

Best of *Elearning!*

--Enterprise Learning Trends & Practices

Speaker: Catherine Upton, Group Publisher, *Elearning!*
Media Group

Presented at:



Introduction: Speaker

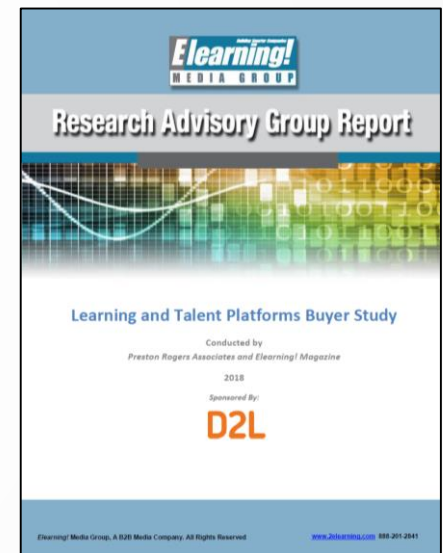


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- ▶ Catherine Upton, Group Publisher, *Elearning!* Media Group
- ▶ Since 2000, Catherine has led the 24x award-winning magazine covering the ever changing e-learning industry.
- ▶ She has a BA in Business and an MBA from Chapman University

Introduction: Resources

- ▶ Research shared in this presentation is available for download at 2elearning.com> RESOURCES>RESEARCH
- ▶ 2018 Learning & Talent Platforms Buyers Study
- ▶ *2017 Elearning!* User Study



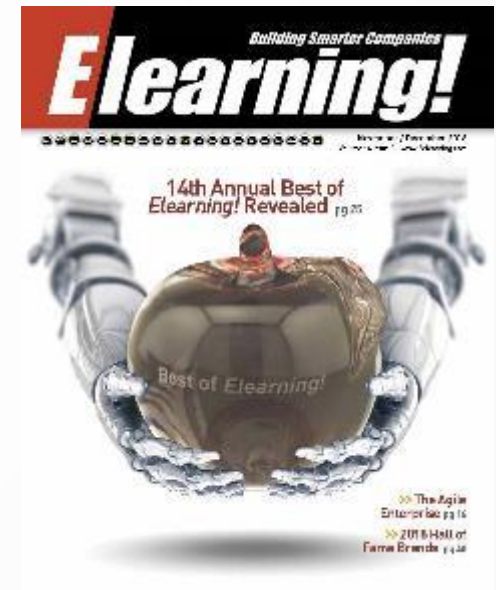
Introduction: Best of *Elearning!*

- ▶ 14th Annual User's Choice Awards hosted by *Elearning!* Magazine
- ▶ Practitioners nominated and voted for best-in-class solutions across 23 categories
- ▶ *Elearning!* processes 1000s of nominations each year
- ▶ View all honorees at 2elearning.com after Dec 1st
- ▶ Voting opens Summer 2019



Introductions: Award-Winners

- ▶ Today we are joined by 2018 Best of Elearning! winners.
- ▶ When we announce your organization please join me on stage.
- ▶ I will present award, Carla will take picture
- ▶ You will have 5 minutes to share with attendees
- ▶ We will have time for Q&A at end of session for audience questions.



Introductions: Resources

- ▶ Best of *Elearning!* Web Seminar Series features practices and technologies
- ▶ Next session on Dec 11th at 10 AM PT. Register free at: www.2elearning.com under EVENTS> WEB SEMINAR SERIES
- ▶ Best of *Elearning!* Awards information is available online at www.2elearning.com





Agenda

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Top Business Drivers for Learning Investments

