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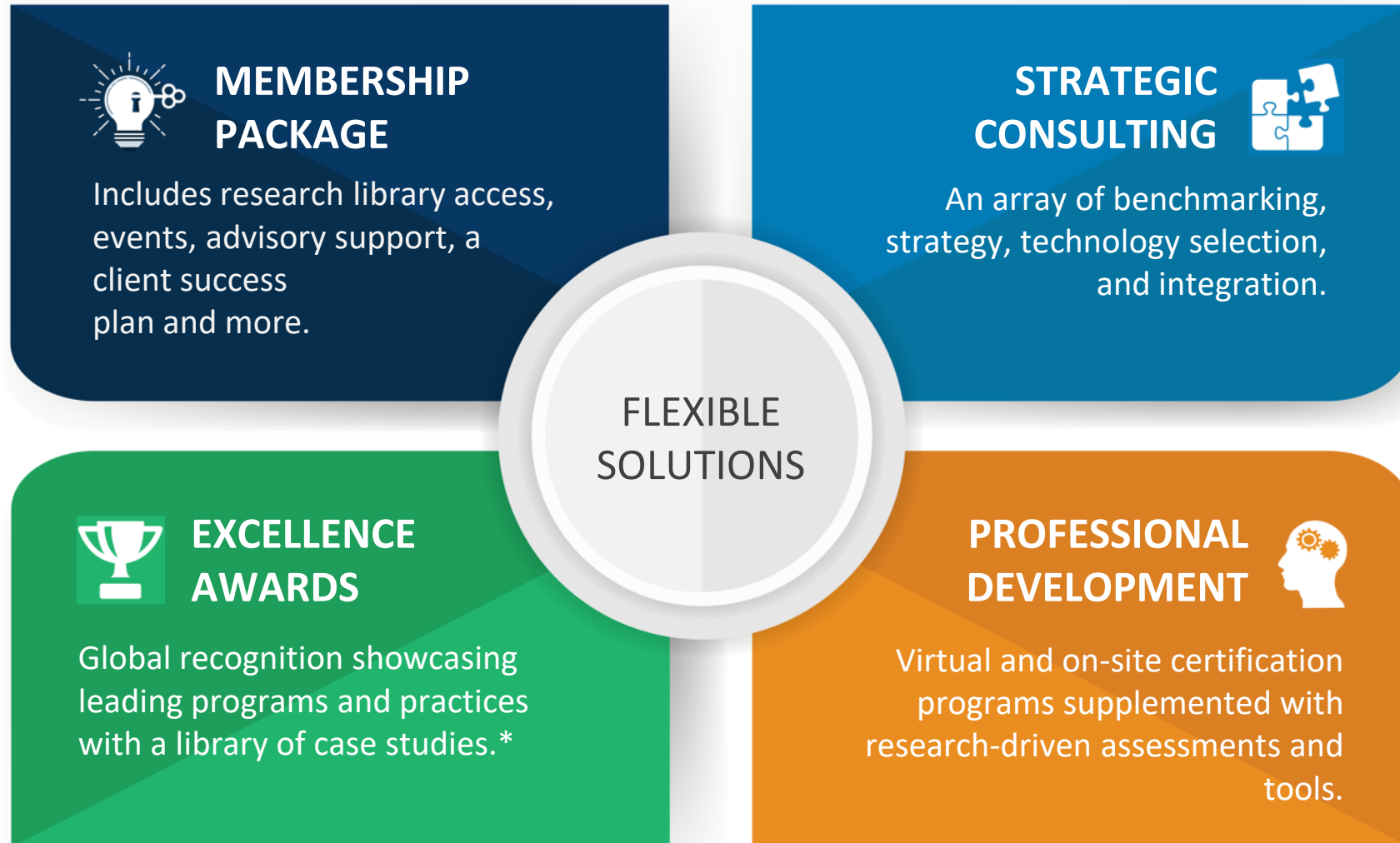
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① Learning Strategy

② L&D Benchmarking

③ Learning Technology

④ Talent Management Technology

Visit www.brandonhall.com click
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If you would like to join a panel of survey
takers, please contact us at
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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.

