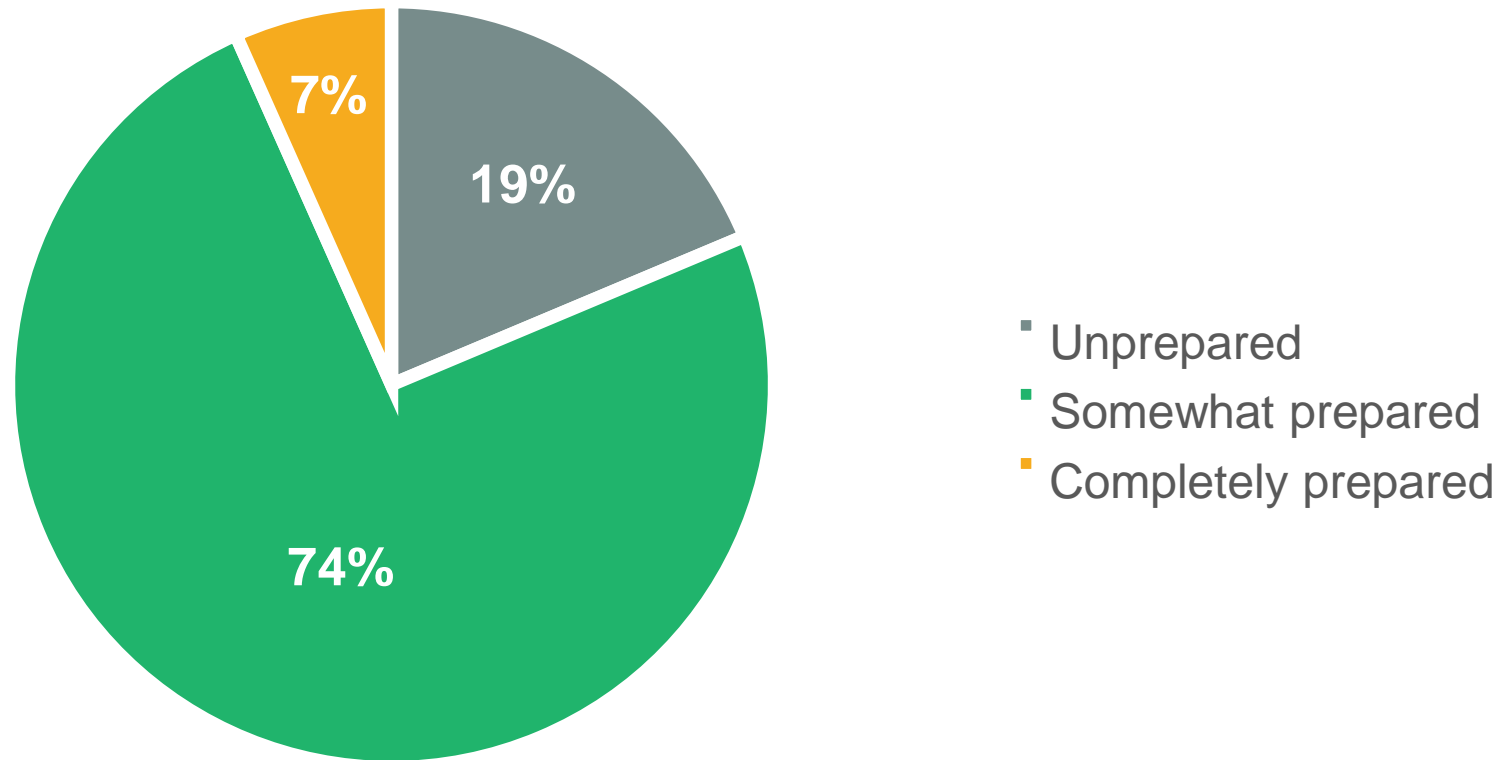
# THE AVERAGE COST OF EMPLOYEE TURNOVER IS 33% OF THE POSITION'S SALARY

Source: Work Institute



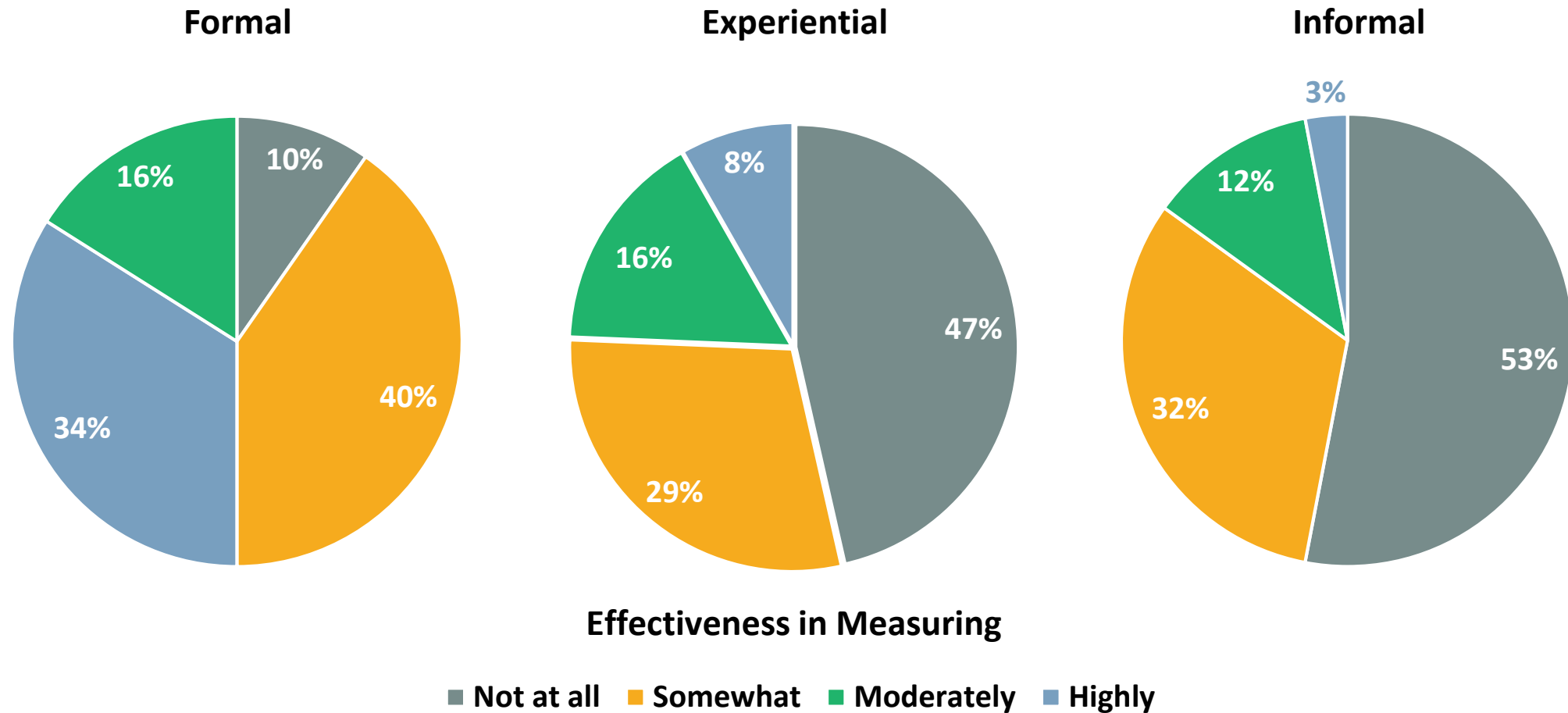


