



360learning

Upskill from within

Meet Your Speaker



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Chief Learning Officer, 360Learning



How to Close Skills Gaps at Scale
(According to 2,500+ Learners)

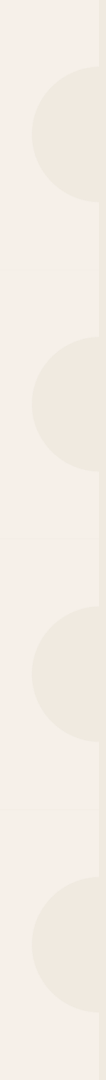
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1. The good news.
1. The less good news.
1. What L&D should do about it.

Online learning is necessary to close skills gaps at scale.

But is the investment in online learning paying off?

Maybe we need to ask employees directly?



The data wasn't out there...so we
decided to go get it, ourselves.

What is the '2024 State of Online Learning Report'?

2024

First year of launch

2616

Participants

51-5k+

Size of companies surveyed

**COUNTRIES
SURVEYED**

**UNITED STATES + UNITED KINGDOM +
FRANCE**



18 questions as part of an online survey

- *Single selection*
- *Multiple choice*
- *Open ended*
- *Ranking*
- ...



Survey ran between March 25 and
April 22nd, 2024.

POLL:

How well is the online learning provided by L&D perceived in your organization?

1. Employees love it and engagement is always high
2. It's not negatively perceived, but it takes quite a bit of effort on the part of L&D to get engagement
3. It's not at all popular at our company
4. We don't have online learning at this time
5. Something else

What did we find out?

(...the good news, first)

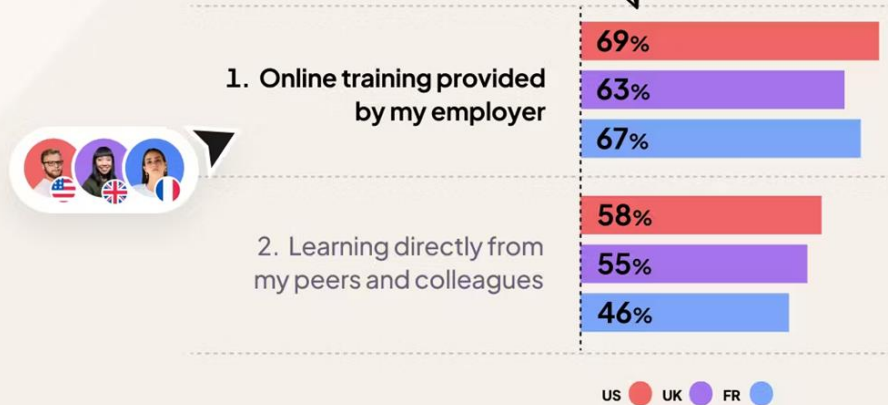
1. Online learning is perceived as effective

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WE ASKED

Please think about when you last acquired a new skill that helped you do your job better. What helped you master this new skill?




Employees' top choices



1. Online learning is perceived as effective

WE ASKED

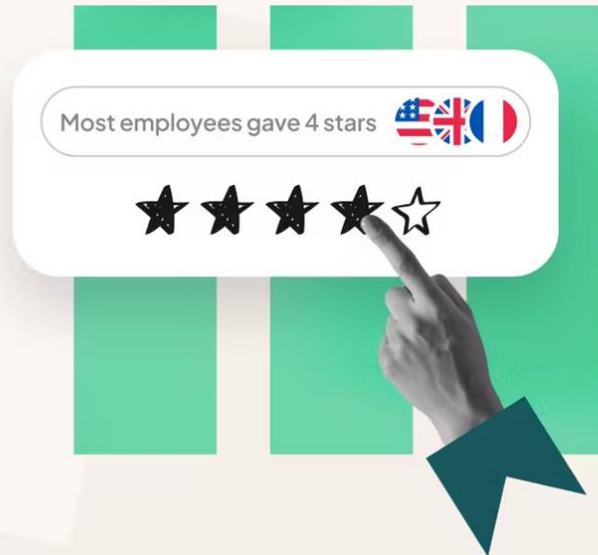
Please rate the following in terms of how much they have helped you do your job better:

	 Total 81%		 Total 82%		 Total 86%	
	Very helpful	Helpful	Very helpful	Helpful	Very helpful	Helpful
Learning from my colleagues at work	50.40%	40.20%	49.20%	44.10%	43.51%	49.19%
Learning from my manager at work	39.40%	42%	32%	43.50%	36.20%	44.97%
Online training provided by my employer	41.00%	39.70%	35.30%	46.30%	45.94%	40.10%
When I receive feedback from colleagues on a new skill I've acquired	33.40%	51.00%	31.10%	53.30%	28.57%	53.73%
Mentorship programs at work	29.20%	31.80%	19.80%	34.30%	21.92%	40.91%
Teaching myself	33.90%	47.60%	25.30%	53%	23.38%	48.21%

1. Online learning is perceived as effective

WE ASKED

How would you rate the quality of the online learning provided to you by your employer?

