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7 Trends
Revolutionizing Enterprise Learning Now

The Winds of LMS Change Continue to Blow — for You, Your Business, and Your Employees

Like almost everything else in business, learning has undergone a huge transformation over the last several years and continues to evolve. Many of the same social, cultural, and business trends that have affected everything from recruiting to benefits planning to performance management continue to influence learning systems.

We have five generations in the workforce for the first time, with the numbers swelling at either end of the spectrum: More baby boomers are working longer while the number of millennials and Gen Xers is also growing.

We've gotten a better understanding of how learning works and how to use it to best engage and motivate employees. We live in a world that's moved past on-the-job training to in-the-job learning, aided by technology that gives us constant access to knowledge.

Companies have moved from thinking of learning as a necessary requirement for compliance and skills training, to viewing learning as a benefit that extends beyond an employee's current role or title to delivering knowledge they'll carry with them forever.

Those changes help explain why the traditional learning management system (LMS) is broken, why it's failed to adapt to how companies do business and how people learn. Sadly, the traditional LMS continues to fail to keep pace with trends that are strongly influencing enterprise learning.

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This e-book highlights seven trends that are revolutionizing enterprise learning. And it reveals how an LMS that fails to take advantage of the potential of modern technology and today's understanding of learning will be unable to keep pace.

1.

Alignment

With all of the advances in learning technology and how learning is delivered, what was always the most important goal has increasingly come back into focus. That goal is simple to state and challenging to achieve: Align learning with strategic business goals.
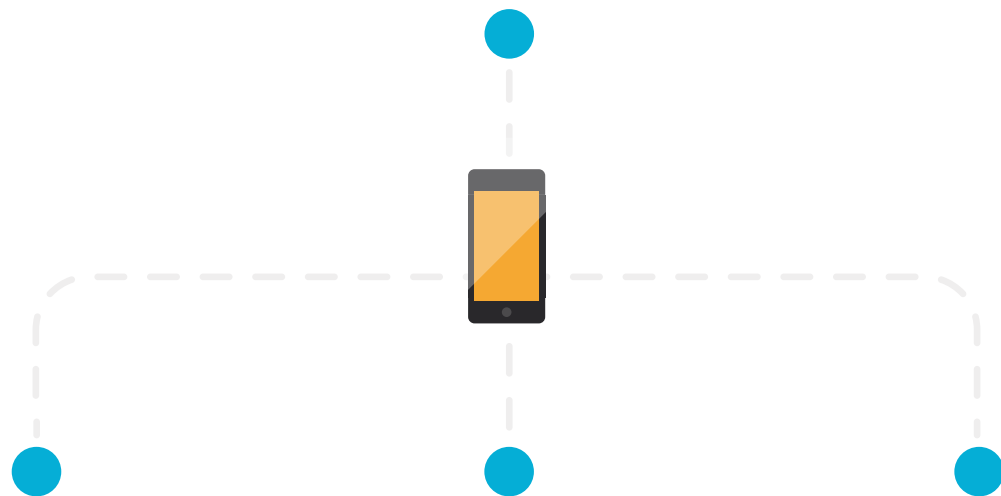
"Too many corporate learning and development programs focus on the wrong things. A better approach to developing a company's leadership and talent pipeline involves designing learning programs that link to the organization's strategic priorities."

— MIT Sloan Management Review, Fall 2015

An article in _Training_ magazine recommends a three-step process.

① Take advantage of existing structures and processes; if you already have a process for linking cross-functional teams together, capitalize on those existing resources.

② Approach the initiative like a consultant. By developing scorecards, "sales calls" (meetings with line managers), and more structured discussions, you can resolve issues and add real value to the leadership.

③ Become a trusted advisor by gaining face time with the appropriate manager, establishing credibility, and building trust.

2.

Measurement

"It turns out that if people have a clear line of sight from what they learn to how it can improve their performance — and a clear understanding of how their performance impacts the organization's performance — they learn better and transfer that learning back to the job."

— *Training* magazine

Many learning initiatives start with great strategies. But with ever-changing needs and circumstances, it's more important than ever to have an accurate measure of the impact of the learning you deliver. Start by analyzing what the learning is being applied to, then measure changes in key performance indicators. From there, you can begin to see ROI from your plans.