# Are We Ready to Develop Future Skills?





# Measurement Challenges



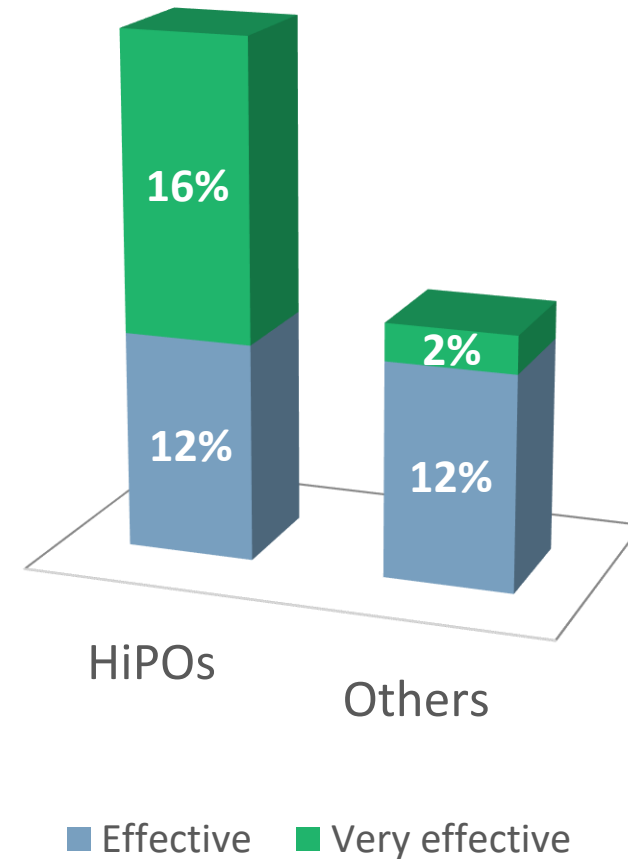
BHG, 2019 Learning Measurement Survey





# Measurement Challenges

How well is your organization able to identify and track a series of metrics including items such as participation, satisfaction, knowledge transfer, behavior change and business impact for **INFORMAL LEARNING?**