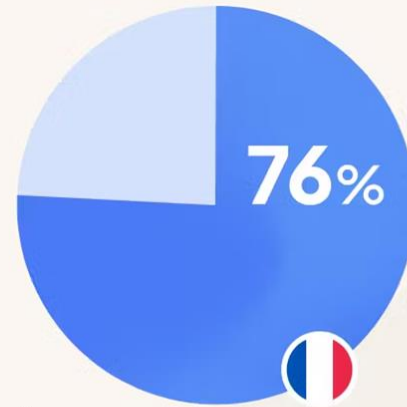
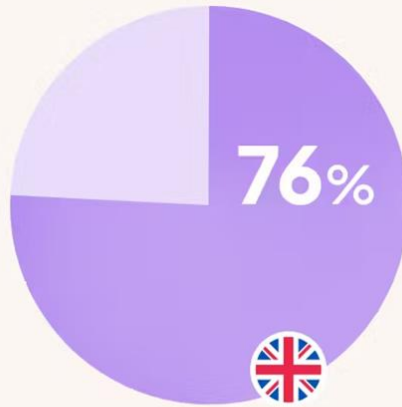
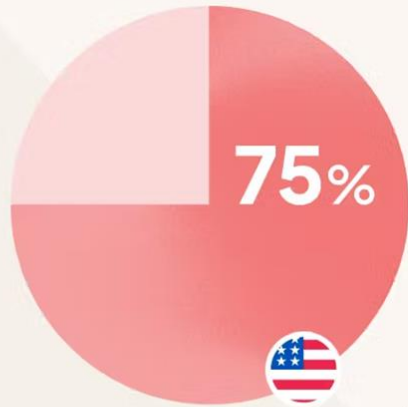


2. Employees see the impact of L&D teams

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WE ASKED IF EMPLOYEES AGREED

“I can clearly see the impact of the work my organization’s
Learning and Development team does”

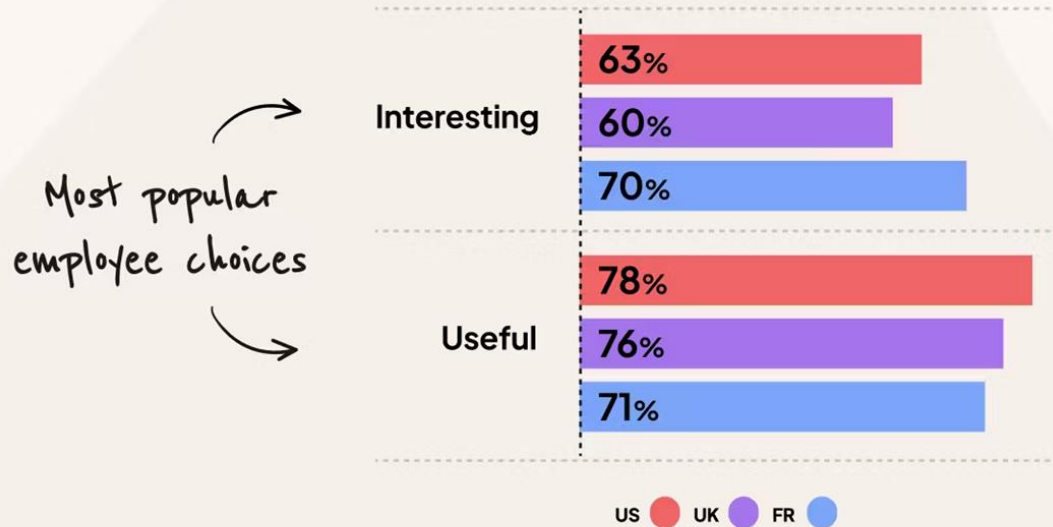


Employee survey results

2. Employees see the impact of L&D teams

WE ASKED

Please select the words that best describe your typical training experience at work.






