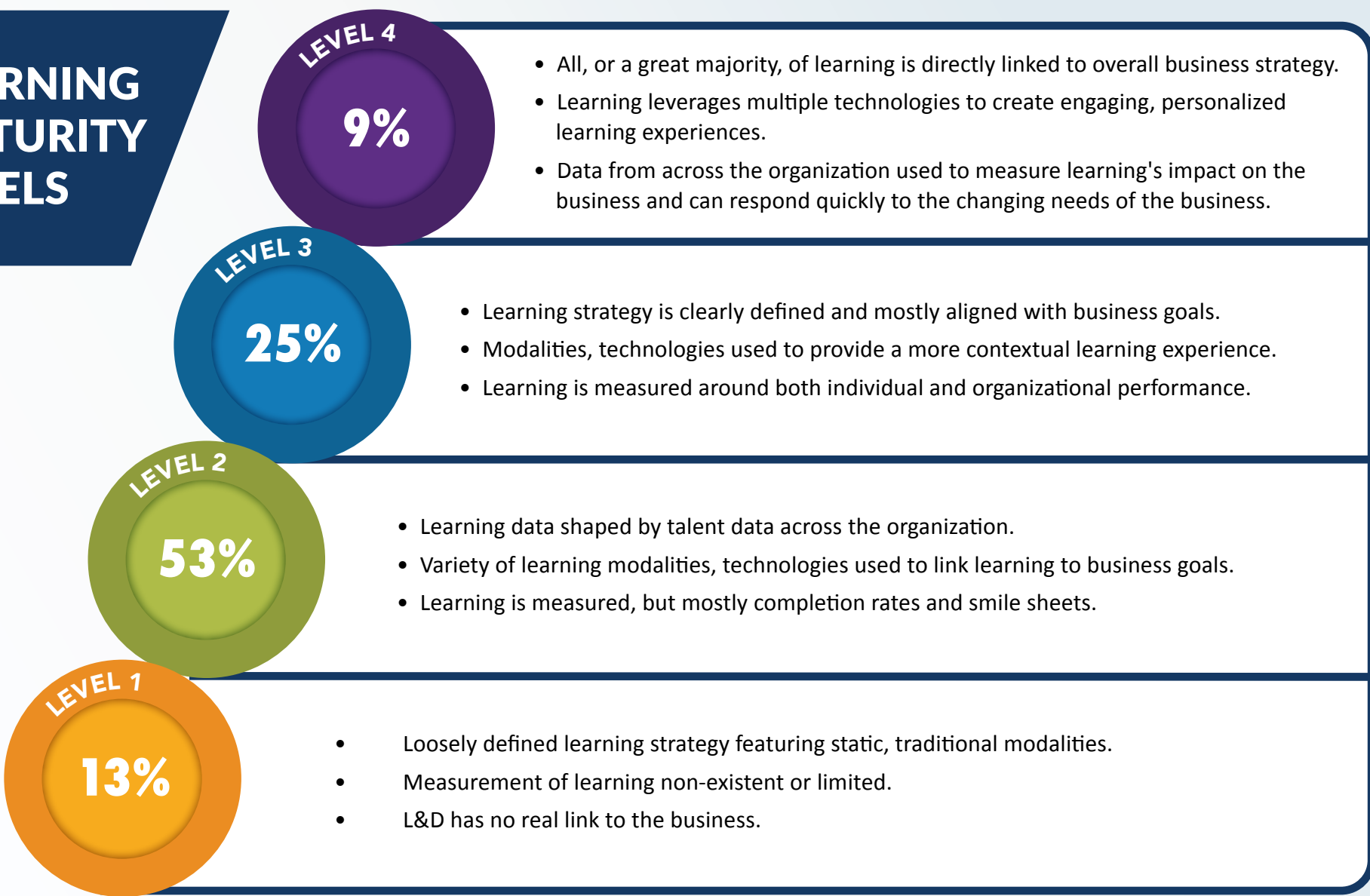


THE BUSINESS IMPACT OF A MATURE LEARNING STRATEGY

Aligning the learning strategy with business goals is the top L&D priority in 2020. Nearly 85% of companies in Brandon Hall Group's Learning Strategy Study indicate this alignment is either important or critical for achieving business goals. Right now, however, only 34% of organizations have a learning strategy aligned with the business. Organizations that do are far more likely than other organizations to see increases in key business metrics.