# Getting Strategic



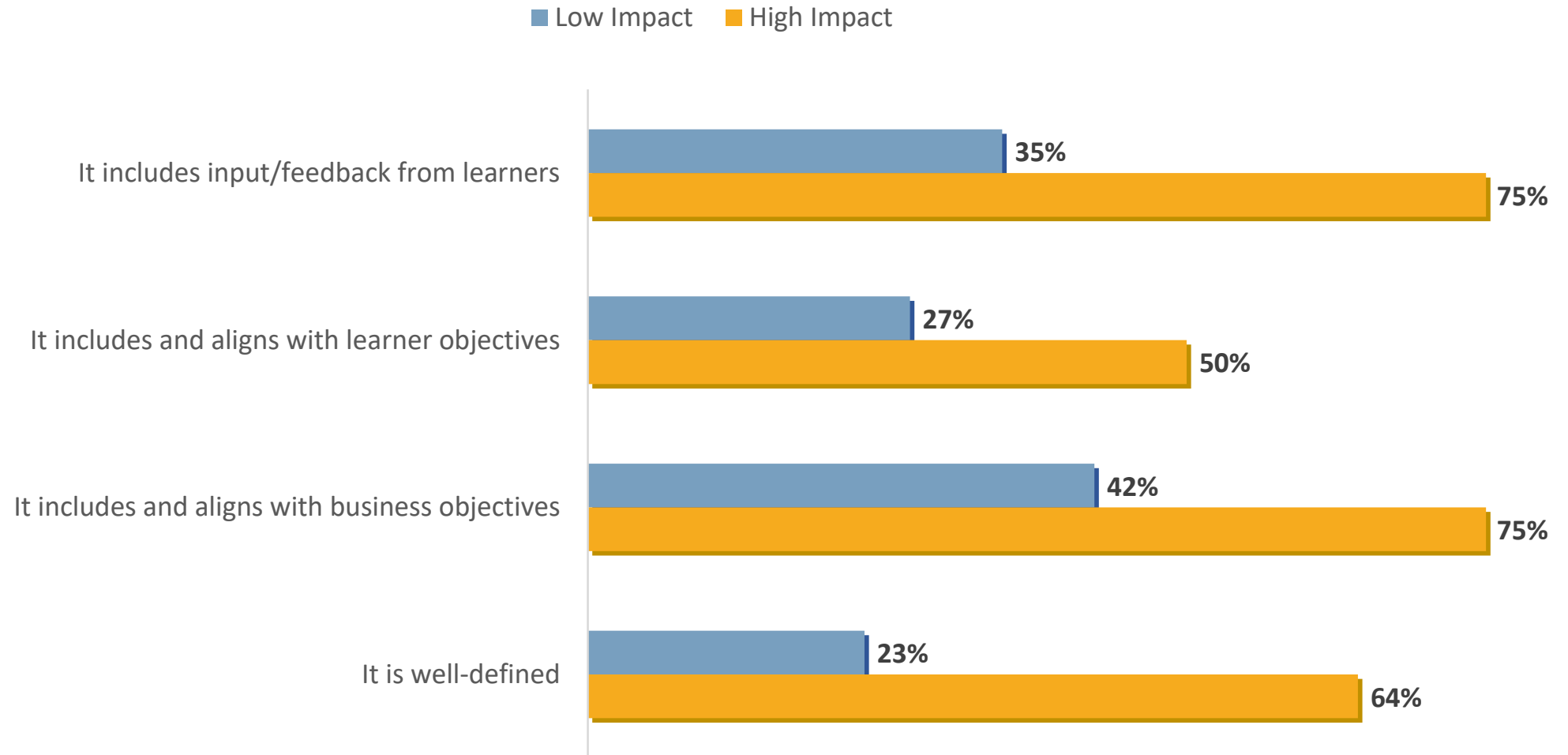
# High Impact Learning

The learning approach is either effective or highly effective at positively affecting the following outcomes:

- 1 Time to productivity/effectiveness
- 2 Voluntary turnover/employee retention rates
- 3 Employee engagement
- 4 Individual performance
- 5 Manager/supervisor observations
- 6 Team effectiveness