**3. Peer-driven online learning
is most effective**

3. Peer-driven online learning is most effective

WE ASKED

Please rate the following in terms of how much they have helped you do your job better:

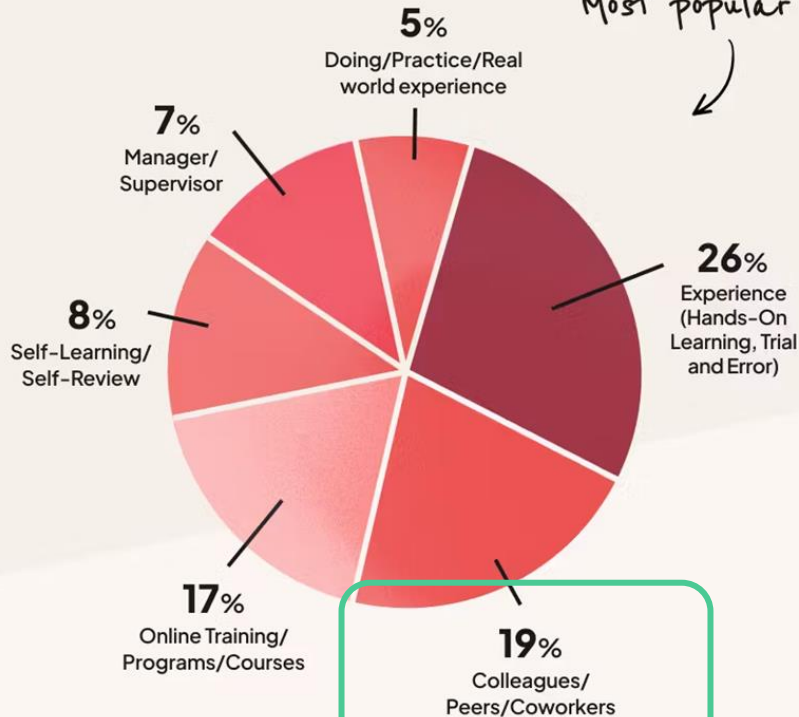
	 Total 91%		 Total 93%		 Total 93%	
	Very helpful	Helpful	Very helpful	Helpful	Very helpful	Helpful
Learning from my colleagues at work	50.40%	40.20%	49.20%	44.10%	43.51%	49.19%
Learning from my manager at work	39.40%	42%	32%	43.50%	36.20%	44.97%
Online training provided by my employer	41.00%	39.70%	35.30%	46.30%	45.94%	40.10%
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3. Peer-driven online learning is most effective

WE ASKED

At work, I learn the most from (Fill in the blank)

