ON THE E-LEARNING HORIZON AND BEYOND
ACT 1:
WHERE WERE WE THEN?
ACT 2:
WHERE ARE WE RIGHT NOW?
ACT 3:
WHERE ARE WE GOING?
COMPLETE LEARNING AUTOMATION
PUT THE 'PERSON' BACK IN PERSONALIZATION
GEN Z IS IN THE BUILDING
MOBILE LEARNING LIVES UP TO THE HYPE, AND WILL FOR A WHILE
47% of organizations are using mobile learning.

Yet, 43% of those mobile learners see improved productivity levels compared to non-mobile users.

Source: Towards Maturity
SMARTPHONE USERS COMPLETE LEARNING 45% FASTER THAN NON-MOBILE USERS

Source: Lynda
THE AVERAGE PERSON...

Source: Dscout

- Spends 2 hours and 51 minutes on their smartphone each day
- Looking at it roughly 221 times
- Touching its screen more than 2,600 times
- The number of mobile-only users (27%) has grown, now surpassing desktop-only users (14%) [Google].
GO BEYOND INTERNAL TRAINING
CASE STUDY

Major telecom provider, holding 60% market share in Switzerland (20,000 Docebo users)
CASE STUDY: SWISSCOM

CHALLENGE
- Their existing training department couldn’t meet the speed of the business
- Led to a misalignment across various departments.

SOLUTION
- Develop a social learning hub powered by Docebo to align internal stakeholders with external providers (20,000 users)

RESULT
- Enablement of up to speed testing, procurement and implementation
- Bumped engagement with social learning marketplace by 171% in one year.
Let's Paint the Picture

Courses: 20 - 30
People: Over 23,000
Distance: 70,000 sq miles
Rating: 3
Time: 1.15 hr

OSHA®

Public Utilities Commission
State of California
The Results

**Standard Classroom Learning**
- **Rating Before**: 3
  - Consistently came in at low 3
- **Time on Course**: 1 to 1.5 hours per course
- **70,000 sq miles**

**Adaptive Learning**
- **Rating After**: 4.8
  - Mid to High 4s
- **Time on Course**: 11 to 13 minutes on average
- **0 sq miles traveled**

*Over 1MM learning events completed adaptively*
COST SAVINGS

$14,000,000

+ Time training reduced by 20%
“98% OF ALL COMPANIES WILL USE E-LEARNING BY 2020

Source: Technology Trends
How does your company stack up?

- The average training budget (small biz > 100 employees) was $376,000
- The average training budget (mid-size 100-999 employees) was $1.5M
- The average training budget (large enterprises <1,000+) was $17M

Source: E-Learning Guild
HOW DOES YOUR COMPANY STACK UP?

94% OF EMPLOYEES WOULD STAY WITH A COMPANY LONGER IF THEY INVESTED IN THEIR CAREER DEVELOPMENT

Source: Technology Trends

56% OF EMPLOYEES WOULD SPEND MORE TIME LEARNING IF THEIR MANAGER SUGGESTED A COURSE TO IMPROVE SKILLS

Source: LinkedIn Learning
HOW YOU CAN TAKE ACTION TODAY

Are you ready to get more out of your learning activities?

**UNDERSTAND YOUR LEARNERS’ OBJECTIVES**
Understanding their collective and individual goals of the learners in and outside of the organization will help you present a case that meets their needs.

**CREATE A FINANCIAL CASE**
Work upwards to align learner objectives to those of your business and its executive team.

**USE REAL-LIFE CASE STUDIES**
This will help you answer the potential question, “This all sounds good in theory. How do you know it will work?”

**DISCUSS, DON’T PRESENT**
Start by asking questions that seek to understand what management is looking to achieve.

**BE READY WHEN THEY SAY YES**
Have your high-level plan ready, as well as an overview of the next steps, timeframes, and required resources.
THANK YOU!
Any questions?

Elearning Brothers

docebo