Agenda

➡ Modern learning ecosystem

➡ Role of the LMS

➡ Benefits of LMS / key features, functionality
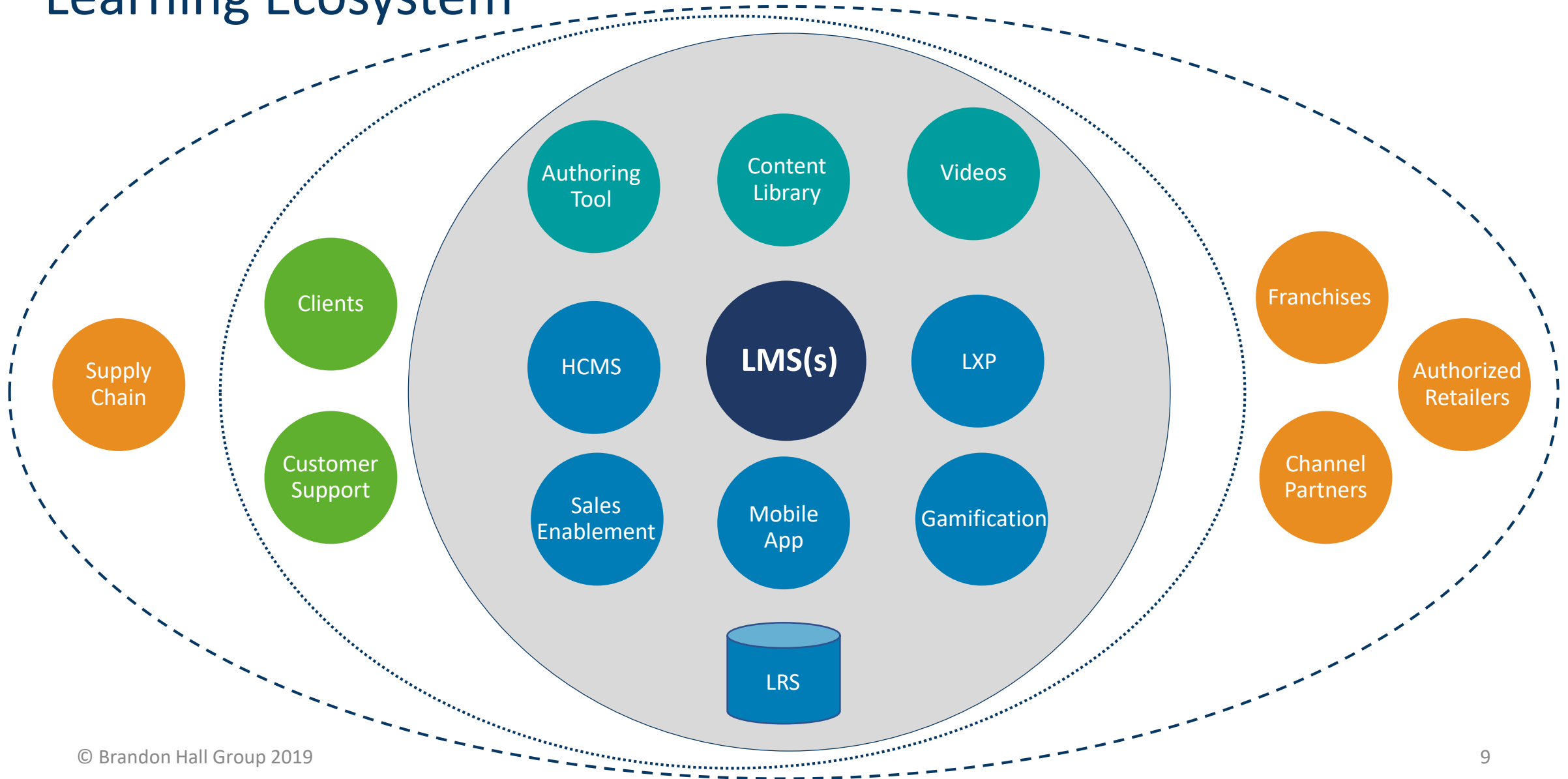
➡ LMS use cases

Modern Learning Ecosystem

Learning Ecosystem

Blended Learning Strategy

- Learn it, apply it, receive feedback, refine (and repeat)

- Instructor-led training

- Hands-on training

- Video-based training

- Coaching

- eLearning

What is an **LMS**?

