Corporate Digital Learning, How to Get It “Right”

Learning Café
Online Educa Berlin, 3 December 2015
Key Questions

1. What is the unique proposition of digital learning?

2. What is the right digital learning solution for your organization?

3. How do you implement digital learning in your overall L&D strategy?
Participant Group Profile

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Company size (in percent; n = 76)

- More than 100,000: 29
- 50,000 to 100,000: 31
- 10,000 to 50,000: 7
- 1,000 to 10,000: 7
- Less than 1,000: 26
- No data: 0

Source: KPMG, IMD, 2015

Company location (in percent; n = 76)

- Germany: 29
- Switzerland: 31
- Other European countries: 7
- India, Middle East, Africa: 7
- Americas: 26

Source: KPMG, IMD, 2015
To Digitize or Not to Digitize?

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Administrative challenges
(inflexible systems, unsatisfactory LMS support, complexity…)

Technical aspects
(compatibility, IT standards/security, functionality, bandwidth…)

Major Issues

Cost and quality
(time intensive development, content hosting expensive…)

Lack of engagement
(not user-focused or user-friendly, lack of support from business…)

Given that in the last three years, SCM-related digital learning in ABB has experienced a six-fold increase, there could be the potential opportunity to digitize everything. But Walton cautioned that digital learning is not a “one size fits all” solution: “You need to step back and ask yourself, ‘Is it the right thing to be doing?’”

Digital learning requires a lot of internal development because an essential aspect is quality. The focus must be on content and not just a flashy tool: “The learner should be engaged with the content, not distracted by the delivery!”
Why Go Digital?

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Some Key Take-aways

• Use when it offers didactic advantages and it fits the learning objectives.
• Initial costs and resource needs are high, savings come much later.
• Check the technical requirements first, involve IT (bandwidth, compatibility, etc.).
• Align expectations from business and the learners.
The Learners’ Perspective

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Some Key Take-aways

- Map the knowledge/skills/competencies in your organization to get the right fit.
- Accompany with internal “push” marketing and a change management process.
- Drive from the top and involve business partners to motivate learning.
- Make learning purposeful and fun to improve retention and transfer.