

A new perspective on learning

How do you create training to suit the learner and what investment is needed from organisations to instil this learning?

We've learnt a lot in the last year. Conducting a survey at the beginning of 2021, with over 2,000 of our learners, allowed us to shine a light on the many ways learning at work has rapidly developed and evolved lately, from both a learner and a training provider's perspective. When asked if digital learning had been introduced into their companies in the last 12 months, **59%** of our learners said yes, **27%** said no and **14%** said they didn't know. This suggests that a large majority of companies have undergone a change in their training programmes, introducing digital learning, potentially in replacement of or in support of more traditional face-to-face methods.

What learners really want

From this survey we were able to create three reports detailing the findings. Our first report '**Creating training to suit the learner**' helped us to recognise that there has been a real change in learners' behaviour and expectations. In particular, in relation to the greater need for learner autonomy. Learners now want:

- The **freedom** to learn at a time and place that suits them.
- **Flexibility** to learn in the 'flow of work'.
- More **control** over their learner journey.
- Learning to be **constructive** and have a **purpose** for both them and the company.

When asked "What elements or aspects of digital learning do you enjoy?" we discovered that learners want...

85%

To access it at any time

85%

To complete it at their own pace

57%

Downloadable resources

55%

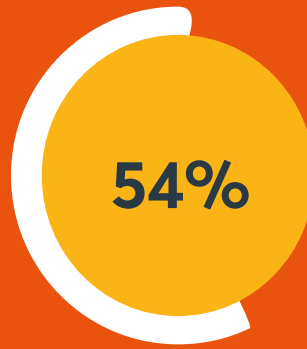
Interactive elements

49%

Practice questions



We also asked "What puts you, as the learner, off completing training at work?", which highlighted the barriers sometimes experienced...



Learning needs to be three things:

Compelling

To draw people in, with the need to get them wanting to learn.

Constructive

Fulfilling a purpose for company and learner, which is crucially important. Learning is no longer just a tick-box exercise.

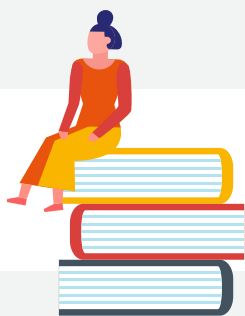
Convenient

Touch of a button feel that fits into their flow of work.

Cathy Hoy
Chief Learning Officer, LPI

Listening to your learners

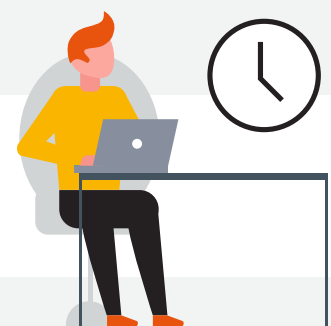
The best and most proactive way to ensure that learners are essentially 'getting what they want' is to include them in the training programme process. This will help you better understand:



What they want to learn



How they want to learn



When they want to learn

L&D teams can often think all they need to do is provide the plan and programmes to help people develop, but unless it is structured to actually solve a problem being experienced by the people they need to influence then people won't care.

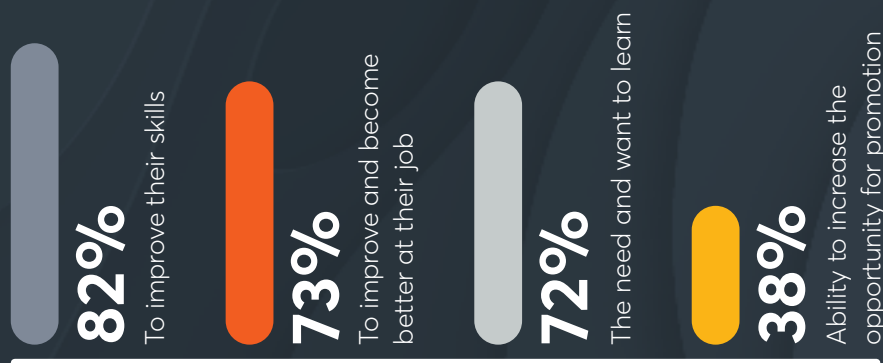
David James
Chief Learning Officer, Loop

Understanding the benefits of learning

Our second report focused on 'The importance of investing in your learners' and it explored how learning at work is no longer seen as a tick-box exercise. Its shift into being recognised as a useful resource to benefit the employer and employee means it should have an important role in your organisation.

Treating learning at work as an investment, and putting the time, effort and commitment into developing the right training programme means businesses can gain the rewards afterwards.

Through our survey, our learners shared their main motivations for learning at work, and there were many that benefit both the employer and employee. These included:

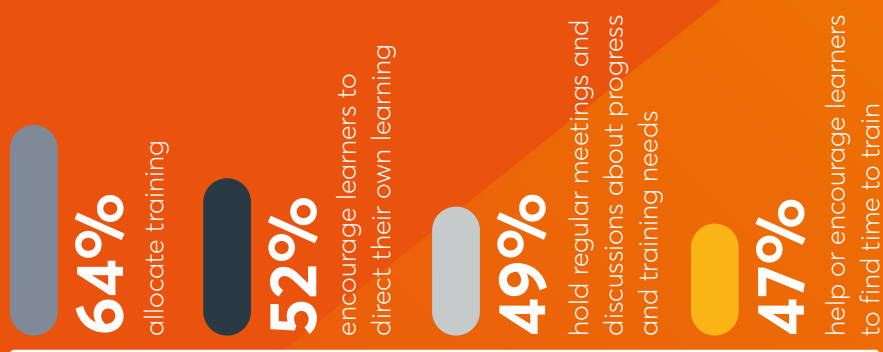


Learners want their learning to feel relevant to their work and their problems, be engaging enough to encourage them to keep learning, feel like less of a chore and more of a choice, and to be fulfilling and worthwhile. Incorporating learners' ideas into training programmes and creating training that really does suit the learner can then lead to better performance, greater improvement, and higher employee engagement.

Developing your learning culture

Another part of getting the best out of your learning programme is to develop a learning culture. This means creating a safe and comfortable atmosphere where learning is encouraged, and learners can, and want to, be involved, which is a great way of promoting learning in the flow of work.

In our survey we also asked, "how does your employer support your learning development?", discovering that:



The responses suggest that the encouragement of staff training in organisations is there, but a large proportion of learners are still just being allocated training with little support. There is still a need for improvement when it comes to supporting and encouraging staff to learn at work, as employers should no longer be viewed as just people who allocate the training, but as those who inspire and nurture their staff throughout their learning & development.

Looking forward

Now that we've established that we need to nurture our learners – and incorporate a learning culture – we need to look to the future, and think about what we might need to consider to ensure that learning at work continues to be an asset and not just a compliance exercise.