Focus on solid metrics to build a business case for learning throughout the organization. Of course you want to track how many learners are completing courses, the number of hours completed by each division, or a team's revenue before and after training. But with the help of the right technology, companies are increasingly going further.

For example:

- Applying assessments, behavioral evaluations, and comprehensive testing results to get better-informed learning measurements

- Referencing customer satisfaction scores and other data points to your learning metrics to determine learning success

Also, like learning, data is cumulative. The more data you have for each division (for example) and its respective performance, the more solid a business case you develop for senior leadership.

3.

Gamification

With incentives like badges, points, and leaderboards, gamification turns a routine task into a journey that keeps learners engaged. Done right, gamification is simply anything that leads learners in a positive, suggested direction rather than being a burden, a negative distraction, or a retreading of the same old ground.

The technology is here to integrate game mechanics that can motivate participation, increase adoption, and heighten company loyalty. Gamification today also drives learning that's more personalized: a self-directed course, for example, with a non-linear curriculum that's mapped to the user's unique knowledge gaps.

BI Worldwide's acquisition of gamification leader Bunchball is an example of how seriously Brainier takes gamification.

89% surveyed would be more engaged if they had a point system.
Source: Capterra

"We need to make kids as addicted to learning as they are to video games."
— Peter Diamandis

Although gamifying corporate learning is absolutely a current trend, research in the International Journal of Training and Development offers a reminder that it's important for those designing instruction to treat the process of gamification like any other training method: Conduct a needs assessment, use theory for your design, implement the training and develop an evaluation, and redesign or re-evaluate as necessary.

4.

Content

Content, they say, is king. That saying continues to drive trends in enterprise learning. If the content you offer isn't engaging, accessible, and relevant, your learning strategy will likely fall short.

When it comes to content, the phrase today is "meet the learners where they are." This trend has a few aspects to it. For starters, because learners are always on their phones, this means mobile, personalized content is critical.

Increasingly, accessibility is best achieved by organizing content into searchable libraries. Relevant content now requires future-forward content; your LMS should start helping learners build competencies for future roles and people skills (e.g., collaboration, decision-making, and negotiation).
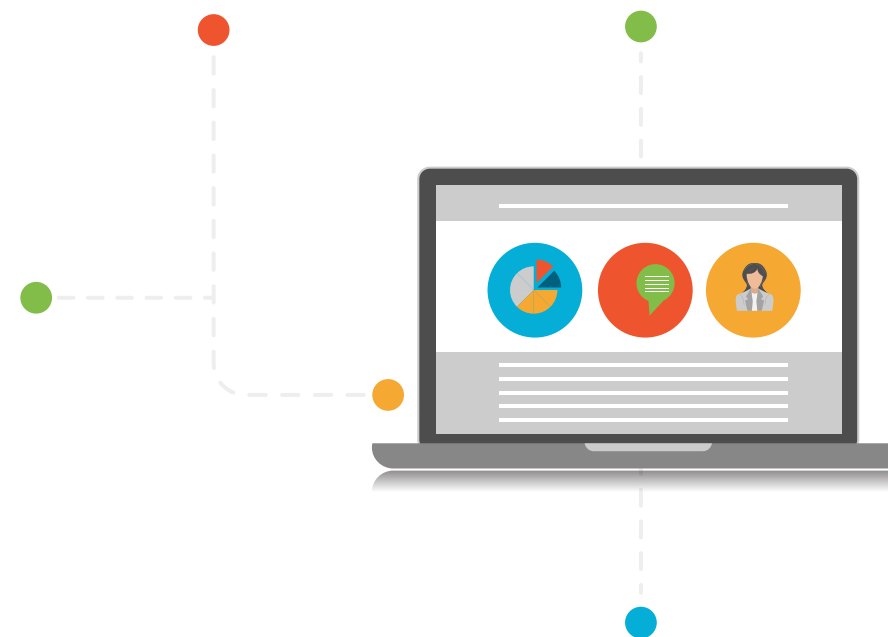
Watch for This, Too!

