

# The state of learning

Learning trends and insights to help you deliver strategic learning across your organization.



## Uncovering the value of learning

What does enterprise learning look like today? Absorb LMS surveyed over 200 executive decision makers, learning professionals and customer success leaders, across multiple industries, to find out just that.

We wanted to understand what learning looks like today and the common themes affecting organizations' ability to prioritize learning effectively. As well as imagining what the future could look like in the face of complex global issues; from a macro-economic environment that's in flux, to changes in the way people are working and learning, impact of AI on the workforce to balancing connection, engagement and learner experience.

The answers we received provide a window into the current state of strategic learning – the sweet spot where learning drives business outcomes.

Overall, the learning professionals we spoke to in this survey have a positive outlook about their future, with 52% of businesses feeling prepared or very prepared when it comes to adjusting to uncertainties and facing change. But would executive teams feel safe knowing that their learning teams are as confident about the future of their business as they do about flipping a coin?

Plus, while the vast majority of respondents understand the need to measure impact, very few are actually looking beyond learning metrics.

## After reading, you'll understand the power of strategic learning and what that really means

By combining survey results, focus group interviews, horizon scanning, customer stories, we've put together a blueprint to help you update your learning playbook for the future of work. The findings will open your eyes to the importance of reimagining learning, measuring its impact and ensuring that you're developing and applying learning strategies for the future of your business.

Read on for industry insights, expert guidance, and new perspectives for a bold vision for the future of learning, where strategic learning drives business impact.





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# Executive summary







Organizations are facing a new level of business-critical challenges. Some are age old, others are new and evolving, a few might not even be on our radar yet. To get ahead, we need new perspectives, we need to reassess business problems through different lenses. One of the most effective lenses is strategic learning.

When you use learning to solve for use cases beyond just compliance, and focus on skills-based performance development, customer and partner education and sales enablement, you'll prove tangible business value and have a greater impact. **While 90% of survey respondents said it's critical to measure the impact of learning to drive business value, only 25% currently measure business outcomes.**

If you can't articulate to stakeholders the value you and your initiatives bring, they won't see learning as a business value.

Despite the macro-economic conditions that's led to many enterprise budgets being cut, **30% of respondents reported seeing their budgets increasing.** Why? Because learning is seen as a key strategic lever during the times of uncertainty, rapid evolution of technology and the increasing labor shortages. It's the teams that are redefining mandatory training to look beyond just compliance training that are getting investment in their programs and driving innovation and sustained, long-term organizational success through expanded use cases.

There are so many external economic, technological and societal trends driving the strategic imperative for learning that L&D teams are playing an expanded role, with a broader audience scope than ever before. But not all learning professionals sit in HR teams. We're seeing customer education, partner enablement and compliance teams successfully develop, deliver and track their own learning programs and drive business value. **With learner adoption and engagement being reported as the #1 learning challenge these teams face today,** all departments need to come together to work on a solution to make sure all learners, whether they're internal or external, are agile, resilient and engaged to reach corporate goals.

With global talent scarcity, the pressure to do more with less, finding new and sustainable ways to grow while attracting and retaining top talent with a multi-generational, hybrid workforce, the scale of the task ahead can seem overwhelming.

But with the right approach, support from across the business and the right technology in place, the transition to this new type of learning doesn't need to be difficult, it can be exciting. AI is here to facilitate and expedite this transition but learning teams need to make sure that they are embracing the same technology and aren't left behind. **80% of respondents said they believe AI is important in learning strategies, but only 25% are factoring it in routinely.**

Increased efficiency, growth and productivity are within your reach. Don't underestimate the power learning can have to ensure you reach your goals."

**-Saravana Sivanandham, CMO, Absorb.**





# How to master enterprise learning



# The multi-dimensions of enterprise learning

As learning transforms, what are the new priorities? Who’s the audience? What are the goals? What we’re seeing across our enterprise customers is that there’s a variety of categories they want to attack, with a range of business objectives attached to these programs, across different or multiple audience segments. Learning professionals, wherever they sit in an organization, have expertise in eLearning and learning systems that can drive impact in other areas across the business. Being positioned to support cross-functionally and to be able to share data and best practices, and to set benchmarks, is important as companies launch non-traditional applications of learning.

	Mandatory training	Performance enablement	Product training	Training as a business
Use cases	<ul style="list-style-type: none"><li>• Compliance &amp; safety</li><li>• DEI</li><li>• Frontline training</li><li>• Benefits &amp; well-being</li><li>• Internal communications</li></ul>	<ul style="list-style-type: none"><li>• Role/Departmental upskilling</li><li>• General upskilling</li><li>• Leadership development</li></ul>	<ul style="list-style-type: none"><li>• Customer education</li><li>• Partner enablement</li><li>• Sales/GTM training</li><li>• Build community</li><li>• Employee onboarding</li></ul>	<ul style="list-style-type: none"><li>• Ecommerce (B2B &amp; B2C)</li><li>• Industry/professional organizations</li></ul>
Learners	<ul style="list-style-type: none"><li>• Employees</li><li>• Partners</li><li>• Suppliers</li><li>• Contractors</li></ul>	<ul style="list-style-type: none"><li>• Employees</li><li>• Contractors</li></ul>	<ul style="list-style-type: none"><li>• Customers</li><li>• Partners</li><li>• Sales team</li><li>• Support team</li></ul>	<ul style="list-style-type: none"><li>• Customers</li><li>• Prospects</li></ul>
Program owners	<ul style="list-style-type: none"><li>• HR</li><li>• L&amp;D</li><li>• Department</li></ul>	<ul style="list-style-type: none"><li>• HR</li><li>• L&amp;D</li><li>• Department</li></ul>	<ul style="list-style-type: none"><li>• Customer success</li><li>• Partner success</li><li>• Sales / support</li></ul>	<ul style="list-style-type: none"><li>• Sales</li><li>• Marketing</li><li>• Operations</li></ul>