Most popular answers



other results

Asking Questions/
Interaction

3%

Reading

3%

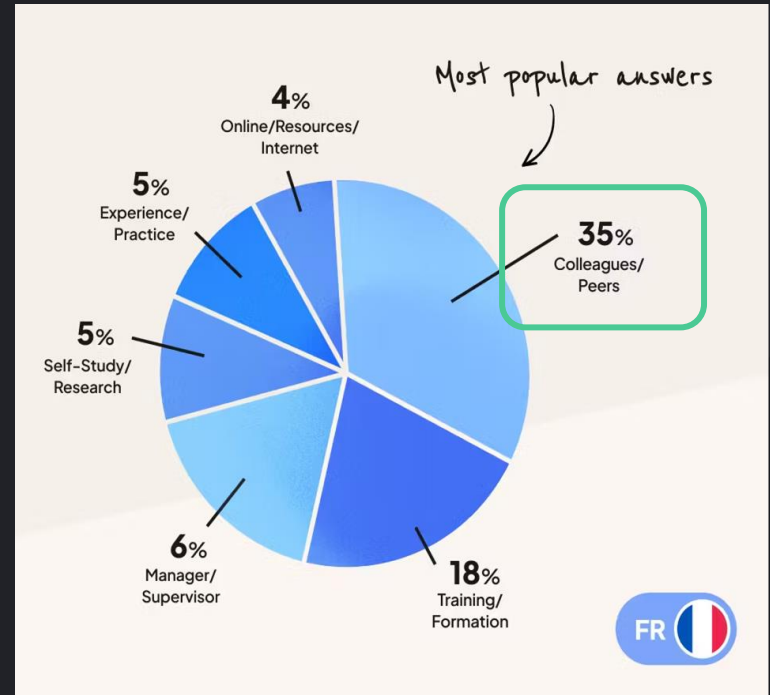
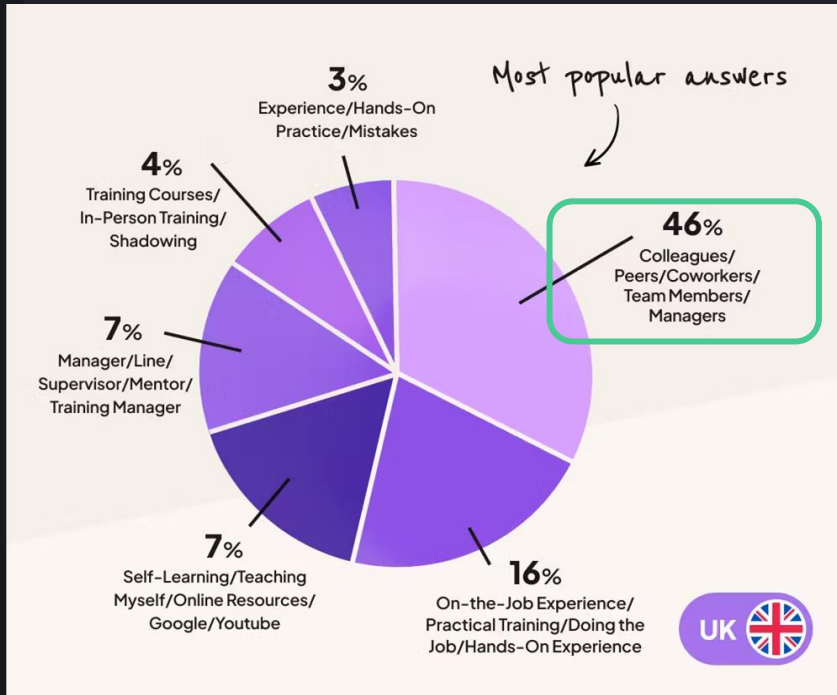
Observing

2%



3. Peer-driven online learning is most effective

“At work, I learn most from...”



POLL:

Did you expect these results?

1. I'm not surprised by these results
2. I'm somewhat surprised
3. I'd never have guessed that online learning was so well received
4. Something else.

Now, what's not working as well.