Content Shelf Life

The shelf life for content for most enterprise organizations has shrunk to five years, give or take. It's critical to keep pace with the ever-faster changes in business today — particularly for learning around regulations and compliance.

5.

Microlearning

Mobile users are on the go, and microlearning is increasingly the norm. This includes delivering learning in small, specific bursts to give learners more control over what and when they're learning. Think: short lessons and quizzes someone could complete while waiting in line at the post office or during a break between meetings.

More than 50 percent of employees surveyed by Software Advice said they would be more likely to use their company's LMS if the lessons were shorter.

— *Training Industry,* 2018

Microlearning should also be a gateway to longer forms of content. A recent study by Pew Research shows that YouTube points viewers to progressively longer videos, and that average viewership for longer videos has increased. And we all know how much learning is done on YouTube. (Hint: a lot.)

6.

Competency

According to the World Economic Forum, 33 percent of current core talent skills will be outdated by 2020. A major challenge today is helping employees learn skills for future roles and growth as business — and even the nature of work itself — continues to quickly adapt and evolve.

"In many industries and countries, the most in-demand occupations or specialties did not exist 10 or even five years ago. By one popular estimate, 65 percent of children entering primary school today will ultimately end up working in completely new job types that don't yet exist."

— *Training Industry,* 2018

Your learners are probably already using new methods for learning and honing skills — on and off the job. The Pew research into YouTube that we cited earlier in this e-book found that much of the time spent on YouTube is directed toward developing competencies: 87 percent of YouTube users said the site is important for figuring out how to do things they haven't done before.

The path toward a bigger set of tools to help you keep up with competency development and closing the skills gap includes an LMS with a variety of learning options that should appeal to a range of social capabilities — as well as providing forward-thinking content.

7.

The New Generation

As more enterprise organizations embrace a five-generation workforce, learning needs a route to apply uniquely to Gen Z — employees born since the mid-1990s. With over 2 billion individuals, Gen Z is the most populous generational cohort of all time.

More to the point of learning, Gen Z has used the internet pretty much all of their lives, and they are comfortable with technology and social media. Where they need support is in developing their "soft" or "people" skills.

Millennials in senior positions think Gen Z is underprepared when it comes to professionalism and personal traits — patience, maturity, and integrity, for example. But these are traits that come from experience and can be learned.

— Source: Deloitte Millennial Survey, 2017

In short, Gen Z is more adept at technology and less skilled in such areas as time management, social cues, and long-term planning.

Watch for This, Too!

Mobile Learning

- **52%** — Gen Z daily time spent online, on average

- **4 hours and 10 minutes** — amount of Gen Z daily time connected via their smartphone, on average

— Source: GlobalWebIndex

Did we mention the next generation is incredibly technology-savvy? That's why learning now needs to deliver video-based training across devices: desktop, laptop, tablet, and smartphone.

Watch for This, Too!

Personalization

Learning for the next generation needs to be more attuned to the individual. Companies and learners expect more features such as self-directed curricula, non-linear coursework, more languages that are native to learners, and more.

What the Trends Say: Enterprise Learning Is Moving Far Beyond Immediate Needs

Brainier was conceived from being able to identify the trends in enterprise learning and designing technology and services to help enterprise-level organizations keep pace with them. Today, Brainier passionately believes there is one overarching trend that all the others are pointing toward:

Instilling knowledge — going beyond skills and competencies — isn't simply good for the learner's development. It delivers a mutual benefit to the learner and the organization. It fosters a deeper sense of loyalty to the business, drives increased productivity, and has long-lasting effects.

Every trend we've identified in this e-book bolsters the understanding that we've progressed from **training,** which meets yesterday's requirements, to **learning,** which meets today's requirements, to instilling **knowledge,** which is forever.

In short, the trend for nearly two decades has been to move to learning that educates, engages, and empowers employees. The Brainier Knowledge Solution will continue to provide tools to help any organization keep pace with today's — and tomorrow's — trends in enterprise learning.

We believe Brainier is the most advanced, cohesive, and versatile knowledge solution on the market. But wait until you get to know the people who make it all possible. Our deep personal commitment to every client creates a true sense of connection and trust between us and them.

Brainier. Educate. Engage. Empower.

Learn more at brainier.com