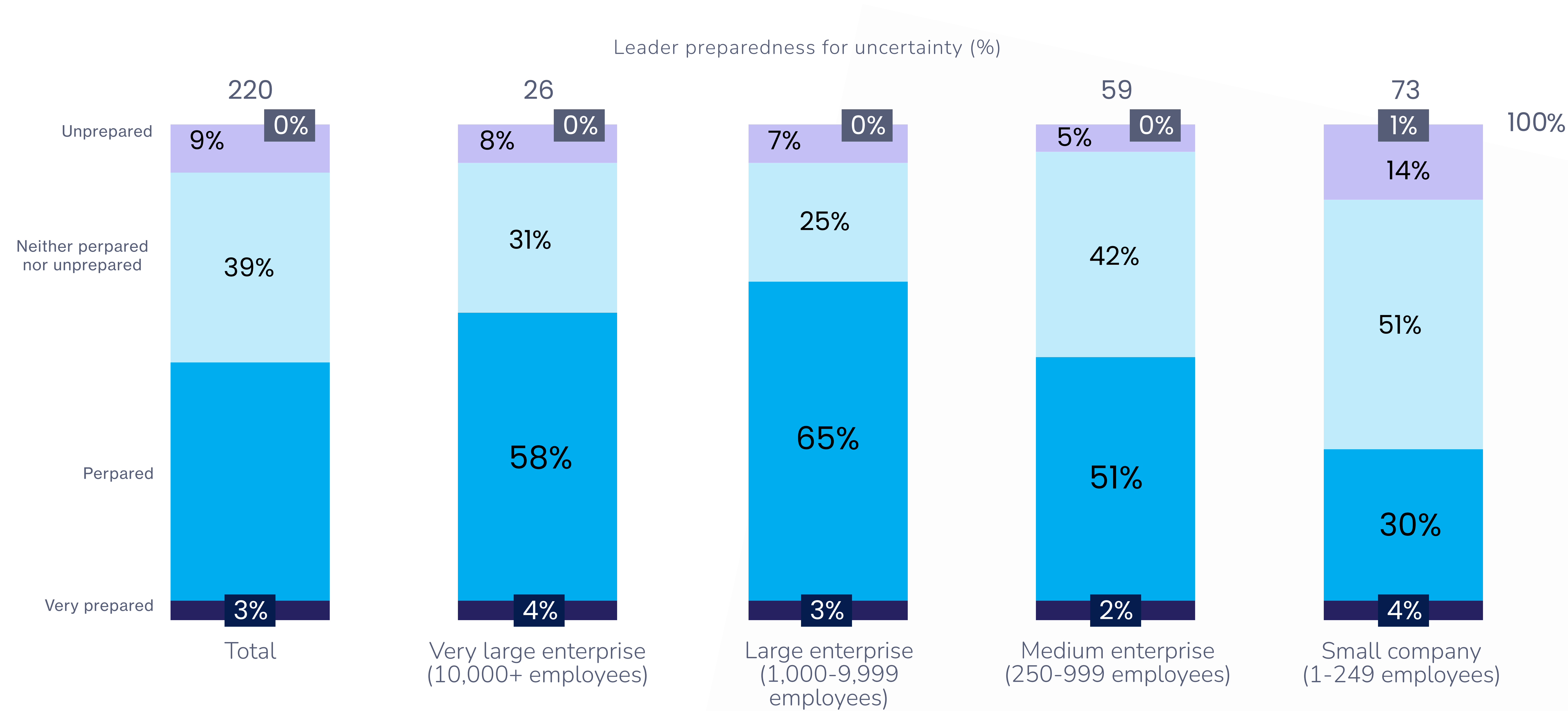




# How to make the case for strategic learning: Start preparing for the enterprise challenges ahead

Fail to prepare and prepare to fail. That can feel a little overwhelming, but businesses can't afford to sit and wait for challenges to become critical. While some challenges are evident, others are yet to be imagined. But that doesn't mean that there aren't pillars of your business that you can start making more resilient today.

In the current learning environment, large enterprises feel more prepared to tackle change compared to medium and small organizations.

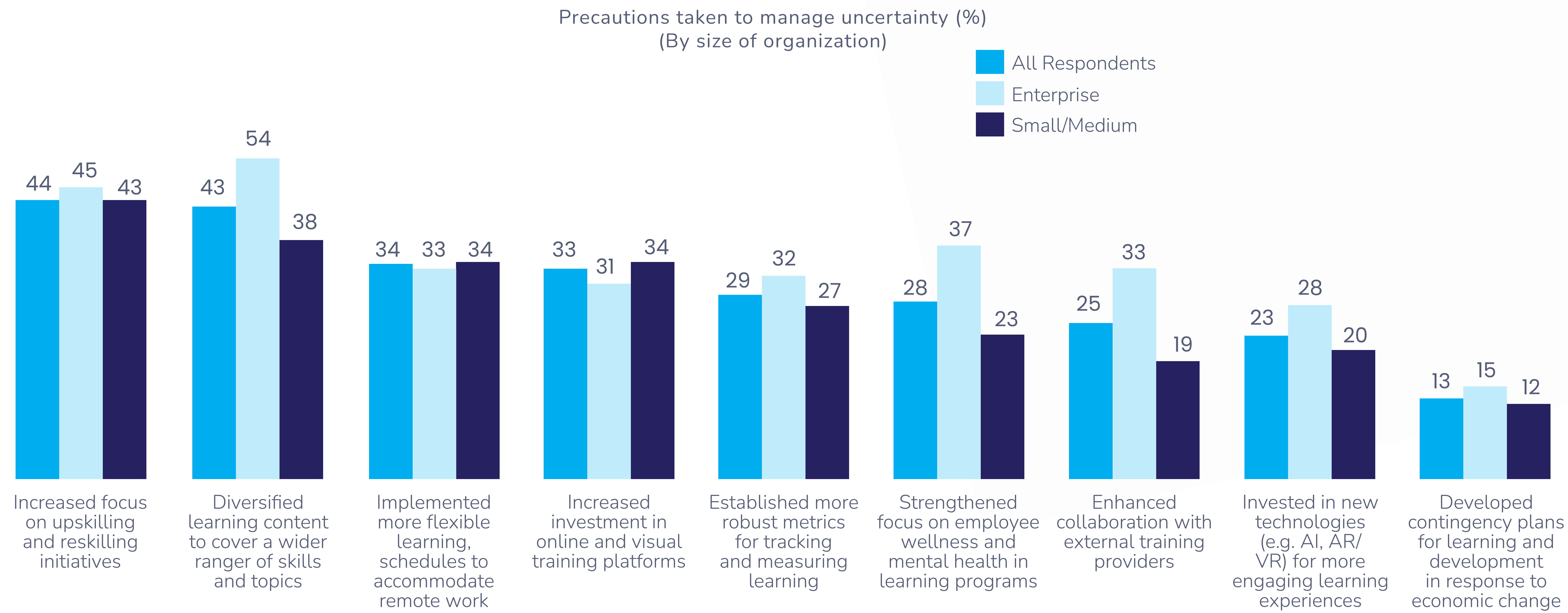


Q6F. How prepared do you feel you are to adjust to uncertainties and changes in the Learning landscape?





When it comes to proactive action, businesses are addressing skills gaps, diversifying their learning content and adapting their programs for remote work.



Q6G. What precautions have you taken this year to help your business, or teams prepare for uncertainty in the learning landscape?





Here are some questions for you and your organization to consider together, to move away from being reactive and towards building the processes for proactive and predictive learning initiatives to drive business success

Efficient and effective growth	Higher costs of running a business	Rapidly evolving complex skills	Remote and hybrid workforce
What are our revenue goals?	Where are our biggest risks?	Are there any underperforming operations today that need addressing?	How are we encouraging employees to build connections?
Where do we see gaps in the revenue process?	What processes need to be ingrained in day-to-day operations?	What are the current skills gaps?	How are we building a learning culture?
Which teams need to be experts in our products and services?	How can we increase the productivity of our existing employees?	Are there any challenges to skills development within the organization?	How are we developing people in a virtual world?
Do our customers understand our products and services?	Is there a way to more efficiently manage customers?	Are you using AI to scale learning path development to all internal learners?	How do we allow for mentoring and coaching?
Do we treat our partners like an extension of our sales team?	Can our customers self-serve?	Do you have the right skills data to present to internal stakeholders to help them formulate their strategies?	How do peers learn from one another?

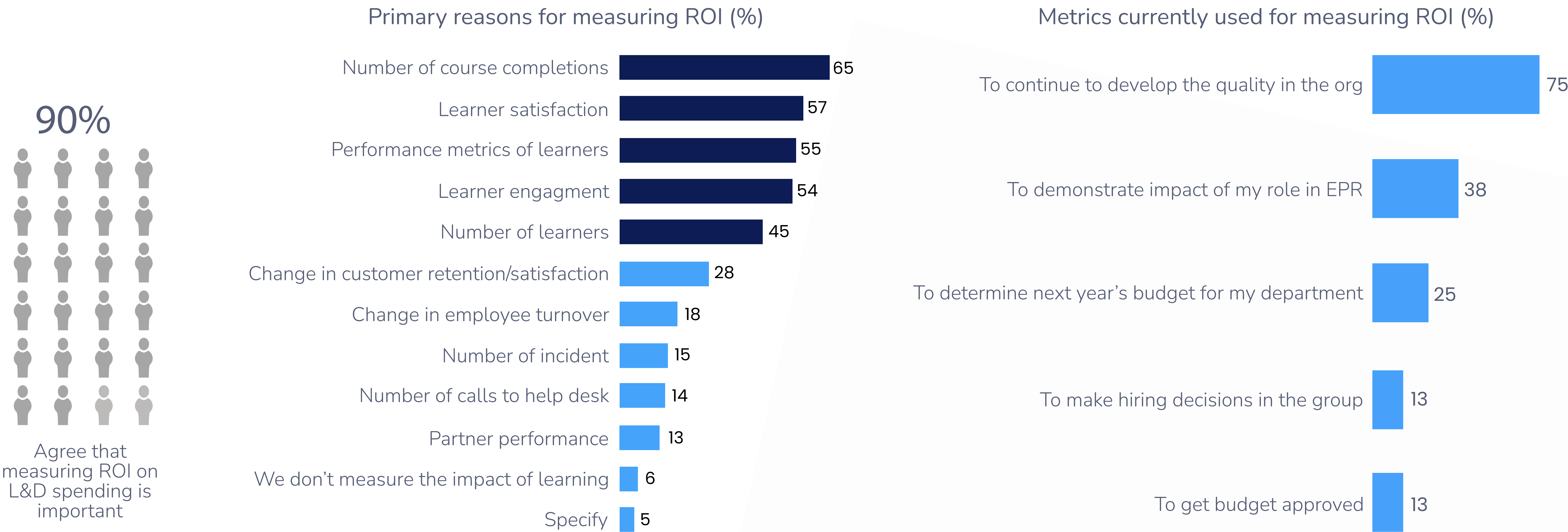




# Showcasing value:

## How to correlate learning engagement with business impact

The traceability of learning is a problem that all businesses experience. How do you measure and quantify the impact of an L&D program? There’s no simple answer, or quick fix, when it comes to ROI. But here are some ways you can link learning metrics to business outcomes to articulate value to different stakeholders across your business.



