



Corporate Learning Benchmark 2021



MobieTrain
Change Behaviour. Boost Performance.

#ZigZagHR
rethink | reboot | retool



HRTECH•Valley

Intro



2021 was supposed to be the year of 'back to normal' or 'back to the next normal'. It turned out differently, unfortunately....it has become clear that we have to live with the uncertainty of the pandemic in the foreseeable future. It has become clear that certain 'emergency actions' immediately after the break-out of the pandemic need to be transformed into more structural changes. Changes in the way we live, work...and also learn.

A changing environment also represents opportunities, opportunities for those who adapt in the most rapid and best way. Many organisations are going through a digital transformation of unprecedented speed. This poses a lot of interesting questions, especially in the field of learning:

- **Does learning get a high enough priority** in the organisation now that customers' expectations from interactions with organisations have significantly risen, required employee skills are changing and demand for these skills is way exceeding the supply?
- **What are the objectives of the digitization process in L&D** and are they aligned with the organisation's strategy? More sales, happier clients, increased efficiency/reduced cost base, supporting change, a safer workplace, more engaged employees or a combination of some of the previous ones?
- **What should be the perfect mix between offline and online trainings?** Does this mix look differently for different type of employees? How do we make sure for employees it feels like a seamless blend?
- **How should the organisation's L&D architecture look like** knowing there is not one tool that is able to cater to everyone's needs? Do we use different tools for the frontline versus more desk-based employees? And how do we avoid a proliferation of (isolated) tools with overlapping functionalities?
- **What is the implementation process for new learning tools** that we take on? Do we immediately roll out the tool across the organisation or do we start small?

MobieTrain is proud to share the results of the annual **Corporate Learning Benchmark** report, conducted in August-October 2021 in partnership with HR Tech Valley and ZigZagHR. We surveyed ~100 companies across Europe on the current state of corporate learning, in light of the impact of Covid-19 and how corporate learning will proceed in the future. This comprehensive analysis of corporate learning culture contains valuable insights for HR, Learning & Development and business professionals.

We believe that this benchmark report will provide valuable insight to help you formulate, drive and measure successful L&D strategies to improve employee and business performance in what continues to be a remarkable year. Thanks for reading, and don't hesitate to reach out to me should you wish to discuss further.



Guy Van Neck
Founder and CEO MobieTrain



64% of companies indicate training is getting a high or the highest priority in their organisation. This translates to the fact that **93%** of companies expect their learning budgets to either stay the same or increase in 2022 (vs 79% in 2021).

But the way they use their budget will change:

More organisations are shifting towards an extensive blended learning approach, with an increased focus on digital.

User experience (**73%**) was identified as the most important element of a digital learning solution.

Mobile learning as a great potential, since only **11%** of organisations are currently using this channel.

Our respondents' top 4 L&D challenges



Training is not personalised toward employees' needs (**56%**)



Most of the training is forgotten after a period of time (**54%**)



Difficult to organise, requires time away from the workplace (**41%**)



The impact of the training is not measurable (**41%**)

Both soft and hard skills are being targeted by **78%** the companies within their training initiatives. Communication skills (**65%**) is the most important soft skill that employees are lacking.

There's a strong need to upskill and reskill employees:

But although employees (**41%**) are asking for this type of training, **58%** of companies consider "Lack of time" their biggest challenge when developing these initiatives.

Key Findings



The COVID-19 crisis has created an imperative for organisations to reconfigure their operations – and an opportunity to transform them. Those who will transform them the most, will get the most gains.

This 2021 Benchmark Survey sheds light on the current state of rapid evolution that workplace training is in. Automation and digitisation have changed the way businesses are being operated. Employees, especially those who work in the frontline, are expected to have a wide range of skills to deal with this new way of working: technological skills, higher cognitive skills and social and emotional skills are on the rise and will be considered as crucial in the years to come, as it is also clear, that the great acceleration in the use of technology, digitization, and new forms of working is going to be sustained¹. Hence, all of these changes require organisations to transfer information in a more effective and faster way, to a workforce that is increasingly remote and is used to consuming content on demand.

Covid-19 crisis, advances in technology, globalization, changing customer expectations, and the pressing need for agility is pushing companies to constantly upskill and reskill their employees and transfer knowledge efficiently in order to increase their productivity and engagement.

As such, it is notable that 64% of companies indicate training is getting a high or the highest priority in the organisation. This translates in the fact that **93% of companies expect that their learning budgets will either be staying the same or will be increasing in 2022, a noticeable increase versus last year's prediction (79%)**. Not really surprising if you consider the amount of change that organisations are going through.

However, the survey shows that the way organisations will use their budget will change. More and more organisations are shifting towards an extensive blended learning approach with an increased focus on digital. Both organisations that are currently not training their employees through digital channels (78%) and those that are already using digital training (62%) are considering to adopt another digital training tool in the next 12 months. Especially the last figure is remarkable, not only because it's a significant increase versus last year, but also because it shows **majority of organisations are adopting multiple digital training tools to cater for different target groups and needs**.

These new digital training tools should help overcoming the top 4 L&D challenges that our respondents had in common with their current training efforts, since 64% is not really satisfied:

1. Training is not personalised depending on employees' needs - 56%
2. Most of the training content is forgotten after a period of time - 54%
3. Difficult to organise, requires time away from the workplace - 41%
4. The impact of the training is not measurable – 41%

¹ McKinsey Global Analysis Institute:

<https://www.mckinsey.com/featured-insights/leadership/the-next-normal-arrives-trends-that-will-define-2021-and-beyond>

It is interesting that the top 4 challenges are mostly consistent with last year, but that there seems to be much more consensus about these, and that **respondents are now also factoring the importance of knowledge retention.**

This should help drive the **main business goals of more productive and more engaged employees**, especially at times when people are working (part of their time) from home. Both goals are consistent with the results from last year.

User experience of the front-end app (intuitive design & layout, fun) was considered as the single most important element (73%) of a digital learning platform, followed by the ability to transfer knowledge effectively. Within the learning application, there is a broad variety of features considered important: an intuitive design and layout, compatibility with other systems, dashboarding and predictive insights, microlearning and gamification are standing out.

This, alongside the greater investment that is being allocated towards blended learning, indicates that business leaders are looking towards (multiple) solutions that place the employee at the heart of the training program, reinforce knowledge and can be accessed in the flow of work.

Among the digital learning channels, **mobile learning has a great potential** since only ~11% of organisations are currently using this channel while it allows for access in the flow of work, delivering content in an engaging, personalised and intuitive way and as such can help overcome challenges identified. More and more organisations, especially in the frontline, seem to consider mobile phones as an operating device to support productivity gains and employee engagement.

Last but not least, there is a **strong need to upskill and reskill employees** in response to the rapid transformations in the world of work. The companies that participated in the survey declared that the need to upskill and reskill the employees is part of their training and development culture (61%) in order to handle changes within the organization. Moreover, the demand to upskill and reskill the employees is reinforced by the needs of the employees, as 41% of the respondents answered that their employees are asking for it and 39% think that the employees would like it, but they don't have the time to take it.

Both soft and hard skills are being targeted by the companies within their upskilling/reskilling training initiatives (78%). Communication skills (65%), Proactive thinking (49%), agility (48%) and adaptability (49%) are among the most important soft skills that the employees are lacking.