A learning management system helps you create, assign, distribute and measure the success of eLearning training courses
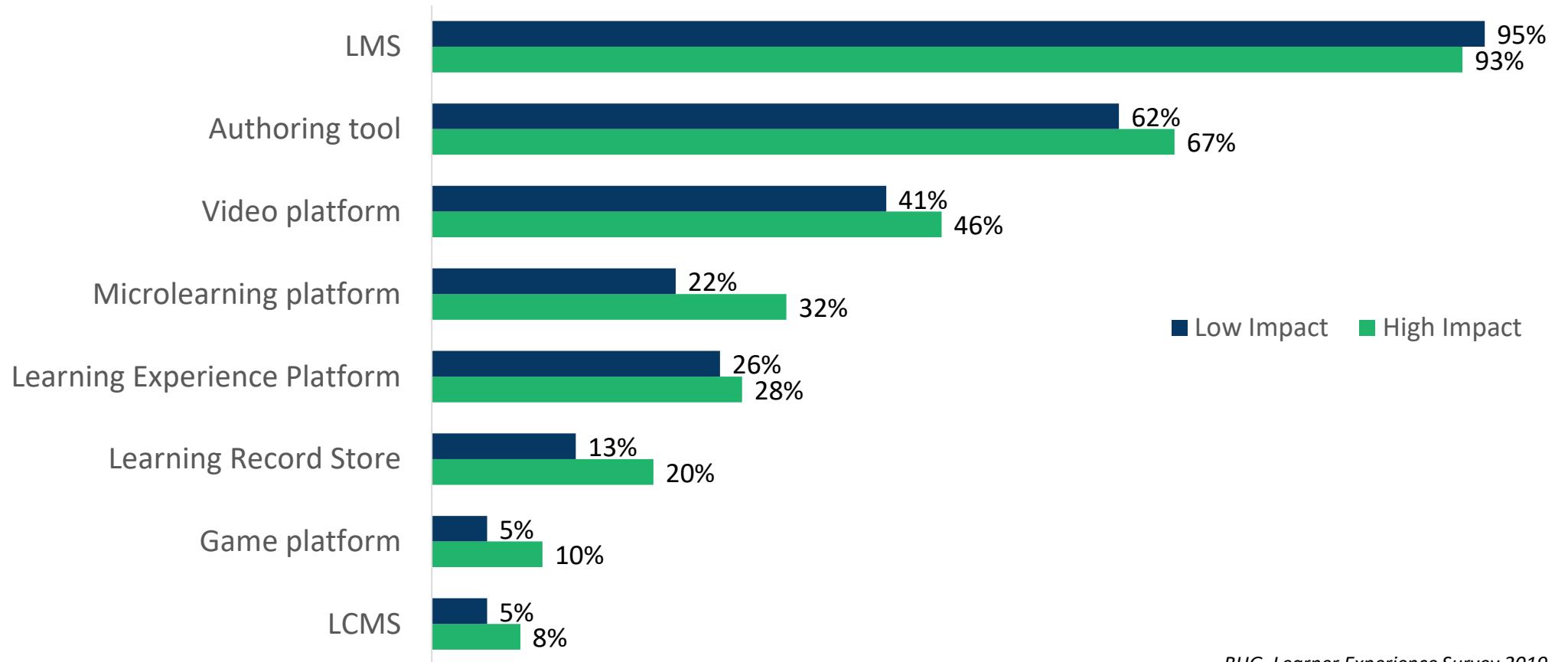
High Impact Learning