- Q4A. How important is measuring the impact of learning?
- Q4B. Why is measuring the impact of learning important for your role?
- Q4C. What metrics do you/your department use to demonstrate the impacts of learning in your organization.







**Budgets are rarely connected to transformation. Most organizations care that you can do the job now so transformation over time is not a priority. Unless there's a compliance requirement, data isn't prioritized.**

**- State of learning survey respondent**

*Qualitative interview.*





Combining internal learning metrics with business outcomes.

Use case	Learning metric	Business outcome
Employee development	<ul style="list-style-type: none"><li>• Course or learning path completions</li></ul>	<ul style="list-style-type: none"><li>• Employee attrition</li><li>• Employee performance ratings</li><li>• Employee productivity</li><li>• Employ promotions or internal mobility</li><li>• Employee retention</li></ul>
Employee communications	<ul style="list-style-type: none"><li>• LMS engagement</li></ul>	<ul style="list-style-type: none"><li>• Employee attrition</li><li>• Employee productivity</li></ul>
Compliance	<ul style="list-style-type: none"><li>• Program participation</li></ul>	<ul style="list-style-type: none"><li>• Faster time to productivity</li><li>• Reduced number of incidents</li><li>• Improved overall safety</li></ul>

Centurion introduced their Centurion Learning Academy and saw an increase in optional training program completion (60%), a decrease in turnover (from 1.8 to 1.3) and have promoted 76 employees (two-thirds of whom are women).

Wave Utilities replaced all their compliance training with bite sized, interactive eLearning courses, reducing induction by 3-4 weeks. Their compliance refreshers were updated too, going from 2 full weeks of scheduled workshops to under 3 hours, which employees can do can around their other tasks.





Use case	Learning metric	Business outcome
New hire onboarding	<ul style="list-style-type: none"><li>• Assessment scores</li><li>• Manager satisfaction</li></ul>	<ul style="list-style-type: none"><li>• New hire productivity rate</li><li>• First 12-month turnover rate</li><li>• Time to competency</li><li>• Employee engagement</li></ul>
Product training for customer facing roles (support and sales enablement)	<ul style="list-style-type: none"><li>• Training completion</li></ul>	<ul style="list-style-type: none"><li>• Average ticket resolution time</li><li>• First touch resolution time</li><li>• Win rate</li><li>• Attach rate of products</li><li>• Sales velocity</li></ul>

I Work saved more than \$32,000 in ramp up costs for the Customer Care team in the first year. They Successfully hired and trained over 20 Customer Care agents without sacrificing ramp-up time, customer satisfaction, product knowledge or team culture.





## Combining external learning metrics with business outcomes

Use case	Learning metric	Business outcome
Customer training	<ul style="list-style-type: none"><li>• Course or learning path completions</li><li>• LMS usage</li></ul>	<ul style="list-style-type: none"><li>• Product usage rates</li><li>• Reduction in customer support tickets submitted</li><li>• Increased upsell and cross-sell opportunities</li><li>• Improved NPS/CSAT scores</li><li>• Improved time to value realization</li><li>• Reduced customer churn rate</li></ul>
Partner training	<ul style="list-style-type: none"><li>• Content engagement rates</li><li>• Knowledge retention</li></ul>	<ul style="list-style-type: none"><li>• Market expansion</li><li>• Average deal size</li></ul>

Global eTraining achieved explosive growth, using their LMS to support a vast and varied global customer base. They're serving tens of thousands of client learners across 154 countries, having simplified their training and increasing both customer value and customer satisfaction.





Use case	Learning metric	Business outcome
Third-party supplier onboarding	<ul style="list-style-type: none"><li>• Compliance program completion</li></ul>	<ul style="list-style-type: none"><li>• Reduced number of incidents</li><li>• Improved overall safety</li><li>• Improved supply chain efficiency and reliability</li></ul>
eCommerce	<ul style="list-style-type: none"><li>• Number of courses offered</li></ul>	<ul style="list-style-type: none"><li>• Revenue increase</li><li>• Strengthened brand reputation</li></ul>

WWF Singapore was looking for an efficient and scalable way to deliver blended learning options to accommodate international teams. With strong eCommerce functionalities in their LMS, they offered variable pricing options and support for multiple currencies, significantly increasing their revenue. They plan to reinvest the additional revenue back in their learning programs, offering localized learning portals in different geographies.







## There are lots of ways you can measure the ROI of your L&D programs. But are you measuring the ROI of your LMS?

Findings from the **Forrester Consulting Total Economic Impact™** Study commissioned by **Absorb LMS** showed a composite organization representative of interviewed customers showed:

- **490% ROI in 3 years** from using Absorb
- **40% reduction in employee onboarding time**, resulting in **1.2M in time savings** through faster time to productivity of newly onboarded employee
- **Compliance savings of \$3.7M**
- Streamlined reporting **time savings of \$968K**
- **20% increase** in sales resulting in an incremental gross profit boost of \$3.8M
- An **extra \$1.1M in profit** from externally monetized coursework sold through the LMS
- Payback of Absorb implementation **in less than 6 months**

[Download the full study](#)