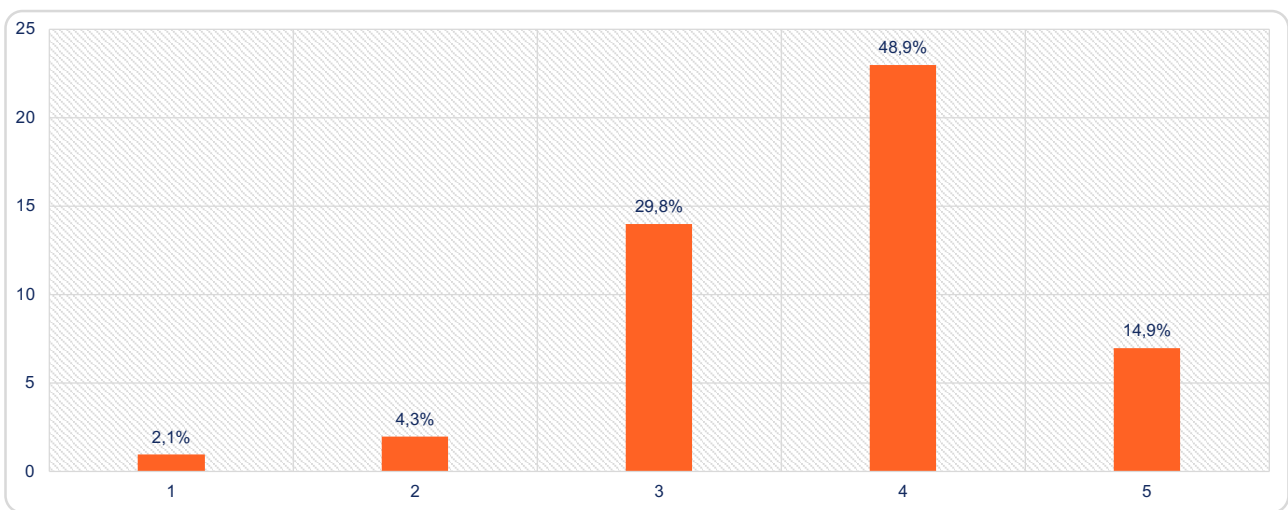
According to our survey, **the lack of time (58 %) and finding the right training resources (29.3%) are the biggest challenges that the companies face in developing their upskilling/reskilling initiatives.** Hence, agile learning methodologies that focus on speed, and flexibility are the future of L&D.

Deepdive



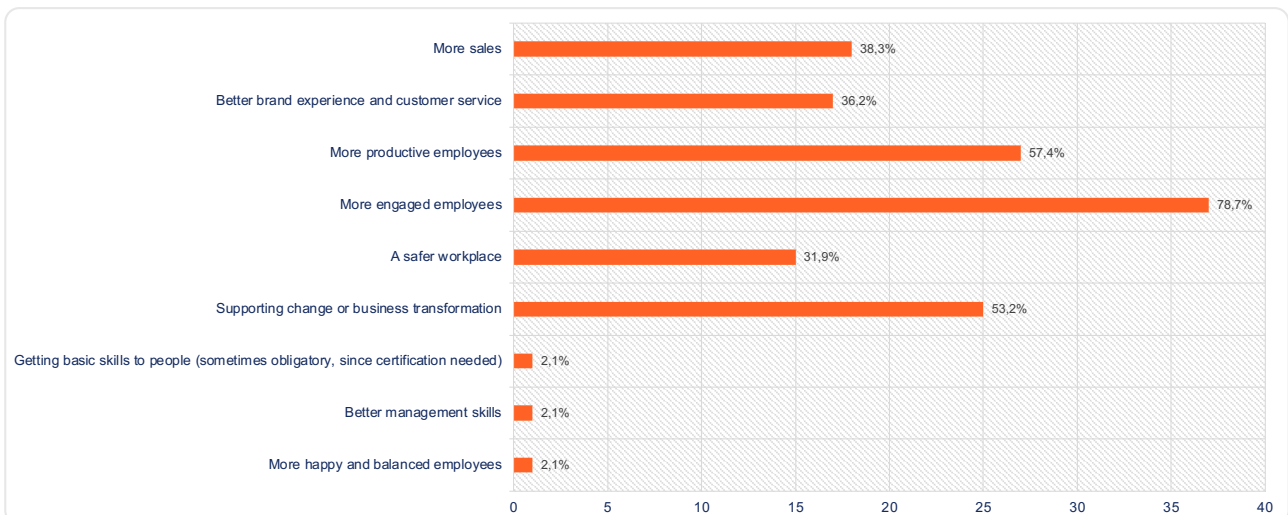
48,9% consider training to be a high priority in their organisation

How big of a priority is training in your organisation today?



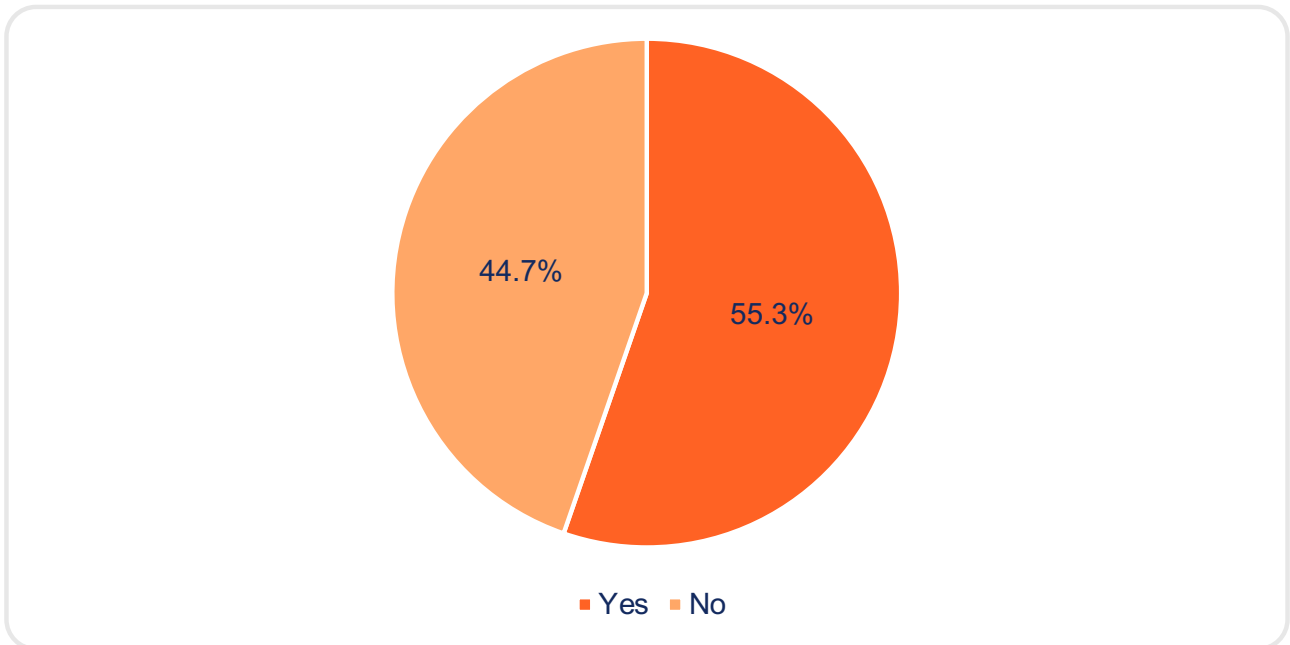
78,7% appoint "More engaged employees" as their main training goal

Which main business outcome do you hope to achieve with training at this moment?