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

Learning Tools & Technology

PLATFORMS

LMS
- Low Impact: 95%
- High Impact: 93%

Authoring tool
- Low Impact: 62%
- High Impact: 67%

Video platform
- Low Impact: 41%
- High Impact: 46%

Microlearning platform
- Low Impact: 22%
- High Impact: 32%

Learning Experience Platform
- Low Impact: 26%
- High Impact: 28%

Learning Record Store
- Low Impact: 13%
- High Impact: 20%

Game platform
- Low Impact: 5%
- High Impact: 10%

LCMS
- Low Impact: 5%
- High Impact: 8%

Legend: ■ Low Impact ■ High Impact

BHG, Learner Experience Survey 2019

Learning Management System Users

LEARNER

ADMINISTRATOR

Learning Management System Content

- MS PowerPoint Presentations
- Guides
- Reports
- White Papers
- Charts/Graphs
- Webinars
- Podcasts
- Games
- Slideshares
- Cartoons/Illustrations
- Videos

- Case Studies
- Infographics
- Problem-Solution Scenarios
- Simulations
- Screen Captures
- Animated GIFs
- Checklists
- eBooks
- Articles
- Blog Posts
- Interviews

Why is The LMS Still The Powerhouse?

Quality Employee Training

Cost of Poor Employee Training

42%

of employees say **learning and development is the most important benefit** when deciding where to work followed by health insurance (48%)

31%

of retail employees said that training makes them **feel extremely engaged**

51%

of employees would **quit their job** if training was not offered
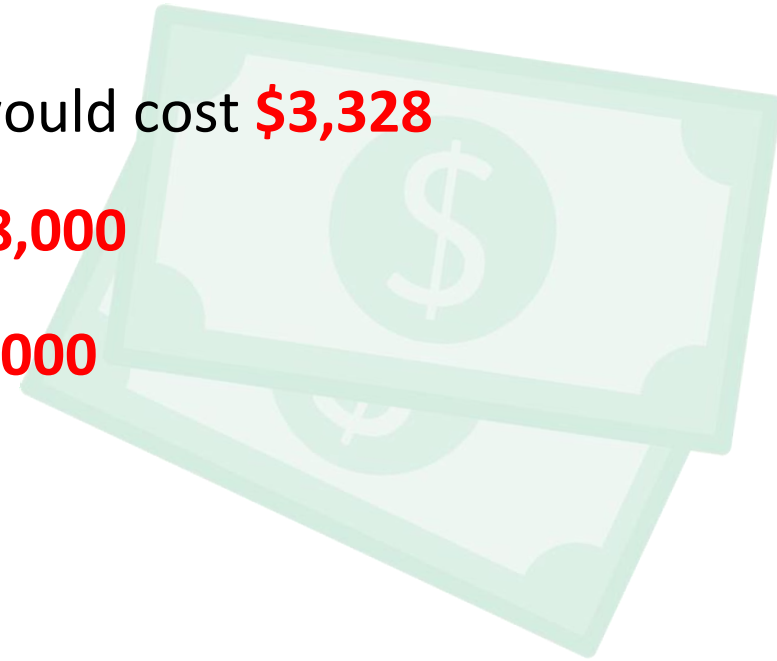
Source: Studies by Axonify And Udemy

Reduce Turnover Rate

Cost of High Turnover

Hiring a New Employee & Onboarding:

$10/hour retail employee replacement would cost **$3,328**

$40k manager replacement would cost **$8,000**

$100k CEO replacement would cost **$213,000**

Source: www.americanprogress.org/wp-content/uploads/2012/11/CostofTurnover.pdf

Employee Retention

Look at it from the retention angle:

- Businesses with a strong learning culture enjoy employee engagement and retention rates around **30-50% higher** than those that don't

- Offering career training and development would **keep 86%** of millennials from leaving their current position

Source: Studies by Robert Half And Bridge

Increase Engagement & Productivity

Flip It Around:

- Companies that use eLearning technology achieve an 18% boost in

  employee engagement.

  (can increase engagement, thus increase productivity)

- In fact, every dollar invested in online training results in $30 in productivity.