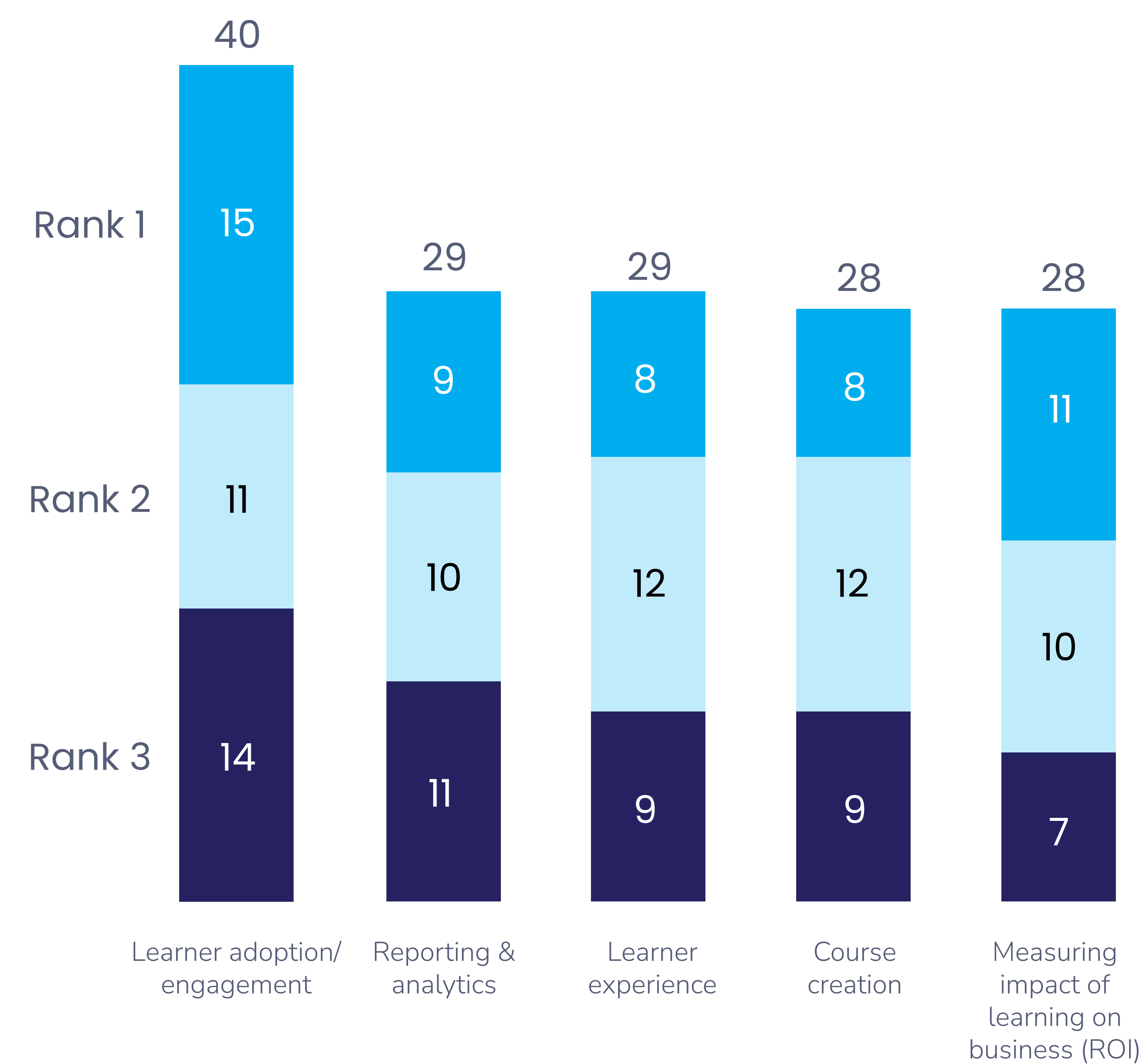




# Building strategic foundations: Understanding your challenges and the available solutions

Learner adoption and engagement in the most significant challenge faced by companies today.

Most significant L&D challenges within organizations (% Ranked 1st, 2nd, and 3rd)



2B What have been your biggest challenges when it comes to learning in your organization in the last 12-24 months? Please rank the following in their order of importance to your organization with 1 being most important. Rank up to 5. (RECENT CHALLENGES)





# Let's take a look at a couple of these challenges in more depth.

## 1. Learner Adoption

To engage your learners, you need to understand your learners. After all, relevance is the ultimate engagement tool. Learners want to know why they should learn something, how they'll apply it, and how it's applicable to a specific task, their role or their professional development. When you tailor training to their needs, learning goes from being a chore to being a choice.

**Here are a few ways you can better engage your learners via your LMS:**

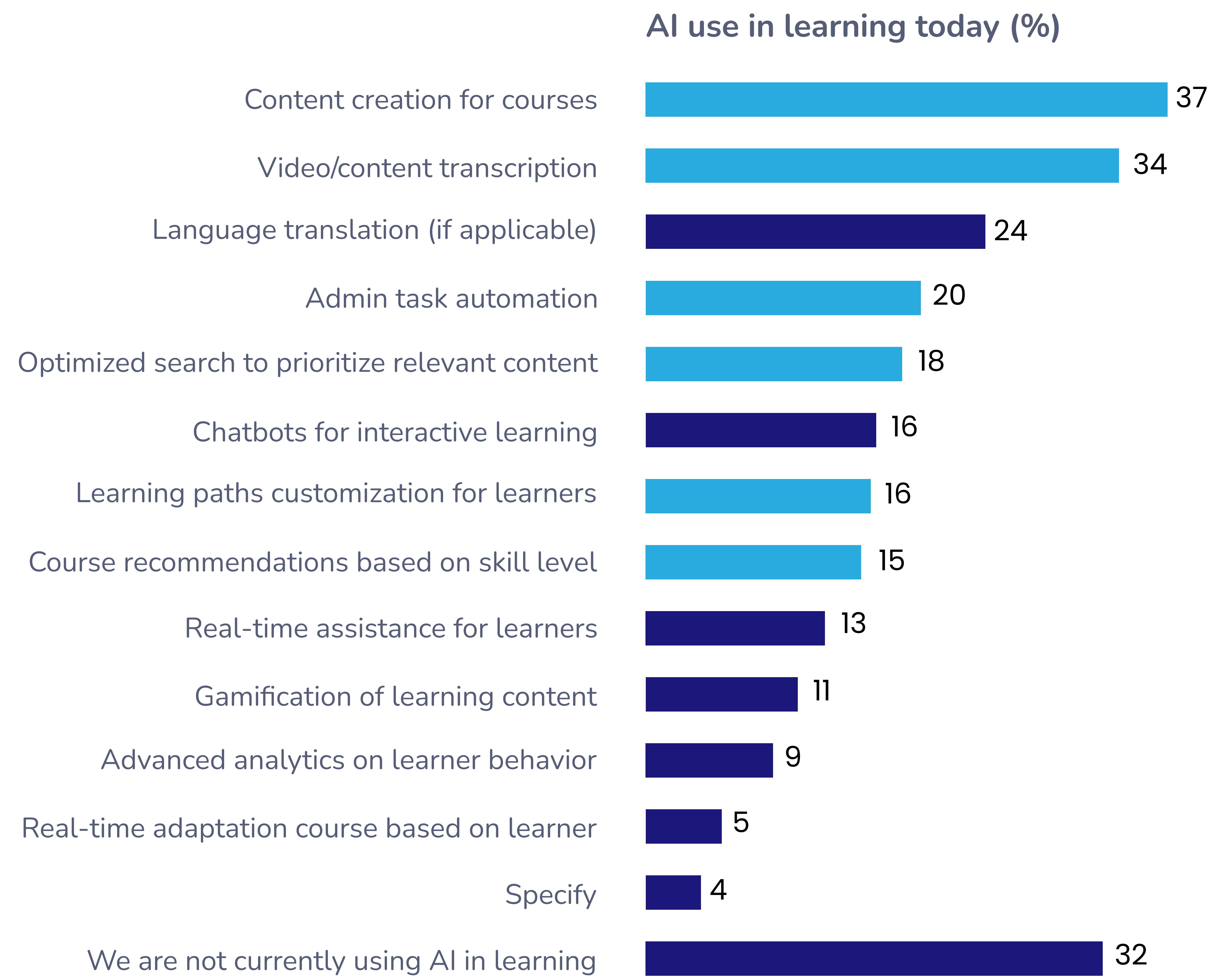
- **Offer personalized learning paths:** While all learners are unique, it's a safe bet to assume that they care about their own career development. You need to provide content that's aligned to their role and skill level for it to really resonate with them. If you build content with this in mind, it will enhance the transfer of learning to on-the-job performance.
- **Take generational learning needs into account:** Different generations of workers also tend to learn in different ways. That's not to say that millennials and Gen Z don't have the attention span to consume long-form content, or that baby boomers and Gen X can't get onboard with mobile learning. It just means that organizations need to provide options to align with different learning styles.
- **Multi-modal options to boost interactivity and accessibility:** Break up the monotony of passive learning and encourage active participation. With engaging content like quizzes, simulations, case studies, and role-playing exercises, you're providing an experience that'll lead to better retention of information. Not everything has to be a video, you can provide collaborative problem-solving exercises for learners to foster a sense of community and encourage knowledge sharing among peers. You need to think of this when creating content so you can provide learning in a way that fits in with the way they work. Which means offering bite-sized content and making it accessible from a smartphone so they can continue to develop their skills on the job, wherever they may be.





## 2. Content Creation

One of the reported solutions to the challenges of creating content is GenAI.



Q5C. How are you using A.I. in learning?

But the widespread use of AI to solve learning challenges hasn't fully taken off with learning professionals yet.