2

How Learning Pros Are Meeting These Business Objectives

3

Best of Elearning! Award-Winners

4

Questions & Answers



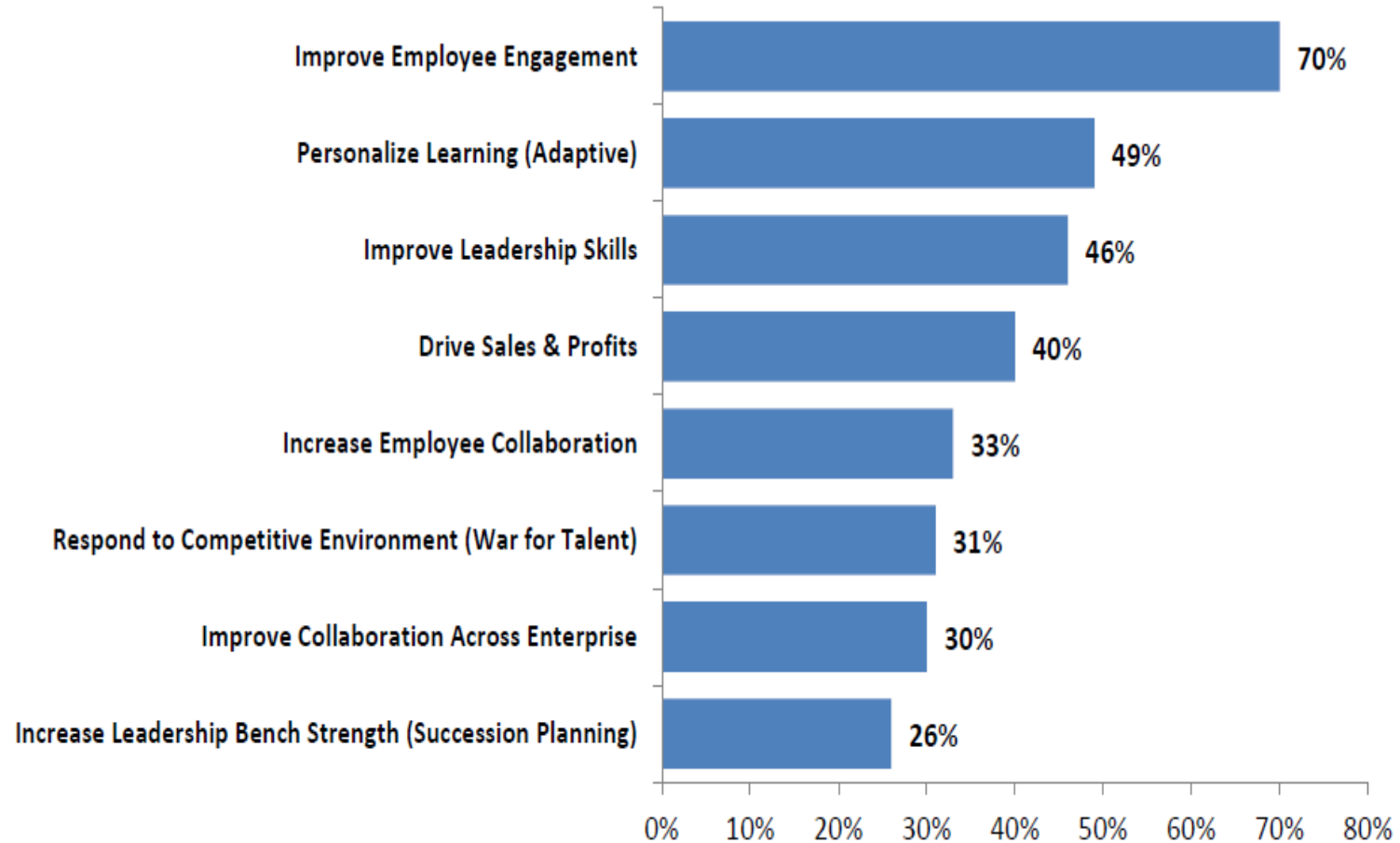
Agenda

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Top Business Drivers for Learning Investments

Questions & Answers

Business Objectives for Investing



Engagement Defined

34%

- ▶ Of workforce are highly engaged; 53% checked out; 13% actively disengaged.
- ▶ Engagement drives productivity (22% higher) and retention (25% higher)

The Three Types of Employees

1

ENGAGED employees work with passion and feel a profound connection to their company. They drive innovation and move the organization forward.

2

NOT-ENGAGED employees are essentially "checked out." They're sleepwalking through their workday, putting time -- but not energy or passion -- into their work.

3

ACTIVELY DISENGAGED employees aren't just unhappy at work; they're busy acting out their unhappiness. Every day, these workers undermine what their engaged coworkers accomplish.

