TOMORROW'S LESSONS TODAY

Unique Insights into the World of Corporate Learning

What is in this report?

Throughout 2023, we conducted a series of polls with our online audience, asking them several questions about the world of corporate learning across four different areas:

- Learning strategy
- Learners' view of the current corporate learning landscape
- Modern learner's preferences
- What to expect from learning in 2024

In this report, we present unique insights into the world of corporate learning, including a comprehensive commentary on our results.

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Intuition

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Introduction

The world of corporate learning is constantly changing in response to the working world in which it operates.

In 2024, it is vital to understand not only the operational aspects of learning and development (L&D), but also the learners within the organizations where we deploy learning programs with the aim of upskilling and reskilling the workforce.

While we can certainly learn from the past, dated information has its downsides. Up-to-date, fresh data is the most effective way of generating an effective learning program capable of leading an organization toward success.

In this report, we have compiled a series of unique insights into the world of corporate learning and of the modern learner, posing such questions as:

- What do you believe is the biggest challenge faced by professionals in your industry today?
- What motivates you to learn?
- Which skill area will be most important in 2024?

And much more.

For valuable and probing insights into what modern-day corporate learning holds, please read on.
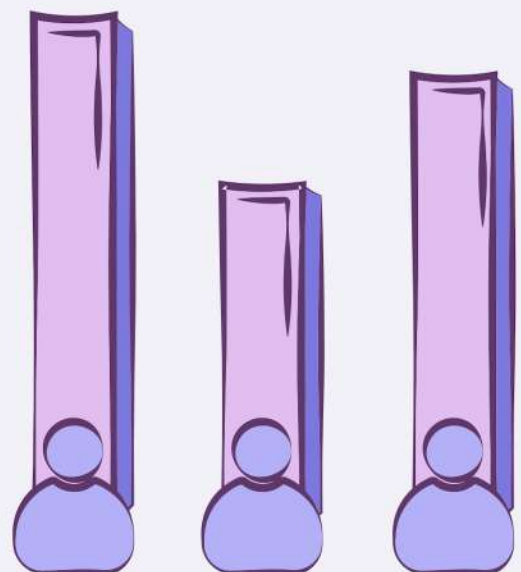
Learning Strategy

How is the corporate world adapting its learning strategies to maximize effectiveness? In this section, our audience gave their opinions on important strategic elements of corporate learning.

What do you believe is the biggest challenge faced by professionals in your industry today?

Adapting to hybrid work

9%

Technological advancements
51%

Skill development
40%
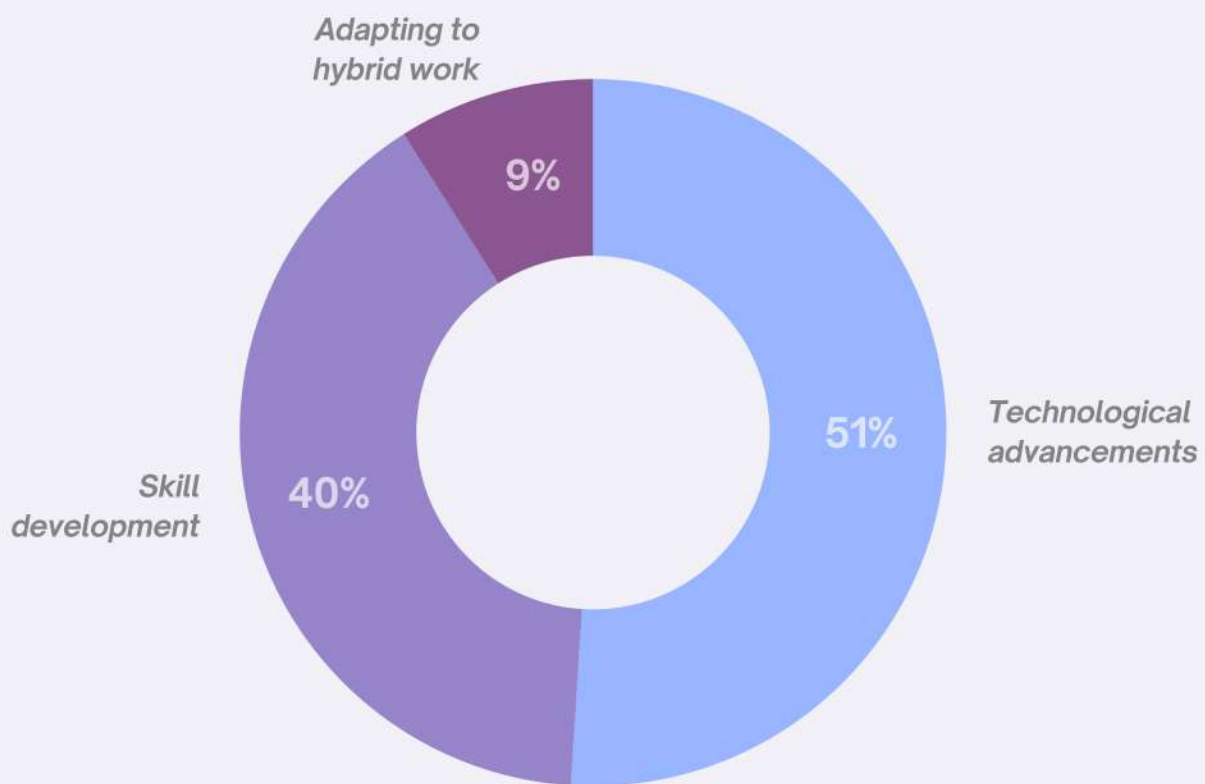
Professionals in every industry face numerous challenges. However, one challenge that continues to resonate is the need for skill development.

The introduction of AI has revolutionized roles in record time, and the media coverage around this topic is extensive, but skill development is just as important, in terms of both human and technical skills.

The changing landscape of skills in the modern workplace

In the world of skill development, technical skills are of course important, but there is now an increasing emphasis on human skills such as critical thinking, problem-solving, communication, and adaptability. With hybrid working now a mainstay, these skills have come to the fore as employees have gained more autonomy not only over where they work, but also when and how they go about their daily job.

The adaptation phase for hybrid working is now over. It is time to understand better how employees can thrive while working remotely or in a hybrid environment.
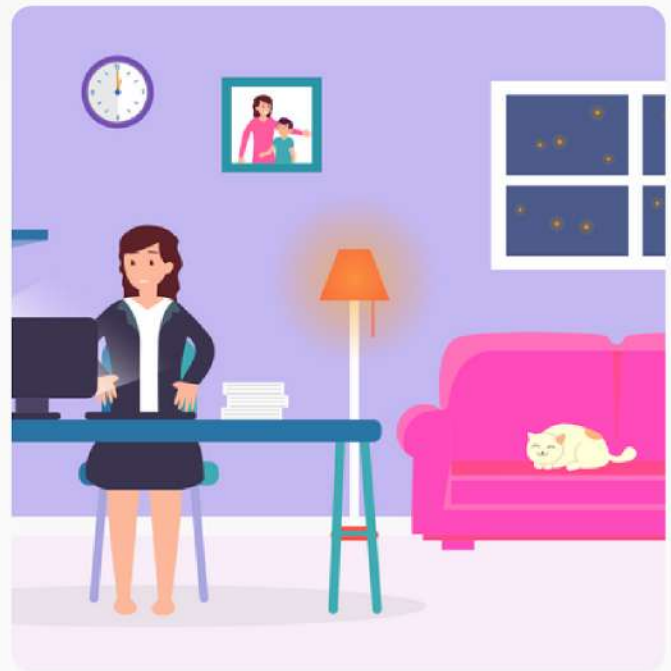
The impact of technological advancements on skill development

Technological advancements have not only changed the skills required in the workplace, but also the way we acquire and develop these skills. With the rise of eLearning platforms, online courses, and virtual learning, professionals now have access to a wealth of resources that can help them upskill and reskill.

Furthermore, technology has enabled the development of immersive learning experiences such as virtual reality (VR) and augmented reality (AR). These technologies offer realistic simulations and interactive scenarios, allowing professionals to practice and refine their skills in a safe and controlled environment.

By leveraging these innovative learning tools, professionals can accelerate their skill development and gain a competitive edge.

The immersive qualities of today's digital learning facilities not only allow for the development of technical skills, but also much-needed human skills such as empathy, communication, and productivity.
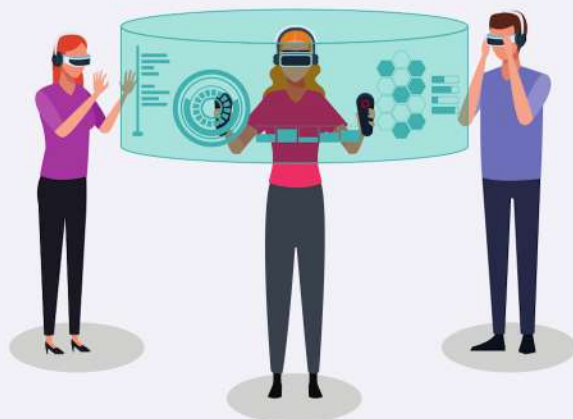
Benefits of skill development

Some key advantages of prioritizing skill development in the modern workplace include:

Increased adaptability:
Over the past four years we have learned that adaptability is one of the most valuable skills for our employees. Whether this be adapting to new environments, aggressive technological advancements, or even difficulties in their own lives – adaptability is now at the forefront of business leaders' minds.

Acquiring new skills enhances professionals' ability to adapt to changing circumstances and embrace new technologies. It equips them with the agility needed to navigate disruptions and thrive in a dynamic business environment.

Career advancement:
A natural want of the modern worker is career advancement, and in today's business environment it is readily available.

Skill development is of course a key driver of career growth. By continuously expanding their skill set, professionals position themselves for new opportunities, promotions, and higher levels of responsibility within their organizations. By learning how to use new systems, conduct themselves in new ways, and be a high-value employee working either on-site or remotely, employees now believe they can have an even more meaningful impact on an organization's success.

Future-proofing:
One of the negatives that has come out of the past few years is a fear of uncertainty. While some employees today might fear the unknown, it is important that organizations future-proof careers.

As technology continues to advance at a rapid pace, professionals who invest in skill development are making significant steps in this future-proofing process. By staying ahead of industry trends and acquiring in-demand skills, they go some way to ensuring their long-term relevance and employability.

Employee engagement and retention:
One of the most talked-about benefits of continuous development is employee engagement and retention.

Organizations that prioritize skill development demonstrate a commitment to their employees' growth and development. This fosters a positive work culture, increases employee engagement, and improves retention rates.

Benefits of skill development

Increased Adaptability	Career Advancement	Future-proofing	Employee Engagement & Retention
1	2	3	4
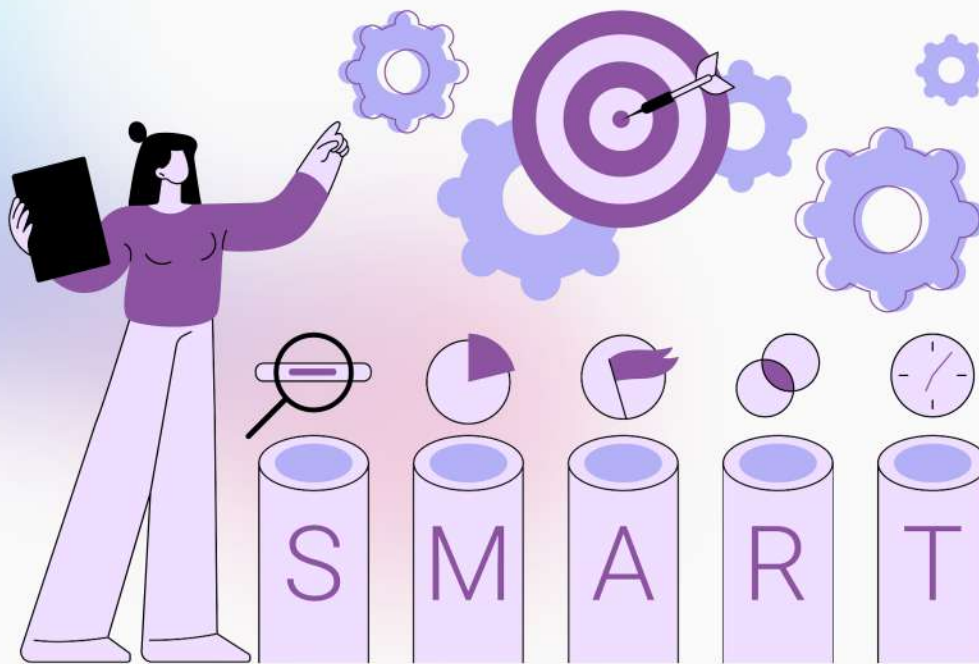
Strategies for effective skill development

To maximize the benefits of skill development, professionals can adopt the following strategies:

Identify skill gaps:
Conduct a self-assessment or seek feedback from supervisors and colleagues to identify areas for skill improvement.

Set clear goals:
Establish specific, measurable, achievable, relevant, and time-bound (SMART) goals for skill development.

Leverage digital learning platforms:
Explore online courses, webinars, and eLearning platforms that offer relevant content and resources. These platforms often provide certifications that validate acquired skills and enhance professional credibility.

Embrace continuous learning:
Skill development is an ongoing process. Professionals should adopt a mindset of continuous learning and seek opportunities to expand their knowledge and skills regularly.

Network and collaborate:
Engage in industry events, conferences, and professional networks to connect with like-minded individuals.

Seek feedback and mentorship:
Actively seek feedback from supervisors, mentors, and colleagues to identify areas for improvement and gain valuable insights. Mentorship programs can also provide guidance and support in skill development endeavors.

Conclusion

- In an era of rapid technological advancements and evolving workplace dynamics, skill development has become a critical factor for professional success.
- As professionals embrace the need for continuous learning and adaptability, they position themselves for career growth and increased employability.
- By investing in skill development, individuals and organizations can thrive in the modern workplace and navigate the challenges and opportunities brought about by technological advancements.

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When hiring, which type of skills do you value most?

Human skills — 73%

Technical skills — 27%

In a natural follow-on from our previous section, here we assess the importance of technical skills versus human skills. The poll clearly demonstrates that human skills are now more valued than technical skills, but why is this? And what are the main types of human skills learning leaders should focus on?

INTUITION

Why are human skills now seen as more Important?

The shift in skill priorities from technical to human reflects the changing demands of the modern workplace. As technology continues to advance and industries become more interconnected, technical skills now have a shorter shelf life. On the other hand, human skills encompass a range of qualities that are essential for success in any role and have lasting value. An investment in human skills therefore represents a strong investment for the future. Here are some of the key human skills you should focus on developing in your workforce:

Collaboration and communication
One crucial human skill that employers value is **collaboration.** In today's team-oriented work environments, the ability to work effectively with others is paramount. Collaboration fosters innovation, encourages diverse perspectives, and promotes synergy within teams. Forging strong team bonds, whether in the office or remotely, is essential for achieving shared goals and driving the organization forward.

Another vital human skill is **communication.** Effective communication is the foundation of successful relationships, both within and outside the organization. Clear and concise communication ensures that ideas are conveyed accurately, minimizes misunderstandings, and promotes efficient collaboration. In a digital age where remote work is increasingly prevalent, the skill of communicating effectively through digital channels is invaluable.

Critical thinking and problem solving
Critical thinking is a key human skill that allows individuals to analyze, evaluate, and interpret information objectively. It involves questioning assumptions, considering alternative perspectives, and making informed decisions. Employers value critical thinkers because they bring powerful reasoning to support organizational decisions, ultimately driving innovation and problem-solving.

Problem-solving skills go hand in hand with critical thinking. Organizations face challenges and obstacles on a daily basis, and individuals who possess strong problem-solving skills can identify and implement effective solutions. These individuals are proactive, resourceful, and capable of navigating complex problems with creativity and resilience.

Productivity and time management
In a fast-paced work environment, productivity and time management skills are essential. Effective time management allows individuals to prioritize tasks, meet deadlines, and maximize their efficiency. It also plays a crucial role in maintaining work-life balance and personal well-being.

Building motivation is another essential human skill. Motivated employees are more likely to show initiative, set ambitious goals, and persist in the face of challenges. They inspire and influence others, creating a positive and productive work environment.

Building resilience and empathy
Resilience is the ability to adapt and bounce back from setbacks. In a world characterized by constant change and uncertainty, resilience is a highly sought-after skill. Resilient individuals can navigate challenges, learn from failure, and remain motivated and focused on their goals.

Empathy is a fundamental human skill that promotes understanding and effective communication. By fostering empathy, organizations can create a culture of collaboration, inclusion, and support.

Conclusion

- Prioritizing human skills in the hiring process and investing in the development of these skills within the organization yield numerous benefits.
- Cultivating key human skills improves performance and drives innovation.
- When individuals possess strong human skills, they contribute to a positive work culture, build effective relationships, and foster collaboration. This, in turn, enhances the organization's ability to adapt, problem-solve, and seize opportunities.

What is the biggest challenge hybrid teams must overcome when engaging in L&D?

16%	47%	32%	5%
Different time zones	Different learning preferences	Applying learning	Other
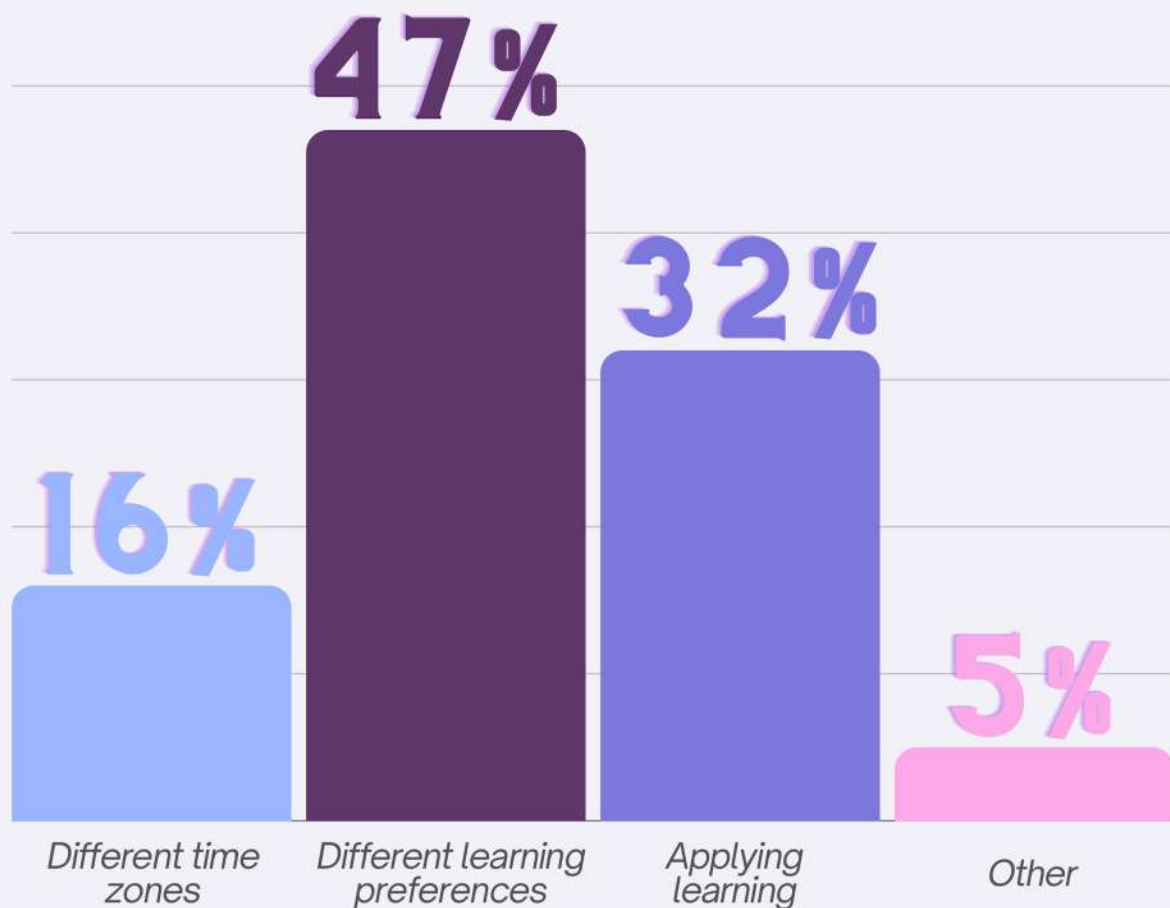
Different learning preferences and applying learning took the majority of the vote here with 47% and 32%, with different time zones making up 16%. But what exactly do these challenges mean and how can they be addressed?

Challenge 1: Different time zones

One of the challenges, reported by 16% of respondents, is the existence of different time zones within hybrid teams.

With team members spread across various locations, coordinating schedules and synchronizing learning sessions can be a daunting task. This challenge can lead to delays in training, missed opportunities for real-time collaboration, and difficulties in maintaining a cohesive learning experience.

Here are some ways your organization can overcome these challenges:

Flexible learning schedules:
Offer employees the flexibility to engage in self-paced learning modules that can be accessed at their convenience. This approach allows individuals from different time zones to access training materials and complete assignments at their own pace.