Source: (1) The Molly Fletcher Company,
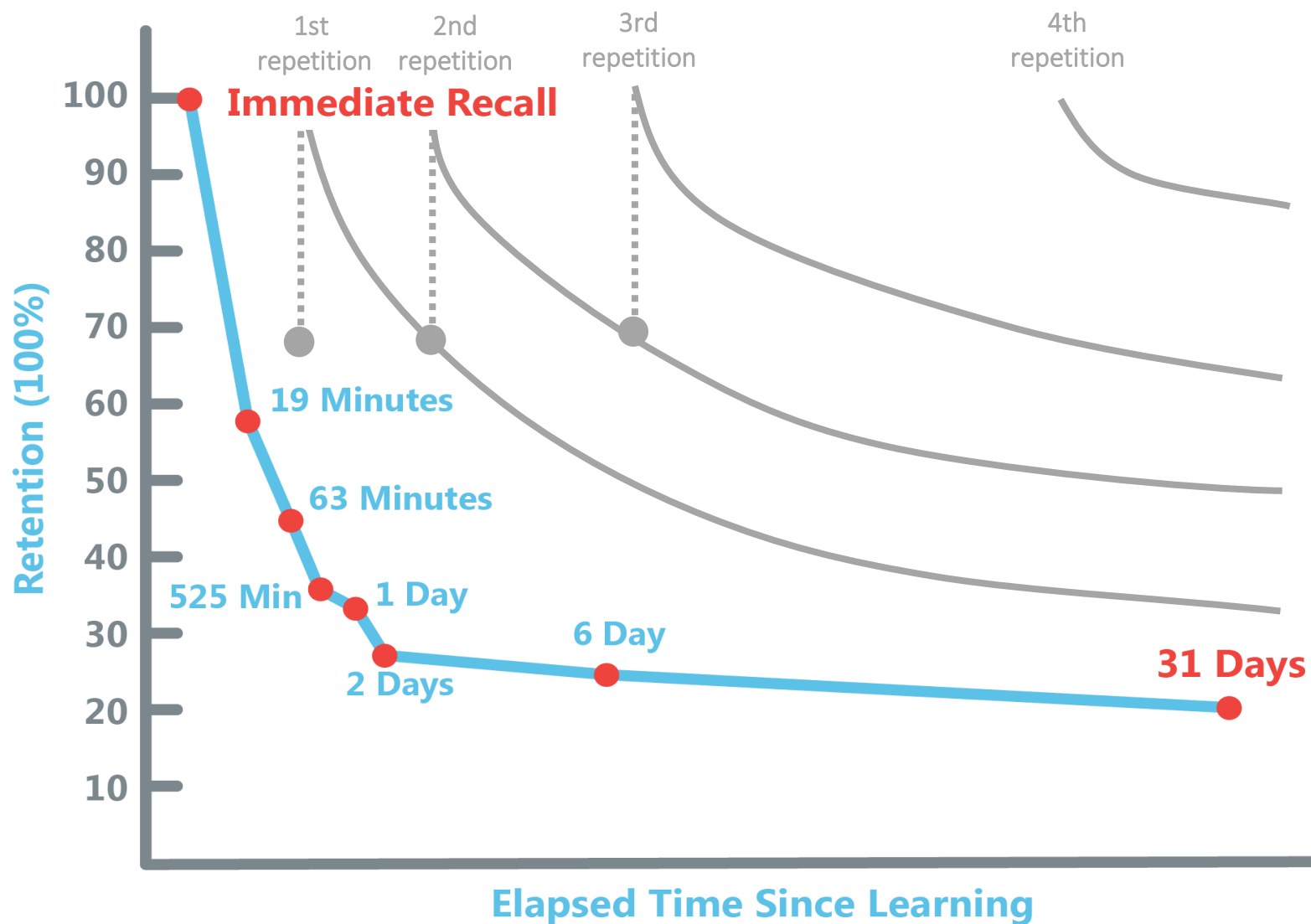https://mollyfletcher.com/3-reasons-to-implement-e-learning-in-your-organization/