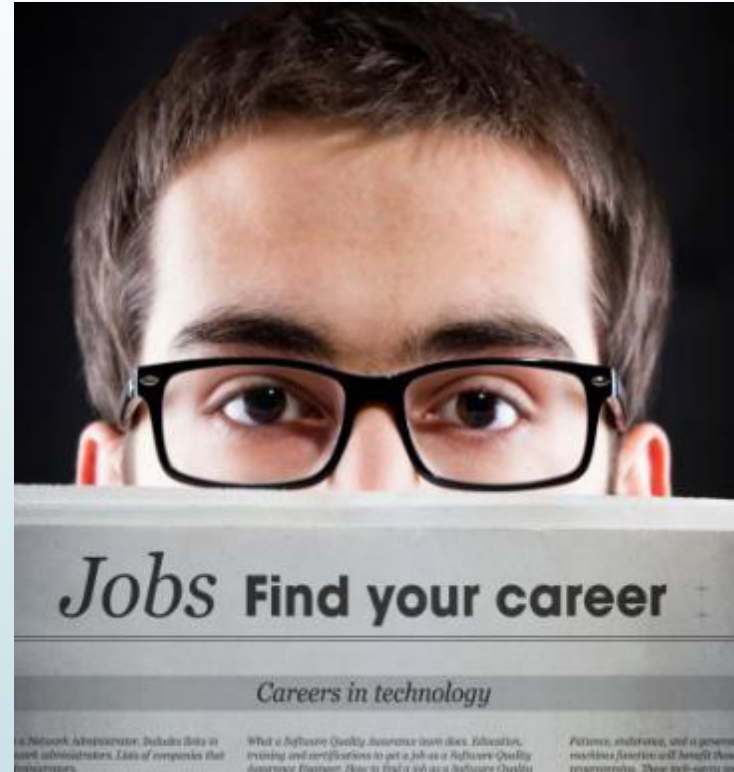
<https://news.gallup.com/poll/241649/employee-engagement-rise.aspx>

Gallup 2018, Engagement on the Rise

Engagement Defined

50%

Are looking for their next job now



news.gallup.com/reports/199961/7.aspx

L&D is Key Driver of Engagement

45%

- Of millennials say a job that accelerates career development is very important; 31% of genXers; 18% of boomers.

- Employees want to do what they do best at work
- Work life balance
- Job stability & security
- Increase in income
- Work for great brands/ reputable company

2017 Gallup Report:
<http://news.gallup.com/reports/199961/7.aspx>



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How Learning Pros Are Meeting These Business Objectives