Virtual collaboration tools:
Leverage digital collaboration platforms to facilitate synchronous and asynchronous communication. These tools enable team members to connect, share knowledge, and collaborate on projects, regardless of time zone differences.
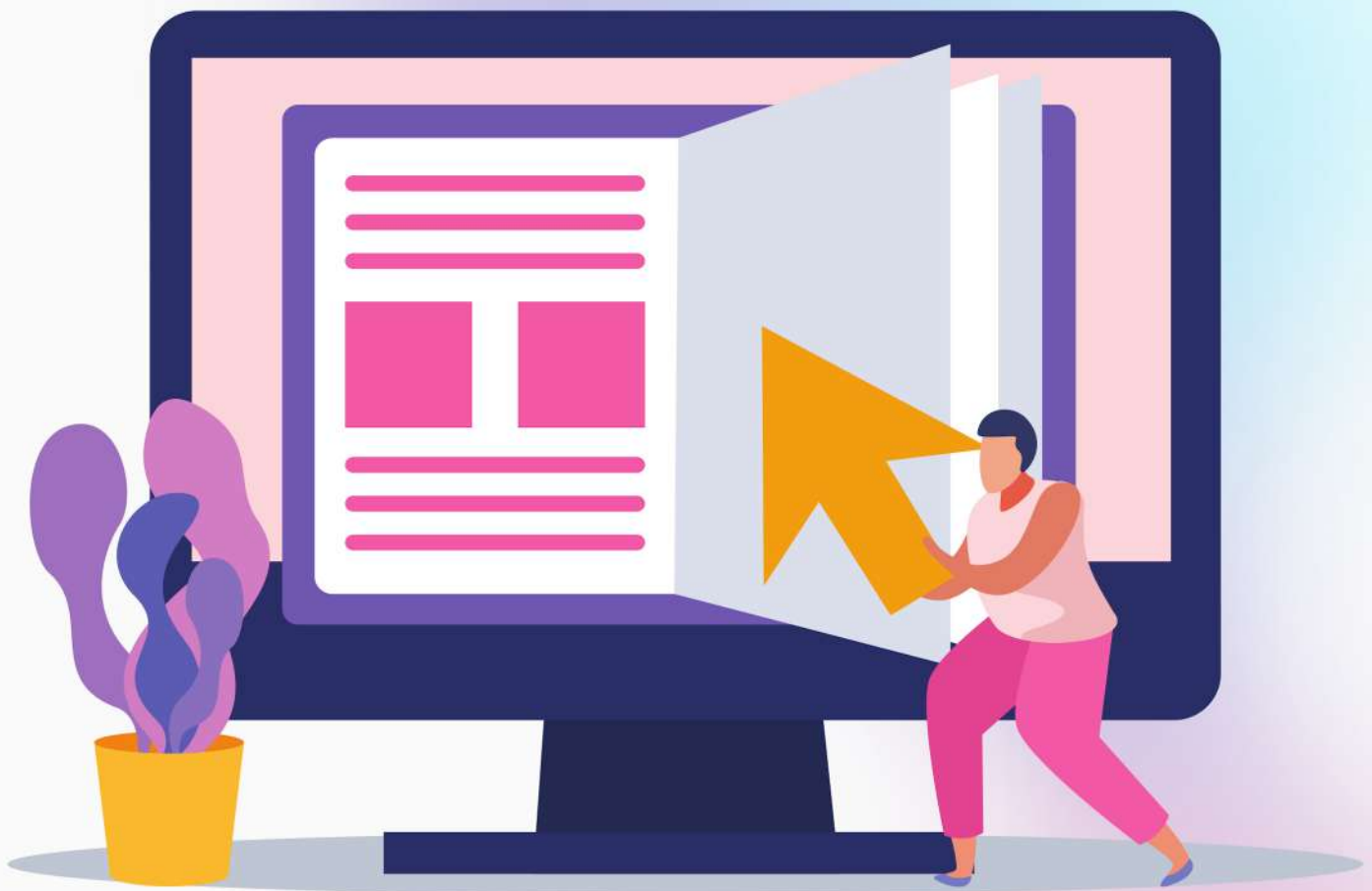
Challenge 2: Different learning preferences
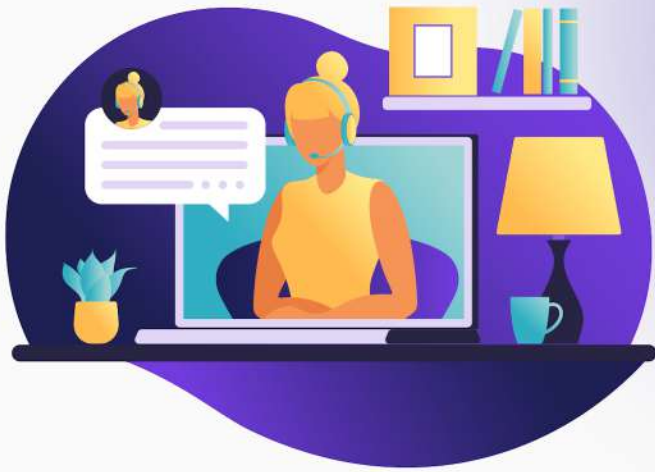
47% of respondents identified different learning preferences as a significant challenge for hybrid teams in L&D. With team members having varying learning styles and preferences, it becomes essential to cater to diverse needs to ensure effective knowledge transfer and skill development.

To address this challenge, organizations can consider the following approaches:

eLearning
eLearning combines a number of different methods into one online learning area. Be that video learning, knowledge assessments, infographics, interactive case studies, simulations, etc.

The diverse nature of eLearning makes it engaging across a wide spectrum of learners.

Personalized learning paths
You can tailor learning programs to accommodate different learning styles. Offer a mix of learning opportunities to engage employees with varying preferences.

Microlearning modules
If you break down training content into bite-sized modules, they can be easily consumed and accessed on-demand. This approach allows individuals to learn at their own pace and revisit specific topics as needed.

Collaborative learning opportunities
To foster a culture of peer-to-peer learning and knowledge sharing, encourage team members to collaborate, exchange insights, and learn from one another's experiences through virtual discussion forums, mentoring programs, or cross-functional projects.

Video learning
Video is one of the more popular learning methods applied today. By creating graphic-rich videos, you can create naturally engaging learning experiences.

Customized learning
One method of learning worth consideration is customized learning. By creating learning content specific to your organization and the different goals you are looking to achieve, your learning program can become that bit more meaningful and impactful.

Scenarios/case studies/simulations
The use of real-world learning such as case studies helps bridge the gap between the classroom and the workplace. More importantly, it instils a sense of confidence in your learner. By tackling real-world problems as best they can before applying it in a real-world setting, they can go into their role with a sense of value and knowledge not provided by other ways of learning.

Challenge 3: Applying learning

In our poll, 32% of respondents identified applying learning as a significant obstacle for hybrid teams engaged in L&D. While acquiring new knowledge and skills is essential, the successful application of that learning in the workplace is equally crucial.

To overcome this challenge, organizations can implement the following strategies:

Real-world case studies
As mentioned above, by providing practical examples and scenarios, employees can better understand how to apply their learning in their day-to-day work.

Continuous reinforcement
Offer ongoing reinforcement of key concepts through follow-up assessments, quizzes, and periodic check-ins. This approach helps employees retain and apply their learning over time.

Managerial support
Encourage managers to actively support and reinforce the application of new knowledge and skills. Managers can provide guidance, set expectations, and create an environment that encourages employees to apply what they have learned to their particular roles.

Conclusion

- The challenges faced by hybrid teams in engaging in L&D are multifaceted, encompassing different time zones, learning preferences, and applying learning in practical settings.
- By implementing strategies tailored to address these challenges and leveraging the power of corporate learning, organizations can foster successful hybrid working teams.
- With a focus on skill development, collaboration, continuous growth, and employee engagement, corporate learning plays a vital role in navigating the complexities of hybrid working and driving organizational success in the digital age.

What is your biggest project management challenge?

Managing project timelines	**20%**
Delegating tasks effectively	**42%**
Managing scope creep	**25%**
Ensuring project quality	**13%**
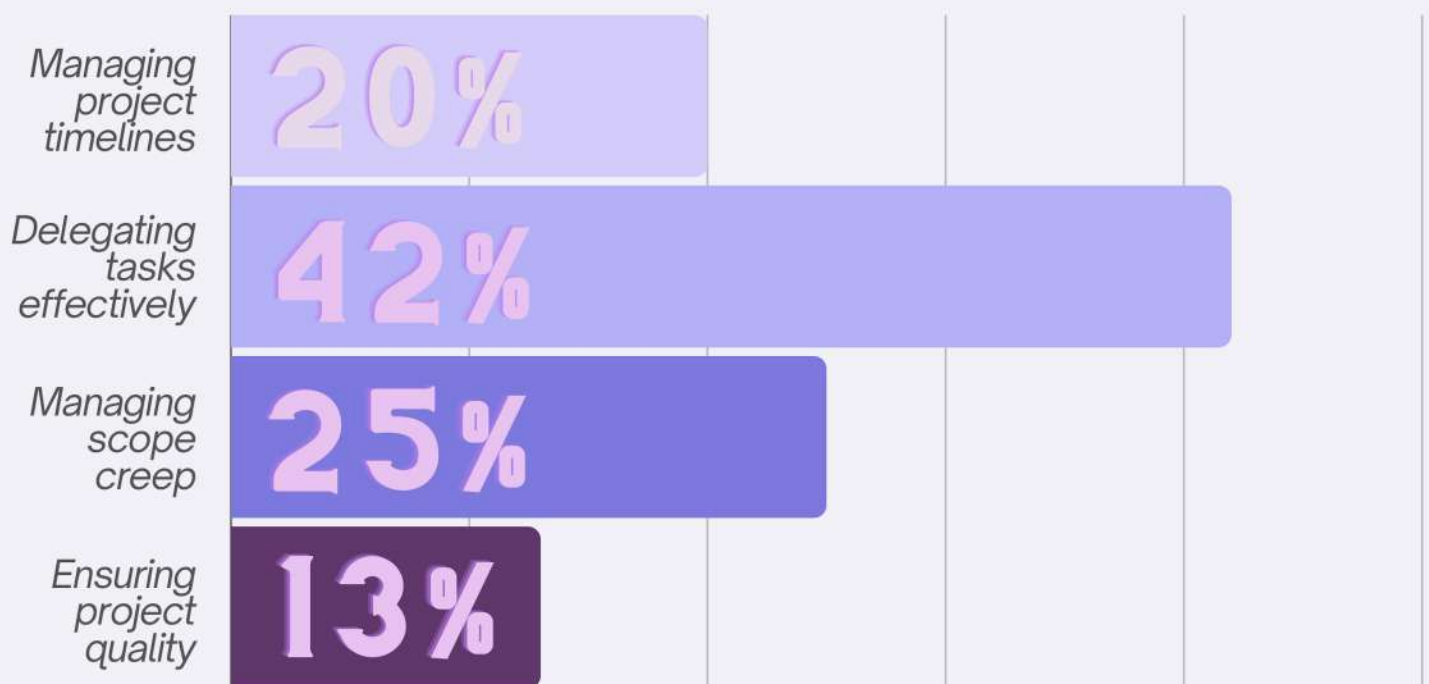
Project management is an inherent part of every job. In this poll, we asked what our audience's biggest project management challenge was, with delegating tasks effectively coming in at number with one 42% of the vote.

Below, we go through each of the challenges and explain some helpful strategies to deploy to help mitigate potential issues in your project management.

Managing project timelines

20% Managing project timelines is a significant challenge for respondents, with 20% selecting this option. Timelines play a crucial role in project planning and execution, as they define the project's duration and milestones. However, various factors can hinder effective timeline management, such as unexpected delays, resource constraints, and changing priorities. Project managers must navigate these obstacles to ensure projects stay on track.

To address this challenge, project managers can employ various strategies, including:
- Creating realistic and achievable project schedules
- Conducting regular progress reviews and adjusting timelines as needed
- Utilizing project management software to track and manage deadlines
- Communicating effectively with stakeholders to manage expectations

Delegating tasks effectively

42% Delegating tasks effectively emerged as the most significant project management challenge, with 42% of respondents selecting this option. Delegation involves assigning responsibilities to team members based on their skills and strengths, enabling efficient project execution. However, ineffective delegation can lead to miscommunication, delays, and a lack of accountability.

To overcome this challenge, project managers can adopt the following best practices:
- Clearly define project roles and responsibilities from the outset
- Identify team members' strengths and assign tasks accordingly
- Provide clear instructions and expectations for each delegated task
- Establish regular check-ins to monitor progress and provide guidance

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Managing scope creep

25% Scope creep refers to the unauthorized expansion of project scope beyond its initial boundaries. It often occurs due to evolving requirements, changing stakeholder expectations, or inadequate project scope definition. Managing scope creep is a critical challenge for project managers, as it can lead to budget overruns, missed deadlines, and compromised project quality. In our poll, 25% of participants identified managing scope creep as their biggest project management challenge.

To mitigate the risks associated with this issue, project managers can implement the following strategies:
- Conduct thorough project scoping and requirement gathering
- Establish a formal change control process to evaluate and approve scope changes
- Regularly communicate with stakeholders to manage expectations and address potential scope changes
- Continuously monitor project scope and proactively address any deviations
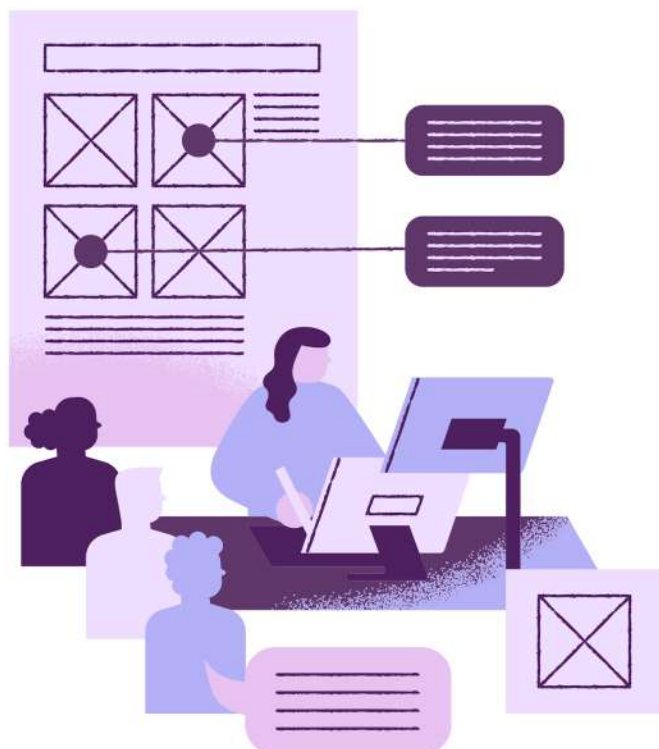
Ensuring project quality

13% Ensuring project quality is a vital aspect of project management as it directly impacts customer satisfaction and the overall success of the project. In our poll, 13% of participants identified ensuring project quality as their biggest challenge. Delivering high-quality project outcomes requires adherence to established standards, rigorous testing, and continuous quality assurance measures.

To ensure project quality, project managers can implement the following practices:
- Develop and adhere to quality standards and guidelines
- Conduct thorough testing and quality assurance activities at various project stages
- Establish a robust quality control process to identify and rectify any defects or issues
- Encourage a culture of quality across the project team, emphasizing the importance of delivering excellence

Conclusion

- Each project is unique, and the challenges faced may vary. However, by staying informed, continuously learning, and leveraging the experiences of others, project managers can enhance their skills and overcome any challenges they encounter.
- With the right approach and mindset, project management challenges can be transformed into opportunities for growth and success.

INTUITION

How would you improve your corporate compliance training program?

33% Make it available online

67% Deliver with engaging content
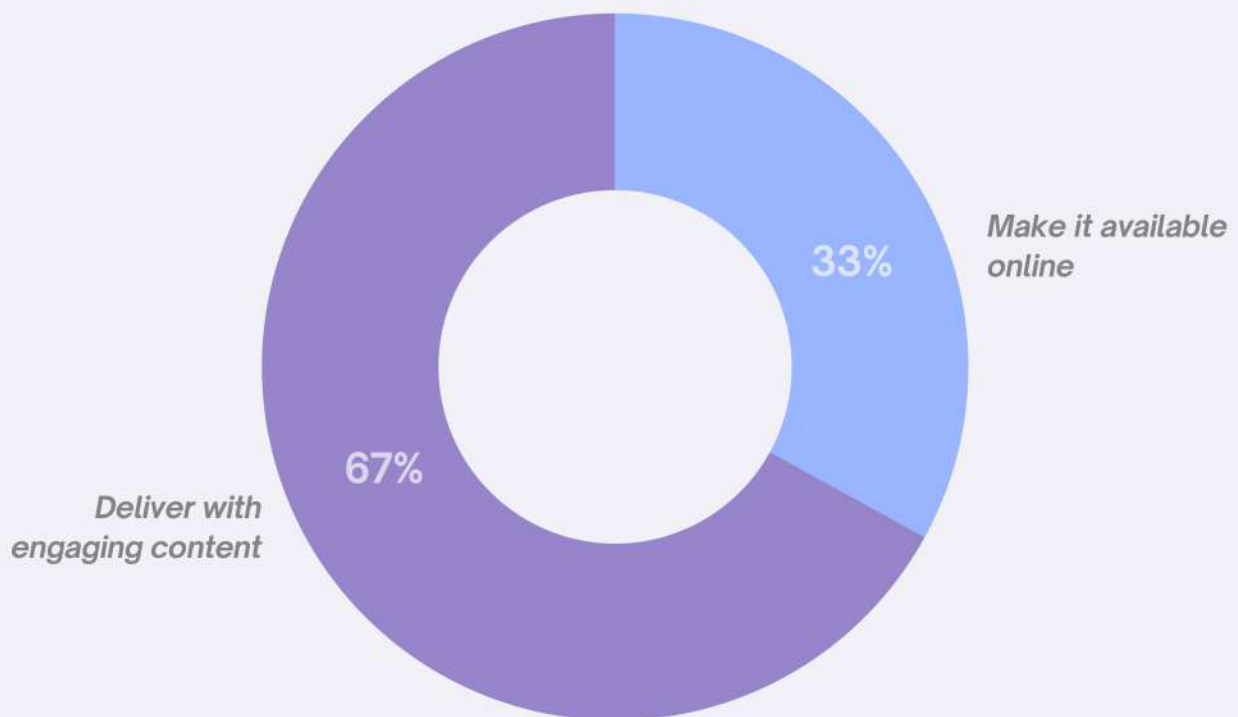
Compliance training, often nicknamed 'tick-the-box' training, is often seen as a boring but necessary component of the learning journey. However, there are ways to make this type of learning more engaging.

It is essential for organizations to enhance continually their compliance training programs to meet the needs of their employees and ensure regulatory adherence.

This poll asked the question: "How would you improve your corporate compliance training program?" The results revealed valuable perspectives from industry experts, with 33% emphasizing the importance of making training available online and 67% highlighting the need for engaging content.

Making training available online

With the increasing prevalence of remote work and distributed teams, it is crucial for organizations to ensure that their compliance training programs are easily accessible to all employees, regardless of their geographical location or time zone. The poll results indicated that 33% of professionals believe that making training available online is a key aspect of enhancing corporate compliance programs.

Advantages of online accessibility
By offering online training, organizations can overcome the limitations of traditional classroom-based sessions and provide employees with the flexibility to learn at their own pace and convenience. Some notable advantages of online accessibility in compliance training include:

Improved reach and scalability
Online training eliminates geographical barriers, enabling organizations to reach a wider audience and scale their compliance programs effectively.

Cost efficiency
Online training reduces the expenses associated with conducting in-person sessions, such as travel, accommodation, and venue rental costs.

Consistency of content
Online modules ensure consistent content delivery, eliminating variations that may occur with multiple trainers or in different locations. This is highly important for compliance training.

Real-time tracking and reporting
Online platforms provide robust tracking and reporting functionalities, allowing organizations to monitor employee progress, identify knowledge gaps, and track compliance. Where compliance is involved, this is of the utmost importance.

Implementing a Learning Management System (LMS)

To effectively deliver online compliance training, organizations should consider leveraging a Learning Management System (LMS). An LMS serves as a centralized platform for hosting, managing, and tracking training content.

Some of the key features and benefits of an LMS include:

Course management
Easily organize and update training modules, ensuring compliance content is up-to-date and aligned with changing regulations.

Tracking and reporting
Monitor employee progress, track completion rates, and generate reports to assess the effectiveness of the compliance training program.

Personalization
Tailor training programs to individual employees based on their roles, departments, or specific compliance requirements.

Mobile accessibility
Opt for an LMS that offers mobile compatibility, allowing employees to access training materials on their preferred devices.

The power of engaging and interactive training

The majority of respondents to our poll (67%) emphasized the importance of providing engaging content in corporate compliance training programs. Engaging content not only captures learners' attention but also enhances retention and application of knowledge. To create an impactful compliance training program, consider the following strategies:

Storytelling and real-life scenarios
Human beings are wired to respond to stories. Incorporating storytelling techniques and real-life scenarios into compliance training can make the content more relatable and memorable for learners. By presenting ethical dilemmas or regulatory challenges that employees may encounter in their roles, organizations can stimulate critical thinking and decision-making skills.

Interactive elements and gamification
Interactive elements, such as quizzes, simulations, and branching scenarios, can transform compliance training from a passive experience to an active learning opportunity. Gamification techniques, such as point systems, badges, and leaderboards, add an element of competition and fun, motivating employees to actively participate and excel in their compliance training.

Multimedia and visuals
Leveraging multimedia elements, such as videos, animations, and infographics, can enhance the effectiveness of compliance training by catering to different learning styles. Visuals not only break the monotony of text-based content, they also aid in information processing and retention.

Gamification
Gamification, or learning through the use of games, can function as an effective method of delivery, especially for compliance programs.

Continuous learning and reinforcement

To ensure the long-term effectiveness of compliance training, it is essential to go beyond one-time sessions and incorporate mechanisms for continuous learning and reinforcement. Consider the following approaches:

Microlearning
Break down compliance training into bite-sized modules that can be completed in short timeframes. This so-called microlearning allows employees to access training materials whenever they have a few minutes to spare, promoting continuous learning.

Regular updates
Stay abreast of regulatory changes and update compliance training content accordingly. Communicate updates to employees promptly to ensure their knowledge remains current.

Refresher courses
Offer periodic refresher courses or assessments to reinforce key compliance concepts and refresh employees' understanding of regulations.

Conclusion

- By leveraging the advantages of online accessibility and incorporating strategies for engagement, organizations can enhance the effectiveness of their compliance programs and empower their employees to navigate the complex landscape of corporate regulations.
- Continuous learning, reinforcement, and the use of robust learning management systems further contribute to the success of compliance training initiatives.
- By implementing these recommendations, organizations can foster a culture of compliance, mitigate risks, and enhance the overall integrity of their operations.

What strategies do you believe are most effective for employee retention?

23% Upskilling opportunities

46% A supportive work environment

28% A plan for progression

3% Other
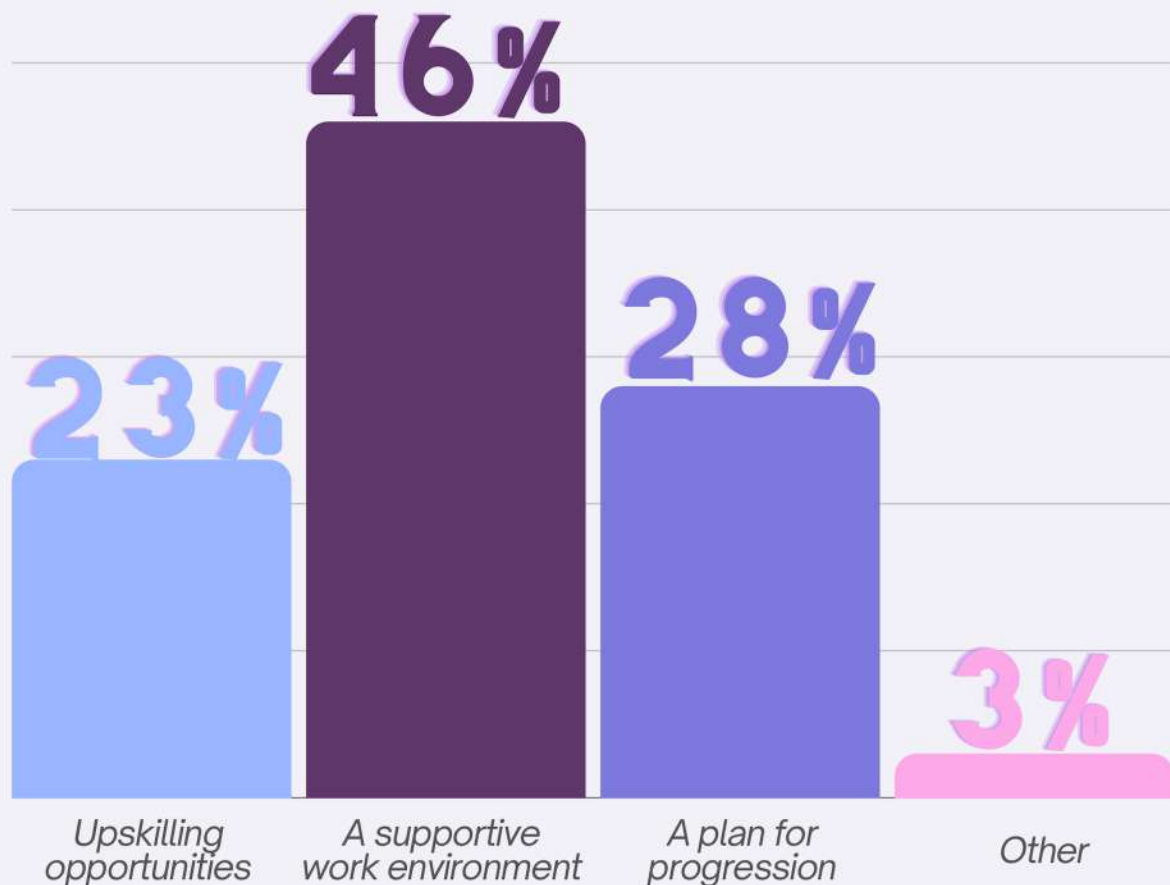
When it comes to employee retention, what do modern workers feel is the most effective tactic?