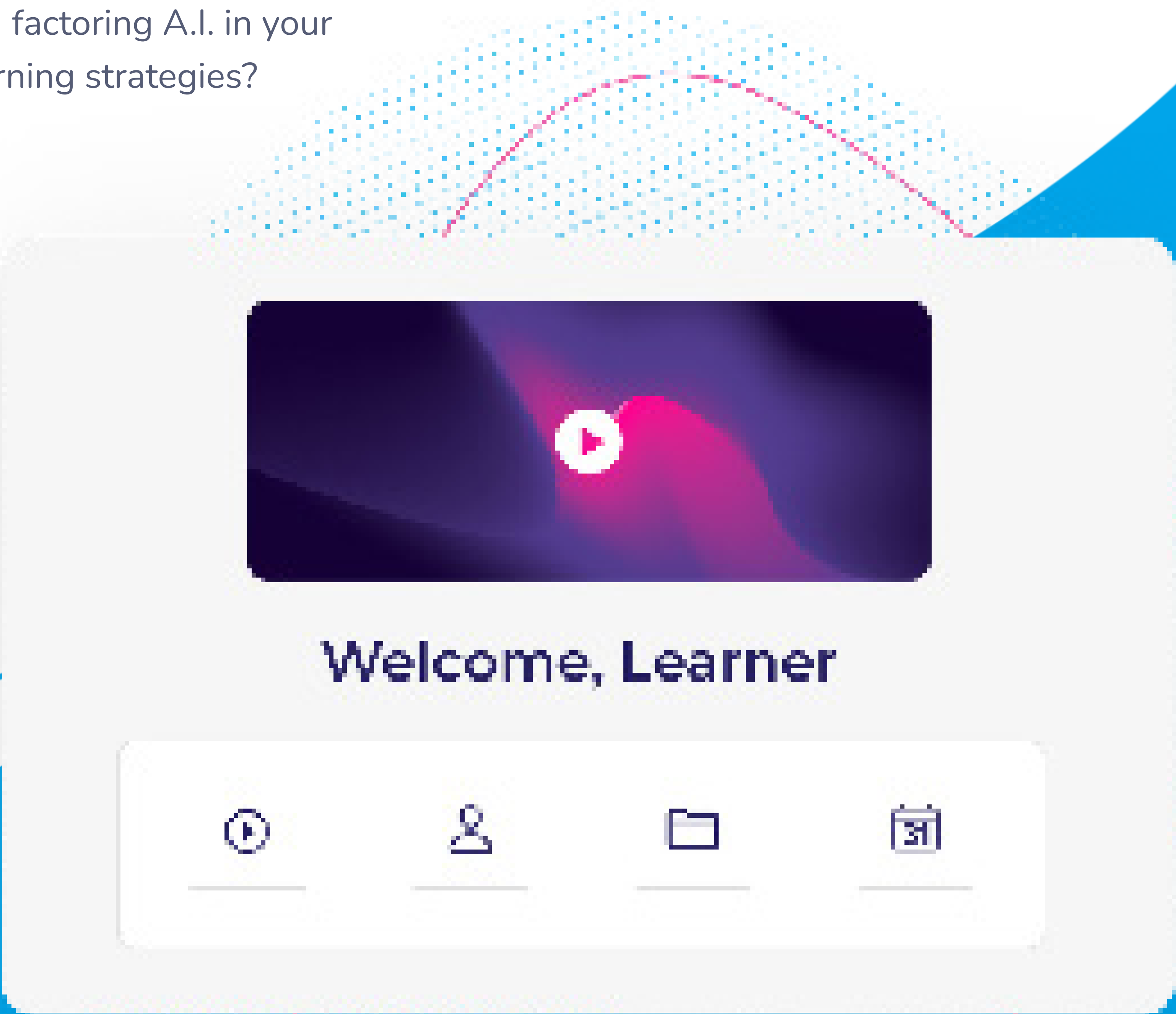
80% 25%

Believe AI is important in learning strategies

Q5A. How important is Artificial Intelligence (A.I.) in your learning strategies?

Factoring AI into learning strategies routinely

Q5B. How frequently are you factoring A.I. in your learning strategies?





# Here are a few simple ways you can routinely factor in AI, beyond content creation

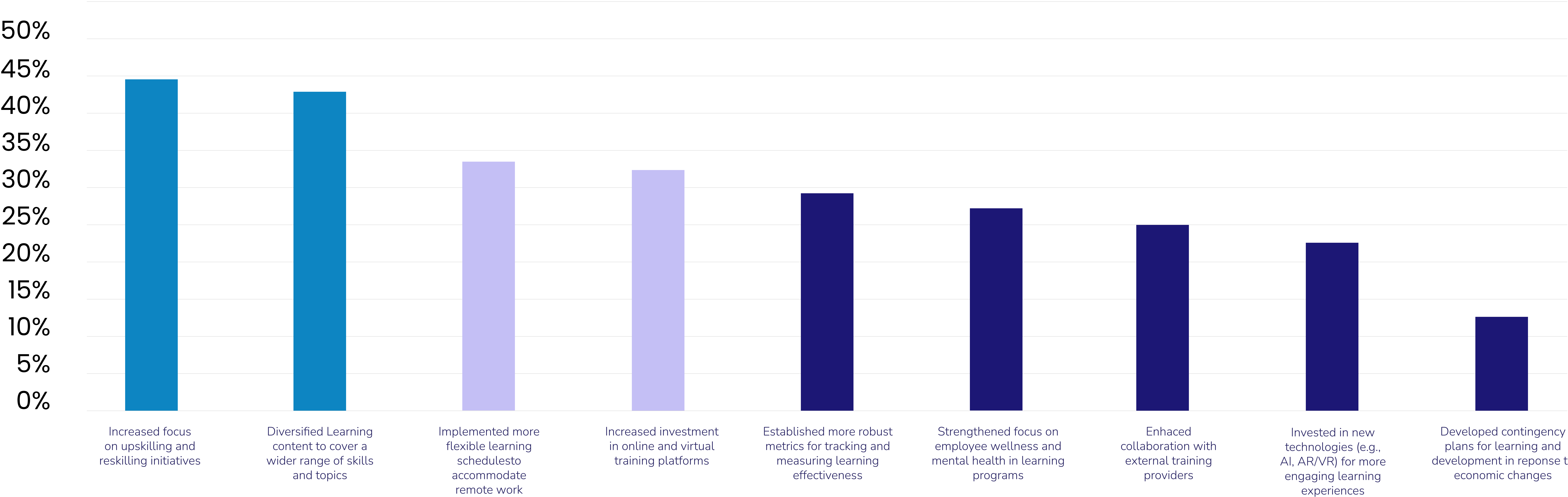
Reporting and analytics	Admin experience	Learner experience
AI can be leveraged to predict learning outcomes, identify potential skill gaps, and forecast future training needs. By analyzing historical learning data, AI can provide insights into which training programs are most effective, where improvement is needed, and which employees might need a little additional support to be successful.	Automate course enrollment, scheduling, and resource allocation with AI. By analyzing historical data and learner preferences, AI algorithms can optimize course allocation, manage schedules, and recommend suitable training programs, streamlining the administrative tasks related to course management.	L&D teams can implement AI-powered chatbots to provide instant support to learners, which is great for global teams and customers that are across time-zones. Chatbots can answer questions, provide guidance, and help with course materials, improving the accessibility and responsiveness of your learning resources.



# The most important skills for the future of work

Upskilling consistently comes up as a challenge organizations are facing, as well as a solution to other business problems. Businesses are increasingly on upskilling as major growth lever to face uncertainty and macroeconomic conditions