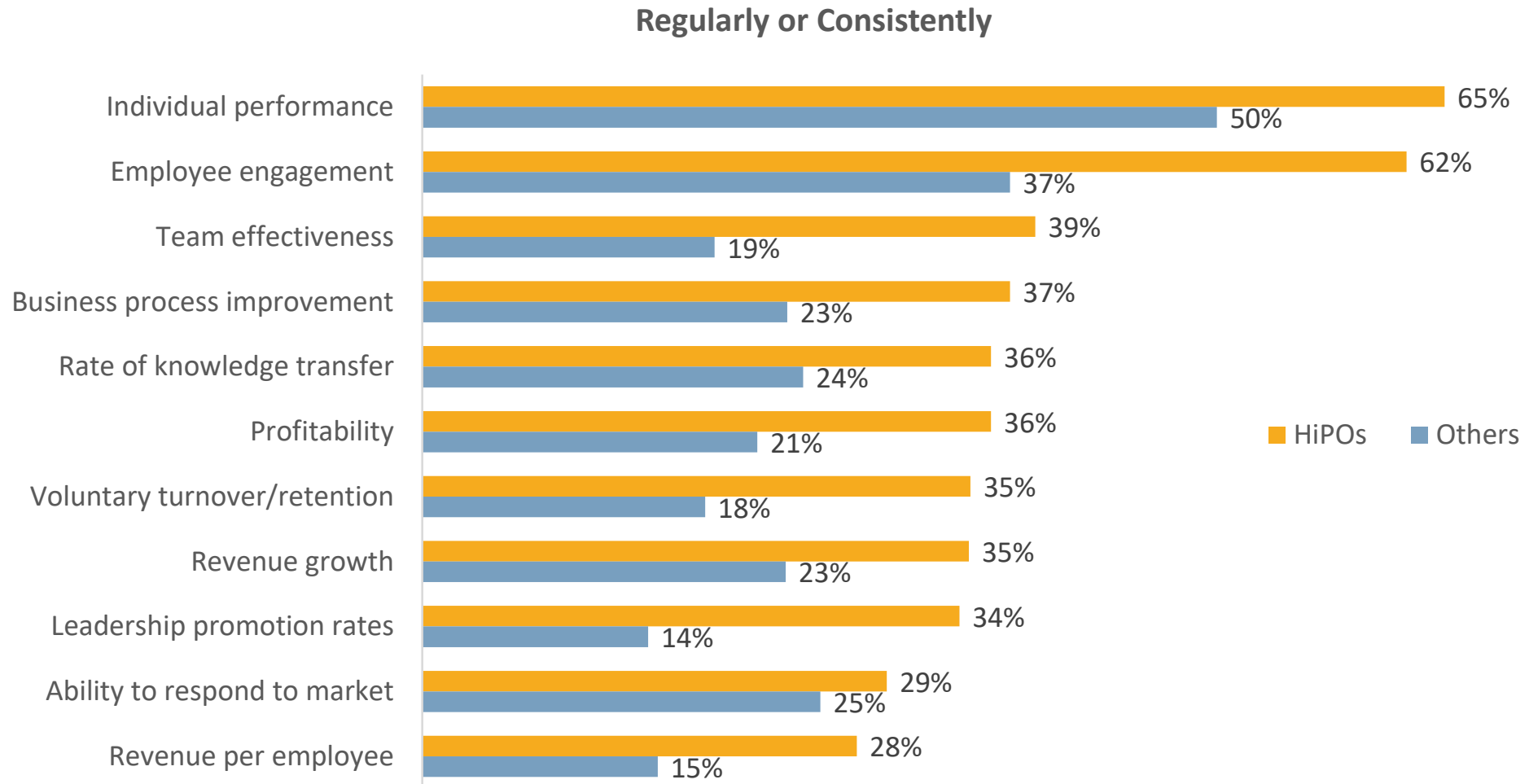


# Strategy Elements





# Outcomes Measured





# Technology's Role



# BEST-IN-CLASS COMPANIES ARE 3.4X MORE LIKELY TO USE A TRADITIONAL LMS... BUT



**STILL CANNOT OVERCOME  
INTERNAL SKILLS GAPS**



**REPORT LOW OR  
DECLINING PRODUCTIVITY**



**ARE UNABLE TO MEET  
FINANCIAL &  
PERFORMANCE  
OBJECTIVES**

# IS THIS THE END OF THE TRADITIONAL LMS?





# TRAINING VS LEARNING

- **EVENT-BASED**
- **TOP-DOWN**
- **PEOPLE ARE TAKEN AWAY FROM JOBS FOR TRAINING**
- **LOW RETENTION**
- **GOOD CONTENT IS EXPENSIVE, SHELF TIME MAY BE SHORT**
- **CONTINUOUS**
- **ALL DIRECTIONS**
- **HAPPENS IN THE FLOW OF WORK, AT THE POINT OF NEED**
- **CONTINUOUS REINFORCEMENT**
- **EVERYBODY CONTRIBUTES TO CONTENT, ALWAYS FRESH**



# LMS VS LEARNING PLATFORM

- **DESIGNED FOR MANAGING TRAINING**
- **DESIGNED FOR LMS ADMINS**
- **SLOW EVOLUTION**
- **TRAINING SEEN AS A NECESSARY COST**
- **FORMAL LEARNING ONLY**
- **DESIGNED FOR LEARNING EXPERIENCES**
- **DESIGNED FOR LEARNERS**
- **EXPONENTIAL EVOLUTION**
- **LEARNING IS INTEGRAL TO REVENUE GROWTH & TALENT RETENTION**
- **FORMAL & SOCIAL LEARNING**