Source: (2) IBM study,
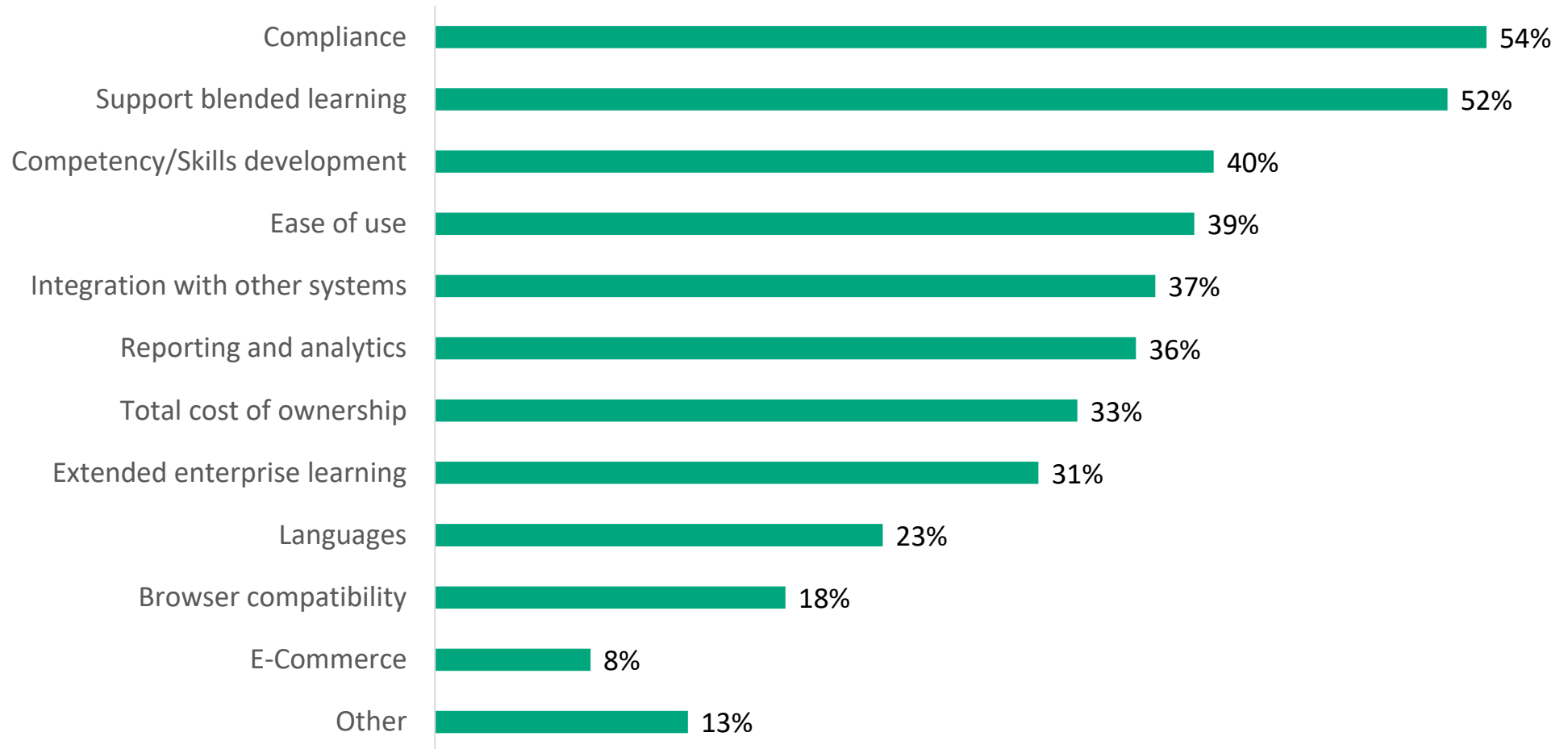https://www.ibm.com/services/learning/pdfs/IBMTraining-TheValueofTraining.pdf