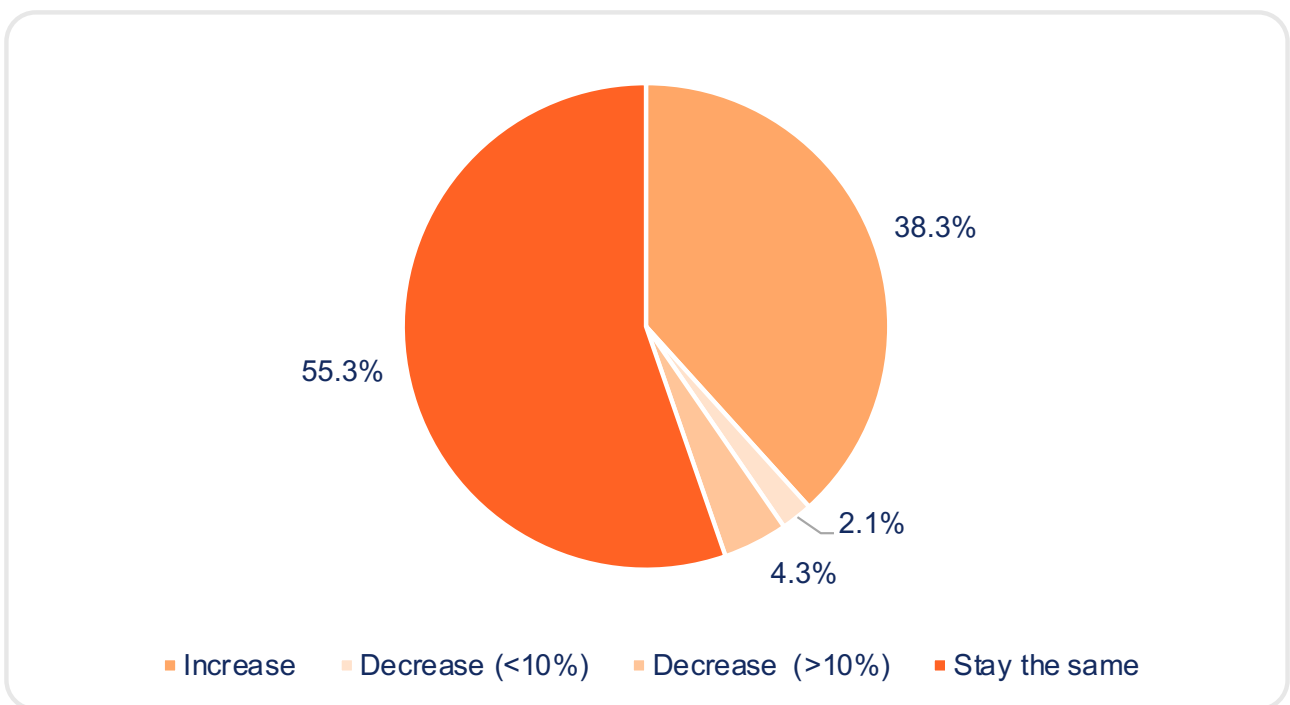
55,3% of organisations measure the effectivity of their current trainings

Do you measure the effectivity of your current trainings?



55,3% of organisations expect their 2022 training budget to stay the same

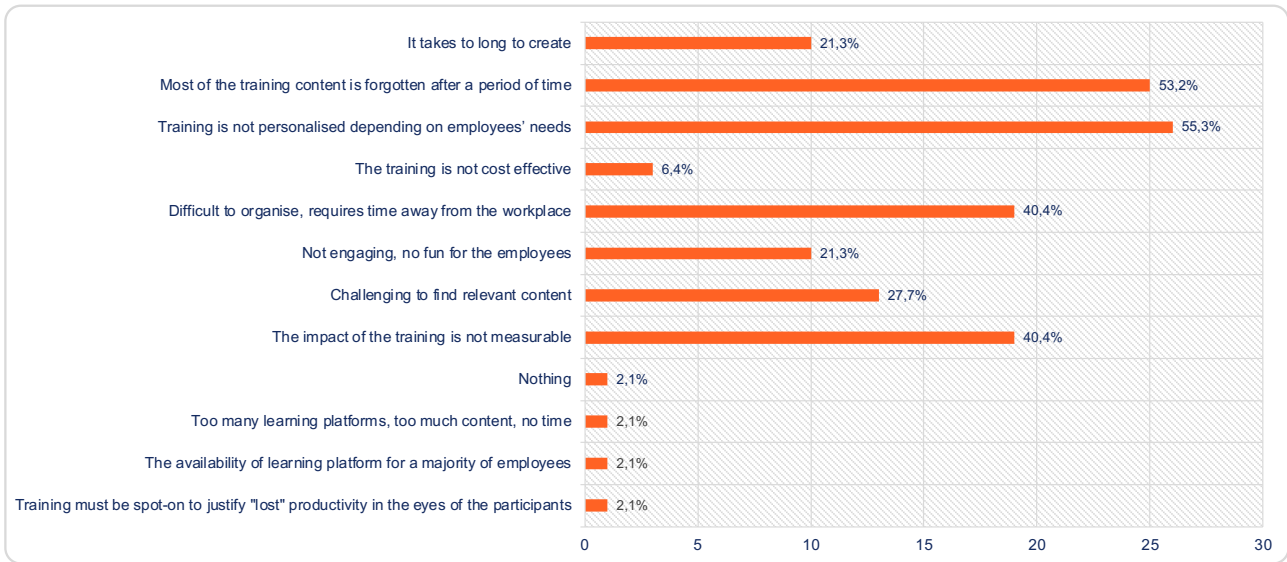
Do you expect your 2022 training budget to increase, decrease or stay the same?



Organisations consider the following 4 elements as the biggest challenges of their current training mix:

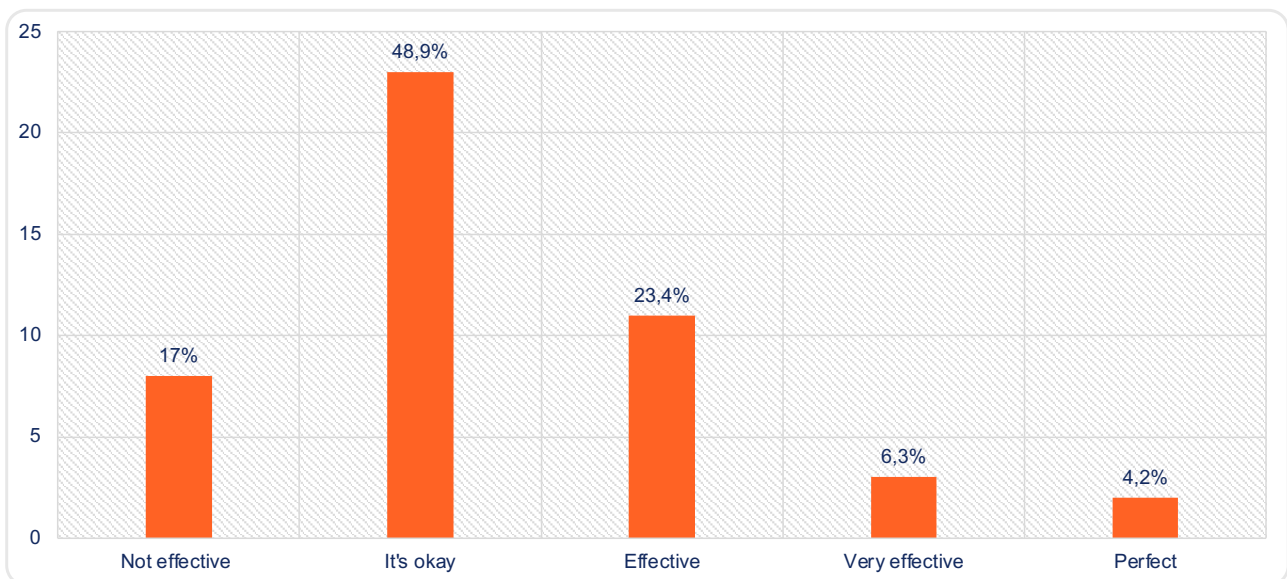
- Training is not personalised depending on employees' needs (55,3%)
- Most of the training content is forgotten after a period of time (53,2%)
- Difficult to organise, requires time away from the workplace (40,4%)
- The impact of the training is not measurable (40,4%)

What do you consider as the biggest challenges in your current training mix? Choose max. 3 challenges.