Questions & Answers

How Achieving Objectives

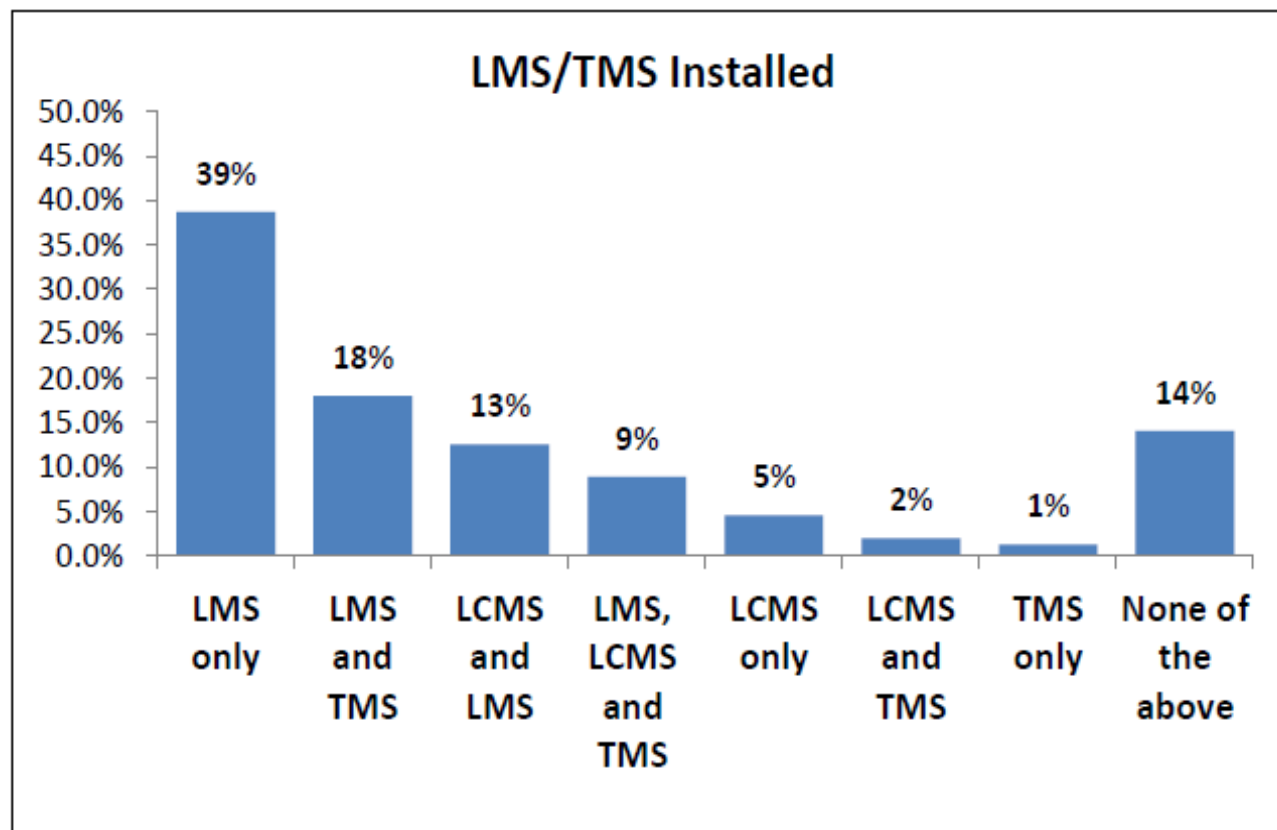
83%

- ▶ Are deploying enterprise-wide learning.
- ▶ 62% are doing so across multiple locations; 30% multinational locales