LEARNING MATURITY LEVELS



© 2020 Brandon Hall Group

IMPACT OF A MATURE LEARNING STRATEGY ON KEY PERFORMANCE INDICATORS

Organizations with Increased Year-over-Year KPIs

	Employee engagement	Customer satisfaction	Employee retention	Organizational revenue/performance	Market penetration/customer base
LEVELS 3&4	56%	58%	60%	70%	68%
LEVEL 2	34%	43%	40%	52%	45%
LEVEL 1	23%	32%	27%	36%	27%

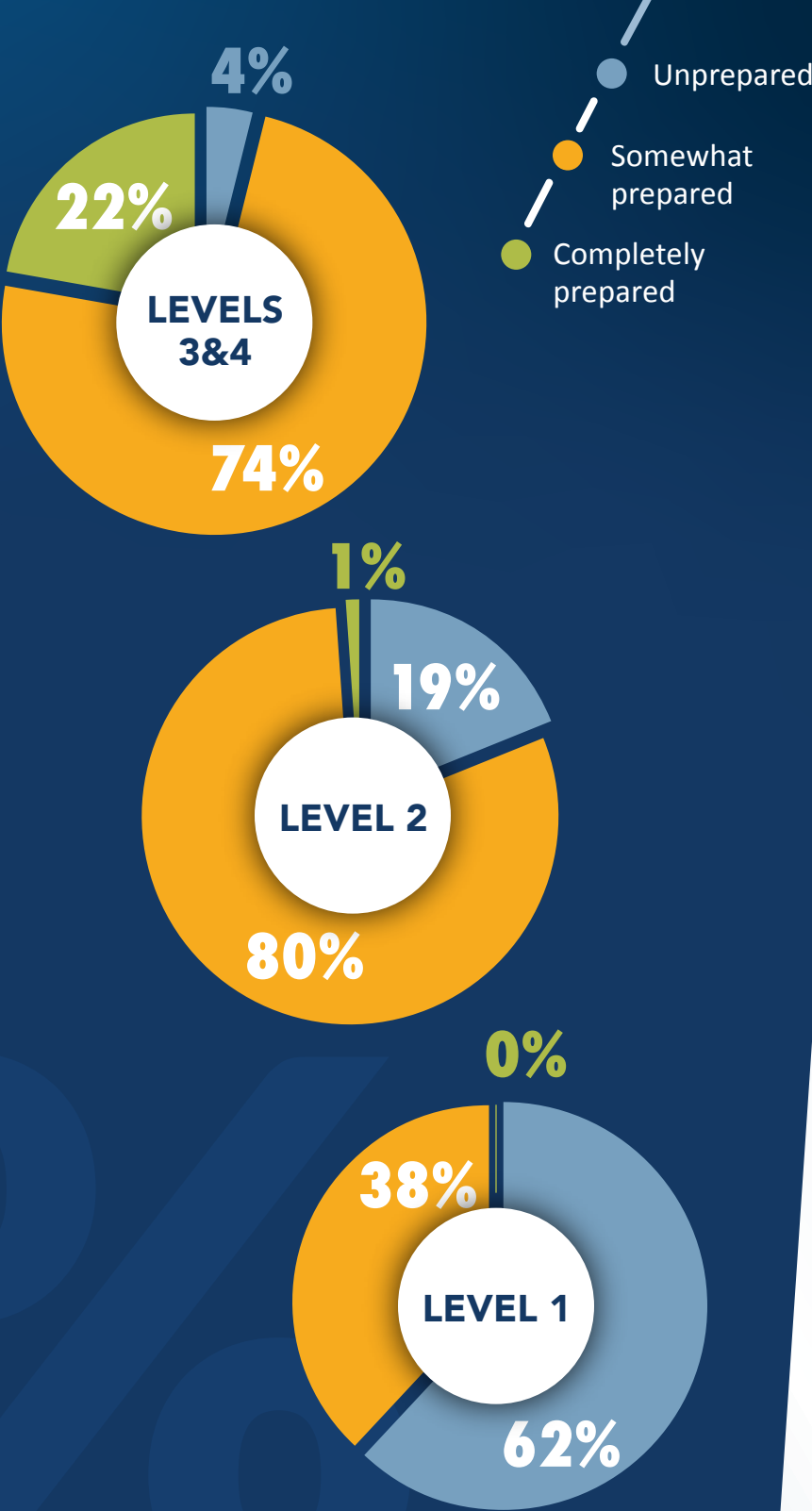
READY TO TAKE ACTION ON LEARNING INITIATIVES TO ACHIEVE BUSINESS GOALS



	LEVELS 3&4	LEVEL 2	LEVEL 1
Aligning the learning strategy with the business	32%	3%	5%
Improving the overall learner experience	30%	8%	5%
Incorporating social/collaborative tools	25%	7%	10%
Incorporating mobile delivery	23%	14%	14%
Improving learning analytics	21%	5%	5%
Increasing learner-contributed content	21%	7%	10%
Revising existing content for new modalities	28%	11%	10%
Creating smaller content objects	33%	14%	14%
Exploring games/gamification	13%	5%	5%