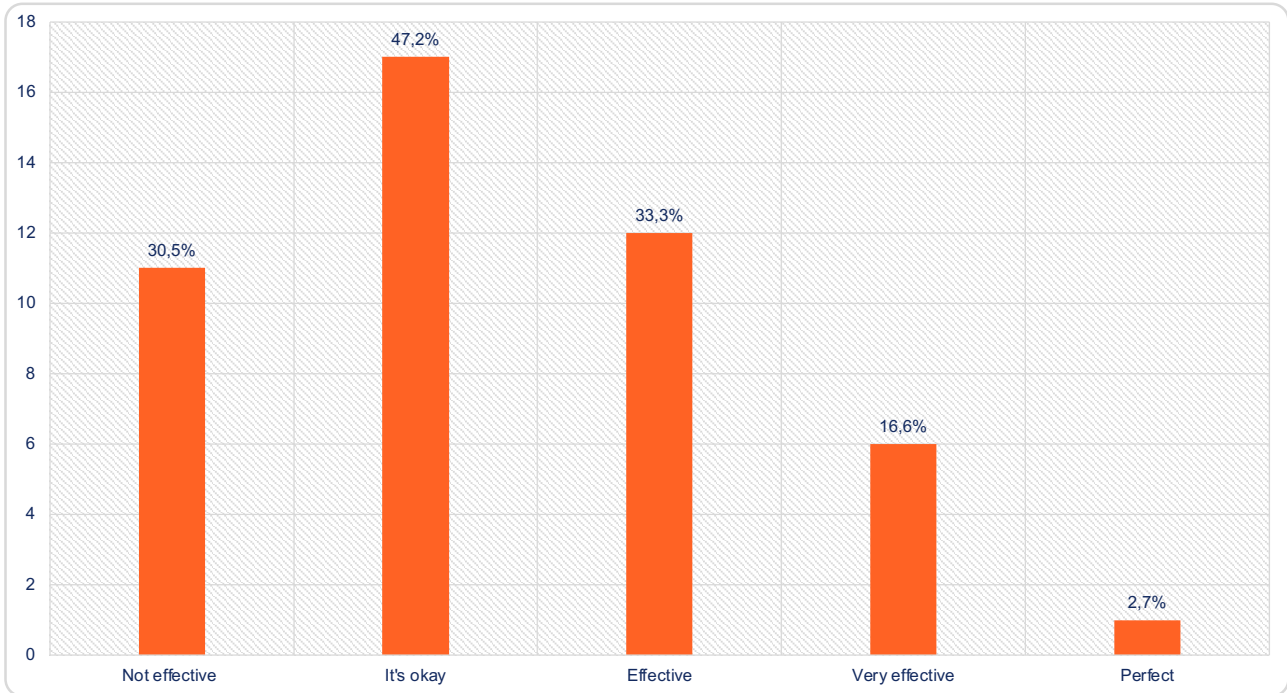
48,9% of organisations considered the speed of their current training methods to be okay

*How would you grade the following characteristics of your current training methods?
[Speed, i.e. the extent to which a training need gets converted into an actual training]*



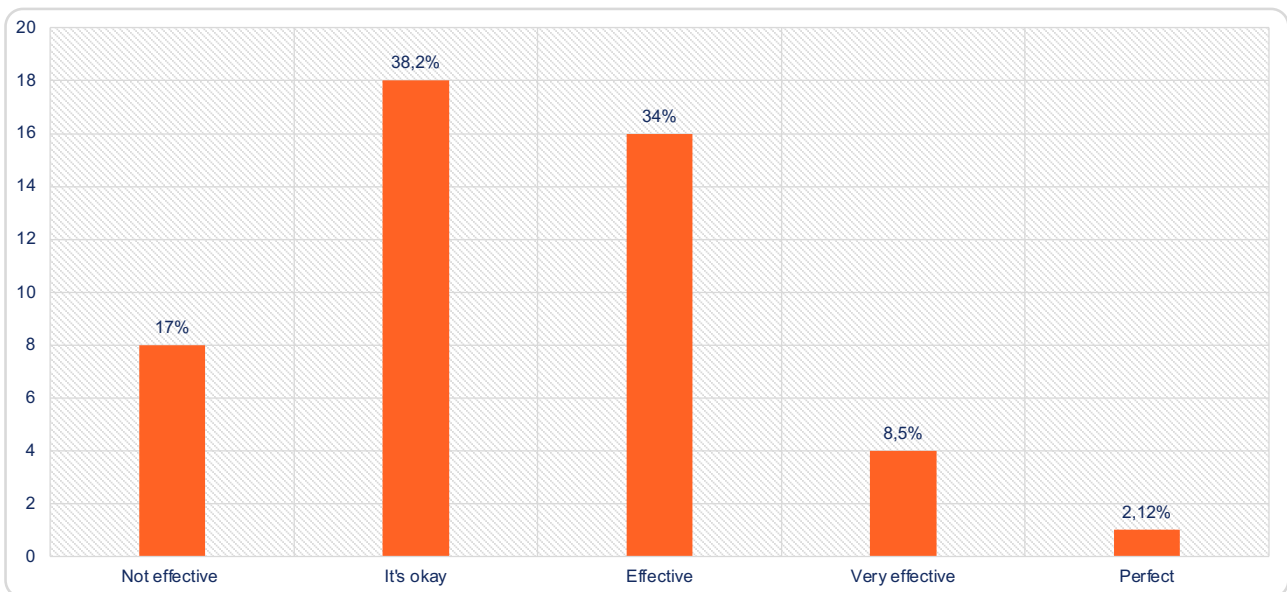
47,2% of organisations considered the adoption of their current training methods to be okay

How would you grade the following characteristics of your current training methods?
[Adoption, i.e. the extent to which people actually start the training (voluntarily)]



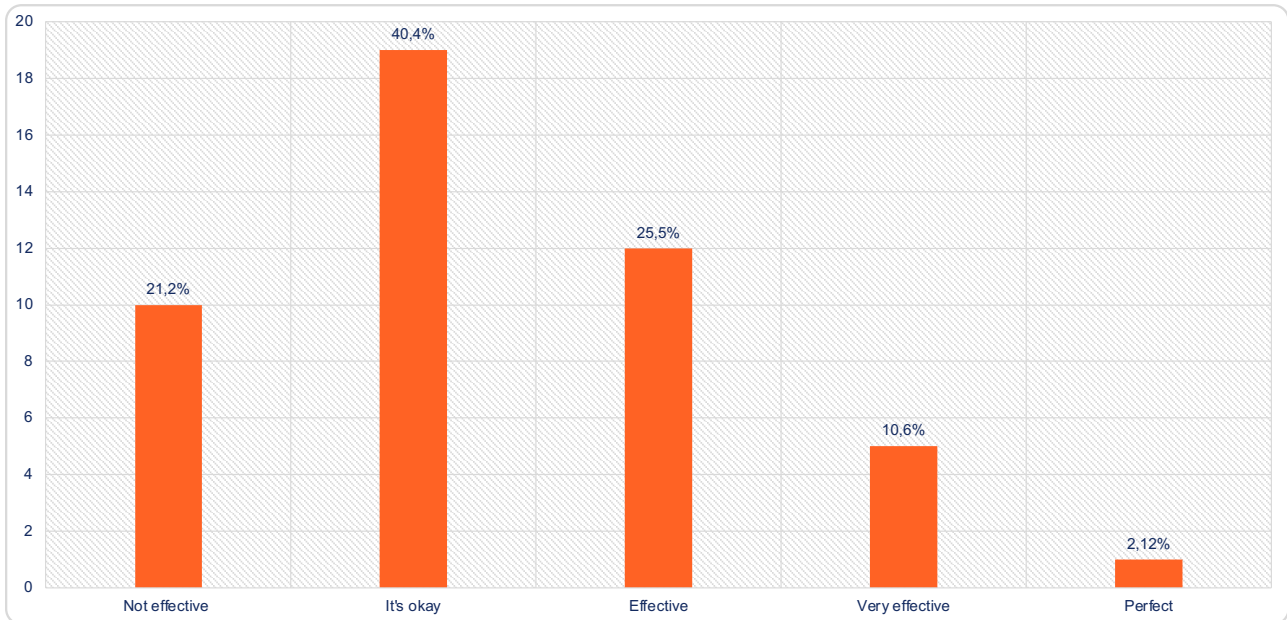
38,2% of organisations considered the engagement of their current training methods to be okay

How would you grade the following characteristics of your current training methods?
[Engagement, i.e. the extent to which people enjoy and complete the training (voluntarily)]