Companies focusing on upskilling and servicing geographically dispersed learners

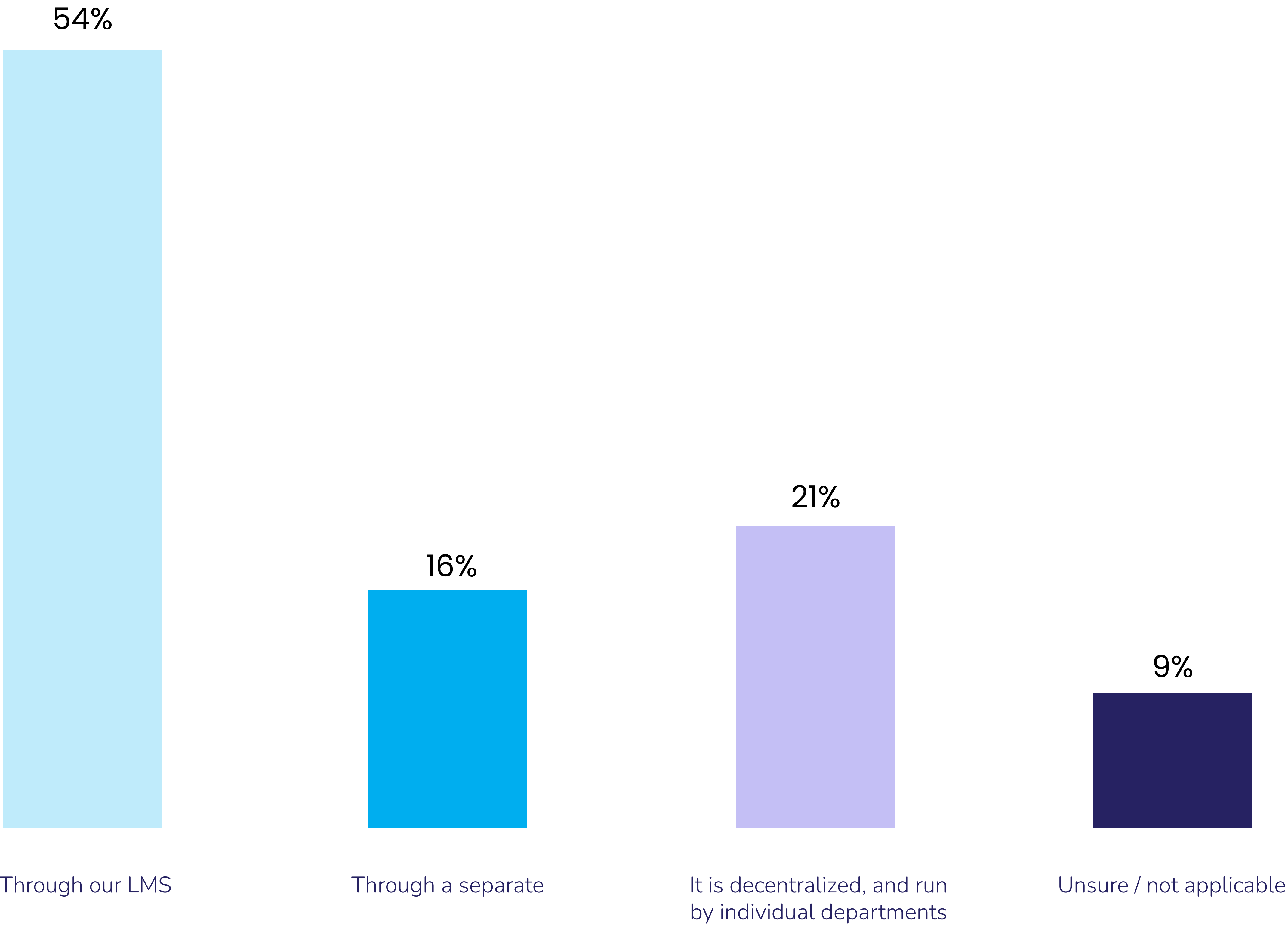


Q9: How do you run your upskilling/reskilling program?





As a part of the program efforts, many businesses are scaling their upskilling through their LMS (Learning Management System)



Q9. How do you run your upskilling/reskilling program?



So we dug in with some follow up questions during the qualitative interviews with survey respondents. Here are the skills they believe are most needed across their organizations to be prepared for uncertainty and meet the future of work head on. Plus, the learning tools that can support their development at scale.

Reporting and analytics

- Computer programming
- AI
- Cyber security
- Business analysis
- Data science

**Curated content libraries:** When you need to improve skills at scale, the most efficient and effective way is through curated, third-party content. With a wide range of up-to-date, relevant, technical learning resources at hand, learners can access materials directly from their LMS without disrupting their daily work. And L&D teams can minimize the burden of manual updates, knowing the content will be updated with the latest industry trends and best practices.





Emotional intelligence

- Empathy
- Tolerance
- Adaptability
- Change management
- Resilience
- Communication
- DEI
- Leadership/coaching

Communicating business value

- Aligning work with business goals and understanding executive level metrics
- Providing managers with personalized information that supports the big picture and their success

**Personalized learning paths:** While technical skills are essential, ‘human skills’ often play a more significant role in long-term career success. Customized training programs targeted to address the areas that are most relevant to learners’ and businesses’ roles and needs play a key factor in professional achievement.

Personalized learning paths give learners ownership over their professional development, leading to greater motivation and engagement. And when these paths are accessible via your LMS, managers can provide continuous feedback to highlight areas of opportunity, as well as track and measure the progress of the skills-development to assess the program’s effectiveness.

**A strategic learning system:** Different parts of the business will have their own ideas of what learning value means to them. The C-Suite will want to know the impact on the bottom line, customer and product teams will respond most to net promotor scores, managers will want to know that their teams are building, and becoming proficient in, relevant skills. You need to be able to collect data so that you can articulate value to each key stakeholder across the business.

By tapping into data analytics and reporting tools within a strategic learning system, L&D teams can generate quantifiable metrics and insights to demonstrate the impact of learning programs on key business outcomes.





# Trends in corporate learning





## Workforce evolution

What's most valuable to an organization, fresh perspectives or experience? Both play a huge role in business, and with five generations in the workforce, enterprises can have both. But generational diversity in the workforce, at a time when many employees are working remotely at least some of the time, presents both opportunities and challenges.

Companies and employees alike are navigating this shift, which has substantial implications for work culture, productivity and work-life balance. While not everyone fits nicely into a box, a 63-year-old and a 23-year-old will have different values, communication styles, approach to work/life balance and technology adoption rates, all of which needs to be addressed. There's a need to reimagine traditional work environments, dismantle stereotypes and balance employee expectations.

As boomers retire, replacing that industry expertise and business knowledge will be no easy feat. Organizations need to ensure different generations are learning from one another today, through mentoring, social learning, and knowledge sharing programs. L&D initiatives must be adaptable, tech-friendly, and focused on inclusivity to meet the needs of a multi-generational, hybrid workforce and create a culture of learning that is accessible to all. The long-term success of your organization might rely on it.



**A significant challenge companies face today is fostering collaboration and camaraderie across a multigenerational workforce. With baby boomers, Gen X, millennials, and Gen Z all working together, learning can play a crucial role in bridging generational gaps and creating a sense of unity.**

**Kimberley Williams**

CEO at Absorb LMS







The workforce is changing and it's causing a divide. Managers have a certain set of beliefs...and new employees have a different set of beliefs. L&D needs to teach managers how to better manage generations communicate expectations, work in corporate environment, and make sure they're socializing effectively. There's big demand for life balance and individuals in upper management don't appreciate it, but younger generations are pushing for it. There's a need for instant gratification, quick promotions, being rewarded, and timely feedback initiated by younger generations. But they need more coaching and social skills because they learned remotely during Covid.

**-State of learning survey respondent**

Qualitative interview

**58% of americans have the opportunity work from home at least once a week, and 35% have the option to work from home five times a week.**

Source: American Opportunity Survey (3rd edition), McKinsey

**The silver tsunami peaked in 2024 with 11,000 americans reaching the average age of retirement (65) per day.**

Source: Alliance for Lifetime Income

**89% consider generation diversity in the workplace a positive element of work.**

Source: LiveCareer Study

**87% view the opportunity to learn from each other as a good thing for their experience.**

Source: LiveCareer Study





# AI

From machine learning algorithms, natural language processing and large language models, AI has taken the learning world by storm. Or so you'd be forgiven for thinking. It seems like AI is all that we're talking about, for good reason, but most organizations are still at the beginning of their journey; working out how they can implement and adopt AI for the most basic use cases (content creation).

A major challenge for learning leaders today is just trying to keep up with the pace of tech change. How can AI help them reassess learning problems? How do we continue to value human expertise in an AI world? It's critical that L&D professionals think over these questions and start to experiment, so they can remain competitive by using AI to deliver better learning experiences, while upskilling at the speed of business.

But to begin with, it's crucial for employees to have a basic understanding of how AI works and its potential applications in their work environment. Then they can start to look towards adjacent trends, like chatbots, AI literacy and AI in knowledge work. These three sub-trends will help optimize corporate training by delivering personalized learning experiences, fostering data-driven decision making, and augmenting human capabilities, automating routine tasks, and unlocking new levels of efficiency, productivity, and innovation in knowledge-intensive roles.