In our poll, a supportive work environment came first with a 46% share of the vote. In second and third place were a plan for progression (28%) and upskilling opportunities (23%).

Let us now take a deep dive into each of the identified strategies.

A supportive work environment: The power of positive culture

The majority of participants, 46%, emphasized the importance of a supportive work environment in employee retention.

Building a positive workplace culture fosters a sense of belonging, camaraderie, and mutual respect among team members. Naturally, when employees feel valued, supported, and appreciated, they are more likely to stay loyal to the organization.

But how can you create a supportive work environment?

This can be cultivated through various initiatives, such as open communication channels, recognition programs, work-life balance policies, and inclusive practices. By prioritizing employee well-being and creating a positive culture, organizations can significantly enhance retention rates.

A plan for progression: Nurturing career growth

Some 28% of the respondents highlighted the significance of offering a plan for progression in retaining employees.

Career advancement opportunities are crucial for keeping employees motivated, engaged, and committed to their roles. Organizations should create a clear career path for their employees and communicate this effectively on a regular basis. They should also provide regular feedback and performance evaluations and offer opportunities for promotion or lateral moves.

By demonstrating a commitment to nurturing career growth, organizations encourage employees to envision a future with the company, fostering a sense of loyalty and reducing the likelihood of attrition.

Upskilling opportunities: Empowering employees for success

A total of 23% of the respondents recognized the significance of upskilling opportunities in retaining employees. Continuous learning and development are vital for employees to stay competitive and engaged. By providing access to relevant learning programs, workshops, and certifications, organizations empower their workforce to enhance their skills, broaden their knowledge, and contribute to their professional growth.

Upskilling opportunities demonstrate a commitment to employee development, which not only boosts retention but also improves overall performance and innovation within the organization.

Conclusion

- Organizations should prioritize these strategies and tailor their retention initiatives to ensure a motivated, engaged, and loyal workforce.
- Remember, employee retention is an ongoing endeavors. To create a truly conducive work environment, organizations must continually assess and adapt their strategies based on employee feedback, industry trends, and evolving employee expectations.
- By investing in the development, well-being, and career growth of their employees, organizations can foster a culture of loyalty, drive, and success.

What do you think is the most valuable benefit of continuous learning?

Employee retention/
engagement — 53%

Other — 8%

Increased
productivity — 17%

Improved agility — 22%
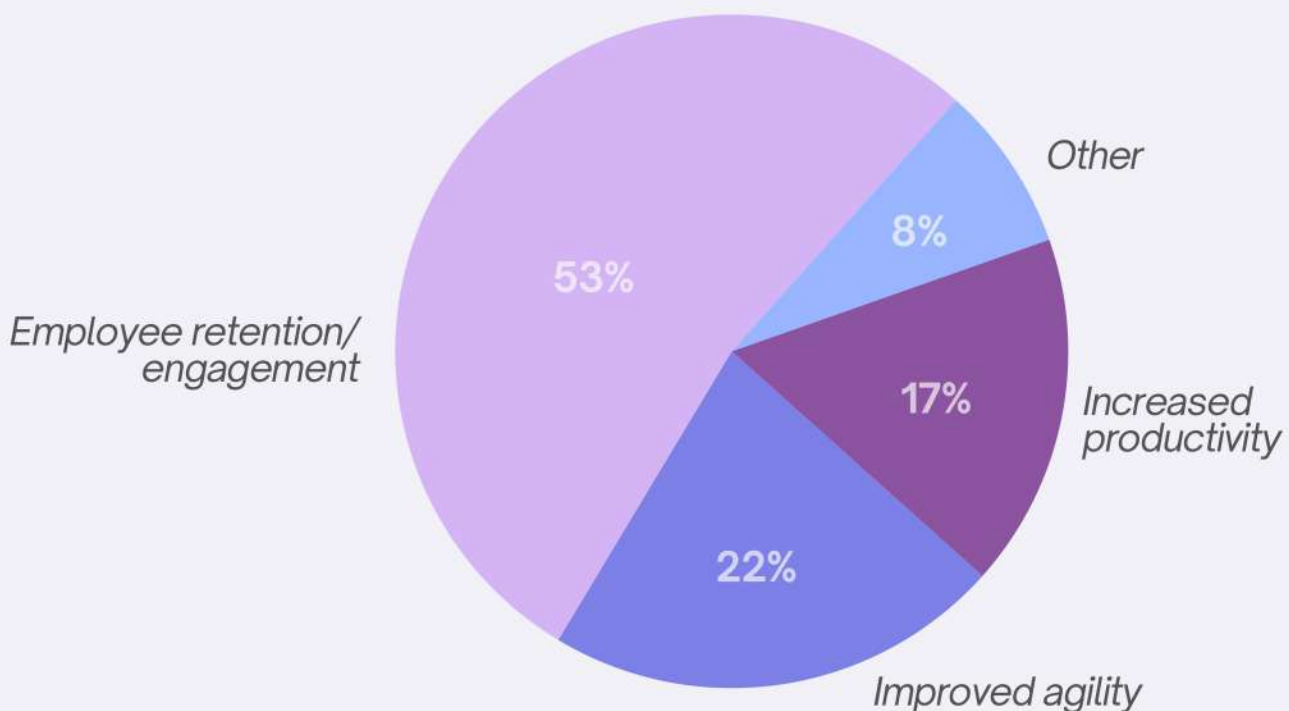
Continuous learning offers several significant benefits to the workforce. Among them, increased productivity, improved agility, and better employee retention and engagement. In this poll, we pitted these three options against each other to see which came out top.

Employee retention and engagement

Employee retention and engagement are critical factors that directly impact an organization's overall performance and success. When employees feel valued, supported, and given opportunities to grow, they are more likely to stay with the company, contribute their best efforts, and actively participate in achieving organizational goals. Continuous learning plays a vital role in fostering employee retention and engagement for several reasons.

1. Demonstrates commitment to employee development

By investing in continuous learning programs, organizations demonstrate their commitment to employee development and growth. This commitment creates a sense of loyalty and engagement among employees, as they perceive the organization as a place where their skills and knowledge are valued and nurtured. Continuous learning opportunities provide employees with the chance to acquire new skills, expand their expertise, and advance their careers within the organization.

2. Increases job satisfaction

When employees have access to continuous learning resources and opportunities, they are more likely to feel satisfied in their roles. Learning new skills and acquiring knowledge not only enhances their job performance but also adds variety, challenge, and fulfillment to their work. This increased job satisfaction leads to higher levels of engagement, reduced turnover rates, and a positive work culture.

3. Boosts employee confidence and competence

Continuous learning initiatives empower employees to develop a growth mindset and continuously improve their skills. As employees broaden their knowledge and acquire new competencies, they become more confident in their abilities to perform their jobs effectively. This increased confidence translates into higher productivity, better decision-making, and a greater willingness to take on new challenges, ultimately benefiting the organization as a whole.

4. Drives innovation and adaptability

Organizations need to be agile and adaptable to remain competitive. Continuous learning equips employees with the skills and knowledge necessary to embrace change, innovate, and adapt to new technologies, market trends, and industry disruptions. By fostering a learning culture, organizations can create a workforce that is constantly seeking opportunities for growth, innovation, and improvement.

Conclusion

- Employee retention/engagement is one of the most valuable benefits of continuous learning for organizations.
- By investing in continuous learning initiatives, organizations can create a positive work environment, enhance employee satisfaction, and drive innovation and adaptability.
- Ultimately, these efforts contribute to the long-term success and growth of the organization.

What is the biggest mistake you see in most corporate learning programs?

Information overload — 40%
Poor design — 16%
Lack of practical application — 40%
Other — 4%
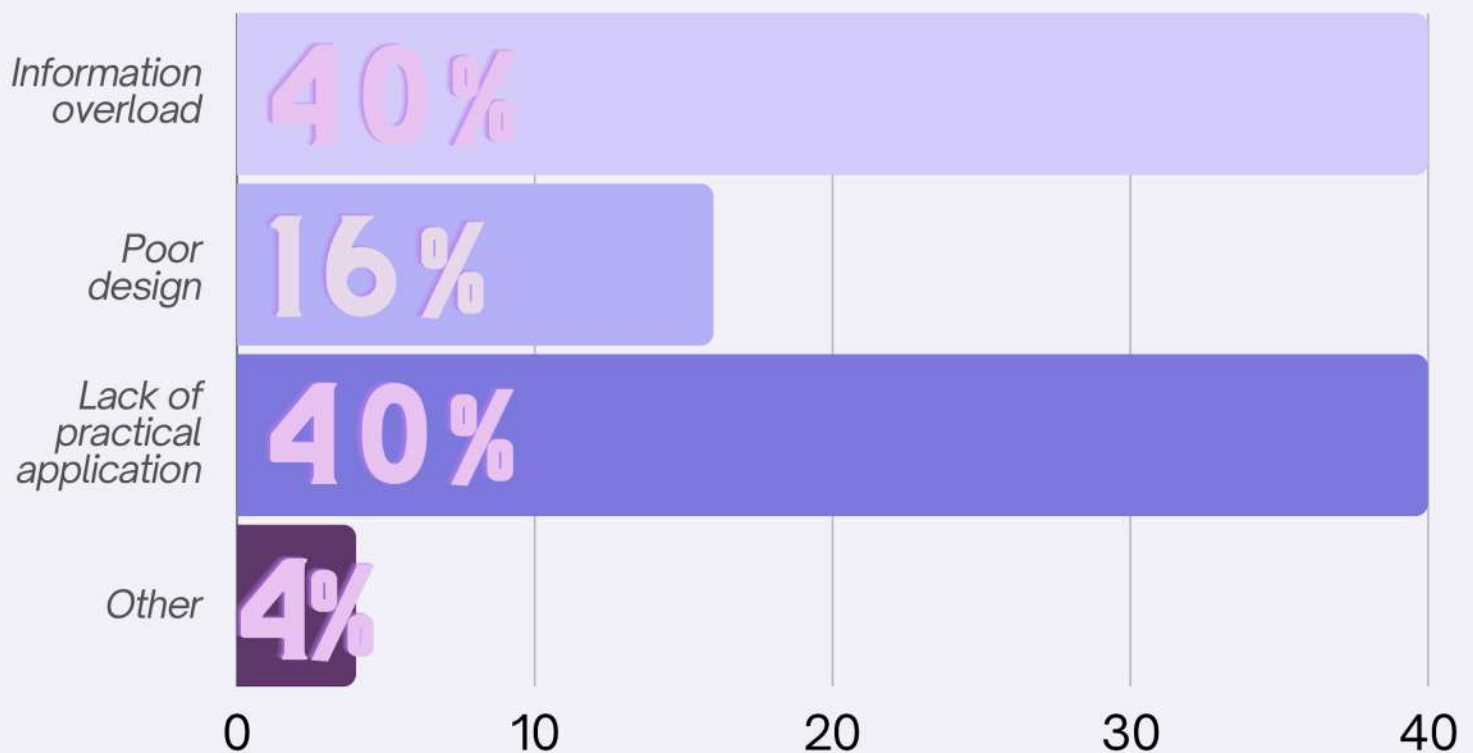
Corporate learning programs play a crucial role in the development and growth of professionals in various industries. However, not all learning programs are created equal, and there are common mistakes that can hinder their effectiveness.

In this poll, we asked our audience which mistake is the biggest: information overload, lack of practical application, or poor design.

The results were interesting, with an even 40% voting for information overload and lack of practical application, with only 16% citing poor design.

INTUITION

Mistake 1: Information overload

In today's digital age, where information is abundant, learners can easily become overwhelmed by the sheer volume of content. This overload of information can hinder the learning process and lead to reduced retention and application of knowledge.

To address this challenge, learning programs need to focus on delivering concise and relevant content. Breaking down complex concepts into manageable modules and providing clear learning objectives can help learners navigate through the information effectively. Additionally, incorporating interactive activities and assessments can enhance engagement and reinforce key concepts.

Mistake 2: Poor design

Effective learning experiences require careful consideration of instructional design principles, user experience, and accessibility. When the design is subpar, learners may struggle to engage with the content, resulting in reduced motivation and learning outcomes.

To avoid this mistake, learning programs should prioritize user-centric design principles. This includes designing intuitive navigation, utilizing multimedia elements for enhanced engagement, and ensuring compatibility with different devices and platforms. Incorporating interactive elements, such as quizzes and simulations, can also make the learning experience more engaging and effective.

Mistake 3: Lack of practical application

Many professionals feel that traditional learning approaches often fail to translate theoretical knowledge into practical skills that can be applied in real-world scenarios.

To address this issue, learning programs should incorporate practical exercises, case studies, and simulations that mirror real-life situations. Providing opportunities for learners to apply their knowledge and skills in a safe and supportive environment can significantly enhance their learning experience. Additionally, offering ongoing support and feedback can help learners bridge the gap between theory and practice.

Conclusion

- By addressing these issues and incorporating best practices, corporate learning programs can maximize their impact and empower professionals to thrive in their respective industries.
- It is important to remember that effective corporate learning programs are not one-size-fits-all. They require ongoing evaluation, feedback, and adaptation to meet the evolving needs of learners and organizations.
- By avoiding these common mistakes and embracing innovative approaches, we can create a future where corporate learning programs truly empower professionals to reach their full potential.

INTUITION

Learners' view of the current corporate learning landscape

How does the corporate world view learning in 2024?
Here, we give unique insights on the world of corporate learning as
seen from a learner's perspective.

How important do you consider mentorship to be in your career?

Very important — 92%

8% — Not important at all
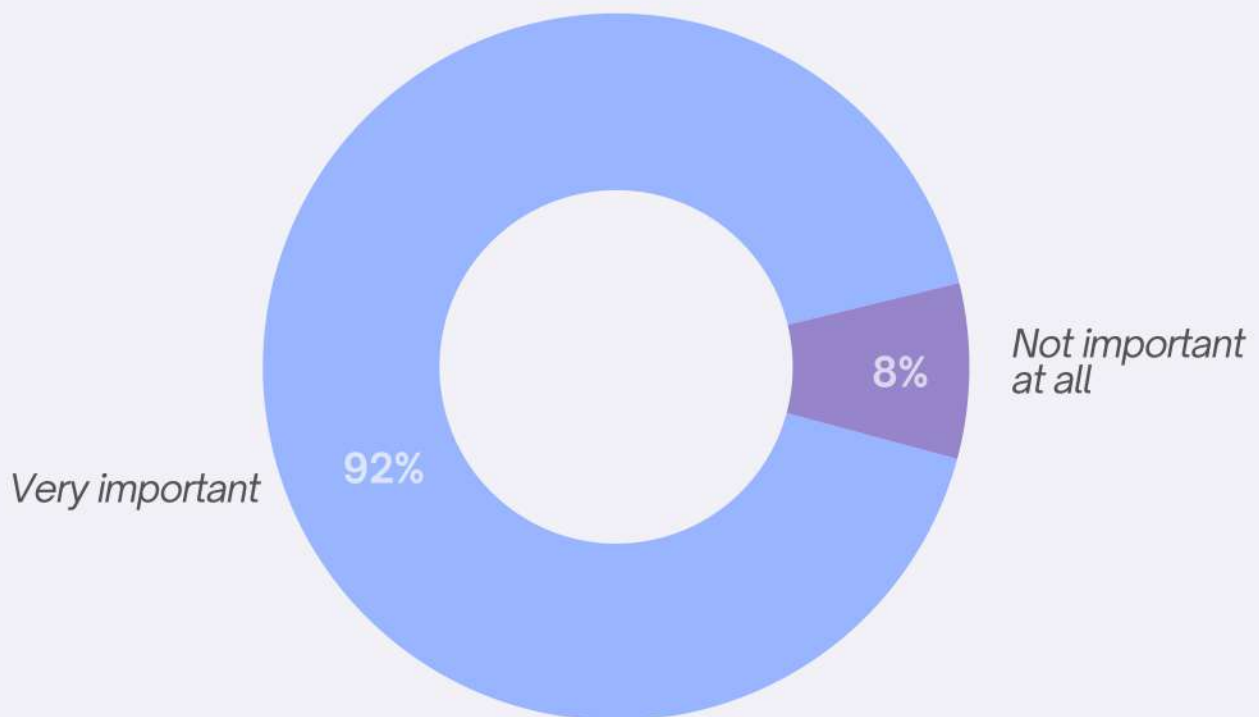
We asked our audience about the importance of mentorship in their career. The results were overwhelmingly positive, with 92% of respondents considering mentorship to be especially important. This highlights the significant role that mentors play in guiding and supporting individuals in their professional growth.

Here, we explore the reasons why mentorship is crucial for career development and how it can contribute to success in the workplace.

Benefits of having a mentor

Mentors provide practical advice, guidance, and support that can greatly impact an individual's career trajectory. Here are some key benefits of having a mentor:

1. Experience sharing and guidance

Mentors share their own experiences and insights, offering valuable guidance to mentees. They have already navigated through similar challenges and can provide advice on how to overcome obstacles and make informed decisions. This experience-sharing aspect of mentorship helps mentees learn from the successes and failures of their mentors, accelerating their own professional growth.

2. Skill development

Mentors play a crucial role in fostering skill development. They identify areas of improvement and provide targeted guidance to help mentees enhance their skills and capabilities. Whether they are developing leadership skills, improving communication abilities, or honing technical expertise, mentors offer personalized guidance tailored to the specific needs of the mentee.

3. Networking opportunities

Mentors often have extensive networks within their industries. Through mentorship, mentees gain access to these networks, opening doors to new opportunities, collaborations, and career advancements. Mentors can introduce mentees to influential individuals, provide recommendations, and connect them with valuable resources, expanding their professional connections.

4. Confidence boost

Having a mentor who believes in their abilities can significantly boost a mentee's confidence. Mentors provide encouragement, support, and positive reinforcement, helping mentees overcome self-doubt and imposter syndrome. This increased confidence empowers mentees to take on new challenges, pursue ambitious goals, and reach their full potential.

The mentorship journey

Mentorship is an ongoing and evolving process. It typically involves several stages that contribute to the mentee's overall career development. Let us now explore the key stages of the mentorship journey:

1. Establishing the mentor-mentee relationship

The mentorship journey begins with the establishment of a mentor-mentee relationship. This involves the mentee identifying a suitable mentor and reaching out to initiate the partnership. It is crucial for both parties to establish clear expectations, goals, and boundaries to ensure a successful mentoring experience.

2. Goal setting and development planning

Once the mentor-mentee relationship is established, the next step is goal setting and development planning. Mentees collaborate with their mentors to define their career aspirations, identify areas for improvement, and set specific goals. Mentors provide guidance in creating actionable plans, breaking down long-term objectives into achievable milestones.

3. Skill building and knowledge transfer

During the mentorship journey, mentors impart their knowledge and expertise to mentees. They offer guidance on developing essential skills, sharing best practices, and recommending resources for continuous learning. Mentees actively engage in skill-building activities, leveraging their mentor's expertise to enhance their professional capabilities.

4. Ongoing support and feedback

Mentors provide ongoing support and feedback throughout the mentorship journey. They offer encouragement, celebrate achievements, and provide constructive criticism to help mentees refine their skills and approach. Regular check-ins and open communication channels ensure that mentees receive continuous guidance and mentorship.

5. Transitioning to mentorship roles

As mentees progress in their careers, they may eventually transition into mentorship roles themselves. The knowledge and experience gained from their mentors enable them to pay it forward and support others in their professional growth. This creates a cycle of mentorship, fostering a culture of learning and development within organizations.

The impact of mentorship on career success

Mentorship has a profound impact on career success, providing individuals with the tools and support necessary to thrive in the workplace. Here are some ways mentorship contributes to career development:

1. Enhanced job performance

Mentees who receive guidance from mentors often experience improved job performance. Mentors help mentees develop new skills, refine existing ones, and navigate workplace challenges more effectively. This leads to increased productivity, higher-quality work, and greater job satisfaction.
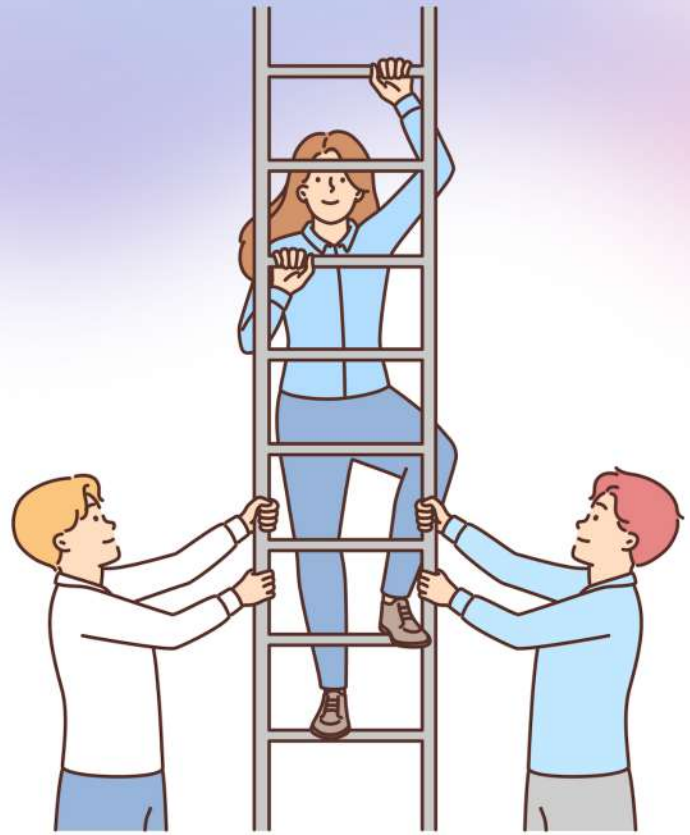
2. Increased career opportunities

Having a mentor can open doors to new career opportunities. Mentors can provide recommendations, introduce mentees to influential individuals, and advocate for their professional advancement. Mentees who establish strong relationships with mentors are more likely to be considered for promotions, challenging and stimulating assignments, and desirable career opportunities.

3. Expanded professional network

Mentors have extensive professional networks, which mentees can leverage for their own growth. Through mentorship, mentees gain access to new connections, industry events, and networking opportunities. Expanding their professional network enhances their visibility, increases their chances of finding mentors in the future, and opens doors to collaboration and partnership.

4. Personal and professional growth

Mentorship fosters personal and professional growth by providing mentees with guidance, support, and developmental opportunities. Mentees gain a broader perspective, develop critical thinking skills, and learn from their mentor's experiences. This continuous growth contributes to their overall success and ability to adapt to changing workplace dynamics.

Conclusion

- Mentors play a pivotal role in guiding, supporting, and empowering individuals to reach their full potential.
- The benefits of mentorship include experience sharing, skill development, networking opportunities, and increased confidence – for both parties.
- The mentorship journey involves establishing the mentor-mentee relationship, goal setting, skill building, ongoing support, and transitioning into mentorship roles.
- Ultimately, mentorship has a significant impact on career success, enhancing job performance, creating new opportunities, expanding professional networks, and fostering personal and professional growth.

What motivates you most at work?