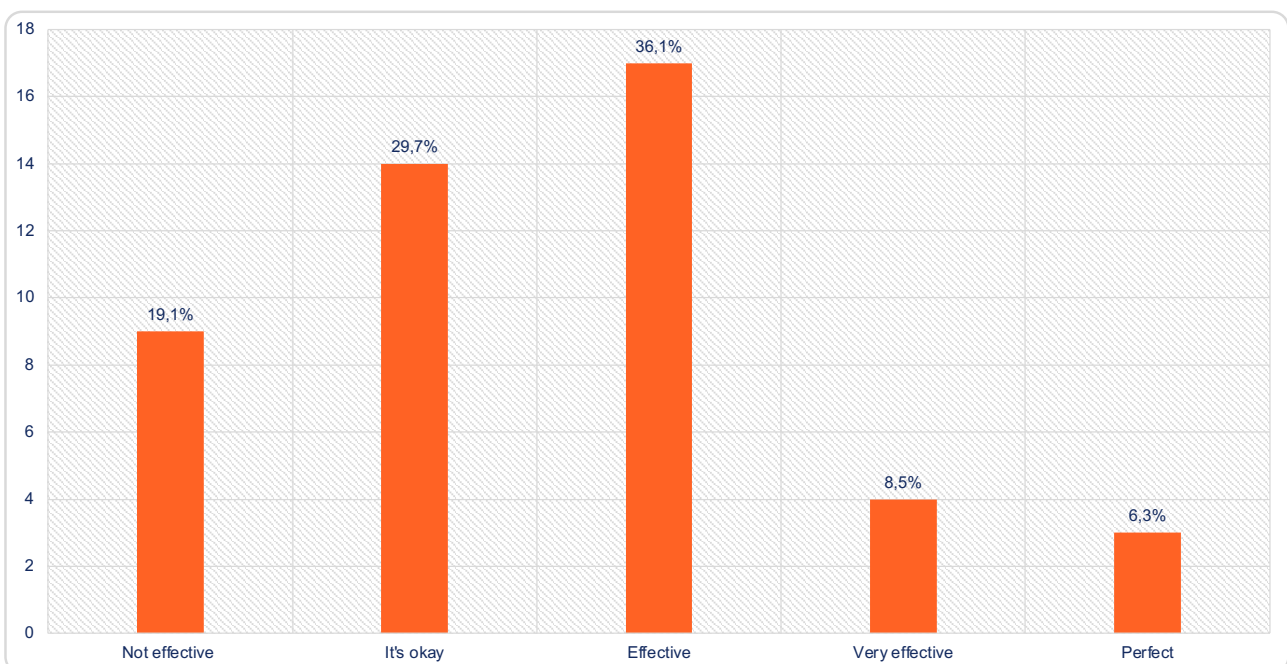
40,4% of organisations considered the retention of their current training methods to be okay

How would you grade the following characteristics of your current training methods?
[Retention i.e. the extent to which people retain the knowledge transferred]



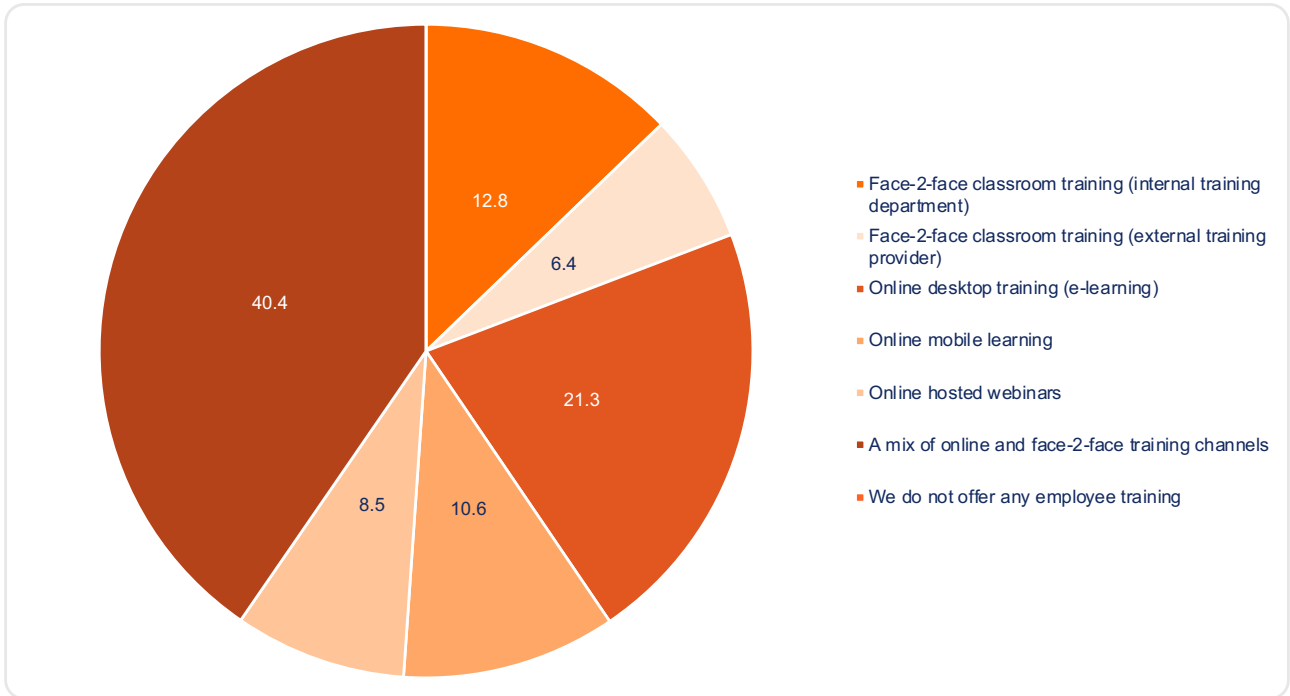
36,1% of organisations considered the engagement of their current training methods to be effective

How would you grade the following characteristics of your current training methods?
[Cost effectivity, i.e. the explicit and implicit cost associated versus the benefits]



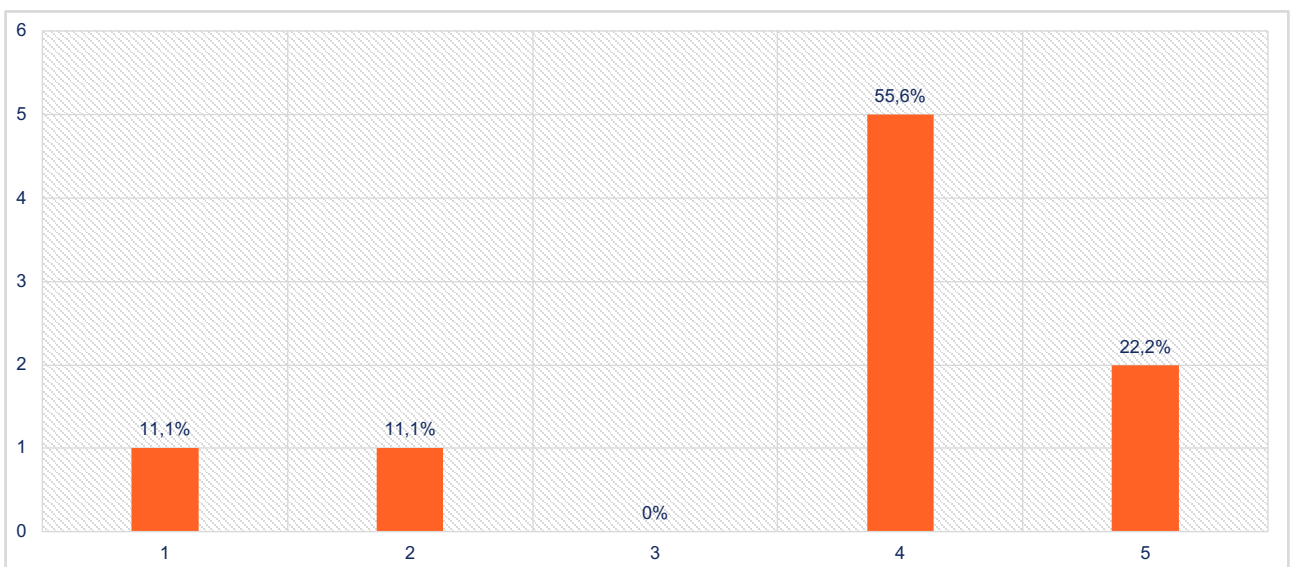
40,4% of organisations are currently using blended learning (a mix of online and face-2-face training channels) to train their employees

Which channel are you currently using to train your employees?