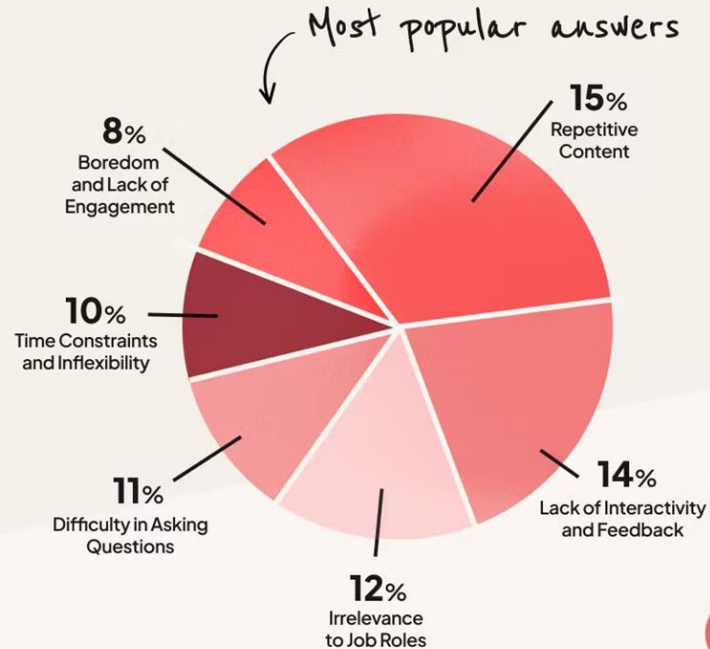
**1. Traditional (top-down,
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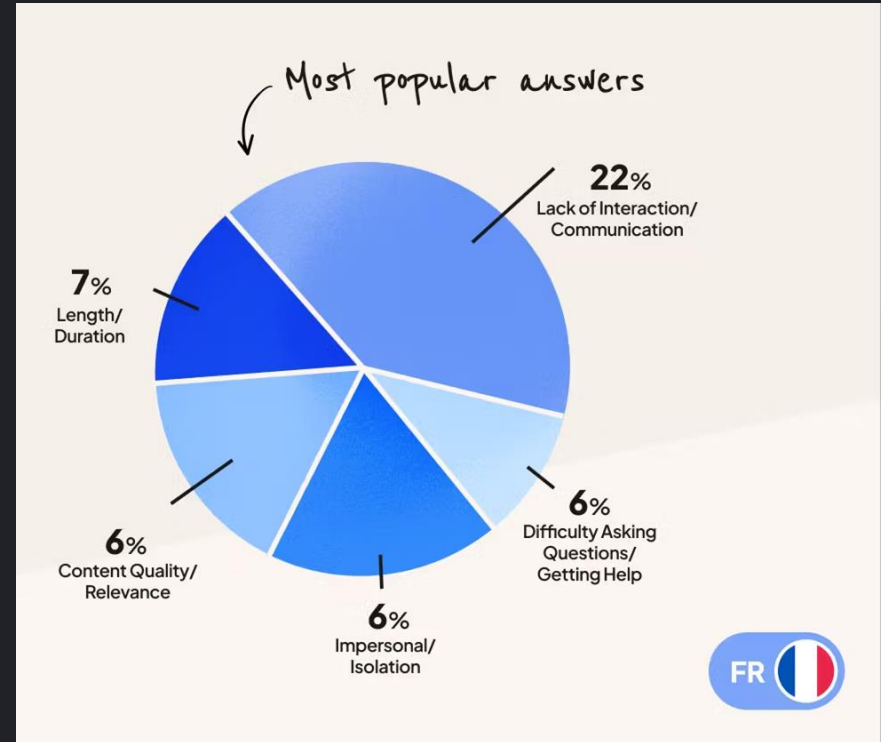
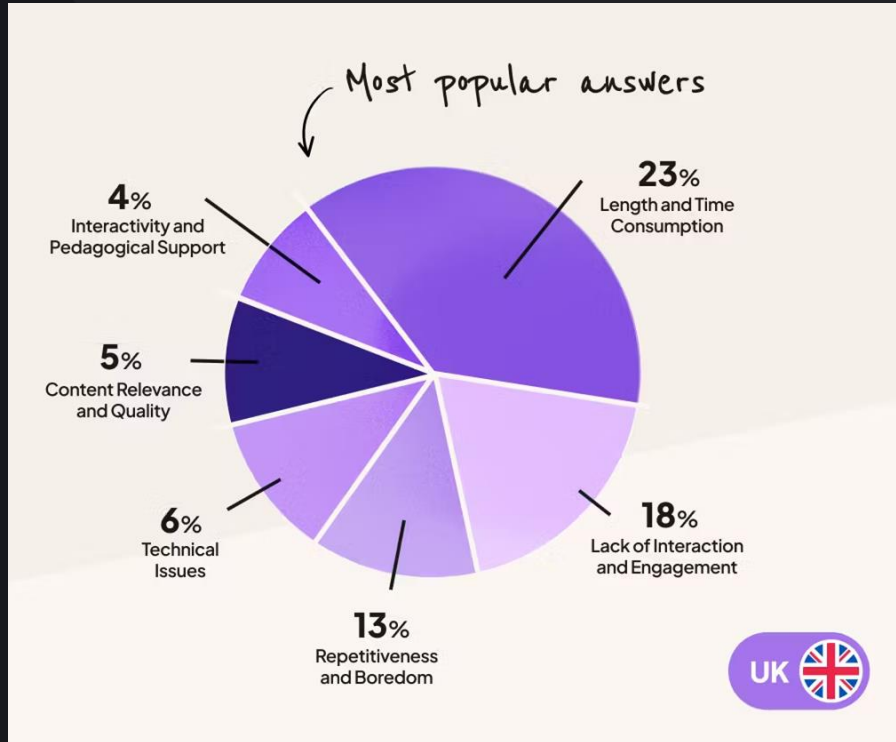
WE ASKED

Please describe the things you **dislike** about the online training provided by your employer:

	other results
Technical Issues and Connectivity Problems	18%
Desire for Hands-On Experience	9%
Content Variety and Flexibility	6%
Preference for In-Person Training	5%