Meaningful impact & purpose — 51%

Recognition & reward — 49%
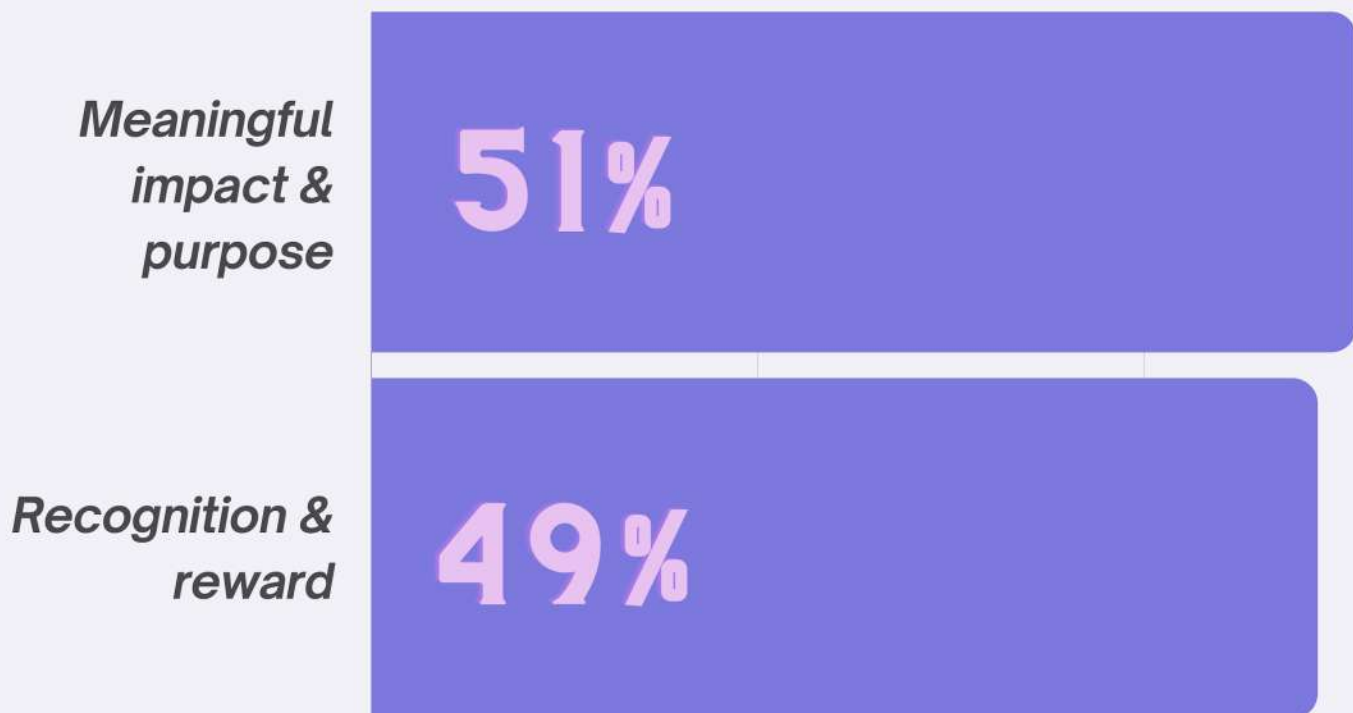
Understanding what motivates employees is crucial for creating a productive and engaged workforce.

Here, we explore these motivations, highlighting their significance and providing actionable insights for organizations to foster a motivated and fulfilled workforce.

Understanding recognition and reward

Recognition and reward emerged as a significant motivator for 49% of the respondents in our poll. Recognition can take various forms, including verbal praise, awards, promotions, and financial incentives. When employees feel valued and recognized for their hard work, they are more likely to be motivated, engaged, and committed to achieving their goals.

The power of recognition
Recognition goes beyond mere words of appreciation. It has a profound impact on employee morale, job satisfaction, and overall well-being. When employees receive recognition, it reinforces their sense of belonging and boosts their confidence. It also creates a positive work environment where achievements are celebrated, fostering a culture of excellence and continuous improvement.

Implementing effective recognition programs
Organizations can implement effective recognition programs to harness the power of

acknowledgment and reward. Here are some strategies to consider:

- **Regular feedback and praise**: Managers should provide timely and specific feedback to recognize employees' accomplishments and highlight areas of growth.
- **Employee appreciation events:** Organize events or ceremonies to showcase outstanding contributions and achievements.
- **Incentives and rewards:** Offer tangible incentives such as bonuses, gift cards, or additional paid time off to recognize exceptional performance.
- **Peer-to-peer recognition:** Encourage employees to recognize and appreciate their colleagues' efforts, fostering a culture of mutual respect and support.

By implementing these strategies, organizations can create a culture of recognition that motivates employees to perform at their best.

The significance of meaningful impact and purpose

The second major motivator identified in our poll was meaningful impact and purpose, which resonated with 51% of the respondents. Employees are driven by a desire to make a difference and contribute to something meaningful. When they understand how their work aligns with the organization's mission and purpose, they feel a sense of fulfillment and motivation.

Finding meaning in work
Employees seek meaning in their work by understanding how their contributions impact the organization, its customers, and society as a whole. This understanding helps them connect their daily tasks to a larger purpose, giving their work a deeper sense of significance.

Cultivating a sense of purpose
Organizations can cultivate a sense of purpose among their employees by:

- **Communicating the organization's mission:** Clearly articulate the company's mission, values, and long-term goals to help employees see the bigger picture and understand how their work contributes to it.
- **Providing opportunities for growth:** Offer professional development programs and continuous learning opportunities that enable employees to develop new skills and contribute in more meaningful ways.
- **Encouraging social impact initiatives:** Engage employees in corporate social responsibility activities, allowing them to make a positive impact beyond their daily work.
- **Creating a positive work environment:** Foster a supportive and inclusive culture that values diversity, promotes collaboration, and encourages innovation.

By fostering a sense of purpose, organizations can inspire and motivate employees to go above and beyond in their roles.

INTUITION

Actionable insights for organizations

Based on the poll results and our deep-dive into employee motivation, here are some actionable insights for organizations looking to enhance motivation and engagement in the workplace:

- **Personalize recognition:** Understand the unique preferences and strengths of each employee to tailor recognition efforts accordingly. What motivates one employee may not work for another.
- **Promote a growth mindset:** Encourage employees to develop a growth mindset, where they embrace challenges, seek learning opportunities, and strive continuously for improvement.
- **Provide clear career paths:** Offer transparent career development paths and opportunities for advancement to keep employees motivated and engaged.
- **Align individual goals with organizational objectives:** Help employees understand how their individual goals and tasks contribute to the organization's overall success, fostering a sense of purpose and motivation.
- **Create a culture of feedback:** Regularly provide constructive feedback and create opportunities for open dialogue between managers and employees. This feedback loop promotes growth and allows for course correction when needed.
- **Offer continuous learning opportunities:** Invest in training and development programs that empower employees to expand their skills and knowledge, enabling them to take on new challenges and responsibilities.

By implementing these strategies, organizations can create a motivated and engaged workforce that drives success and fosters a positive work environment.

Conclusion

- By understanding and addressing these motivators, organizations can create a work environment that inspires and empowers employees to achieve their full potential.
- Remember, each employee is unique, so it is essential to tailor motivation strategies to individual needs. By doing so, organizations can unleash the full potential of their employees and create a culture of excellence and continuous improvement.

INTUITION

What is your key learning motivation?

22% Learn new skills

6% Gain competitive advantage

13% Stay relevant in my job

59% All of the above
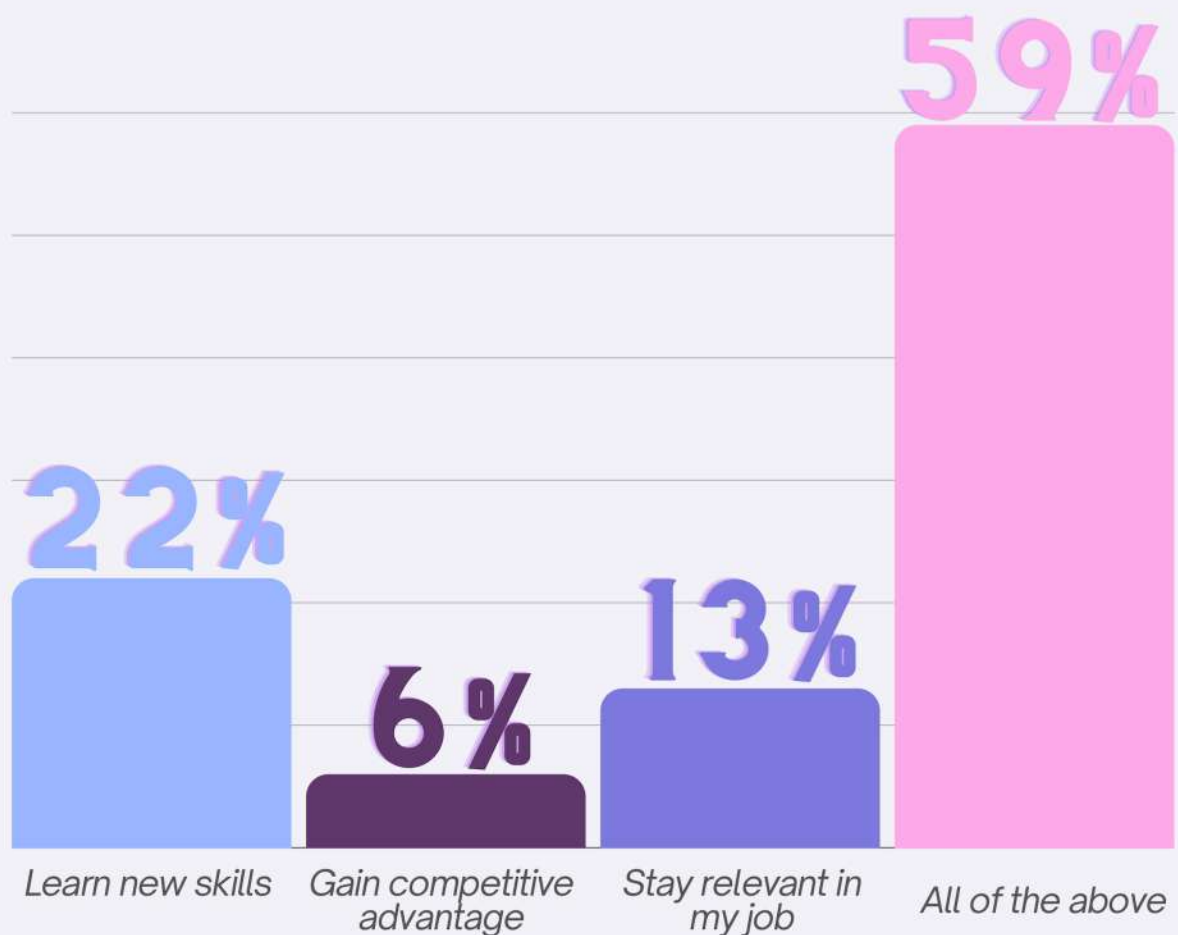
What motivates the modern employee? It seems like a combination of learning new skills, gaining a competitive advantage at work, and staying relevant in their job is a recipe for success, with 59% of respondents on our poll opting to vote for all available options.

Below, we take a quick look at each option and explain its bearing on today's working world.

Learning new skills

For 22% of the participants, the primary motivation for learning is to acquire new skills. In today's changing business landscape, gaining new skills is crucial for professional growth and adaptability. The acquisition of new skills enables individuals to broaden their knowledge base, enhance their problem-solving abilities, and expand their career opportunities.

By actively seeking out opportunities to learn and develop new skills, professionals can demonstrate their commitment to personal and professional growth. This motivated behavior demonstrates a proactive approach to staying ahead of industry trends and embracing the challenges of a dynamic work environment.

Gaining a competitive advantage

While only 6% of the participants selected gaining a competitive advantage as their primary learning motivation, this aspiration should not be underestimated. In a highly competitive job market,

professionals are increasingly aware of the need to differentiate themselves from their peers.

Continuous learning plays a vital role in equipping individuals with the knowledge and expertise required to stand out and excel. By investing in their professional development, individuals can enhance their value proposition, increase their marketability, and position themselves as indispensable assets to their organizations. Gaining a competitive advantage through continuous learning is a strategic and sensible approach to career advancement and securing long-term success.

Staying relevant in the job

13% of the participants indicated that their primary learning motivation is to stay relevant in their job. With the rapid advancements in technology and evolving industry landscapes, professionals recognize the importance of keeping their skills up-to-date in order to remain valuable contributors to their organizations.

By proactively engaging in learning initiatives, professionals can ensure their knowledge and expertise align with the current industry standards and best practices. Staying relevant in the job not only boosts confidence and job satisfaction, but also enhances employability and job security.

All of the above

The majority of participants, 59%, chose "All of the above" as their primary learning motivation. This indicates a holistic approach to continuous learning, where professionals recognize the interplay between learning new skills, gaining a competitive advantage, and staying relevant in their job.

By embracing a comprehensive approach to learning, individuals demonstrate a deep commitment to their professional development and their willingness to adapt to the ever-changing business landscape. This motivation reflects a growth mindset and a proactive attitude toward navigating the challenges and opportunities of their careers.

Conclusion

- The results of our poll highlight the diverse motivations that drive professionals to invest in continuous learning. Whether it is the desire to learn new skills, gain a competitive advantage, stay relevant in their job, or a combination of these factors, professionals understand the importance of continuous learning in today's dynamic work environment.
- By recognizing and embracing these motivations, professionals can position themselves as lifelong learners, equipped with the knowledge and skills necessary to thrive in their careers. As the corporate learning landscape continues to evolve, understanding these motivations becomes crucial for organizations to design effective learning programs that cater to the needs and aspirations of their employees.
- Remember, continuous learning is not just a means to an end but a lifelong journey toward personal and professional growth. So, what drives your learning motivation? Embrace the opportunities, unlock your potential, and invest in your own success.

INTUITION

What eLearning benefits do you find most compelling?

Revisit materials 22%

Learn anywhere 29%
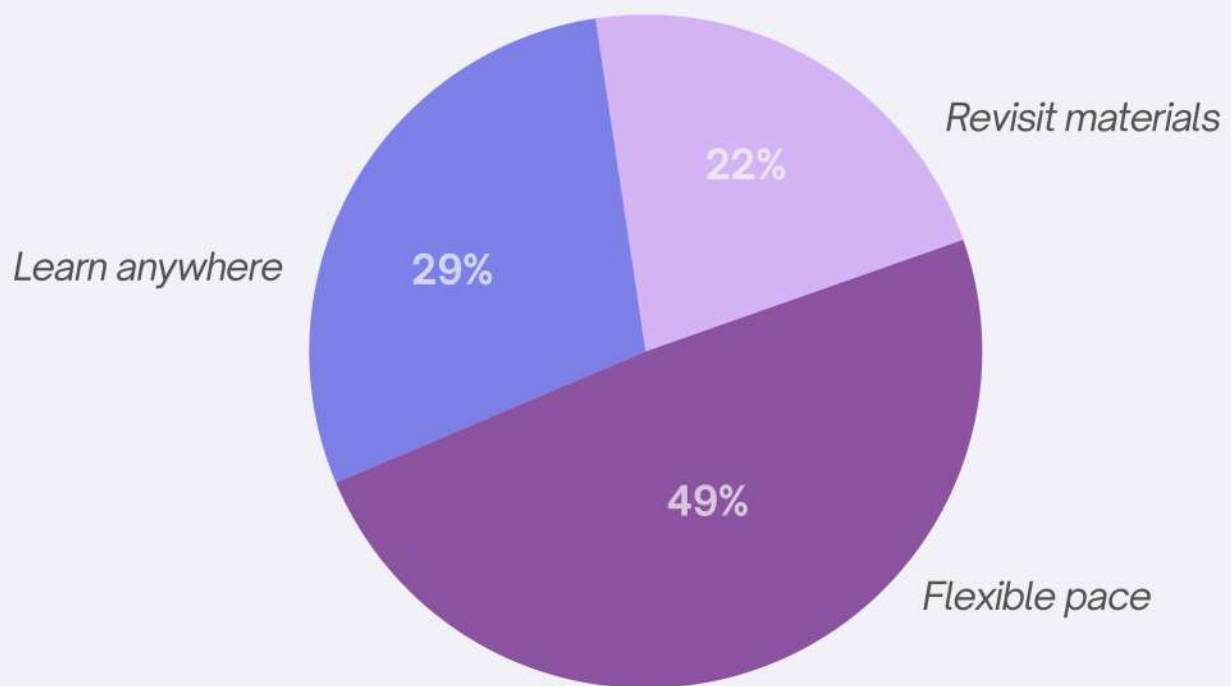
Flexible pace 49%

For the learner, what are the most compelling benefits of eLearning? Is it learning at their own speed, the ability to learn from anywhere? Or maybe it is having the learning materials on hand so they can be revisited at any stage.

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Flexible pace: Empowering learners

Flexible pace
One of the major advantages of eLearning, as stated by 49% of the participants, is the ability to learn at a flexible pace. Traditional classroom-based learning often follows a rigid schedule, which may not suit everyone's individual learning needs. With eLearning, learners have the freedom to set their own pace and progress through the materials according to their abilities and preferences.

The power of self-paced learning
eLearning allows learners to take control of their learning journey. They can choose to spend more time on challenging topics or move quickly through concepts with which they are already familiar. This flexibility empowers learners to tailor their learning experience to their specific needs, ensuring maximum comprehension and retention of knowledge.

Customized learning paths
In addition to self-pacing, eLearning platforms often offer personalized learning paths. Learners can choose the order in which they engage with the content, focusing on the areas that are most relevant to their goals and interests. This customization ensures that learners receive the most value from their learning experience, as they can prioritize the topics that align with their specific needs.
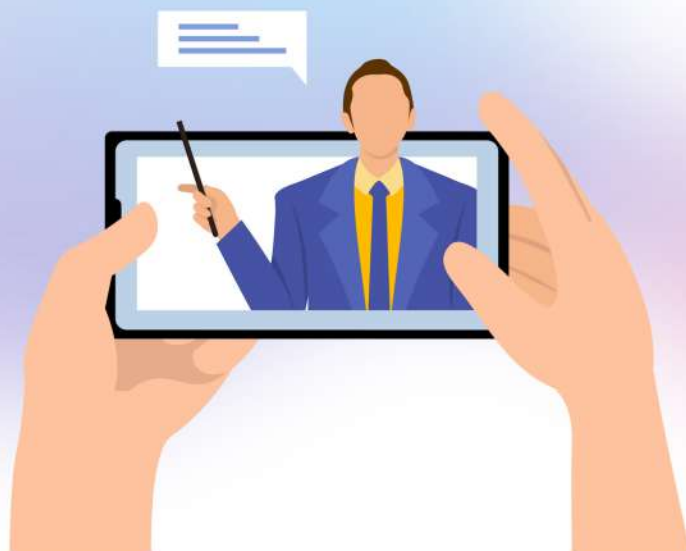
Learning anywhere: Breaking down geographic barriers

Learning anywhere
The second most compelling benefit, according to 29% of the participants, is the ability to learn anywhere. Traditional classroom-based learning requires physical presence, limiting opportunities for individuals who are unable to attend in-person sessions due to geographical constraints or other commitments. eLearning eliminates these barriers, offering learners the freedom to access educational materials from any location, at any time.

Global accessibility
eLearning enables learners from all corners of the globe to access high-quality educational resources. Regardless of their geographical location, learners can connect to online platforms, courses, and resources, breaking down the limitations imposed by physical distance. This global accessibility opens up a world of opportunities for professionals, allowing them to learn from industry leaders and subject matter experts regardless of their location.

Convenience and time-saving
eLearning provides unparalleled convenience, especially for busy professionals. Learners can engage in their studies during their preferred time slots, whether it be early morning, late at night, or during lunch breaks. This flexibility eliminates the need for commuting, making the most of their available time and allowing them to balance work, personal life, and education effectively.

Revisit materials: Consolidating knowledge

The ability to revisit materials, highlighted by 22% of the participants, is another compelling benefit of eLearning. In traditional learning settings, once a lecture or training session is over, access to the content may be limited. However, eLearning platforms provide learners with the opportunity to revisit materials, reinforcing their understanding and consolidating their knowledge over time.

Reinforcement and revision
Revisiting materials allows learners to reinforce their understanding of complex concepts. They can review lectures, modules, or resources whenever they need a refresher or encounter a challenging task related to the learned content. This revision process ensures a deeper understanding and enhances the overall learning experience.

Continuous learning
eLearning enables learners to engage in continuous learning by revisiting materials even after completing a course or module. This ongoing access to resources ensures that learners can stay up-to-date with the latest industry trends and developments, fostering a culture of lifelong learning and professional growth.

Conclusion

- eLearning offers a range of compelling benefits that cater to the needs of modern professionals.
- The flexibility of pace empowers learners to take control of their learning journey, while the ability to learn anywhere breaks down geographical barriers and maximizes convenience.
- Additionally, the opportunity to revisit materials allows for reinforcement and continuous learning.

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What personal development goal do you want to pursue next?

- 35% Increase motivation
- 6% Other
- 16% Become more resilient
- 43% Build a growth mindset
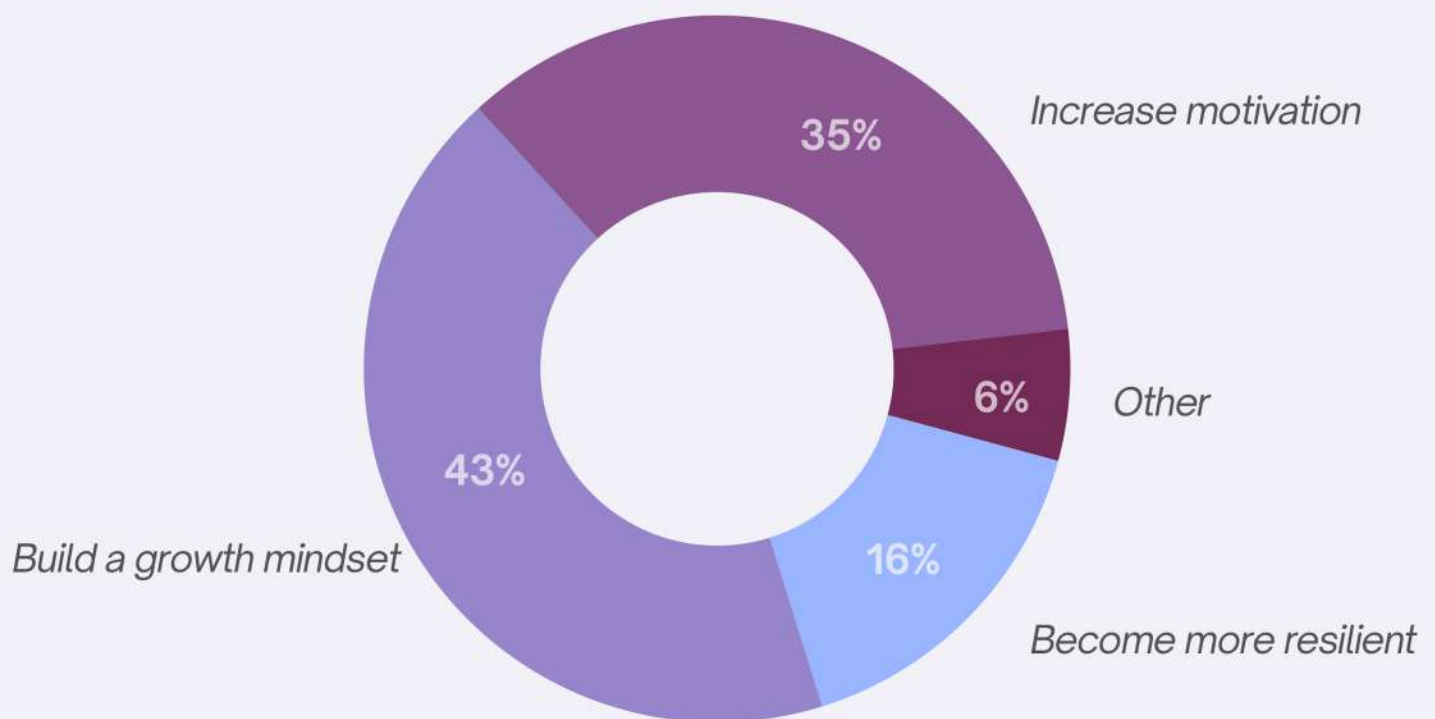
In recent years, personal development has come to the fore of the working world. Here, we look at some of the personal development goals of the modern employee.