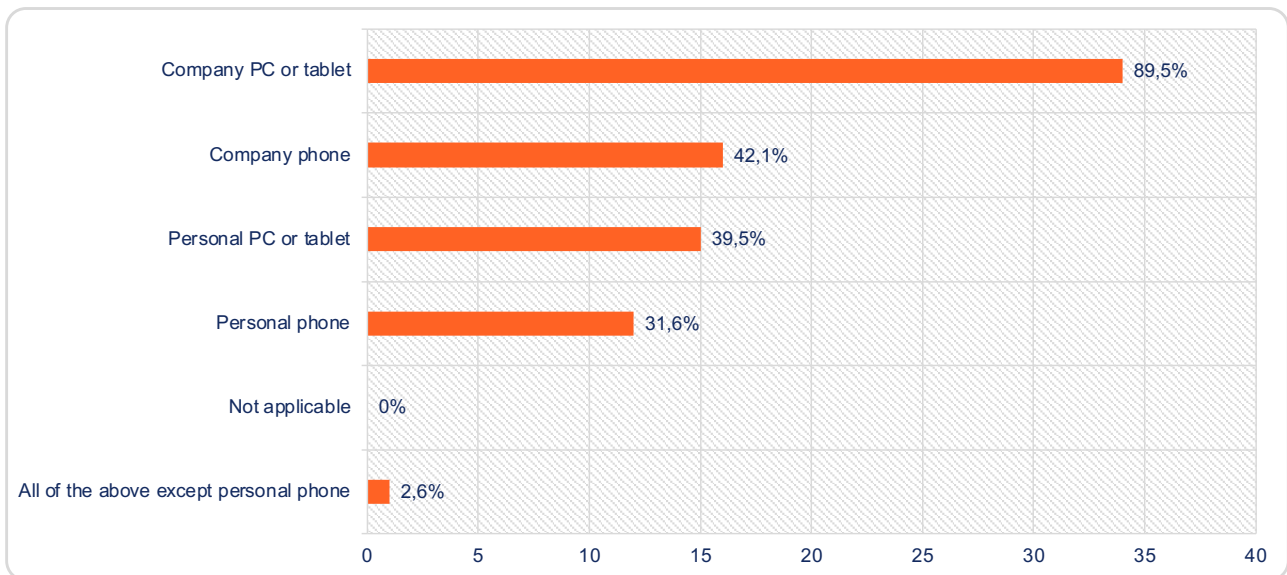
55,6% are considering adopting a digital training platform in the next 12 months

To which extent are you considering to adopt a digital training platform in the next 12 months?



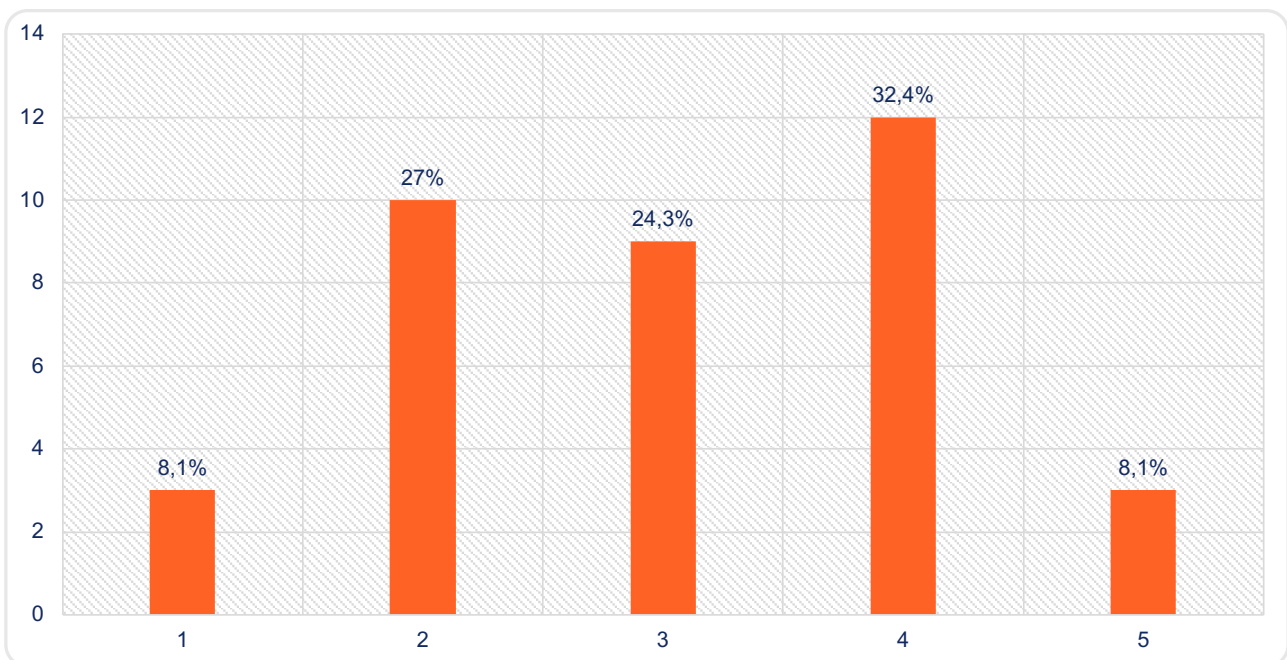
On 89,5% of organisations, employees can currently access the digital trainings via their company PC or tablet

How can employees access the digital trainings today? (Multiple answers possible)



32,4% of organisations are likely to add another tool in the next 12 months, if it would address some of the challenges of their current digital platform(s)

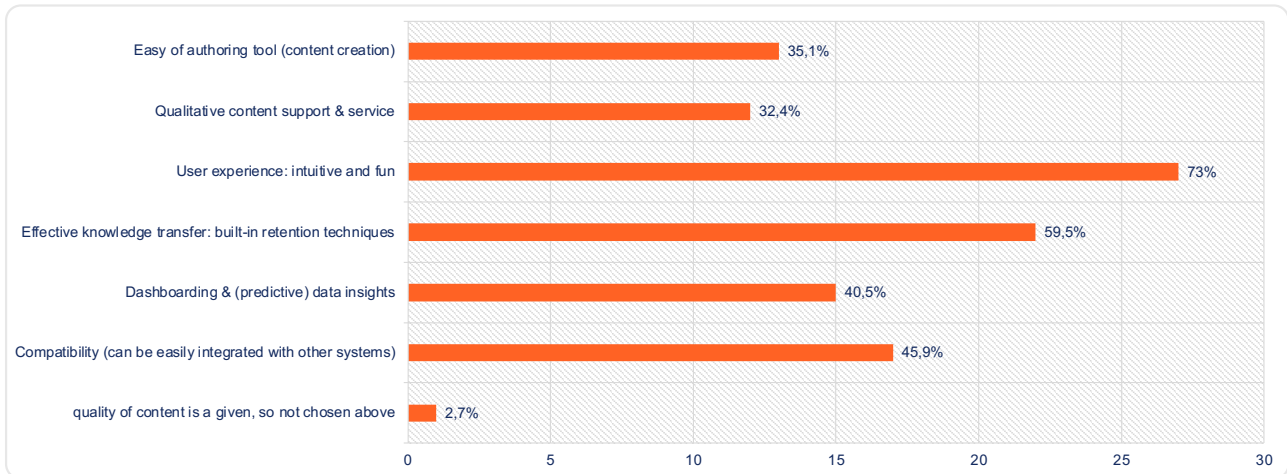
How likely are you to add another tool in the next 12 months, if this tool would address some of the challenges of your current digital platform(s) mentioned earlier?