Just In Time

Learn it when you need it

THE EBBINGHAUS FORGETTING CURVE

LMS Drivers

Driver	Percentage
Compliance	54%
Support blended learning	52%
Competency/Skills development	40%
Ease of use	39%
Integration with other systems	37%
Reporting and analytics	36%
Total cost of ownership	33%
Extended enterprise learning	31%
Languages	23%
Browser compatibility	18%
E-Commerce	8%
Other	13%

Source: BHG, Learning Technology Survey 2018

Beyond the Course

Used Often or Always

	Low Impact	High Impact
Video learning	21%	79%
Coaching/mentoring	12%	71%
Informal peer-to-peer learning	20%	67%
Microlearning	12%	54%
On-the-job exercises	15%	50%
Mobile Learning delivery	12%	46%
Social/collaboration tools	12%	44%
Learner created content	4%	33%
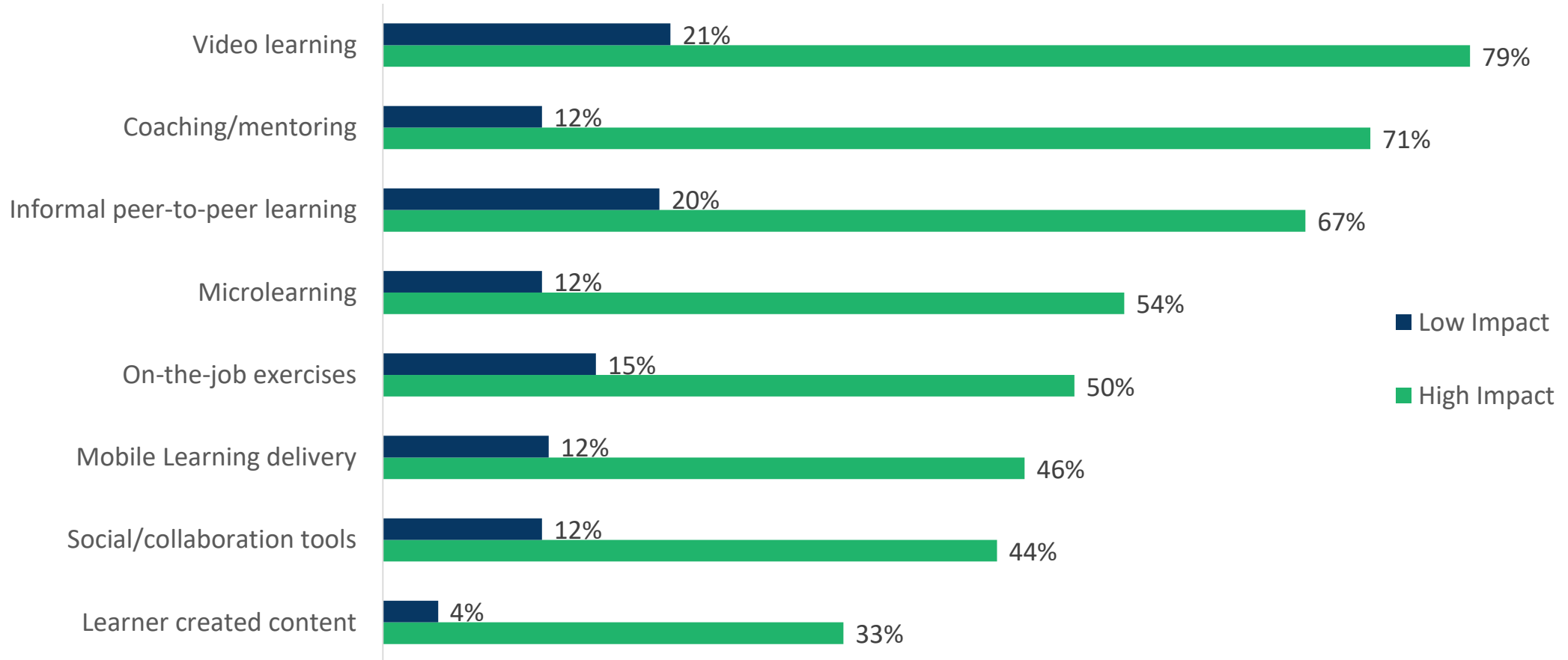
Polling Question

How big a priority is employee training for your organization?