Leveraging simulations	19%	12%	10%
Redesigning the classroom experience	25%	13%	5%
Increasing the amount of informal learning	23%	10%	5%
Increasing the amount of experiential learning	30%	12%	14%

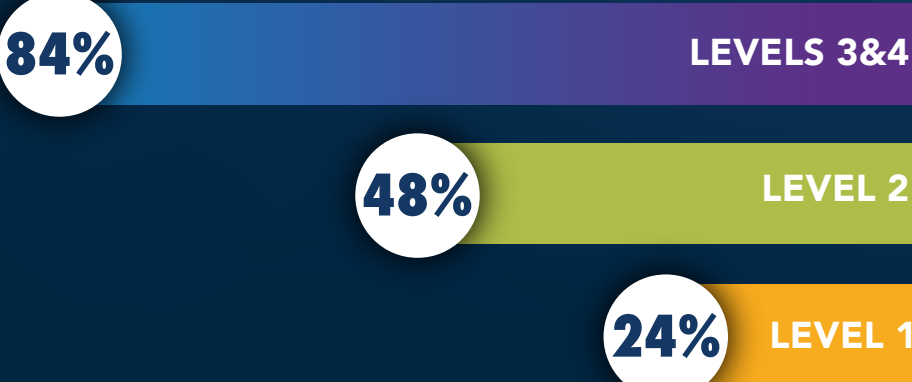
Percentages indicate the number of organizations at each maturity level ready to take action to improve learning's impact on the business.

PERCENTAGE OF ORGANIZATIONS THAT ARE PREPARED TO DEVELOP THE SKILLS THAT WILL BE REQUIRED BY THE BUSINESS IN THE NEAR FUTURE

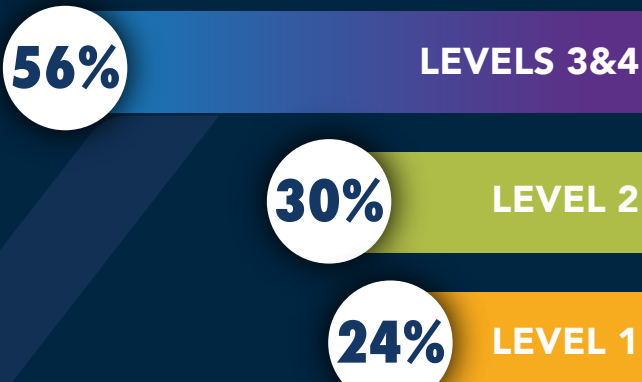


PERCENTAGE OF ORGANIZATIONS THAT ARE EFFECTIVE/VERY EFFECTIVE IN DELIVERING BLENDED LEARNING EXPERIENCE

Our learning programs use a mix of formal, informal and experiential elements.



We are able to deliver learning experiences tailored to the learners' needs and the subject at hand.



Percentages indicate number of organizations at each maturity level that have been effective in delivering blended learning