Organisations considered the following 3 elements the most important of a digital learning solution:

- User experience: intuitive and fun (73%)
- Effective knowledge transfer: built-in retention techniques (59,5%)
- Compatibility: can be easily integrated with other systems (45,9%)

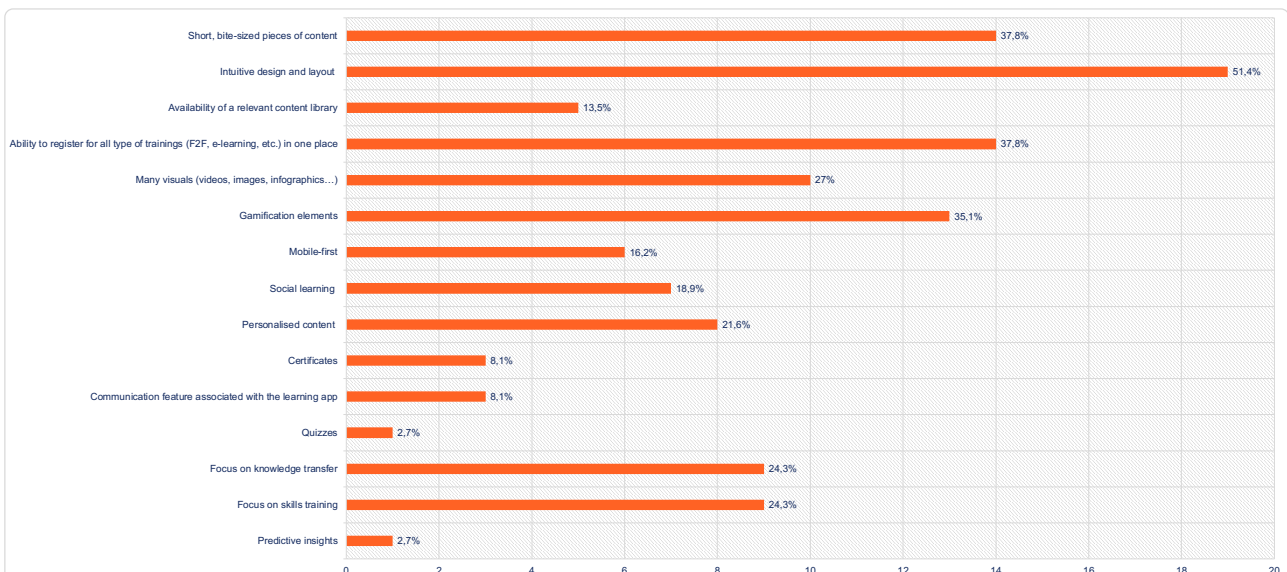
What do you consider as the most important element(s) of a digital learning solution? Mark your top 3.



Organisations considered the following 3 features the most important ones within the learning application:

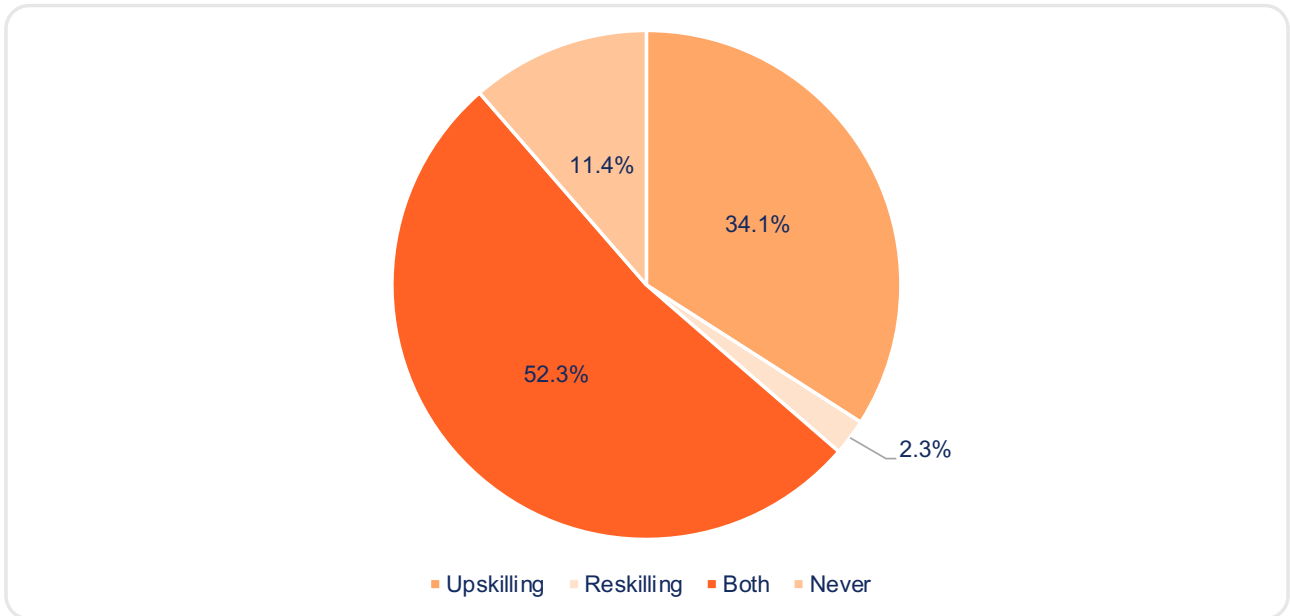
- Intuitive design and layout (51,4%)
- Short, bite-sized pieces of content (37,8%)
- Ability to register for all type of trainings (F2F, e-learning, etc.) in one place (37,8%)

*Within the learning application, what features do you consider as most important?
Choose the 3 most important ones.*



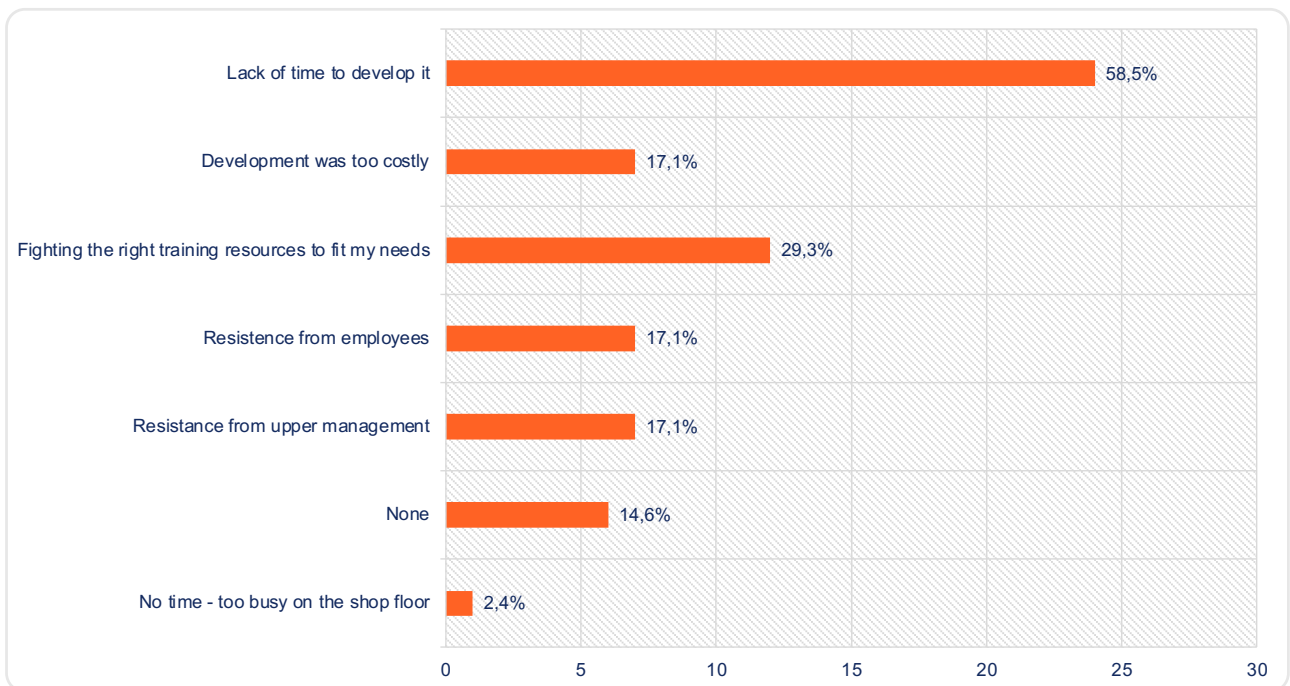
52,3% of organisations are providing their employees with both upskilling and reskilling training

Are you providing your employees with up- or reskilling training?