1. Traditional (top-down, inflexible...) learning is problematic.



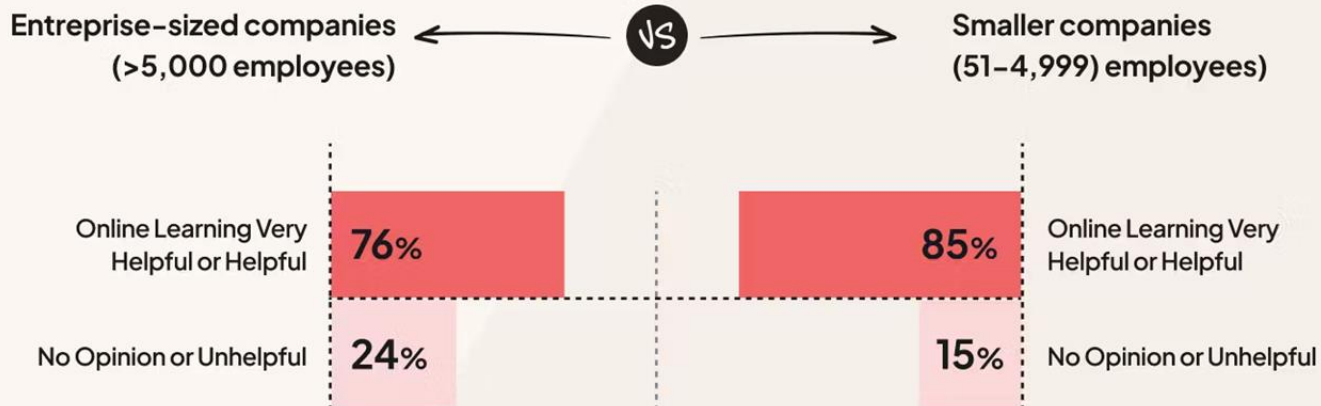
**2. Online learning at scale is
(slightly) less effective**

(mainly in the U.S.)

2. Online learning at scale is (slightly) less effective

WE ASKED

Please think about when you last acquired a new skill that helped you do your job better. What helped you master this new skill?



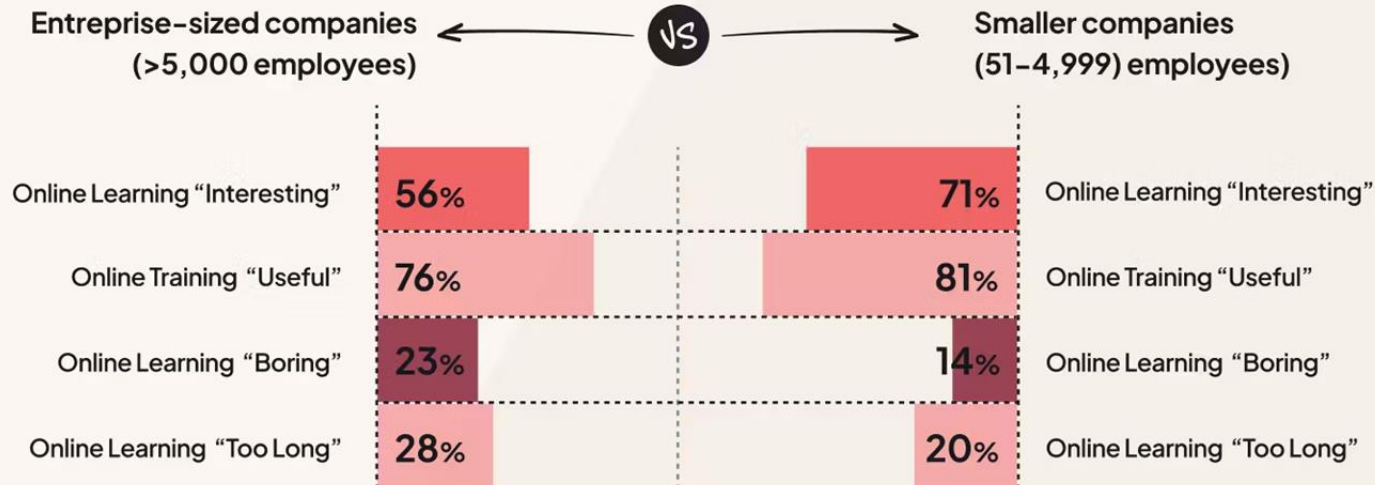
Learners' answers



2. Online learning at scale is (slightly) less effective

WE ASKED

Please select the words that best describe your typical training experience at work.



Learners' answers



2. Online learning at scale is (slightly) less effective

WE ASKED

How would you rate the quality of the online learning provided to you by your employer?