**The winners will think of AI and find a way for AI to help them grow. And they will grow because they are empowering their people to spend more time at the top of their game. They will create a change management process where the people help them with that re-imagination in a way that serves the business. That's what the winners will do. L&D people are essential to this process because they're the ones who help retain, capture and retain firm knowledge. And firm knowledge is critical for AI maturity.**

**-Nichol Bradford**

Executive-in-Residence for AI + HI at The Society for Human Resource Management. [ROI podcast, season 2: 'Transformative tech and the future of work'](#).







Atlassian wanted their internal teams to leverage AI more in their day to day. They developed courses in their LMS with hands-on learning opportunities and ongoing assessments of training outcomes.

**Goal:** Enhance the adoption and usage of AI tools, and to make sure employees were at ease with the technology.

**- Key results -**

Participants were **19% more likely to use AI tools daily** after completing the course.

Sustained high usage post launch, with more than **250% greater use of AI tools** than before.

Effectiveness score of AI prompts **increased by 20%** after completing the course.

Freed up an estimated **200 business hours annually** for customer calls, account strategizing, and career development by reinvesting time saved through AI tool usage.





**4/5 people want to learn more about how to use AI in their profession.**

Source: LinkedIn learning report 2024

**54% of organizations say using AI to identify hidden and adjacent skills would help them reskill and retain workers.**

Source: Building tomorrow's skills-based organization Report, Deloitte

**Top reasons for adopting AI in learning:**

**72% enhancing learning efficiency (speed of learning)**

**66% improving learning effectiveness (depth of learning)**

**63% providing greater personalization**

Source: Fosway Group, Digital learning Realities 2023, AI in Corporate Learning





## Leadership crises

We have a leadership problem. The world of work is evolving at a pace that many are struggling to keep up with, and leaders are facing increasingly complex and ambiguous challenges: from adapting to rapid technological advancements, navigating and managing remote and distributed teams effectively, to addressing the growing need for DE&I in the workplace. That's before we even start to consider external uncertainties that can affect business.

In a world of work where a lot can seem out of our control, a problem that lies firmly at the feet of organizations is the failure to provide adequate leadership development for newly hired and current executives. A strong leadership pipeline needs to be built in advance, so when the time comes to transition into a management or leadership role, the move is seamless.

L&D teams can help prepare emerging talent with dedicated, personalized leadership programs that will help employees develop a leadership style that resonates with their teams and aligns with the overarching organizational strategy. From helping them to develop effective communication and ability to make tough decisions and solve complex problems, to providing them with the tools and strategies they need to navigate organizational change and conflict management and cultivate high-performing teams.



**Early on in my leadership roles, I was much more afraid of admitting mistakes because I thought they would have some consequence. And as I got a little older, and a little more comfortable in leadership roles, I almost looked for opportunities to speak to oversights or speak to mistakes so that I could model that kind of behavior to people around me. It's totally unreasonable to expect ourselves, or each other, to go through our days with perfection and not have moments of emotional dysregulation or anxiousness that trumps our better judgment in a particular situation... And in owning that, then we model that the other people with whom we work can do the same thing, and then you end up with a high functioning team that is authentic and candid, and growing together.**

**- Cecily Mak**

*Writer, Podcast host, and Co-founder of Wisdom Ventures. [ROI podcast, season 2: 'Overcoming imposter syndrome and other leadership skills'.](#)*



**Only 11% of organizations report having a “strong” or “very strong” leadership team, the lowest it has been rated in a decade.**

Source: Global leadership forecast

**77% of people believe business leaders have a responsibility to help solve societal issues.**

Source: U.S. News – Harris Poll Survey

**52% of Gen-Z professionals don’t want a management role, with 69% saying these roles are high stress and low reward.**

Source: Robert Walters Poll



## Lifelong learning

There are no longer jobs for life. The average person has 12 jobs in their lifetime, staying with each employer for just over 4 years. With this level of mobility, and the half-life of skills being less than five years (and in skilled fields as low as two and half years), one degree or professional qualification won't cut it in today's job market. Being called a perpetual student used to be a tongue-in-cheek jab at those who stayed in academia, now it's something people highlight on their CVs.

Employees need to be continually developing, and organizations need to support them on their journey if they want to attract and retain top talent; a lack of opportunities in professional development is often cited as a top reason for employees to look for other roles access to training is mission critical. This all highlights the need for a more dynamic and flexible approach to corporate training in response to the changing nature of work.

L&D needs to focus on continuous reskilling and upskilling to make sure learners are equipped with relevant skills for their current positions and future career transitions. Adopting adaptive learning strategies that can accommodate the diverse learning needs of employees who have varied job experiences and skill levels. Targeted training programs and a culture of continuous learning will address current skills gaps, while you work on building the frameworks and workflows for proactive skills development.

When you do all of this via your learning management platform, you'll know that employees are constantly adapting to new technologies and industry trends, applying their skills to problems today, and staying agile and adaptable to facilitate evolving skill requirements in the workforce.



**My grandparents were really instrumental in teaching me the lifelong learning mindset. They really believed that education was the route to change somebody's life. and that no one can ever take away your education. You know, you might lose your house, you might lose your car, but no one can ever take away that education.**

**- Kimberley Williams**

CEO at Absorb LMS. [ROI podcast, season 2: 'Lifelong learning and developing leaders'](#).





**In order to keep ourselves  
happy, we have to be  
forever learners.**

**- State of learning survey respondent**

*Qualitative interview.*





Aaron's has a mission to build a culture that values continuous learning. So, they developed a results-driven training program to enhance skills and enable growth within the organization. Their Black Belt Path Program is a progressive recognition and skills-based hire to retire training program that monitors performance against tangible business growth, not symbolic program completions.

**Goal:** Standardize the onboarding and training process across all positions, focus on job-specific skills and competencies to enhance employees while also identifying and developing future leaders from within.

- Key results -

Increased likelihood of customers recommending Aaron's to others **+30 basis points.**

Increased same-day sales conversions **+580 basis points.**

Effectiveness score of AI prompts increased by **20%** after completing the course.



**One billion people need to be reskilled by 2030.**

Source: World Economic Forum

**Countries with the highest % of 25-65 year-olds reporting participating in adult learning:**

- 1. Norway: 57.76**
- 2. Denmark: 56.67**
- 3. New Zealand: 56.45**
- 4. Finland: 56.02**
- 5. Sweden: 55.65**

(Australia came in 7th, the U.S. 8th , Canada 11th and the U.K. 12th out of 35+ countries.)

Source: OECD Skills Outlook 2021

**Prioritizing large-scale upskilling and reskilling initiatives; it has the potential to boost global GDP by \$6.5 trillion by 2030.**

Source: World Economic Forum





**What will  
learning look like  
in 2025?**



# What will learning look like in 2025?

Learning is never static. Technology, expectations and business norms all change. Which means the role of L&D is constantly evolving. The modern job of L&D is shaped by organizational needs, and you need to be proactive in working directly with leadership and management to figure out exactly how you can help your organization achieve its goals. It's no longer enough to aim for high completion rates or check off training requirements. You need to be part of the team that's strategizing ways to help the organization achieve its long-term and short-term objectives.

## But do you have the technology to monitor, measure and visualize the impact of your learning?

Our survey shows among other things, that organizations need more support in addressing audiences' needs, building out different learning use cases, measuring impact and driving growth.

And run-of-the-mill LMS' won't help you align learning initiatives to business outcomes. For strategic learning, you need a Strategic Learning System (SLS).

An SLS makes learning a core business priority by addressing all your enterprise needs. It's a single platform that fosters a culture of learning and development that is tightly integrated with an organization's strategic direction, ensuring that learning initiatives directly contribute to business success and employee growth.

An SLS is the foundation for you to move beyond traditional use cases like compliance, and start:

- Scaling and personalize upskilling experiences
- Improving employee retention, productivity & engagement
- Enabling new growth while expanding and sustaining your current customer base
- Streamlining company-wide operational efficiencies

## The power of an SLS

**Make sure your learning delivers outcomes by expanding the value of your enterprise learning programs and maximizing your learning tool investments.**

[Watch webinar](#)





# Checklist





# Checklist

## Must-haves for a strategic learning system

To be effective, a strategic learning system (SLS) needs certain elements. To following are must-haves for a successful training solution that is seamless, secure, scalable and delivers desired learning outcomes. A well-designed system focuses on elements in three categories: learning journey, administrative efficiency and technology integration.