**HOW THE LEARNING PLATFORM SUPPORTS YOUR STRATEGY:**

**DETERMINE  
LEARNING IMPACT**



## **SHIFT TO OBJECTIVE-BASED LEARNING**

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- **MEASURING THE VALUE AND EFFECTIVENESS OF YOUR LEARNING PROGRAMS ISN'T ALWAYS CUT AND DRY**
- **ADMINS DON'T ALWAYS HAVE THE TIME TO BUILD OUT REPORTS AND LEARNER SURVEYS**
- **DATA COMING FROM SURVEYS IS ALMOST ALWAYS SUPERFICIAL AND GENERALLY NOT USEFUL FOR DETERMINING ANY CONCLUSION OR INSIGHT**



# LEARNING IMPACT TOOLS

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- **READY-TO-GO SURVEYS AND REPORTS**
- **SURVEYS DELIVERED TO LEARNERS WHEN THEY COMPLETE A COURSE AND 3 MONTHS LATER**
- **BUILT-IN INDUSTRY BENCHMARKS**
- **USE THIS DATA TO OPTIMIZE YOUR LEARNING GOING FORWARD**



HOW THE LEARNING PLATFORM SUPPORTS YOUR STRATEGY:

# SMARTER UPSKILLING & RESKILLING



# **81% OF LEARNING PROFESSIONALS SAY UPSKILLING AND RESKILLING THE WORKFORCE IS BECOMING A NECESSITY**

SOURCE: DOCEBO & LIGHTHOUSE RESEARCH AND ADVISORY



# CONNECTING SKILLS ANALYSIS TO ORGANIZATIONAL OBJECTIVES

- **LEARNING PLATFORMS ARE NOW ENABLING LEARNERS TO IDENTIFY WHICH SKILLS THEY WANT TO GROW THEN HAVE THE PLATFORM SERVE UP RELATED CONTENT**
- **TAKE AWAY THE ADMIN BURDEN OF FINDING CONTENT RELEVANT FOR EACH LEARNER**
- **HELP FACILITATE ORGANIZATION-WIDE OPTIMIZATION STRATEGIES**

As Account Executive, which areas would you like to improve?