58,5% appointed lack of time as their main challenge in developing an upskilling / reskilling initiative

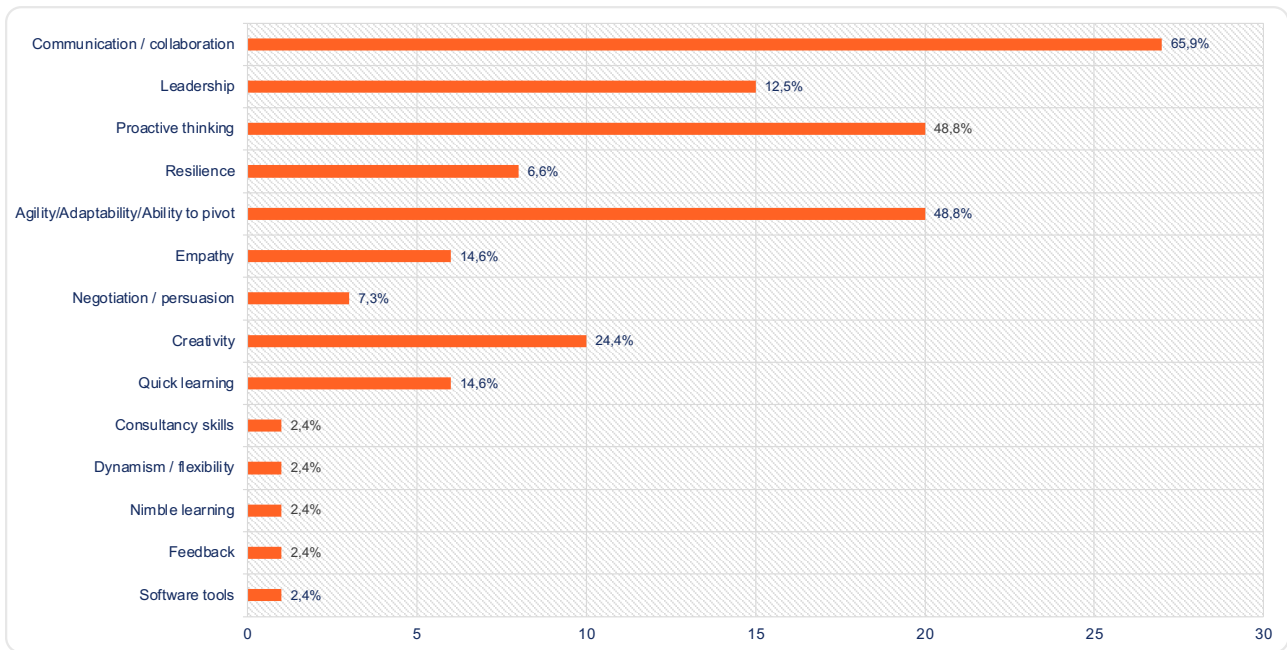
What challenges did you face in developing your upskilling/reskilling initiative?



Organisations appointed the following 3 soft skills as the most important ones that their employees are lacking:

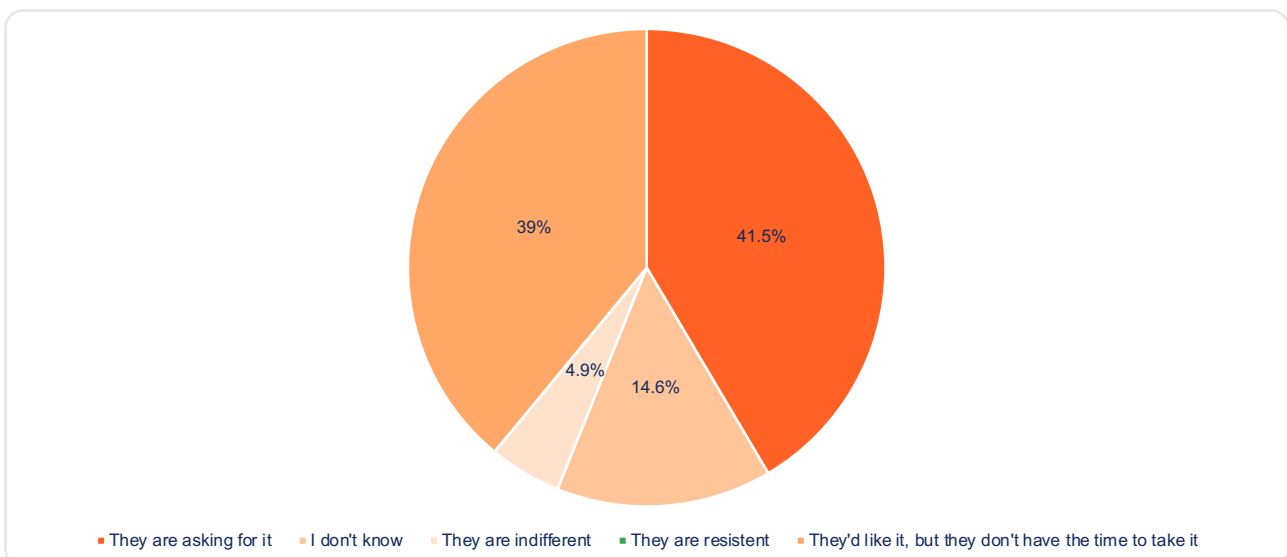
- Communication / collaboration (65,9%)
- Proactive thinking (48,8%)
- Agility / Adaptability / Ability to pivot (48,8%)

What are the most important soft skills your employees are lacking? Mark your top 3.



41,5% of organisations state that their employees are asking for upskilling / reskilling training

How do you think your employees feel about receiving upskilling/reskilling training?



About MobieTrain

Knowledge is our forte, and it is our mission to empower employees with the knowledge that they need to succeed. With mobile-first training, employees are put at the heart of their own learning and development, which leads to a better customer experience, employee engagement, and impacts business' bottom line.

Focusing on the remote and deskless workforce, and the management team that drives them, we are transforming traditional learning methods to match the challenges of the modern workplace. Through microlearning, gamification, brain science and mobile, we deliver high impact training for the future of work.

After spending the last decade gathering customer insights and leading training for some of Europe's biggest brands, including Decathlon, Vans, Diesel, Proximus and Total, we understand how greater knowledge empowers greater performance and productivity.

Our vision is to define the global standard for mobile learning to boost productivity and sales in the workplace, one employee at the time.

About ZigZagHR

#ZigZagHR is the HR community for progressive HR professionals in Belgium. We are on a mission to rethink, reboot & retool HR by offering a more sustainable answer to what the workforce of today and tomorrow expects and needs in a rapidly changing world of work. And we dare to ask out loud, whether the current - even best - HR practices of today will still be here tomorrow? We connect and unite HR professionals at Connect & Learn events and we inspire about the future of HR by sharing best & next practices via our print magazine, via our online community and via our podcast / vlog "Brainpicking". What if the best HR is no longer (just about) HR?

About HR TECH Valley

HR TECH VALLEY is a community of HR Tech Stakeholders who share the belief in HR Technology as a means of enabling organisations to focus more on its people. Starting out with creating awareness on the evolution of HR Technology in Belgium and the Netherlands, we now act as an Independent HR Tech Market Lighthouse for the BeNeLUser experience. Sharing our insights, knowledge and experience we have a record in helping companies and organisations with their HR Tech Challenge.