Building resilience: Thriving in the face of challenges

Resilience is the ability to bounce back from setbacks and adapt to change. It is a crucial skill in today's dynamic and unpredictable business landscape. Some 16% of respondents identified building resilience as their primary personal development goal. Here are some strategies to help your employees enhance their resilience:

- **Develop a growth mindset:** Embrace challenges as opportunities for growth and learning. Believe in an ability to overcome obstacles and view failures as stepping stones toward success.
- **Cultivate self-care practices:** Prioritize well-being by engaging in activities that promote physical and mental health. Exercise regularly, practice mindfulness, and maintain a healthy work-life balance.
- **Seek support and mentorship:** Be surrounded by a supportive network of colleagues, mentors, and friends who can provide guidance and encouragement during difficult times.
- **Learn from setbacks:** Instead of dwelling on failures, analyze them objectively and extract valuable lessons. Use these experiences to refine strategies and improve performance in the future.

Building resilience is a continuous journey that requires self-reflection, perseverance, and a positive mindset. By implementing these strategies, you can develop the resilience needed to thrive in your personal and professional life.

Nurturing a growth mindset: Unlocking your potential

A growth mindset is the belief that abilities and intelligence can be developed through dedication, effort, and a willingness to learn. According to our poll, a significant 43% of respondents expressed their desire to build a growth mindset. How can you employees foster a growth mindset where you work?

- **Cultivate a love for learning:** Develop a passion for continuous learning and encourage employees to seek out new knowledge and skills. Conduct professional development activities such as workshops, courses, and conferences.
- **Emphasize effort over outcome:** Focus on the process rather than the end result. Celebrate efforts and progress, even if there are a few setbacks along the way.
- **Embrace feedback:** See feedback as constructive and valuable.

Boosting motivation: Igniting the drive within

Motivation is the driving force behind our actions and plays a crucial role in achieving our goals. According to our poll, 35% of respondents expressed their desire to increase motivation as their primary personal development goal.

Conclusion

- Personal development is a lifelong journey that requires self-reflection, dedication, and a commitment to growth.
- Whether you aspire to become more resilient, nurture a growth mindset, increase motivation, or pursue other personal development goals, the strategies discussed above can serve as a roadmap to achieve success.
- Remember, personal development is a continuous process that requires effort, perseverance, and a willingness to adapt and learn.

Here are some strategies to boost motivation:

Set clear and meaningful goals: Define specific, measurable, attainable, relevant, and time-bound (SMART) goals that align with values and aspirations. Break them down into smaller milestones to maintain motivation throughout the journey.

Find the why: Identify intrinsic motivations and connect them to goals.

Celebrate progress: Acknowledge and celebrate achievements, no matter how small.

Create a supportive environment: Join professional networks, attend conferences, and engage in communities that share interests and goals.

By implementing these strategies, you can reignite motivation and maintain a high level of drive to pursue personal and professional objectives.

Modern Learners' Preferences

The typical modern worker of today is very different from two or three years ago, and this has proved the motivation for this section of the report. Here, we look to gain insight into learner preferences in 2024. What motivates them to learn? What do they expect to gain? What elements do they find effective?

When working remotely, what type of learning do you prefer?

Self-paced online modules

74%

Live virtual learning

26%

Professionals are constantly seeking effective ways to enhance their skills and knowledge. As the corporate learning industry adapts to the demands of the digital age, it is crucial to understand the preferences of remote workers when it comes to learning.

In this particular poll, we focused on the choice between self-paced online modules and live virtual learning.

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Self-paced online modules: The preferred learning method

According to our poll results, a significant majority of remote workers, 74%, expressed a preference for self-paced online modules. This method of learning allows individuals to navigate their learning journey at their own pace, granting them the flexibility to balance their work and personal commitments effectively. Let us explore the reasons behind the popularity of this learning approach.

Flexibility and convenience

One of the key advantages of self-paced online modules is the flexibility they offer. Remote workers can access educational materials at their convenience, fitting their learning into their own schedules. This flexibility eliminates the need to adhere to rigid timelines and allows professionals to learn at their own pace, maximizing their understanding and retention of the subject matter.

Personalized learning experience

Self-paced online modules empower remote workers to tailor their learning experience to their individual needs. They can choose the topics that align with their specific interests or skill gaps, ensuring they acquire the knowledge that is most relevant to their professional growth. This personalized approach fosters a sense of ownership and motivation, as professionals can focus on areas that directly impact their career development.

Access to diverse learning resources

Online learning platforms often provide a wide range of resources, including videos, interactive quizzes, case studies, and downloadable materials. This diverse set of learning resources caters to different learning styles, ensuring that remote workers can engage with the content in a manner that best suits their preferences. Additionally, these resources can be accessed repeatedly, allowing for reinforcement and deeper understanding of the subject matter.

Live virtual learning: An alternative approach

While self-paced online modules emerged as the preferred choice among remote workers, the value of live virtual learning should not be underestimated. This method, chosen by 26% of respondents, offers a real-time and interactive learning experience. There are a number of reasons why some professionals opt for this approach.

Real-time interaction and collaboration

Live virtual learning provides an opportunity for remote workers to engage in real-time discussions and collaborate with instructors and fellow learners. This synchronous learning experience fosters a sense of community and allows participants to participate actively in discussions, ask questions, and receive immediate feedback. The interactive nature of live virtual learning can enhance the learning experience and facilitate a deeper understanding of complex concepts.

Structured learning environment

For individuals who thrive in a structured learning environment, live virtual learning offers a clear framework and set schedule. This approach can help remote workers establish a routine and maintain focus during the learning sessions. Additionally, the presence of an instructor can provide guidance and clarification, ensuring that participants stay on track and make the most of their learning experience.

Networking and building professional connections

Live virtual learning often brings together professionals from different organizations and industries, creating opportunities for networking and building valuable connections. Remote workers can expand their professional network by engaging with like-minded individuals who share similar interests and goals. The connections made during live virtual learning sessions can lead to collaboration, mentorship, and future career opportunities.

Balancing preferences for optimal learning

The preferences exhibited by remote workers in our poll reveal the diverse needs and preferences within the corporate learning landscape. While self-paced online modules emerged as the frontrunner, it is important to recognize that a blend of learning methods can be beneficial in maximizing learning outcomes.

Blended learning: The ideal approach

Blended learning, incorporating a combination of self-paced online modules and live virtual learning, can offer a comprehensive and well-rounded learning experience. This approach allows remote workers to leverage the flexibility and personalized nature of self-paced modules while also benefiting from the interactive and collaborative aspects of live virtual sessions. By striking a balance between these two methods, professionals can tailor their learning journey to their individual preferences and learning objectives.

Conclusion

- As the remote work paradigm continues to shape the corporate learning landscape, it is crucial to understand the preferences of professionals when it comes to learning methods.
- By embracing a blended learning approach, professionals can harness the advantages of both methods, ensuring optimal learning outcomes while working remotely.

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What motivates you more to learn?

Career advancement
62%

38%
Personal fulfillment
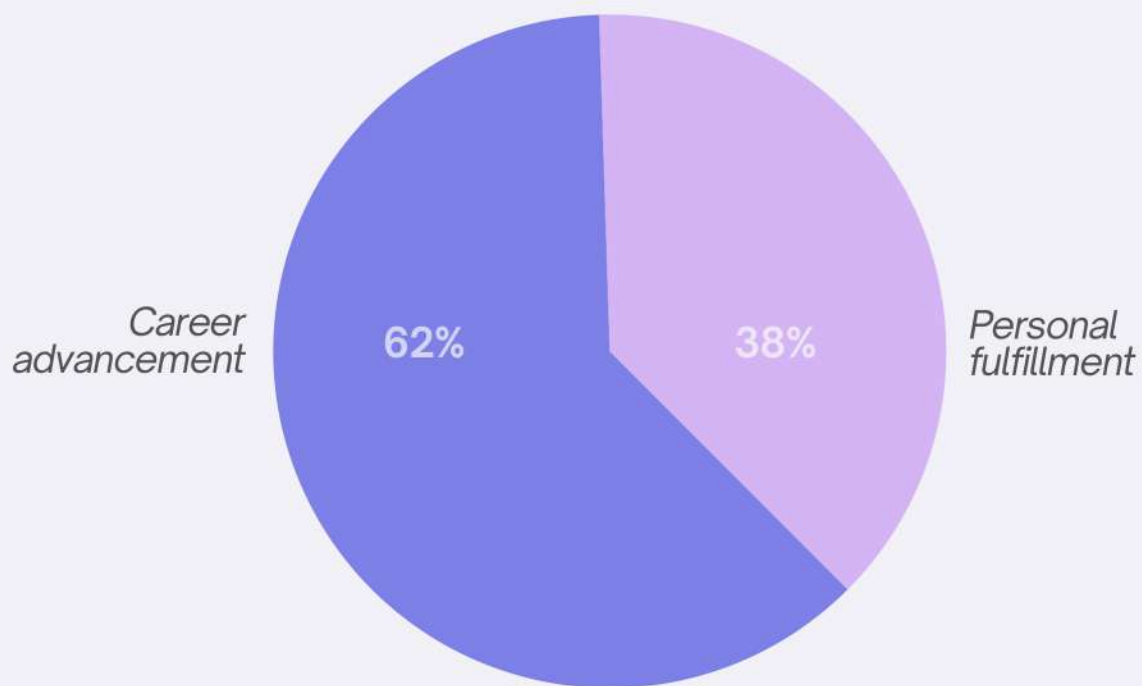
Whether it is deployed to stay relevant in our industries, boost our career prospects, or simply fulfill our personal growth aspirations, learning plays a crucial role in our professional journeys. But what exactly motivates the modern employee to learn?

Here we pitted career advancement against personal fulfillment to see which was seen as more important.

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Career advancement: Fueling professional growth

The benefits of career advancement-oriented learning

Engaging in learning for career advancement purposes offers numerous benefits. Let us briefly explore some of them now:

- **Promotion prospects:** Continuous learning equips professionals with the necessary skills and expertise to take on higher-level roles within their organizations. It positions them as strong candidates for promotions and career progression.
- **Increased earning potential:** With enhanced skills and qualifications, professionals often have leverage when negotiating salaries or seeking new job opportunities. Learning can lead to higher earning potential in the long run.
- **Expanded professional network:** Engaging in learning activities often involves networking opportunities. Building connections with industry experts and like-minded professionals can open doors to collaborations, mentorship, and valuable career advice.
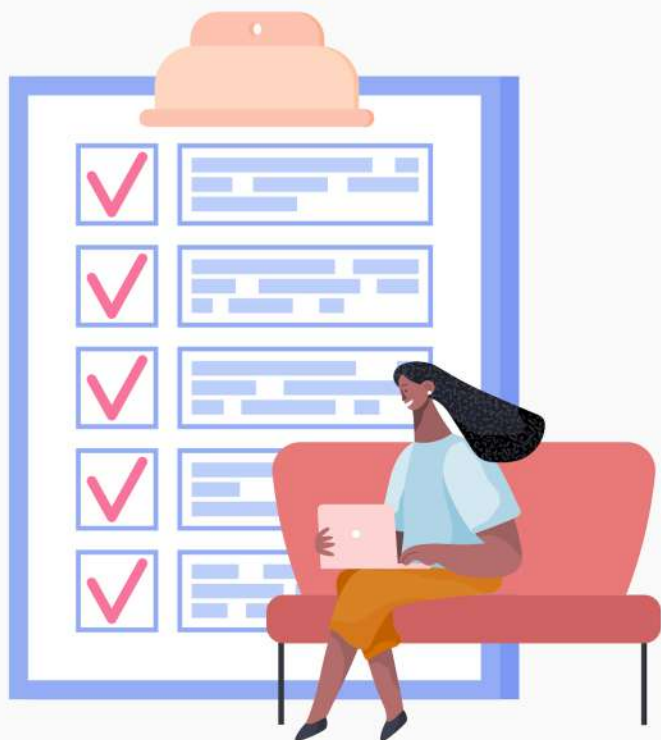
Personal fulfillment: Nurturing the mind and soul

While career advancement is a significant motivator, we must not overlook the importance of personal fulfillment when it comes to learning. Some 38% of our respondents acknowledged the desire for personal growth, and self-fulfillment is what drives them to continue their learning journeys.

The impact of personal fulfillment-oriented learning

Learning for personal fulfillment offers several benefits that go beyond career advancement:

- **Intellectual stimulation:** Engaging in learning activities that align with personal interests and passions provides a sense of intellectual stimulation. It allows professionals to explore new subjects, expand their horizons, and satisfy their curiosity.
- **Personal growth and self-confidence:** Learning for personal fulfillment fosters personal growth and boosts self-confidence. It enables professionals to develop new skills, discover hidden talents, and overcome challenges, leading to a sense of accomplishment.
- **Improved well-being:** Continuous learning has been linked to improved mental well-being. It can reduce stress, enhance cognitive function, and promote a positive mindset, ultimately contributing to overall happiness and fulfillment.
- **Lifelong learning mindset:** Embracing learning for personal fulfillment instills a lifelong learning mindset. It encourages professionals to adopt a growth mindset, continuously seek new knowledge, and remain adaptable in an ever-changing world.

INTUITION

Striking a balance: The dual motivations

While the poll results reveal a clear preference for career advancement as the primary motivator, it is crucial to strike a balance between career-driven learning and personal fulfillment-oriented learning. Both motivations are valid and can coexist harmoniously.

Professionals can prioritize career advancement by focusing on acquiring skills and knowledge directly applicable to their roles and industry demands. Simultaneously, they can also pursue learning opportunities that align with their personal interests and passions, nurturing their overall well-being and sense of fulfillment.

Conclusion

- Learning is a powerful tool for professional growth and personal fulfillment.
- By striking a balance between these dual motivations, professionals can create a holistic approach to learning, ensuring both career success and personal satisfaction.

What device do you prefer to learn on?

75%

25%

Desktop
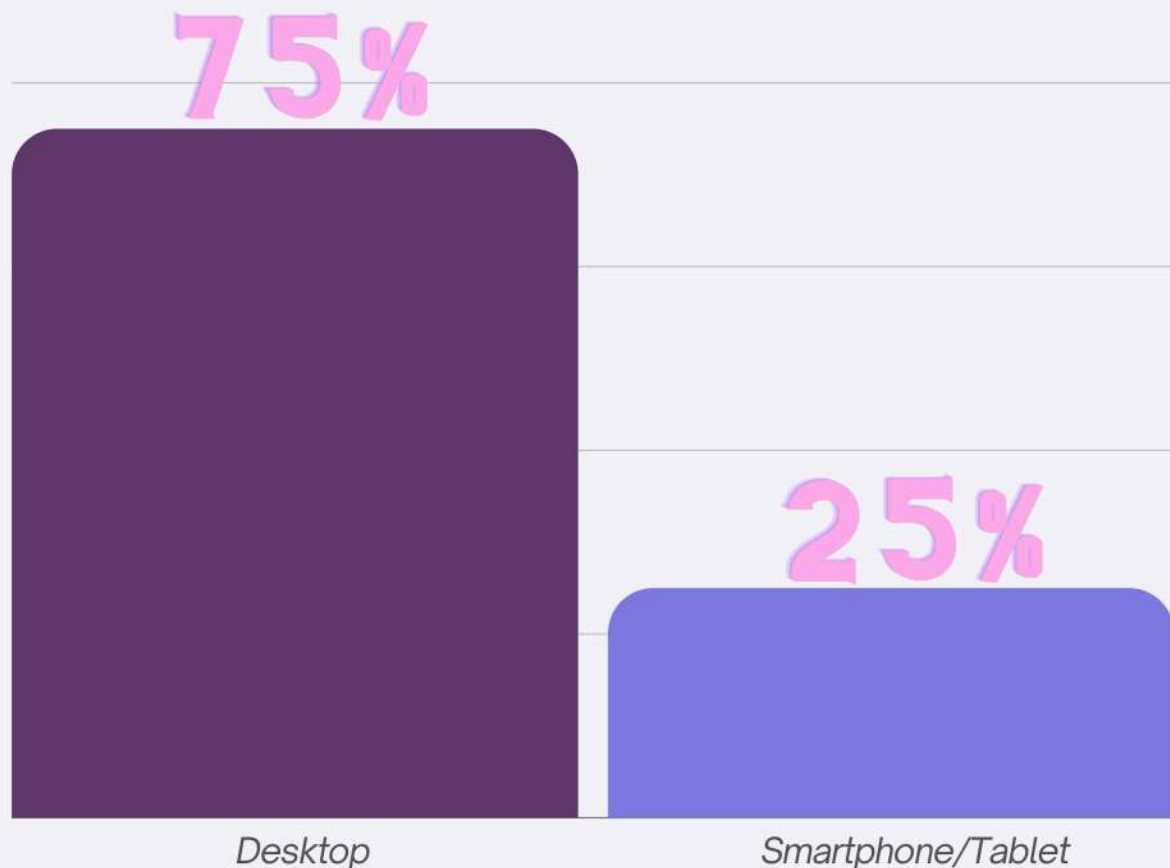
Smartphone/Tablet

The landscape of learning preferences has evolved significantly in the digital age. As technology continues to advance, the debate between desktops and smartphones/tablets as preferred learning devices has intensified. Understanding the digital divide and its impact on learning is crucial for educators, students, and educational technology developers alike.

In this poll, it was found that 75% of respondents favored desktops, while 25% preferred smartphones or tablets. This significant disparity raises interesting questions about the reasons behind these preferences and the implications for educational technology.

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The dominance of desktops in learning

Desktops have long been the go-to choice for learners, and several factors contribute to their popularity. One key advantage of desktops is their larger screen size, which allows for a more immersive and comfortable learning experience. Additionally, desktops provide better ergonomics, reducing the strain on learners' eyes and bodies during extended study sessions.

Moreover, the robust software and multitasking capabilities of desktops make them ideal for complex learning tasks. Learners can easily switch between applications, access multiple resources simultaneously, and engage in collaborative activities.

The stability and reliability of desktop systems further enhance the learning experience, reducing the likelihood of disruptions or technical glitches.

The role of smartphones and tablets in learning

While desktops dominate the learning landscape, smartphones and tablets have gained significant traction as preferred learning devices especially in recent years with the onset of improved mobile learning delivery, particularly in the form of custom apps. The rise of mobile learning applications and the increasing accessibility of smartphones and tablets have contributed to this shift in preferences.

The portability and accessibility of smartphones and tablets make them attractive options for learners. With these devices, students can access learning materials anytime, anywhere, allowing for greater flexibility in their study routines. Whether commuting, waiting in line, or taking a break between classes, learners can maximize their time and engage in productive learning activities.

The growing trend of mobile learning applications has also propelled the use of smartphones and tablets in education. These applications offer a wide range of interactive and engaging learning experiences, including gamification, quizzes, and multimedia content.

INTUITION

Comparative analysis

To better understand the pros and cons of desktops and smartphones/tablets for learning, a comparative analysis is useful here. Each device has its strengths and weaknesses, and the choice between them can significantly impact different learning styles.

PROS / CONS

	PROS	CONS
Desktops	Larger screen size enhances visual learning by providing a more comprehensive view of educational materials.	Less portable compared to smartphones and tablets, limiting learning opportunities outside of traditional settings.
	Ergonomic design promotes a comfortable learning experience, reducing strain and fatigue.	Higher cost and maintenance requirements may pose financial challenges for some learners.
	Robust software and multitasking capabilities enable complex learning tasks and seamless transitions between applications.	Limited availability in certain regions or socio-economic contexts.
Smartphones/ Tablets	Portability and accessibility allow for learning on the go, maximizing study time.	Smaller screen size may hinder visual learning and limit the display of detailed educational materials.
	Touchscreen interface facilitates interactive and tactile learning experiences.	Distractions from other applications or notifications.
	Wide range of mobile learning applications provide engaging and personalized learning opportunities.	Limited processing power and multitasking capabilities compared to desktops.

The impact of device choice on different learning styles should be considered. Visual learners may benefit from the larger screens of desktops, while auditory learners can leverage headphones and speakers on both devices. Kinesthetic learners may find smartphones and tablets more suitable for interactive and hands-on learning experiences.

Bridging the gap

The future of educational technology lies in catering to the diverse preferences of learners.

To bridge the gap between desktop and mobile learning, hybrid learning models that integrate both platforms are gaining traction. These models allow learners to transition seamlessly between devices based on their needs and preferences.

Expert opinions and insights on adaptive learning technologies shed light on the potential of personalized learning experiences. Adaptive learning platforms can analyze learners' preferences, progress, and performance to tailor educational content and methodologies accordingly. By leveraging data and artificial intelligence, these platforms can create dynamic and engaging learning environments that cater to the individual needs of each learner.

Conclusion

- The digital divide between desktops and smartphones/tablets in learning preferences highlights the need for a comprehensive understanding of learners' needs and preferences.
- While desktops continue to dominate, smartphones and tablets have made their mark with their portability and accessibility. Educators and educational technology developers must strive to create inclusive learning environments that cater to both preferences, leveraging the strengths of each device.
- As technology continues to evolve, the future of digital learning tools and methods holds great promise.
- By embracing hybrid learning models, adaptive learning technologies, and incorporating expert insights, we can empower learners and foster a more inclusive, flexible, and engaging learning experience.

INTUITION

What is your preference when taking a learning module?

Short-form (>15 mins) 78%   22% Long-form (+30 mins)
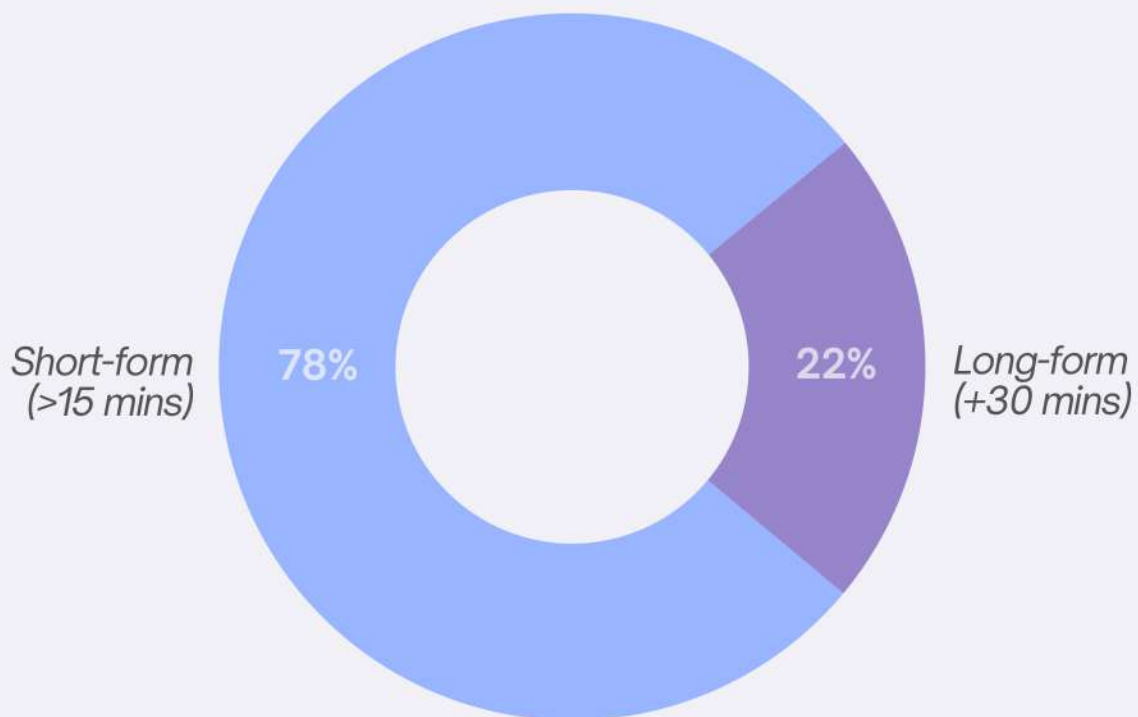
While the choice of learning device is of course important, one more influential component of a learning's effectiveness is its length. Too short, and it might not portray the needed information to make a difference. Too long, and the learner may lose interest regardless of how engaging a topic is put in front of them.