Entreprise-sized companies
(>5,000 employees)



Smaller companies
(51-4,999 employees)



4 stars



5 stars



2. Online learning at scale is (slightly) less effective

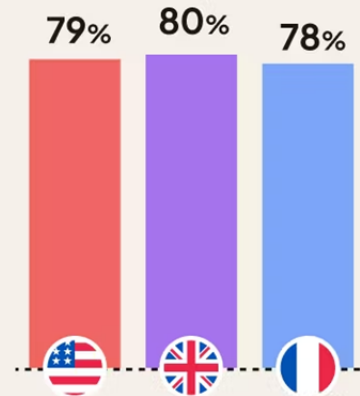
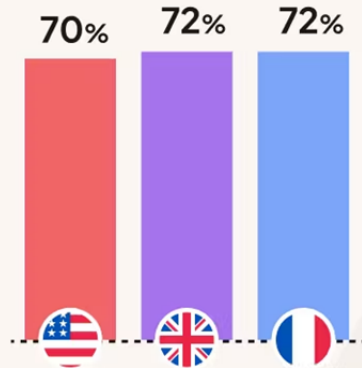
WE ASKED

“I can clearly see the impact of the work my organization’s
Learning and Development team does”

Enterprise-sized companies
(>5,000 employees)



Smaller companies
(51-4,999 employees)



**3. Employees and employers
don't see eye to eye on the
skills crisis**

Skills disconnect:

Employees aren't concerned about acquiring new skills to continue performing well at work, but at the same time...



Skills disconnect:

The majority of leaders (78%) report some extent of **skills shortage** within their organization¹

74% of CEOs say **skills** are the **biggest bottleneck** to growth²



POLL:

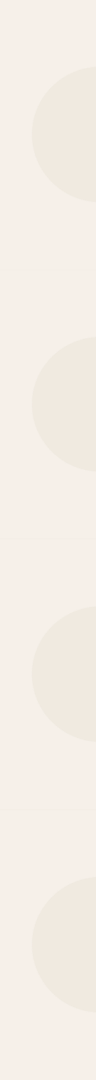
Are you able to routinely prove the ROI of your online learning?

1. Yes, we ensure we link online learning to ROI and business impact
2. Somewhat but not 100%
3. No we don't
4. Something else.

Delivering online learning at
scale that learners find
effective is only **half the battle.**

The other half is tying these initiatives to:

- increased proficiency
- improved performance
- closing skills gaps
- deeper, richer internal talent pools



So, what's the route
forward?

What's the route forward?

✓ Fall in love with the problem

Performance Consulting, Rapid Task Analysis (Gottfredson & Mosher), Six Boxes (Carl Binder), 5Di (Nick Shackleton-Jones)

✓ Engage SMEs to close skills gaps

Pique their interest with the very business problem you're trying to solve (backed up by data).

✓ Lean on AI to scale

With AI-powered authoring, your subject-matter experts won't be roped into weeks of planning, writing, and editing.

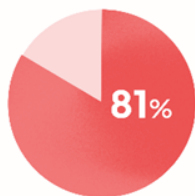


Proving L&D Impact and ROI

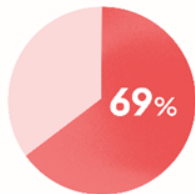
Connect the Dots to Drive Impact

Employees are enthusiastic about online learning

Most employees in the US give the **online training** provided by their employers **4 stars out of 5**.



say **online learning** provided by their employers **helps them do their job better**



say **online learning** provided by their employers was **the most effective in helping them acquire a new skill** that helped them do their job better

WE ASKED EMPLOYEES IN THE US TO RANK IMPORTANT ASPECTS OF WORK

- 1 Learning new skills at work
- 2 Being recognized as an expert at my job
- 3 Sharing my knowledge with my colleagues

...but most companies are experiencing a **skills crisis**

75%

of employers in 21 European countries could not find workers equipped with the right skills. This was up from 42% in 2018

Source: ManPowerGroup survey, October 2023 (euronews.com)

74%

of CEOs say skills are the biggest growth bottleneck

Source: Upskilling: Building confidence in an uncertain world (pwc.com)

Employees have the **SME knowledge** to close skills gaps...now, **L&D teams** need to connect the dots

92%

of US employees say they have valuable knowledge to share



Time for Q&A

#thankyou

{{Phone #}}

{{email@360learning.com}}