### Technology integration

- 1

**Learning in the flow**

Busy employees need continuous training but often can't find the time or lose time switching between tasks. Headless solutions make microlearning courses seamlessly available inside business applications, so learners can maintain productivity and fill training gaps.
- 2

**Robust integrations**

Data syncing, single sign-on (SSO), and other API integrations keep learning up-to-date, secure, and operating seamlessly within your business ecosystem.
- 3

**Business intelligence tools**

Robust and user-friendly reporting and analytics tools let you monitor training program progress and performance. Easily measure learning effectiveness for stakeholders.
- 4

**Multi-tenant capabilities**

Scale and tailor learning experiences for multiple business units, partners, or vendors at once through separate portals using services and features of a single software platform.

### Learning journey

- 1

**Engaging learner**

A vibrant learning journey that captures interest and reflects various learning styles boosts satisfaction, encourages course completion, and promotes a culture of learning.
- 2

**AI Personalization**

AI helps tailor training experiences that suit the needs and preferences of every learner. Customized learning is memorable and impactful, accelerates progress, and improves outcomes.
- 3

**Limited role administration**

Social interaction – through course leaderboards, polling, and winning accomplishment badges – builds camaraderie and infuses training with team spirit.
- 4

**Tasks and surveys**

Build in continuous learner feedback with training surveys. Gauging learner satisfaction and course effectiveness helps direct and improve future course design.
- 5

**Gamification**

Winning, incentives, and rewards are strong motivators. Add a playful and mildly competitive element to the training experience with points and challenges to drive engagement and knowledge retention.
- 6

**Application and practice**

Make learning objectives clear from the outset and build in opportunities for learners to apply their learning to practical, relevant examples drawn from actual work situations.

### Administration efficiency

- 1

**Intuitive administration**

Intelligent admin tools streamline day-to-day tasks such as learner enrollment, notifications, and reporting. Conversational interfaces simplify and speed up routine work even more.
- 2

**Democratized content creation**

Tapping into employee knowledge and experiences provides more relevant and impactful content. Build in ways for learners to contribute ideas and media.
- 3

**Business intelligence tools**

Verify that learners have acquired the knowledge to perform their roles without a heavy administrative lift. Learners indicate when they're ready for review, reviewers are instantly notified, and results are recorded for compliance.
- 4

**Multi-tenant capabilities**

Access to pre-built courses on essential topics reduces time to deployment and streamlines training with ready-made content in multiple languages and formats.





## About the survey



## Who we spoke with for this research.

Of the 220 respondents who took part in the survey, 66% had been with their current Learning Management System (LMS) for over two years and 85% had a role in organizational budget decision making.

### Industries

Respondents came from a range of different organizations, with the majority coming from one of the following:

- Construction and manufacturing
- Education and training
- Finance and accounting
- Government and NPO
- Healthcare and wellness
- Technology and services
- Services, Associations and Hospitality

### Learner base

52% are leveraging learning for more than one use case. With 86% training employees or members, 24% training vendors or contractors, 25% training partners, 40% training customers, 8% training resellers and 6% training prospects.

## What we discussed

We began by asking questions about their top challenges and priorities to get a baseline understanding of their common struggles and opportunities. Next, we probed into behaviors, role and attitudes: How frequently are you factoring AI into your learning strategies? Which roles are best placed to tackle learning challenges? What are you looking for in an LMS vendor? Finally, we asked them about measuring the impact of learning on business.





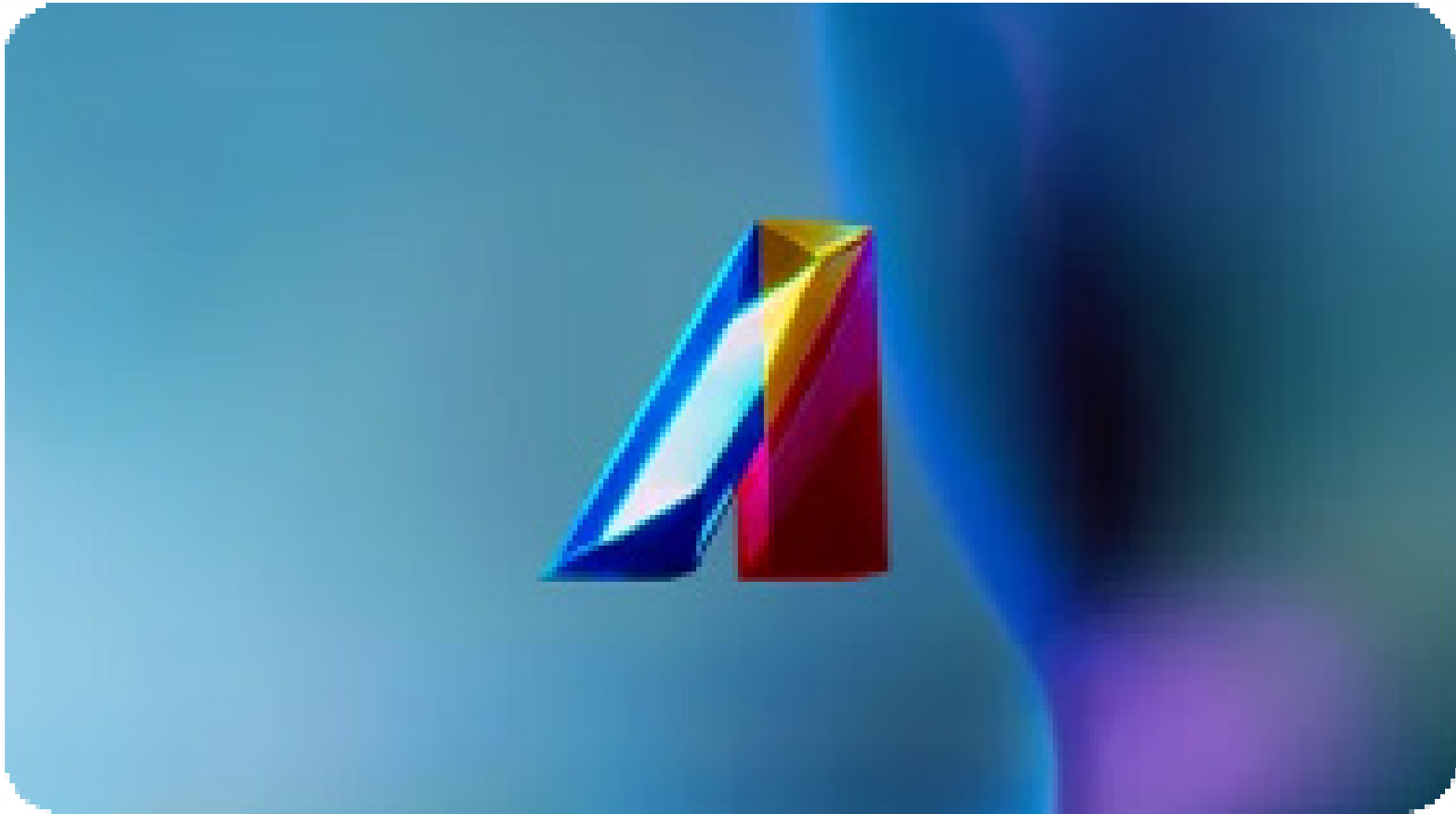
# These might also interest you:



## Personalized upskilling strategies

Leverage data to identify skill gaps and create tailored learning journeys to relevant content.

Watch webinar



## Reassess learning challenges with AI

Understand the problems you're solving for to avoid the trap of using AI to scale what hasn't worked before.

Take a look



## All things learning

Get insights and resources to help you effectively prioritize learning, straight to your inbox with our weekly newsletter.

Sign up





# About Absorb

Absorb is an AI-powered strategic learning management system (LMS) and learning experience platform (LXP) provider. Absorb LMS is purpose-built for an engaging, personalized learner experience and efficient administration that enables millions of employees, customers, partners, and members to discover, absorb, and apply the knowledge they need. From meeting compliance to motivating learners, up-skilling/re-skilling, and creating/curating to monetizing course content, the platform unlocks potential. For more information, please visit:

[www.absorblms.com](http://www.absorblms.com)

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