In this poll, we asked our audience whether they preferred learning under 15 minutes (short-form), or learning over 30 minutes (long-form). The vast majority opted for short-form learning (78%).

Below, we look at the characteristics of typical short-form learning along with some of the advantages of longer form learning the majority of respondents might have forgotten when casting their vote.

Understanding short-form learning modules

Short-form learning modules typically have a duration of less than 15 minutes. They are designed to deliver concise, focused content that can be easily consumed in a short amount of time. Here are some of its key characteristics:

1. Bite-sized learning
Short-form modules break down complex topics into bite-sized chunks of information. Learners can absorb the content quickly and conveniently, making it ideal for busy professionals with limited time.

2. Flexibility and accessibility
The short duration of these modules allows learners to fit them into their busy schedules. Whether it is during a lunch break or a short commute, learners can access valuable learning content whenever and wherever they are.

3. Enhanced engagement
Short-form modules are designed to capture and maintain learners' attention through interactive elements such as quizzes, videos, and animations. The dynamic nature of these modules promotes active engagement and improves knowledge retention.
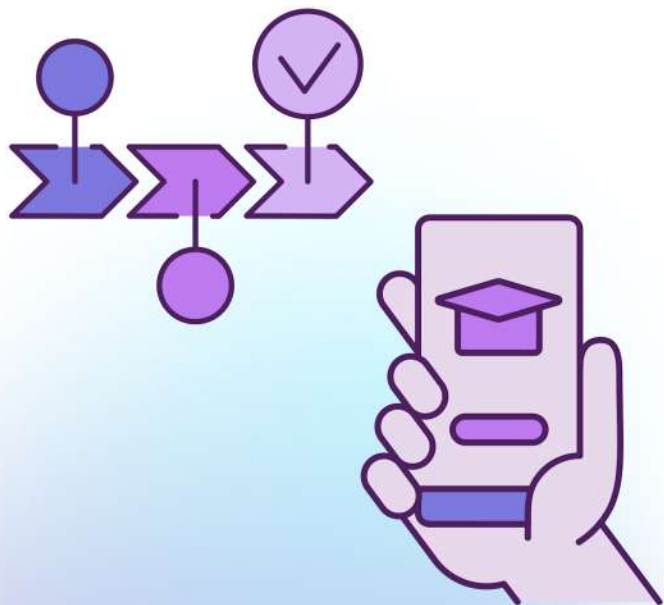
Advantages of long-form learning modules

While short-form modules dominate the preferences of learners, long-form modules still hold value for certain individuals and topics. Some of the benefits of long-form learning modules are set out below:

1. In-depth exploration
Long-form modules provide the opportunity for a thorough exploration of complex topics. Learners can delve deeper into subject matter, analyze case studies, and gain a comprehensive understanding of the content.

2. Detailed explanations and examples
With more time available, long-form modules can offer detailed explanations and real-world examples to illustrate concepts and theories. This level of depth and context enhances learners' understanding and application of the knowledge gained.

3. Comprehensive skill development
Long-form modules allow for comprehensive skill development by providing learners with ample practice opportunities, simulations, and hands-on experiences. This immersive approach fosters the application of knowledge in practical situations.

Finding the right balance

To create effective learning programs, it is crucial to strike a balance between short- and long-form modules. By offering a blend of both formats, organizations can cater to the preferences and learning styles of a diverse workforce. Here are some strategies for achieving this balance:

1. Microlearning approach
Integrate short-form modules into a microlearning approach, where learners engage in bite-sized modules that build upon each other. This approach allows for continuous learning and offers flexibility for learners to choose their own learning paths.

2. Modular design
Break down long-form modules into smaller modules that can be completed independently. This modular design allows learners to engage with the content at their own pace while still benefiting from the depth of the topics covered.

3. Personalized learning journeys
Implement personalized learning journeys that combine short-form and long-form modules based on learners' goals, preferences, and skill gaps. This approach ensures that learners receive tailored learning experiences that cater to their specific needs.

Conclusion

- The preferences of professionals regarding learning module duration have a significant impact on the design and delivery of corporate learning programs.
- The poll results clearly indicate a strong preference for short-form learning modules, emphasizing the importance of delivering concise and engaging content. However, it is essential to recognize the value of long-form modules for in-depth exploration and comprehensive skill development.
- Finding the right balance between short- and long-form modules allows organizations to create impactful learning experiences that cater to the diverse needs of their workforce.
- By adopting a blended approach and offering personalized learning journeys, organizations can empower professionals to thrive in their careers through continuous learning.

Do you prefer theory-based or practical learning?

Practical 89%

Theory-based 11%

In the world of education and professional development, there has long been a debate about the most effective approach to learning. Some argue that theory-based learning, with its emphasis on academic concepts and principles, is the foundation for success. Others believe that practical learning, which focuses on hands-on experience and real-world application, is essential for mastery. The results from this poll were interesting, with a landslide 89% of respondents favoring practical learning over theory-based approaches.

The theory-based approach

Understanding theory-based learning
Theory-based learning, also known as conceptual or academic learning, centers around the study of principles, concepts, and frameworks. It involves the acquisition of knowledge through lectures, textbooks, and research. This approach provides learners with a solid theoretical foundation in their respective fields.

Advantages of theory-based learning
- **Conceptual understanding:** Theory-based learning enables individuals to grasp the fundamental concepts and principles that underpin a subject. It provides a framework for understanding complex ideas and helps establish a strong base of knowledge.
- **Critical thinking skills:** Engaging with theories and concepts promotes critical thinking skills. Students are encouraged to analyze, evaluate, and apply theoretical frameworks to real-world scenarios, fostering a deeper understanding of the subject matter.
- **Adaptability:** A strong theoretical foundation equips individuals with the ability to adapt to new situations and challenges. They can draw upon their knowledge to solve problems and make informed decisions.

The practical approach

Exploring practical learning
Practical learning, also known as experiential or applied learning, emphasizes hands-on experience and the practical application of knowledge. It involves activities such as case studies, simulations, internships, and on-the-job training.

Advantages of practical learning
- **Real-world relevance:** Practical learning provides learners with firsthand experience in applying theoretical knowledge to real-world situations. This bridges the gap between academia and industry, preparing individuals for the challenges they will face in their careers.

- **Skill development:** Practical learning focuses on developing skills that are directly applicable in the workplace. By actively engaging in tasks and projects, individuals develop technical proficiency, problem-solving abilities, and communication skills.
- **Enhanced retention:** Research has shown that individuals are more likely to remember and retain information when they have personally experienced it. Practical learning facilitates active learning, leading to better knowledge retention and transferability.

The overwhelming preference for practical learning

The results of our LinkedIn poll revealed that an overwhelming 89% of professionals prefer practical learning over theory-based approaches. This preference can be attributed to several factors:

Real-world application
Practical learning allows individuals to directly apply their knowledge and skills in real-world scenarios. This application-oriented approach resonates with professionals who value the immediate relevance and practicality of their learning experiences.

Career readiness
In today's rapidly evolving job market, employers are increasingly seeking candidates who possess practical skills and can contribute to their organizations from day one. Practical learning equips individuals with the necessary skills and experiences to hit the ground running in their careers.

Engagement and motivation
Active participation and engagement are crucial for effective learning. Practical learning methods, such as interactive workshops, simulations, and hands-on projects, create an engaging and motivating learning environment. This dynamic approach fosters a deeper level of interest and commitment among learners.

Collaboration and networking

Practical learning often involves group projects and collaborative activities, allowing individuals to develop teamwork and networking skills. These interpersonal skills are highly valued in the workplace and can enhance career prospects.

How to apply practical learning

While it is easy to look at the benefits of practical learning, how can it be applied in an organization?

- Some of the most effective applications have been through learning features such as **software simulations**, where learners actively use the software to solve problems that will directly apply to their work.
- **Case studies** are another great method of showcasing real-world situations in a controlled learning setting.
- **Scenario-based learning** effectively enhances real-world problem-solving skills and engagement through immersive, practical simulations.

Conclusion

- The overwhelming preference for practical learning among professionals highlights the importance of hands-on experience and real-world application in today's fast-paced work environments.
- While theory-based learning provides a strong foundation, practical learning equips individuals with the skills, experiences, and confidence necessary to thrive in their careers.
- As the education landscape continues to evolve, it is crucial to strike a balance between theory and practice, leveraging the strengths of both approaches to create effective learning experiences.
- By embracing practical learning opportunities, professionals can enhance their career readiness and continuously adapt to the ever-changing demands of the modern workplace.

Do you prefer to learn online or in person?

In person 54% | 46% Online
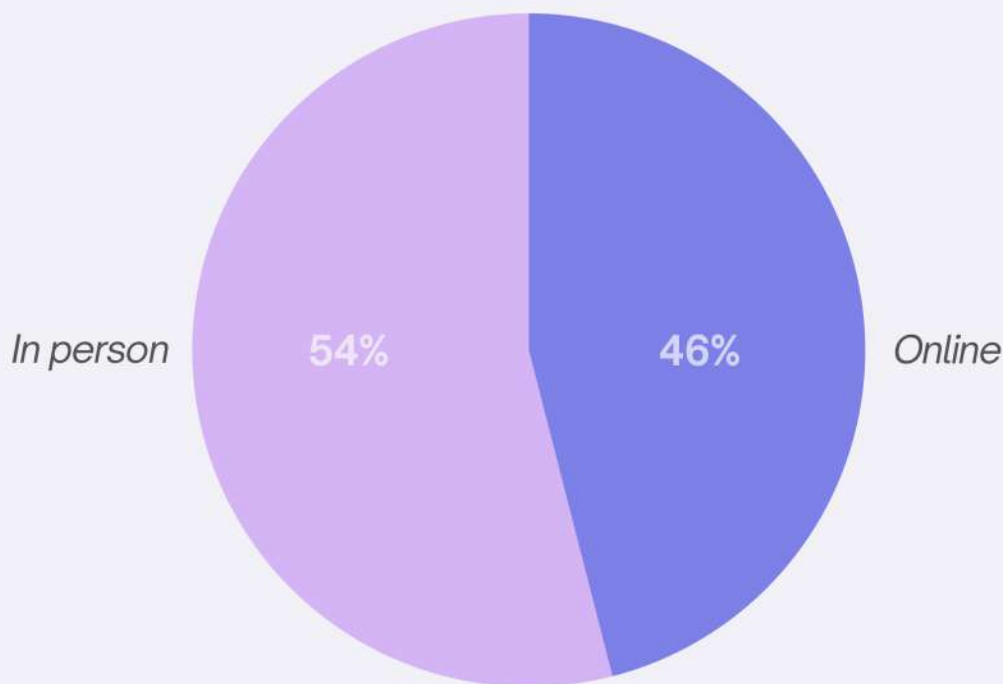
Professionals are constantly seeking effective methods to enhance their knowledge and skills. With the rise of technology, the options for learning have expanded beyond traditional in-person settings.

The advent of online learning platforms has revolutionized the way professionals acquire new information and develop their expertise.

To gain insights into the preferences of learners, this poll asked the question: "Do you prefer to learn online or in person?"

Out of the respondents, 46% favored online learning, while 54% expressed a preference for in-person learning – a roughly even split. These results highlight the importance of catering to individual learning styles and preferences in the corporate learning space.

Advantages of online learning

Flexibility and convenience

One of the key advantages of online learning is its flexibility. Professionals can access learning materials and resources at their convenience, eliminating the constraints of time and location. Online platforms offer the flexibility to learn at one's own pace, allowing individuals to balance their learning journey with their professional commitments. This flexibility enables professionals to acquire new skills and knowledge without disrupting their work schedule.

Diverse learning resources

Online learning opens up a world of diverse resources and materials. Through digital platforms, professionals can access e-books, videos, webinars, and interactive modules that cater to different learning styles. These resources provide a rich learning experience, allowing individuals to explore topics in-depth and engage with multimedia content. Additionally, online learning often offers opportunities for collaboration and networking with peers from around the globe, enhancing the overall learning experience.

Cost-effectiveness

Online learning can be a cost-effective solution for organizations and individuals alike. Traditional in-person training often involves expenses related to venue rentals, travel, and accommodation. Online learning eliminates these costs, making it a more affordable option. Organizations can allocate their training budgets more efficiently by investing in online learning platforms that offer comprehensive and customizable learning solutions.

Benefits of in-person learning

Interpersonal interacion

While online learning offers numerous advantages, in-person learning provides a unique opportunity for interpersonal interaction. Face-to-face training sessions allow professionals to engage in real-time discussions, ask questions, and receive immediate feedback from instructors and peers. This direct interaction fosters deeper connections and promotes a collaborative learning environment.

Networking and relationship building

In-person learning events, conferences, and workshops offer unparalleled networking opportunities. Building professional relationships and expanding networks is a key aspect of career growth. In-person learning facilitates networking with industry experts, mentors, and like-minded professionals, creating potential avenues for collaboration and career advancement.

Immersive learning experience

In-person learning often involves hands-on activities, simulations, and practical exercises that provide an immersive learning experience. These interactive elements enhance comprehension and retention of knowledge by allowing professionals to apply theoretical concepts in real-world scenarios. The experiential nature of in-person learning can be particularly beneficial for certain skill sets that require practical application.

Conclusion

- While online learning offers flexibility, convenience, and diverse resources, in-person learning provides valuable networking opportunities, interpersonal interaction, and immersive experiences.
- As the corporate learning landscape continues to evolve, it is crucial to recognize and accommodate the diverse preferences of professionals.
- By offering a blend of online and in-person learning options, organizations can cater to the individual needs of their employees, fostering a culture of continuous learning and professional development.

What is your preferred way of learning at work?

42% Online courses

24% In-person training

27% Coaching/mentoring

7% Other
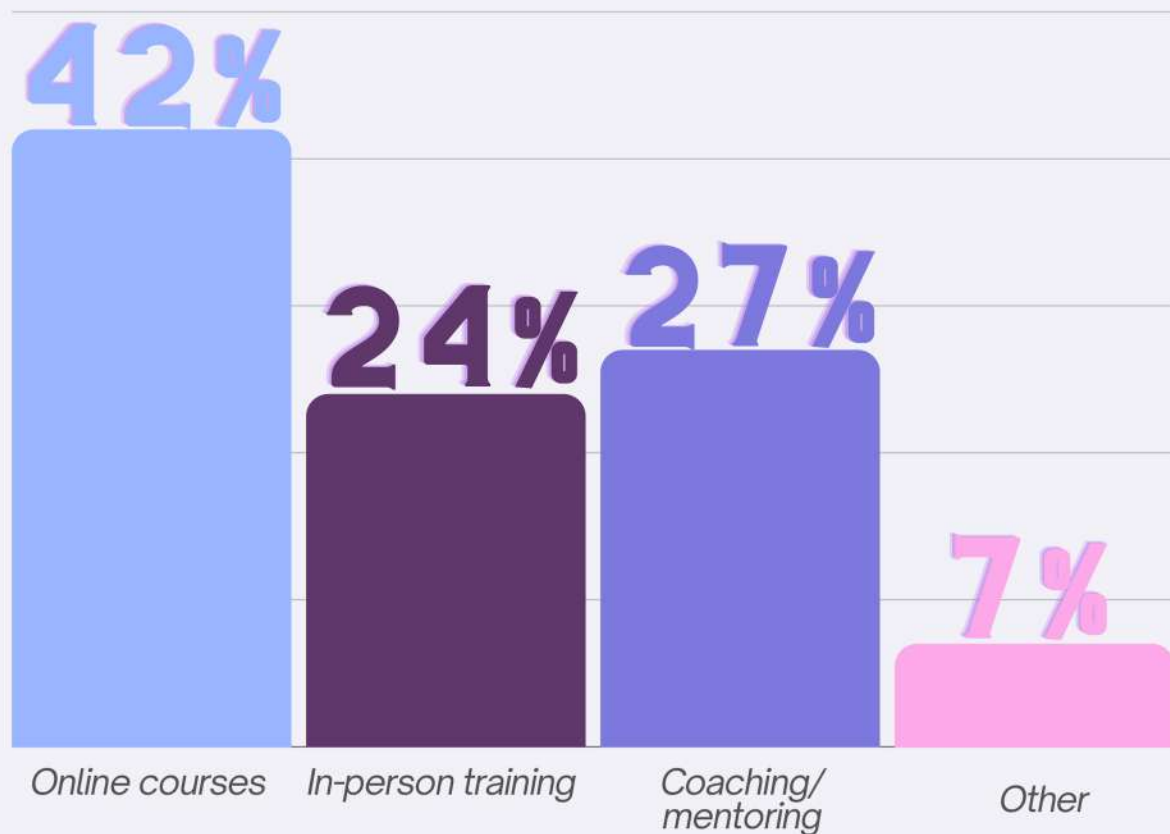
In today's rapidly evolving business landscape, continuous learning and development are essential for professionals to stay relevant and thrive in their careers.

Let us now explore the findings of this poll and gain valuable insights into the most effective learning strategies for professionals.

INTUITION

Online courses: Expanding knowledge at your fingertips

With the rapid advancement of technology, online courses have become increasingly popular among professionals seeking to enhance their skills and knowledge. According to our poll, 42% of participants prefer online courses as their primary mode of learning at work. This preference can be attributed to several key advantages:

- Flexibility and accessibility
- Diverse learning formats
- Cost
- Continual updates and relevance

While online courses offer numerous benefits, it is important to consider certain factors when choosing this mode of learning. Professionals should evaluate the credibility of the course provider, ensure the course aligns with their specific learning objectives, and maintain self-discipline to complete the coursework within the designated period.

In-person learning: Collaborative learning for immersive experiences

Despite the growing popularity of online courses, our poll revealed that 24% of professionals still prefer in-person training as their preferred method of workplace learning. In-person training offers unique advantages that are particularly valuable in certain contexts:

- **Hands-on learning:** In-person training provides participants with the opportunity to engage in practical exercises, simulations, and group activities. This hands-on approach fosters experiential learning, enabling professionals to apply their knowledge in real-world scenarios.
- **Networking and collaboration:** In-person training sessions create an environment conducive to networking and collaboration. Participants can interact with industry peers, exchange ideas, and establish valuable connections that may enhance their professional growth and opportunities.
- **Immediate feedback and Q&A:** Direct interaction with instructors allows participants to seek immediate clarification on complex topics and receive personalized feedback. This interactive element contributes to a deeper understanding of the subject matter and facilitates the resolution of any doubts or queries.
- **Motivation and accountability:** In-person training provides a structured learning environment that promotes accountability and motivation. Participants benefit from the presence of instructors and peers, which can enhance their commitment to the learning process and ensure consistent progress.

While in-person training offers unique benefits, it is important to consider the associated challenges, such as travel expenses, time constraints, and limited availability of specific courses.
Organizations should carefully evaluate the relevance and cost-effectiveness of in-person training programs to ensure optimal utilization of resources.

Coaching/mentoring: Guided growth for professional success

A significant portion of professionals, 27% according to our poll, prefer coaching/mentoring as their primary mode of learning at work. This preference stems from the valuable guidance and support that mentors offer throughout their mentees' professional journeys:

- **Personalized guidance:** Coaching/mentoring provides individuals with personalized guidance tailored to their unique needs, strengths, and areas for improvement. Mentors offer valuable insights, share their own experiences, and provide advice on navigating challenges and seizing opportunities.
- **Accountability and goal setting:** Mentors help professionals set clear goals, develop action plans, and hold them accountable for their progress. This structured approach fosters personal and professional growth, ensuring individuals stay focused and motivated toward achieving their objectives.

- **Enhanced self-awareness:** Through regular interactions with mentors, professionals gain a deeper understanding of their strengths, weaknesses, and areas for development. This self-awareness enables individuals to leverage their strengths and address any limitations, ultimately leading to improved performance and career advancement.
- **Long-term support and networking:** Mentors often serve as long-term supporters, providing ongoing guidance and acting as advocates for their mentees. Additionally, mentoring relationships can expand individuals' networks, connecting them with industry professionals and potential opportunities.

It is important for professionals seeking coaching/mentoring to establish a mutually beneficial relationship built on trust, open communication, and shared goals. The selection of a mentor should be based on their expertise, experience, and alignment with the mentee's aspirations.

Other methods: Exploring alternative approaches to learning

While online courses, in-person training, and coaching/mentoring are the most prevalent preferences among professionals, our poll also revealed that 7% of participants opted for other methods of learning at work. These alternative approaches can include:

Self-study and independent research
Some professionals prefer self-study and independent research to acquire knowledge and skills at their own pace, utilizing resources such as books, articles, and online tutorials.

Job shadowing and cross-functional projects
Job shadowing and cross-functional projects offer hands-on learning experiences by immersing professionals in different roles or departments within their organization.

Webinars and virtual events
Webinars and virtual events provide opportunities for professionals to access expert insights, industry trends, and best practices from the comfort of their own workspace.

The choice of alternative methods depends on individual preferences, learning styles, and the specific learning objectives professionals aim to achieve. It is essential for individuals to assess the effectiveness and relevance of these methods within their unique professional contexts.

Conclusion

- The results of our corporate learning poll highlight the diverse preferences professionals have when it comes to learning at work.
- Online courses, in-person training, coaching/mentoring, and alternative methods all offer distinct advantages that can enhance professional development.
- To maximize the benefits of workplace learning, professionals should consider adopting an integrated approach that combines the strengths of different methods.
- By leveraging online courses for flexibility and accessibility, engaging in in-person training for immersive experiences, seeking guidance through coaching/mentoring relationships, and exploring alternative methods, professionals can create a comprehensive learning journey tailored to their individual needs and career aspirations.

INTUITION

Do you prefer to learn alone or as part of a group?

Alone 57%   43% Group
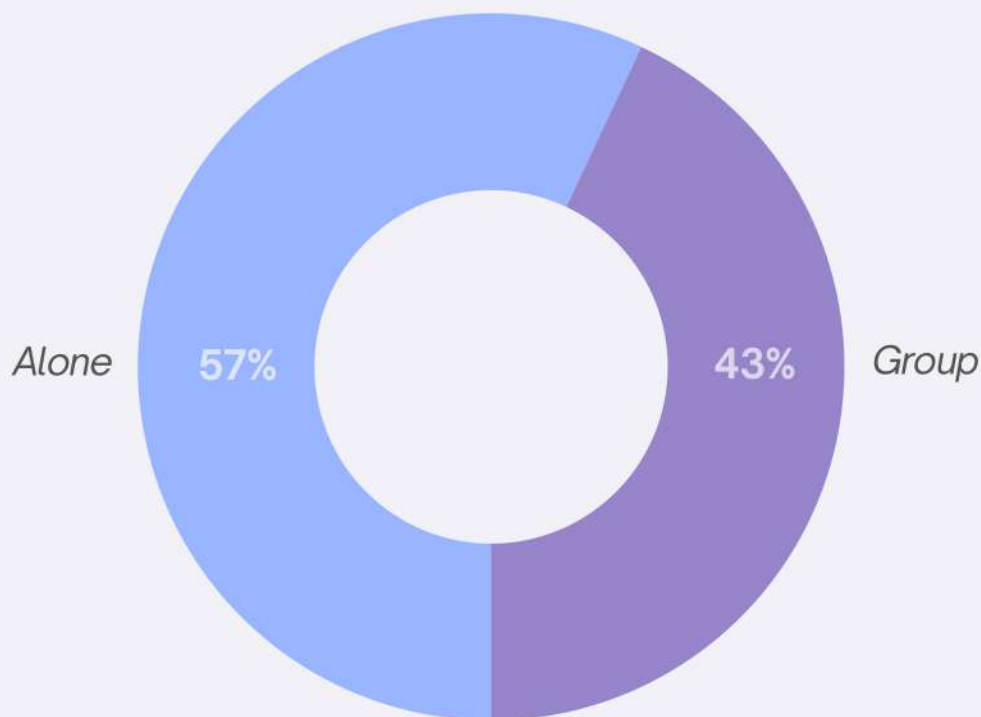
The methods and preferences for acquiring knowledge and skills are constantly evolving. One of the key questions that arises is whether individuals prefer to learn alone or as part of a group.