My Areas of Improvement \*

Customer Service x

1/10

Here are some suggestions

Customer Service

Leadership

Bank Account Consultation

Sales

Financial Product Promotion

Sales Activites

Statistical Financial Records

Financial Services

PREVIOUS

CANCEL

NEXT



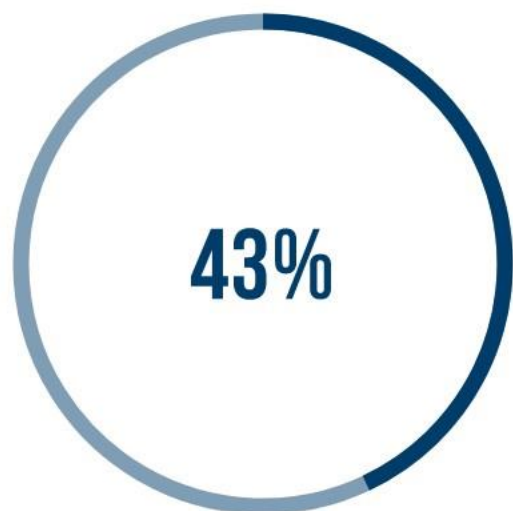


**HOW THE LEARNING PLATFORM SUPPORTS YOUR STRATEGY:**

**DELIVERING  
PERSONALIZED  
LEARNING**



# DIFFERENT GENERATIONS DEMAND DIFFERENT EXPERIENCES



**OF GEN Z - PREFER  
SELF-DIRECTED LEARNING**

source: LinkedIn Learning



**OF BABY BOOMERS - DO  
NOT RECEIVE TECH  
TRAINING BUT WANT TO**

Source: Docebo 2019 Tech  
Skills Gap Survey



**OF MILLENNIALS - WOULD  
PREFER TO LEARN SOFT  
SKILLS TO UNLOCK  
CREATIVITY**

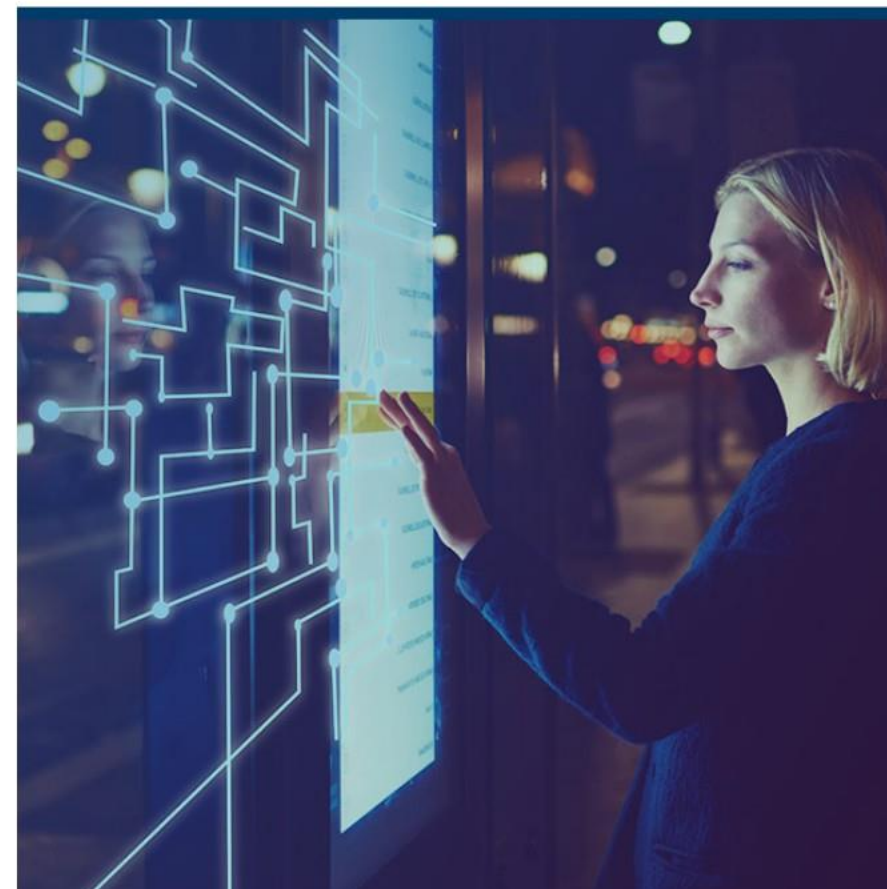
Source: Docebo 2019 Tech  
Skills Gap Survey



# LEVERAGING ARTIFICIAL INTELLIGENCE FOR GREATER PERSONALIZATION

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- **A LEARNING PLATFORM POWERED BY LEARNING SPECIFIC AI ALGORITHMS CAN HELP YOU GATHER DATA SPECIFIC TO INDIVIDUAL LEARNERS.**
- **THE PLATFORM INTELLIGENTLY IDENTIFIES SKILLS GAPS AND PROVIDES TAILORED LEARNING PROGRAMS.**