1   2   3   4   5

Not a priority   Big priority

Six Features of a Great LMS

COMPREHENSIVE   INTUITIVE   FLEXIBLE

COMPREHENSIVE

INTUITIVE

FLEXIBLE

COMPREHENSIVE

INTUITIVE

FLEXIBLE

Features of a Great LMS

1. Self-Authoring Tool

2. SCORM Compliance

3. Access to a Course Library

4. Easy to Use

5. Tracking and Reporting

6. Integrations and Customizations

What Companies Want from Their LMS

Top Requirements for an LMS

1. Ease of use

2. Ability to integrate with other systems

3. Reporting and analytics

4. Mobile capabilities

BHG, Learning Technology Survey 2018

Real-World Examples

REAL WORLD EXAMPLE

System Integration & Upselling

- Turned 45-minute video and 12-page document into a 12-minute eLearning lesson

- Consulted with client to customize POS to track product and service sales

- Resulted in being able to measure the results from training, and over time increased LMS use from 1500 active users to 15,300

REAL WORLD EXAMPLE

Compliance Requirement

_____

- Needed employees to complete declaration annually

- Could easily schedule completion

- Reporting easily tracked when people were scheduled to complete, who had completed

REAL WORLD EXAMPLE

Just-In-Time Solution

———————————————

- Technicians spent two weeks in the classroom

- Skills were lost before used

- Turned classroom content into 2-4 minute JIT videos, developed with responsive design

- Resulted in decrease in support calls, decrease in time at client site, increase in the number of jobs techs completed; increase in revenue

REAL WORLD EXAMPLE

Custom Solution

- Implemented a custom solution for Denso

- Custom admin features to manage proprietary hierarchy and expedite training objectives

- Custom reporting

- Custom integration with their customer-facing website including substantial user interface upgrades

The Role Of The Modern LMS

- **Integration** – a top requirement for any LMS is its ability to seamlessly integrate with other systems leveraging a robust set of APIs; integration provides the opportunity for an organization to have a 360 degree view of their learner experience; the integration of data from the LMS with learning, talent, workforce management, HRIS and ERP systems provides an organization with a robust data table that is the foundation to optimizing the quality of learner analytics and providing invaluable insights into improving the quality of learning.

- **Assessments –** Basic functionality around tests, exams, surveys and other forms of assessments are very important in measuring learner progression and their length and depth of retention; assessments are well supported through LMS functionality and provide a straightforward and scalable approach to quickly developing and launching assessments.

- **Traditional learning resources –** the functionality of the LMS is designed to support SCORM oriented content. Because the LMS is uniquely formatted to accept this content and deliver it, the expediency an LMS offers in uploading and feeding this form of content into the experience is very important.

- **ILT support** – instructor led training is and will remain a major part of learning for many organizations, therefore instructor, resource, course and classroom management will remain important functions to support using an LMS.

The Role Of The Modern LMS

- **Administration** – the LMS still plays an important role in overall learning administration and in particular supporting instructor led training and managing compliance training. Key features are:

  - Content Catalog/Domain Management

  - Administrator Rights and Permissions

  - Data Security and Privacy

  - Learner/User Management

- **Reporting** – learning that takes place on the LMS is best reported by leveraging reporting features built into the LMS including:

  - Report Building Engine

  - Standardized Report Templates

  - Schedules for Training Management

- **Notifications and reminders** – push notifications are important to keep learners and administrators aware of important actions that reside within the LMS and include:

  - Notification Configuration for Administrators

  - Notification for Learning Events

  - Notifications for Progress in Completing Assigned or Mandatory Training

- **Certification Management** – many organizations rely heavily on the LMS to support and deliver training that ends with a certification or maintains a level of certification and track the progress of learner in their certification process

Questions?

Thank you
for joining us today!

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