Understanding this preference can inform learning strategies and help organizations tailor their programs to meet the needs and preferences of their employees.

These results indicate that a majority of finance professionals prefer to learn alone, with 57% of respondents choosing this option. However, a significant portion, 43% of respondents, expressed a preference for group learning.

The benefits of learning alone

Flexibility and personalization
Learning alone offers several benefits that appeal to finance professionals. One of the key advantages is the flexibility it provides. When learning alone, individuals have the freedom to choose their own pace and schedule. This flexibility allows them to tailor their learning experience according to their specific needs and preferences. They can focus on topics that are most relevant to their roles and career aspirations, enabling them to personalize their learning journey.

Self-reflection and deep focus
Learning alone also allows individuals to engage in self-reflection and deep focus. By eliminating distractions and external influences, learners can concentrate on absorbing information and developing a deeper understanding of the subject matter. This level of focus can lead to enhanced retention and comprehension, as learners can delve into complex concepts without interruptions.

Independence and autonomy
Another advantage of learning alone is the sense of independence and autonomy it provides. Individuals can take ownership of their learning journey, exploring topics of interest and pursuing their professional development goals without external constraints. This level of independence fosters a sense of empowerment and self-directed learning, enabling individuals to take charge of their own growth and development.

The benefits of learning in a group

Collaboration and peer learning
While learning alone has its merits, there are also compelling reasons for finance professionals to engage in group learning. One of the primary benefits of learning in a group is the opportunity for collaboration and peer learning. When individuals come together to learn, they can exchange ideas, insights, and experiences, fostering a rich learning environment. Collaborative learning allows for a diversity of perspectives, promoting critical thinking, problem-solving, and innovation.

Networking and relationship building
Group learning provides a platform for networking and relationship building within the finance industry. By participating in group learning activities, professionals have the chance to connect with peers, expand their professional networks, and forge valuable relationships. These connections can open doors to new opportunities, mentorship, and collaborations, enhancing career prospects and professional growth.

Accountability and motivation
Learning in a group setting also offers a sense of accountability and motivation. When individuals are part of a learning community, they feel a sense of responsibility to contribute and actively engage in the learning process. The presence of peers can serve as a motivator, encouraging individuals to stay committed to their learning goals and overcome challenges. Group dynamics and shared learning experiences can foster a supportive environment that promotes growth and continuous improvement.

Finding the right balance

It is essential to recognize learning preferences can vary among finance professionals, and there is no one-size-fits-all approach. Some individuals may thrive in independent learning environments, while others may thrive in collaborative group settings. Organizations and learning professionals should aim to strike a balance between individual and group learning opportunities to cater to the diverse needs and preferences of their employees.

By offering a mix of learning formats, such as self-paced online courses, virtual group discussions, and in-person workshops, organizations can provide options that cater to different learning styles and preferences. This approach ensures that individuals have the opportunity to learn in a way that best suits their needs while also fostering collaboration and community.

Conclusion

- Each approach offers unique benefits, and organizations should strive to create a learning ecosystem that accommodates both individual and group preferences.
- By understanding and catering to the diverse learning needs of their employees, organizations can foster a culture of continuous learning and professional growth in the finance industry.

What is your favorite way to learn?

Live classes	**38%**
Watch video	**34%**
Read	**22%**
Other	**6%**
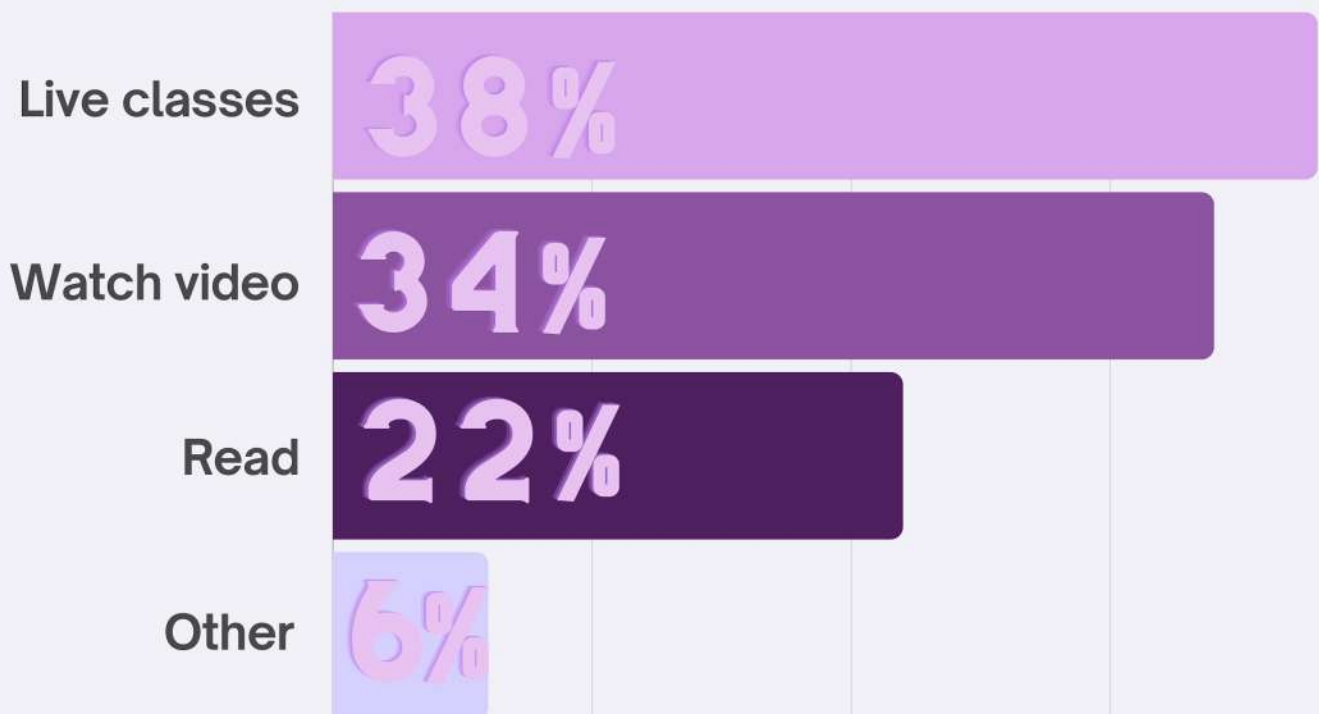
These results highlight the diverse ways in which individuals absorb and retain information. Let us take a deeper-dive into each learning method and explore their unique advantages..

INTUITION

Read: The power of words

Reading is a classic and timeless way of learning. Whether it be books, articles, or research papers, immersing oneself in written material can be an enriching experience. Here are some key benefits of the reading method:

In-depth knowledge:
Reading allows for a deep-dive into a topic, providing comprehensive information and insights that can be beneficial for professionals seeking expertise in a particular area.

Flexibility and convenience:
With the advent of e-books and online resources, reading has become more accessible than ever. Professionals can now access a vast library of knowledge at their fingertips, anytime and anywhere.

Active engagement:
Reading requires active participation and mental stimulation. It enhances critical thinking skills, improves vocabulary, and fosters a deeper understanding of complex concepts.

Watch video: Visualizing learning

In an era dominated by multimedia content, videos have become an increasingly popular and effective way of learning. Here is why many professionals prefer this method:

Engaging and interactive:
Videos capture attention and engage multiple senses, making the learning experience more enjoyable and memorable. Visuals, animations, and demonstrations can bring concepts to life, enhancing comprehension.

Time efficiency:
Videos often condense complex information into bite-sized segments, making it easier to grasp and retain knowledge. Professionals can learn at their own pace and revisit specific sections as needed.

Accessible demonstrations:
Videos are particularly effective for showcasing practical skills and techniques. Whether it be software tutorials, presentations, or hands-on demonstrations, visual learning can significantly enhance skill acquisition.

INTUITION
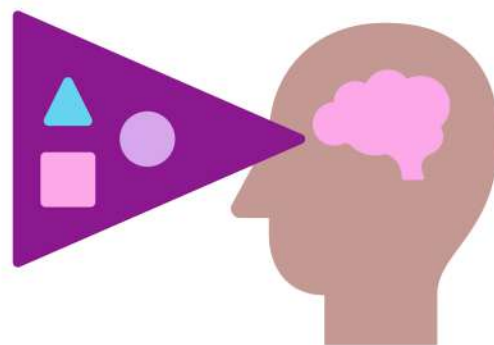
Live classes: the power of interaction

For those who thrive on interpersonal connections and structured environments, live classes offer a unique learning experience. There are some particular reasons why professionals prefer this method:

Real-time interaction:
Live classes provide opportunities for direct interaction with instructors and fellow learners. This fosters a sense of community, facilitates discussions, and encourages active participation.

Immediate feedback:
In live classes, professionals can receive immediate feedback from instructors, allowing them to address questions, clarify doubts, and deepen their understanding of the subject matter.

Networking opportunities:
Live classes often bring together professionals from various backgrounds, creating networking opportunities and the chance to learn from peers' experiences and perspectives

Choosing the right learning method

While the poll results indicate the preferences of professionals, it is important to remember that everyone has different learning styles and needs.

The key is to find the method that resonates with your employees. Here are a few factors to consider when choosing a learning method:

Learning objectives:
Define the learning objectives before selecting a method. Are you seeking in-depth knowledge, practical skills, or a combination of both?

Preferred format:
Consider personal preferences. Do employees enjoy reading and reflecting on written material, or do they prefer visual and interactive experiences?

Time availability:
Determine the time available for learning. Some methods may require more time commitment than others.

Learning environment:
Reflect on the environment in which you feel most comfortable and focused. Some individuals thrive in self-paced settings, while others prefer the structure and accountability of live classes.

Conclusion

- By understanding the advantages and benefits of each method, you can make informed decisions and tailor learning experiences to suit employee's needs.
- Whether employees prefer the power of words, the visual appeal of videos, or the interactive nature of live classes, the most important thing is to embark on a learning journey that inspires and empowers your workforce.

2024

What to expect from the world of learning in 2024

What will 2024 hold for the future of learning? With aggressive changes in the corporate landscape over the past few years has come a large shift in how we do work on a daily basis. A change in learning naturally followed.

What emerging learning format will most influence professional development in 2024?

Bar chart:
- VR/AR: 14%
- Gamification: 32%
- Microlearning: 48%
- Other: 6%
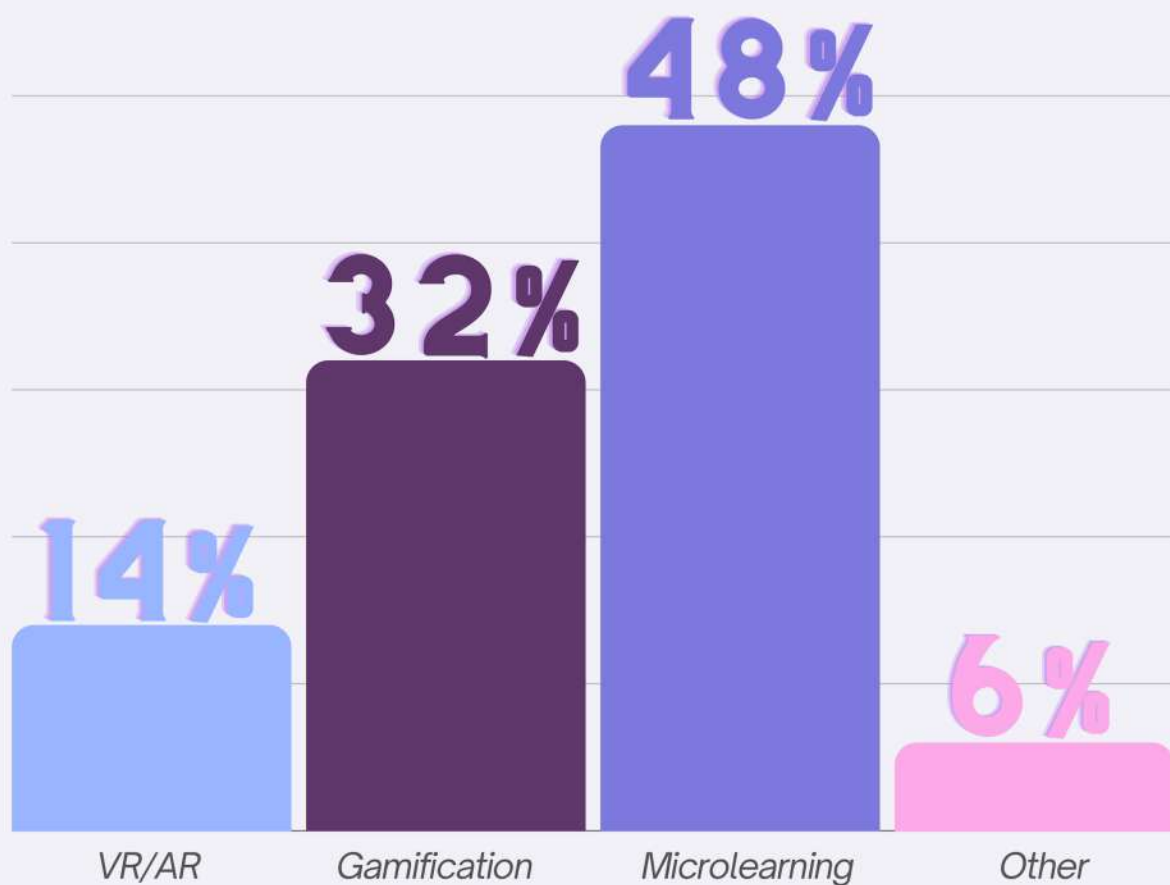
In professional development, staying ahead of the curve is crucial for individuals and organizations alike. As technology continues to advance, new learning formats are emerging to enhance the way professionals acquire knowledge and skills.

Virtual reality/Augmented reality (VR/AR)

Virtual reality/augmented reality (VR/AR)
Virtual reality and augmented reality technologies have been steadily gaining traction in various industries, and their potential impact on professional development is significant.

Some 14% of respondents believed that VR/AR would be the leading learning format in 2024. VR/AR offers immersive experiences that enable professionals to simulate real-world scenarios and enhance their learning through interactive and engaging environments.

Benefits of VR/AR in Professional Development

- **Realistic simulations:** VR/AR allows professionals to practice skills in realistic virtual environments, such as medical procedures, engineering simulations, or customer service scenarios.
- **Enhanced engagement:** Immersive experiences captivate learners' attention and increase engagement, leading to more effective learning outcomes.
- **Safe experimentation:** VR/AR enables professionals to experiment and make mistakes in a risk-free environment, facilitating learning and skill development.
- **Remote collaboration:** VR/AR technologies can facilitate remote collaboration and provide opportunities for professionals to work together in virtual spaces, regardless of their physical locations.

Gamification
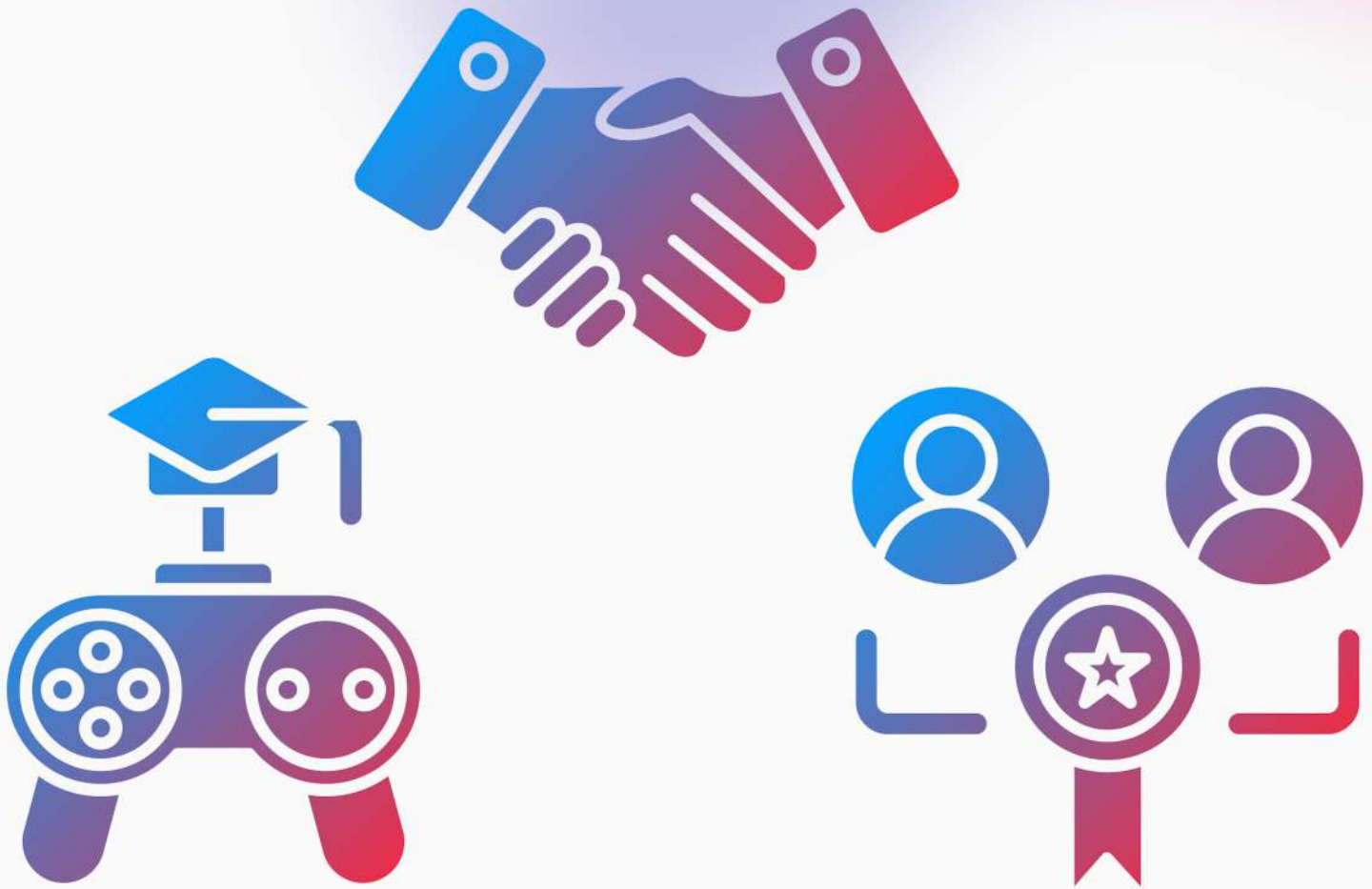
Gamification, the application of game elements and mechanics in non-game contexts, is another emerging learning format that garnered significant attention in the poll, with 32% of respondents endorsing its potential in professional development. By integrating game-like elements, such as points, badges, leaderboards, and challenges, gamification makes learning more enjoyable, engaging, and motivating.

Advantages of gamification in professional development

- **Increased motivation:** Gamification taps into individuals' intrinsic motivation and competitive spirit, driving them to actively participate and excel in learning activities.

- **Immediate feedback:** Gamified learning platforms provide instant feedback, allowing professionals to track their progress and identify areas for improvement in real time.

- **Skill reinforcement:** Through gamification, professionals can reinforce newly acquired knowledge and skills by applying them in simulated scenarios or solving challenges.

- **Social interaction:** Gamified learning often encourages social interaction and collaboration among professionals, fostering a sense of community and peer learning.

Micro-learning

Micro-learning, characterized by short, bite-sized learning modules, is gaining popularity as professionals seek convenient and time-efficient ways to acquire new skills.

48% of respondents believed that micro-learning would have a significant impact on professional development in 2024.

Key features of micro-learning

- **Concise and focused:** Micro-learning delivers information in short bursts, usually ranging from a few minutes to 15 minutes, focusing on specific learning objectives.
- **Flexibility and accessibility:** Professionals can access micro-learning modules anytime, anywhere, using various devices, making it ideal for just-in-time learning.
- **Personalized learning paths:** Micro-learning platforms often offer personalized learning paths based on professionals' interests, needs, and skill levels, ensuring relevant and targeted content delivery.
- **Continuous learning:** Professionals can engage in micro-learning regularly, allowing for continuous skill development and knowledge retention over time.

Conclusion

- As we look ahead to 2024, emerging learning formats are poised to shape the future of professional development.
- By embracing these emerging formats, professionals can stay competitive and adapt to the evolving demands of their industries.
- Harnessing the power of technology and innovative learning approaches will evolve the way professionals acquire and apply knowledge in the years to come.

What will be your biggest professional challenge in 2024?

Work-life balance   34%   29%   Keeping skills up-to-date

37%

Staying ahead of the competition
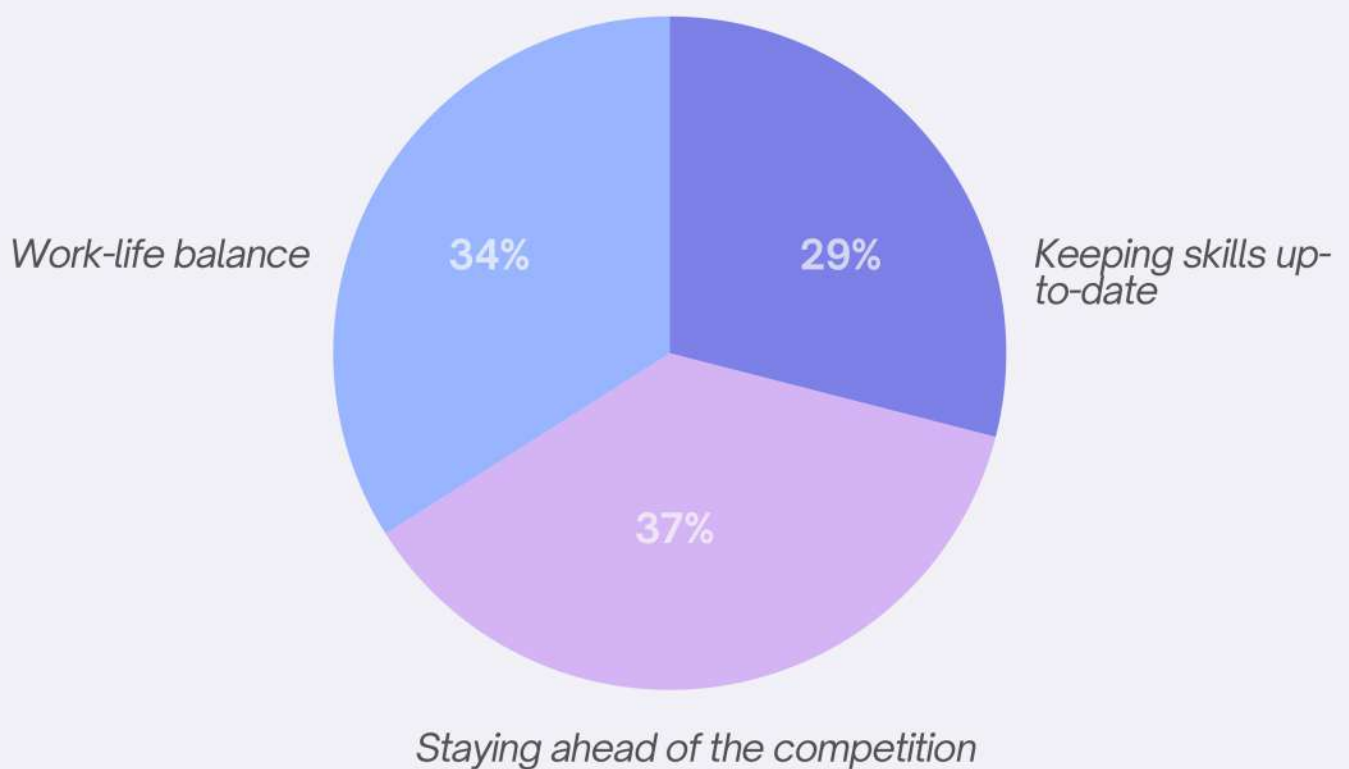
The results from this poll focused on three significant challenges: keeping skills up-to-date, maintaining work-life balance, and staying ahead of the competition.