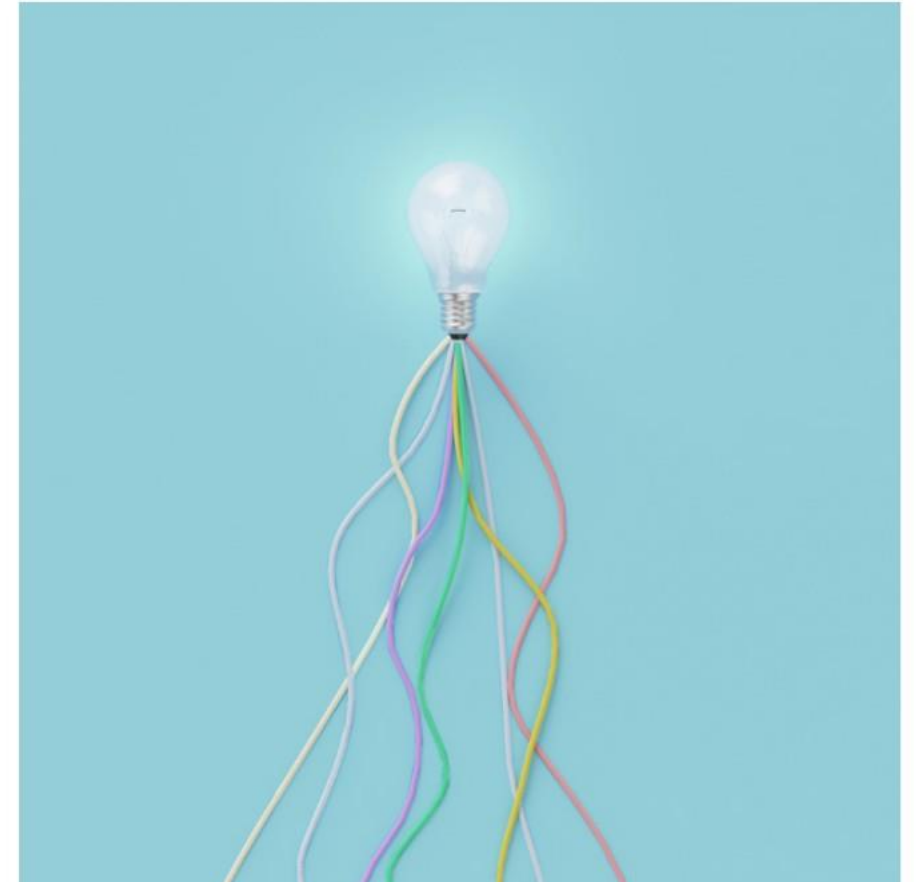




# CONTENT SUGGESTIONS

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- **SERVES UP CONTENT THAT IS RELEVANT TO WHAT A LEARNER IS CURRENTLY ENGAGING BUT ALSO WHAT WILL DEVELOP THE SKILLS NEEDED FOR THEIR ROLE.**
- **ELEVATING THE WORKFORCE THROUGH AI-POWERED LEARNING**









# ENROLLMENT SUGGESTIONS

- **THE PLATFORM AUTOMATICALLY PRODUCES A LIST OF LEARNERS FOR A PARTICULAR COURSE DURING THE ENROLLMENT PROCESS (BASED ON THEIR ROLE, COURSE AND CONTENT)**
- **REDUCING THE TIME NEEDED TO SEARCH FOR USERS WHO WILL BENEFIT MOST FROM A SPECIFIC COURSE**

✕ **Enroll to Content**  
Select the content displayed below that you want to assign to your team members

Search here... 

<input type="checkbox"/>	 E-LEARNING	<b>Workplace Compliance</b> English	<b>SUGGESTED</b>
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<input type="checkbox"/>	 CLASSROOM	<b>Resolving Objections</b> English	<b>SUGGESTED</b>

**Q&A 101**



# WHAT THE FUTURE HOLDS

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- **THE NEXT STEP IS FOR LEARNING PATHS TO UNIQUELY ADAPT BASED ON LEARNER PROGRESS.**
- **AS THEIR FUNCTION WITHIN THE ORGANIZATION DEVELOPS, SO TOO DOES THEIR LEARNING EXPERIENCE TO SUPPORT CONTINUOUS PROGRESS.**



# TECHNOLOGY NEEDS THE RIGHT PEOPLE & PROCESSES

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- **HIRE GREAT PEOPLE THAT BUILD GREAT PROCESSES AND USE TECHNOLOGY TO SCALE THOSE PROCESSES.**
- **ALWAYS MAKE THE TECHNOLOGY WORK FOR YOU.**
- **ITS POTENTIAL IS ONLY LIMITED BY AN INABILITY TO MAXIMIZE ITS EFFECTIVENESS.**





*Questions?*



# Thank you

for joining us today!



**David Wentworth**  
*Principal Learning Analyst*  
*Brandon Hall Group*



**Matt Powell**  
*Content Manager*  
*Docebo*

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