INTUITION

The importance of keeping skills up-to-date

In an era of constant technological advancements and evolving industry trends, keeping skills up-to-date has become a critical priority for professionals across sectors. With 29% of respondents identifying this as their primary challenge, it is clear that individuals recognize the need to continuously learn and adapt to remain relevant in their roles.

Adapting to technological advancements
Advances in technology are transforming the way we work, demanding that professionals acquire new skills to leverage emerging tools and systems effectively. Automation, artificial intelligence, and data analytics are revolutionizing industries, making it imperative for professionals to stay abreast of these developments. By staying updated on the latest technologies and embracing digital transformation, professionals can enhance their productivity, efficiency, and overall effectiveness.

Navigating industry changes
Industries are constantly evolving, with new processes, regulations, and market dynamics shaping the way businesses operate. To thrive in such an environment, professionals must proactively seek opportunities to expand their knowledge and skills. This could involve attending industry conferences, participating in webinars, or pursuing relevant certifications. By staying informed about industry trends and best practices, professionals can position themselves as valuable assets within their organizations.

Balancing work-life demands

Achieving a healthy work-life balance is an ongoing challenge for professionals in today's fast-paced world. With 34% of respondents citing work-life balance as their primary concern, it is evident that individuals are seeking strategies to harmonize their personal and professional lives effectively.

Setting boundaries and prioritizing
Establishing clear boundaries between work and personal life is essential to maintain a healthy balance. Professionals should define specific working hours and dedicate time to personal pursuits, family, and self-care. By setting priorities and effectively managing their time, individuals can ensure that work commitments do not encroach upon their personal lives, reducing stress and promoting overall well-being.

Embracing flexible work arrangements
The rise of remote work and flexible schedules has provided professionals with newfound opportunities to achieve a better work-life balance. By leveraging these arrangements, individuals can tailor their work schedules to suit their personal needs, whether it is caring for family members, pursuing hobbies, or maintaining a healthy lifestyle. Embracing flexible work options can enhance job satisfaction, productivity, and overall happiness.

Staying ahead of the competition

In a competitive job market, professionals must continually strive to stay ahead and differentiate themselves from their peers. With 37% of respondents recognizing the need to outperform their competition, it is clear that individuals are seeking strategies to stand out from their peers and secure their professional success.

Continuous learning and skill development

To remain competitive, professionals must adopt a growth mindset and embrace continuous learning. This involves actively seeking opportunities to acquire new skills, expand their knowledge base, and stay updated on industry trends. Engaging in professional development activities, such as attending workshops, pursuing advanced degrees, or participating in online courses, can give professionals a competitive edge and demonstrate their commitment to personal and professional growth.

Building a strong professional network

Networking plays a crucial role in professional success, providing opportunities for collaboration, mentorship, and career advancement. Building a strong professional network involves actively engaging with colleagues, attending industry events, and leveraging social media platforms like LinkedIn. By fostering meaningful connections, professionals can tap into a diverse pool of resources, gain valuable insights, and open doors to new opportunities.

Conclusion

- As we look ahead to what 2024 will bring, professionals face significant challenges in keeping their skills up-to-date, achieving work-life balance, and staying ahead of the competition.
- By recognizing the importance of continuous learning, embracing flexible work arrangements, and investing in professional growth, individuals can navigate these challenges effectively.

Which skill area do you think will be most important for professionals in 2024?

Human skills 54%

28% AI skills

18% Tech skills
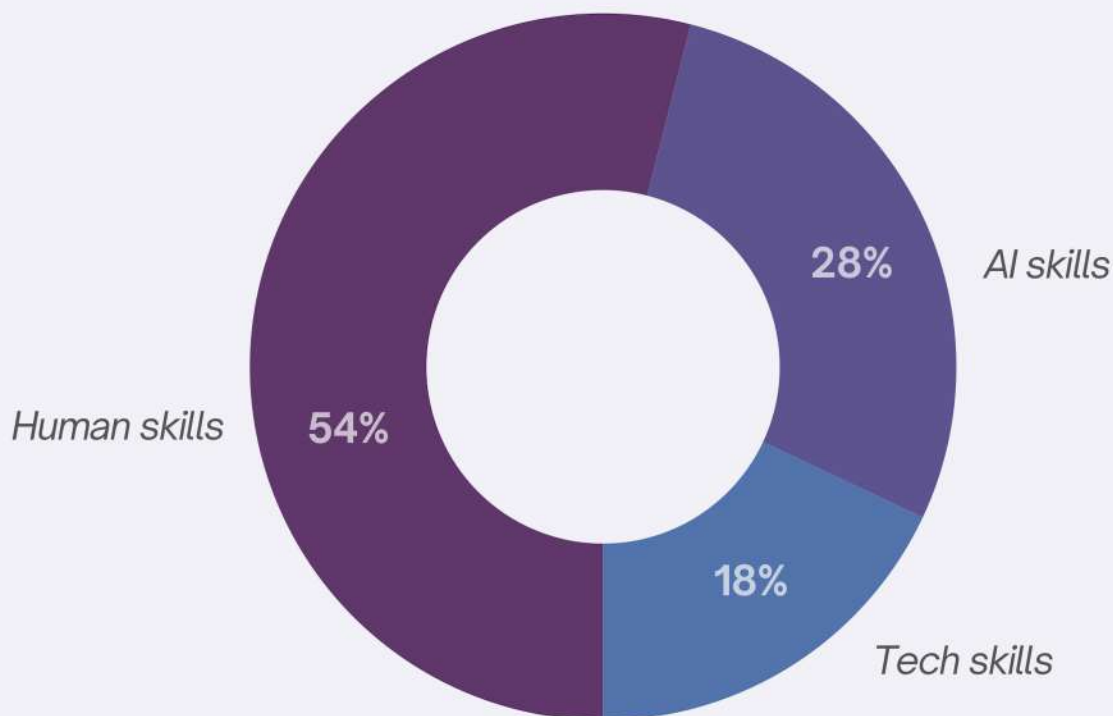
With advancements in technology and the increasing demand for specialized expertise, professionals need to constantly adapt and acquire new skills to remain competitive.

The poll asked professionals to choose the skill area they believed would be most important for professionals in 2024. Out of the respondents, 54% believed that Human Skills would be the most crucial, while 28% emphasized the importance of AI Skills. The remaining 18% felt that Tech Skills would be the primary focus for professionals in 2024.

INTUITION

Human skills: The key to success

Professionals recognize the significance of Human Skills in the future workplace. Human Skills, also known as soft skills or interpersonal skills, encompass a wide range of abilities that are essential for effective communication, collaboration, and leadership. These skills include emotional intelligence, critical thinking, problem-solving, adaptability, and communication skills.

In today's increasingly interconnected world, the ability to connect with others on a human level and navigate complex social dynamics is invaluable. Human Skills enable professionals to build strong relationships, foster teamwork, and effectively manage conflicts. These skills are particularly important as automation and AI continue to reshape the workforce, as they are difficult to replicate with technology.

The rise of AI skills

While Human Skills took the lead in the poll, AI Skills emerged as a significant area of focus for professionals in 2024, with 28% of respondents emphasizing their importance. The rapid advancements in artificial intelligence and machine learning have transformed industries and created new opportunities for professionals with expertise in these areas.

AI Skills encompass a range of competencies, including machine learning, data analysis, natural language processing, and algorithm development. Professionals who possess AI Skills can leverage these technologies to automate processes, gain insights from data, and develop innovative solutions. As AI continues to evolve, professionals with AI Skills will be in high demand across industries.

The relevance of tech skills

While Human Skills and AI Skills took the spotlight in the poll, Tech Skills were not far behind, with 18% of professionals recognizing their significance for 2024. Tech Skills refer to the technical competencies required to navigate and leverage emerging technologies. These skills encompass coding, software development, cybersecurity, cloud computing, and data management.

In an increasingly digitized world, professionals with Tech Skills can thrive in roles that require a deep understanding of technology and its applications. Tech Skills are essential for implementing and maintaining technological infrastructure, developing software solutions, and ensuring data security. As technology continues to advance, professionals with Tech Skills will play a critical role in driving innovation and growth.

The importance of skill development

While the emphasis may vary across different skill areas, it is evident that professionals need to invest in their personal and professional growth to remain relevant and competitive.

Developing Human Skills, such as communication, emotional intelligence, and critical thinking, can enhance one's ability to collaborate effectively, lead teams, and adapt to changing circumstances. AI Skills, including machine learning and data analysis, enable professionals to leverage emerging technologies and drive innovation. Tech Skills, such as coding and cybersecurity, equip professionals with the technical expertise required to navigate a dynamic digital landscape which poses new challenges every day.

Conclusion

- As professionals look toward the future, it is clear that a diverse skill set is essential for success.
- While Human Skills remain at the forefront, professionals must also recognize the growing importance of AI Skills and Tech Skills.
- By investing in skill development and staying abreast of industry trends, professionals can position themselves for success in 2024 and beyond.

INTUITION

What technology will most impact corporate learning in 2024?

AI-powered custom learning — 67%

Mobile-first learning — 33%

Immersive VR learning programs — 0%

In an era when technology is one of the fastest-moving parts of business, it would be remiss not to gather opinions on some of the most impactful pieces of tech on the corporate learning space. Here, we posed this question to the Intuition audience, with some rather surprising results.

The rise of AI-powered custom learning

In the past decade, we have witnessed an unprecedented rise in the adoption of artificial intelligence (AI) across various industries. Among these, one of the sectors that has been significantly transformed by AI is education.

Custom learning on the rise

Custom learning, which caters to the distinct learning styles and paces of individual learners, is experiencing a surge. AI has been instrumental in enabling this personalized approach on a large scale, thereby heightening its efficacy and impact.

The shift toward mobile-first learning

Another noteworthy trend that has emerged is the rising acceptance of Mobile-First Learning. With 33% of respondents vouching for its impact, this approach is steadily gaining traction in the corporate world.

Mobile learning: A necessity in the remote work era

The shift toward remote work culture, accelerated by the COVID-19 pandemic, has made mobile learning a necessity rather than a luxury. The ability to learn anytime, anywhere, has become a significant advantage in today's fast-paced corporate world.

VR-driven learning programs

Somewhat surprisingly, Immersive VR Learning Programs, despite their innovative approach and immersive learning experiences, did not garner any votes in the poll. This result sparks curiosity and warrants a deeper look into the reasons behind it.

VR learning: the roadblocks

While virtual reality (VR) promises a host of benefits, its adoption in corporate learning is still in its nascent stages. High implementation costs, lack of accessibility, and the need for specialized hardware are some of the roadblocks hindering its widespread adoption.

Is VR still relevant? Or just overshadowed by AI?

The lack of votes for this learning technology does not discount it as a learning technology, however; rather, it highlights the current power of AI in particular given it generated a third of the vote.

The potential of AI-powered custom learning

AI-Powered Custom Learning brings a plethora of benefits to the table. From personalized learning paths to predictive analytics, AI has the potential to take custom learning to new heights.

The impact of AI-powered learning on corporate training

AI-powered learning can revolutionize corporate training by providing a more personalized, engaging, and efficient learning experience. It can also enhance the decision-making capabilities of organizations by providing valuable insights into the learning behaviors and preferences of their employees.

The significance of mobile-first learning

Mobile-First Learning, as the term suggests, prioritizes the mobile learning experience over other platforms. Given the ubiquity of mobile devices and the convenience they offer, it is no surprise that this approach is finding favor in the corporate world.

The benefits of mobile-first learning

Mobile-First Learning brings numerous benefits, including flexibility, accessibility, and increased learner engagement. It also aligns seamlessly with the increasingly popular micro-learning trend, where learners consume small, manageable chunks of information at their own pace.

The future of technology in corporate learning

AI and mobile learning: A dynamic duo?

The poll results reflect a clear inclination toward AI-Powered Custom Learning and Mobile-First Learning. These two technologies, either individually or in synergy, are poised to redefine the future of corporate learning.

### Preparing for a technology-driven future

As we move toward a future where technology plays a crucial role in learning and development, it is essential for organizations to stay abreast of these trends and adapt accordingly. They must be prepared to leverage these technologies to enhance their learning programs and equip their workforce with the skills required to thrive in the digital age.

As we delve deeper into the nuances of these technologies and their implications for corporate learning, we hope to facilitate a more informed, future-ready approach to learning and development in the corporate world.

Conclusion

- AI-powered learning is poised to have a significant impact on the world of corporate learning in 2024 and beyond. Given the speed of the technology's adoption and its multiple applications, expect further significant AI-related changes to the industry this year.
- Despite the hype, the industry does not expect VR learning programs to have as high an impact as many anticipated. Potential blockers to the use of this technology include high device costs and program implementation.
- Mobile learning will continue to grow as learners expect their continuous education to be available via their personal devices and as micro-learning's importance sustains and grows.

INTUITION

In 2024, what importance will sustainability hold in your organization?

30% Business critical

43% Very important

22% Somewhat important

5% Not a priority
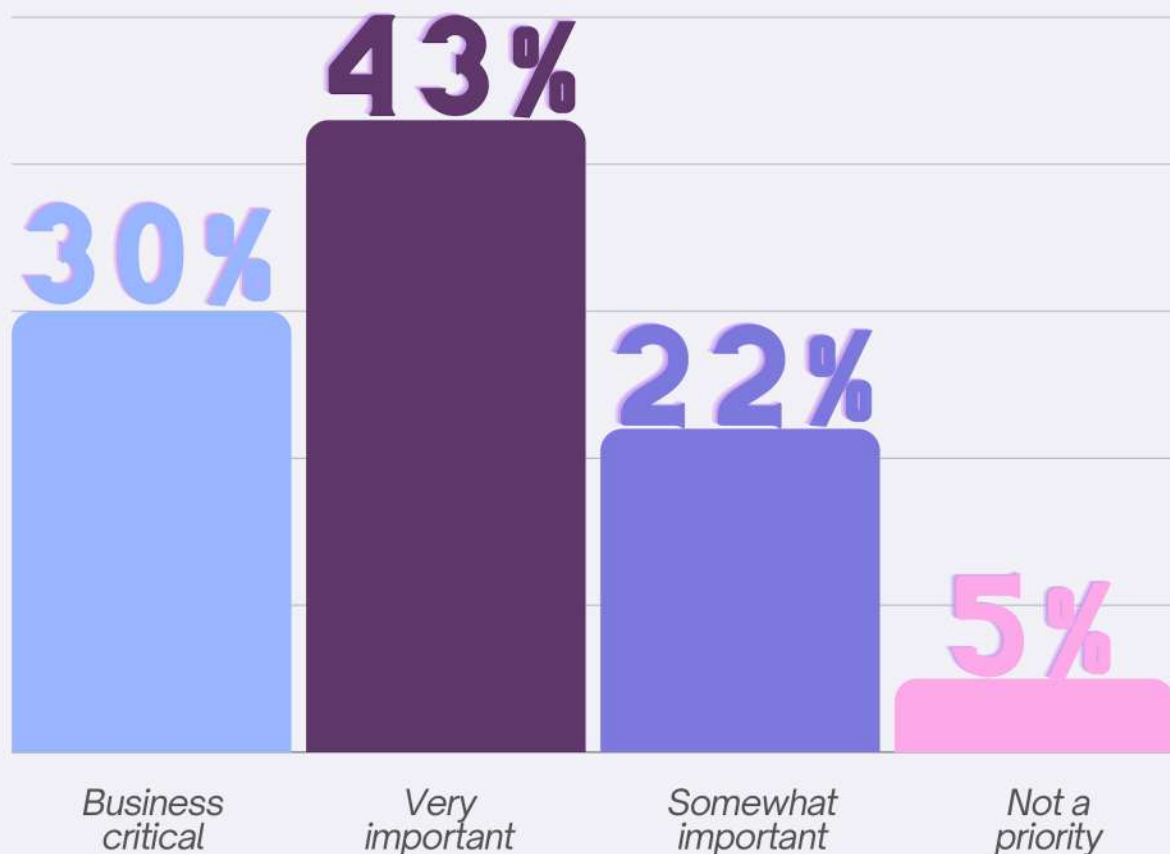
Corporate sustainability is not just about ensuring the long-term viability of a business. It also encompasses the impact that companies have on the environment and society. Sustainability in business is about managing these impacts positively, thus addressing some of the world's most pressing problems, such as climate change, income inequality, depletion of natural resources, human rights issues, fair working conditions, and pollution.

It must be noted that sustainability in business is not just a philanthropic exercise. As renowned Harvard Business School Professor Rebecca Henderson notes, doing well financially and doing good are intertwined – successful business strategies encompass both. This is the essence of the triple bottom line concept, which suggests that organizations should focus not just on profits, but also measure their environmental and social impact.

Why sustainability is indispensable

Sustainability is not just about driving social and environmental change. It significantly contributes to an organization's overall success. It might seem counterintuitive that investing more money on sustainable business practices can boost a company's profitability. However, studies reveal that the most sustainable companies are also the most profitable.

Companies with high Environmental, Social, and Governance (ESG) ratings consistently outperform the market in both medium and long term. While sustainability strategies might require an investment in the short term, they yield long-term benefits. This is further corroborated by our recent poll, where a significant 30% of respondents considered sustainability to be "business critical."

Benefits of adopting sustainability in business

Protecting brand and mitigating risks: Implementing a sustainable strategy that protects the environment and workers shields organizations from damaging incidents and potential public relations disasters.

Creating a competitive advantage: Companies that are purpose-driven attract a motivated, skilled workforce, driving financial success. As per a recent study, 89% of executives believe an organization with shared purpose will have greater employee satisfaction.

Catering to the market for sustainable goods: One study found that 73% of global consumers are willing to change their consumption habits to lessen their impact on the environment, and sustainable product sales have grown by nearly 20% since 2014.

Driving change through cooperative action:
Purpose-driven companies working together to address global issues have experienced great success. An example of this is one MNC's commitment to using only palm oil from certified sustainable sources.

The role of learning and development (L&D)

The L&D department plays a crucial role in supporting a company's sustainability efforts. L&D can ensure consistency of practice, leverage technology for scale, measure impact through learning analytics, and respond to rapid changes. The alignment of L&D with the needs of the business is crucial for a successful sustainability program.

Driving sustainability initiatives

To implement sustainability initiatives effectively, it is essential to create a culture of "what can we do?" Asking employees for input on areas for improvement can provide valuable insights. Building sustainability practices and learning into onboarding processes ensures every employee understands the focus on sustainability from the beginning. Hosting 'lunch-and-learn' sessions with experts or video screenings can also be helpful.

Implementing immediate changes

Implementing immediate changes signals to employees that the organization is serious about reducing its impact. Creating a committee, making concrete changes, transitioning to a paperless office, offering "green" days, incentivizing ride-sharing and public transit, using geofencing to send employees reminders, evaluating supply chains, and encouraging employee ownership of sustainability are some steps that can be taken.

Communicating the change

Learning is crucial at all stages of implementing sustainability. Using video learning and gamified elements can help employees understand their impact. Role-playing can help employees problem-solve issues that arise around sustainability.

Conclusion

- Sustainability has become a crucial element in any organization's successful strategy.
- By integrating sustainability into business operations, organizations can achieve success because of, rather than in spite of, sustainability.
- The results from our recent poll, indicating the importance of sustainability in organizations by 2024, are a testament to this.
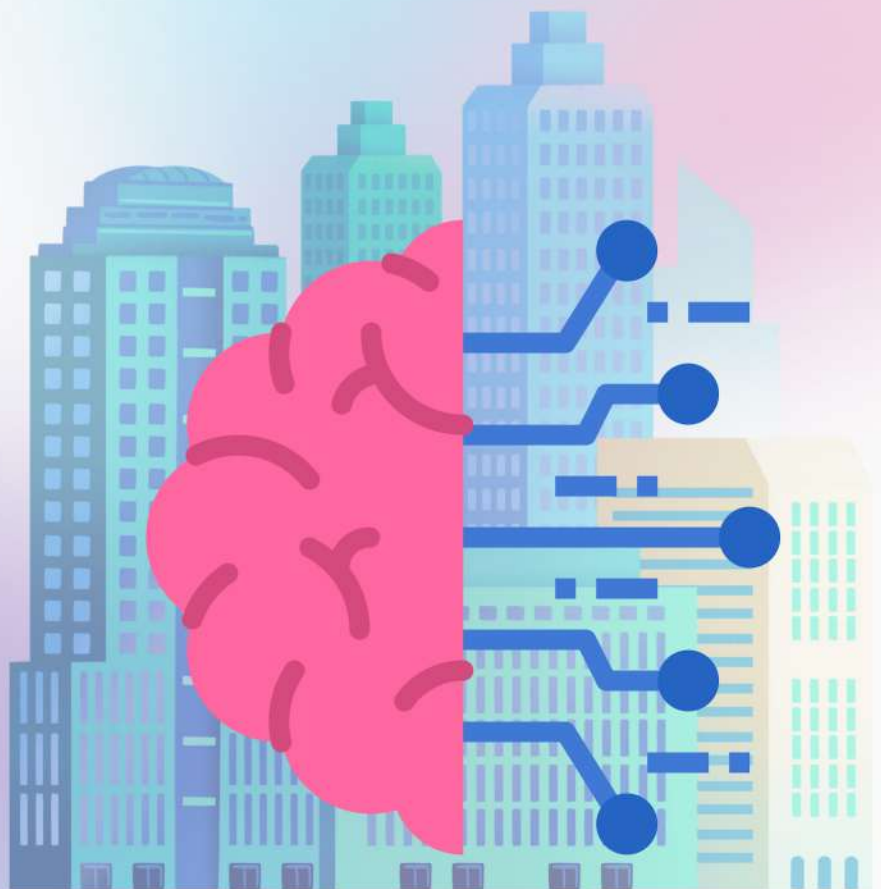
INTUITION

Final Thoughts

The world of learning is naturally dynamic, with changes across learning modes and strategies taking place on a regular basis. What Intuition aimed to capture in this report is the information beyond what is readily available to us; we wanted to know what is going on inside the modern learner's head.

We hope we have given you a unique insight into modern day corporate learning – one that can make your current and upcoming learning programs better.

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Ruairi O'Donnellan

PREPARED FOR
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INTUITION

About Intuition

Intuition is a leading global knowledge solutions company. With offices located worldwide, we have developed and deployed our award-winning products and services to many of the world's leading corporate and public sector organizations for over 35 years.

We help your business use knowledge effectively. Our products engage, motivate, and inspire your employees on their learning paths. By committing to the highest standards in our products and services, we deliver solutions that help achieve and exceed your company goals.

If you would like to partner with a learning expert to deliver learning solutions that work, *click here to contact us*.