How Achieving Objectives

Learning & Talent Platforms Ownership

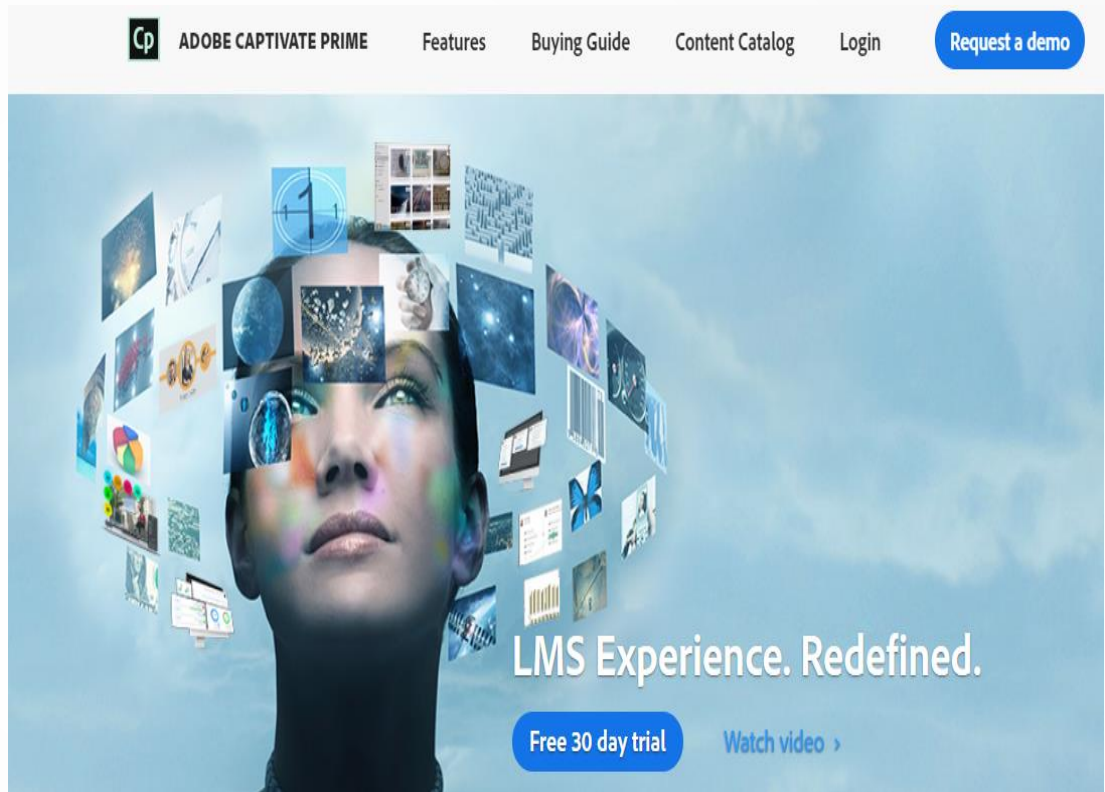


Award-winners Learning Platforms

➤ LMS, Cloud

➤ Award of
Excellence

➤ **Adobe Captivate
Prime**



The image shows the top section of the Adobe Captivate Prime website. At the top left is the Adobe Captivate Prime logo, consisting of a 'Cp' icon and the text 'ADOBE CAPTIVATE PRIME'. To the right of the logo are navigation links: 'Features', 'Buying Guide', 'Content Catalog', and 'Login'. Further right is a blue button with white text that says 'Request a demo'. Below the navigation bar is a large hero image featuring a woman's face looking upwards. Her face is surrounded by a collage of various digital content elements, including charts, graphs, photos, and icons, all appearing to float around her head. In the bottom right corner of the hero image, the text 'LMS Experience. Redefined.' is displayed in white. Below this text are two buttons: a blue button with white text 'Free 30 day trial' and a blue button with white text 'Watch video >'.

Award-winners Learning Platforms

- ▶ LMS, Cloud
- ▶ Award of Excellence
- ▶ **Brainier Elan LMS**



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Award-winners Learning Platforms

- LMS, Enterprise
- Award of Excellence
- **SumTotal Systems LMS**



Award-winning Platforms

- ▶ Winners:
- ▶ LMS, Cloud (SaaS) Winner:
- ▶ LCMS
- ▶ Other Learning Platform



How Achieving Objective

39%

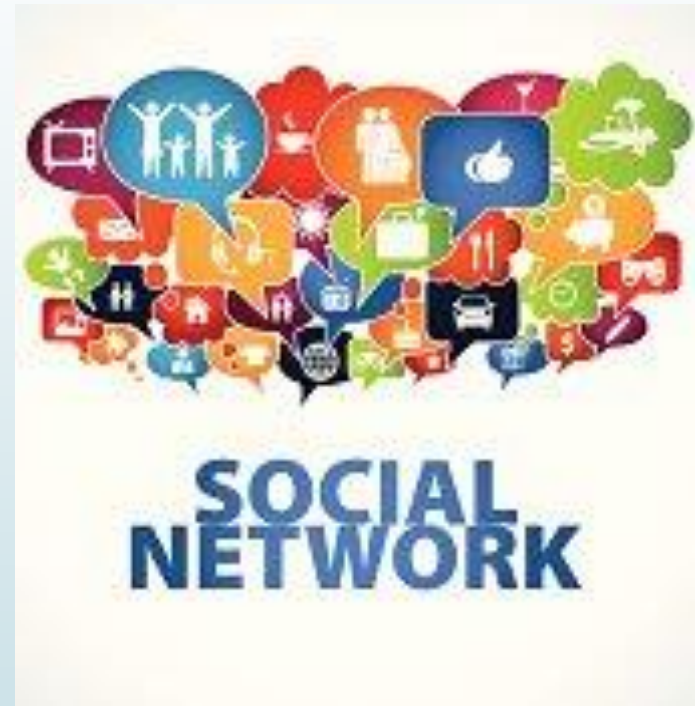
- ▶ Are deploying personalized (adaptive) learning
- ▶ Up from 28%
- ▶ 182% rate of growth



How Achieving Objectives

45%

- ▶ Are deploying social learning
- ▶ 4% planning to deploy over the next 12 months
- ▶ 9% rate of growth



How Achieving Objectives

54%

- ▶ Are deploying mobile learning
- ▶ 13% planning to deploy over the next 12 months
- ▶ 24% rate of growth



How Achieving Objectives

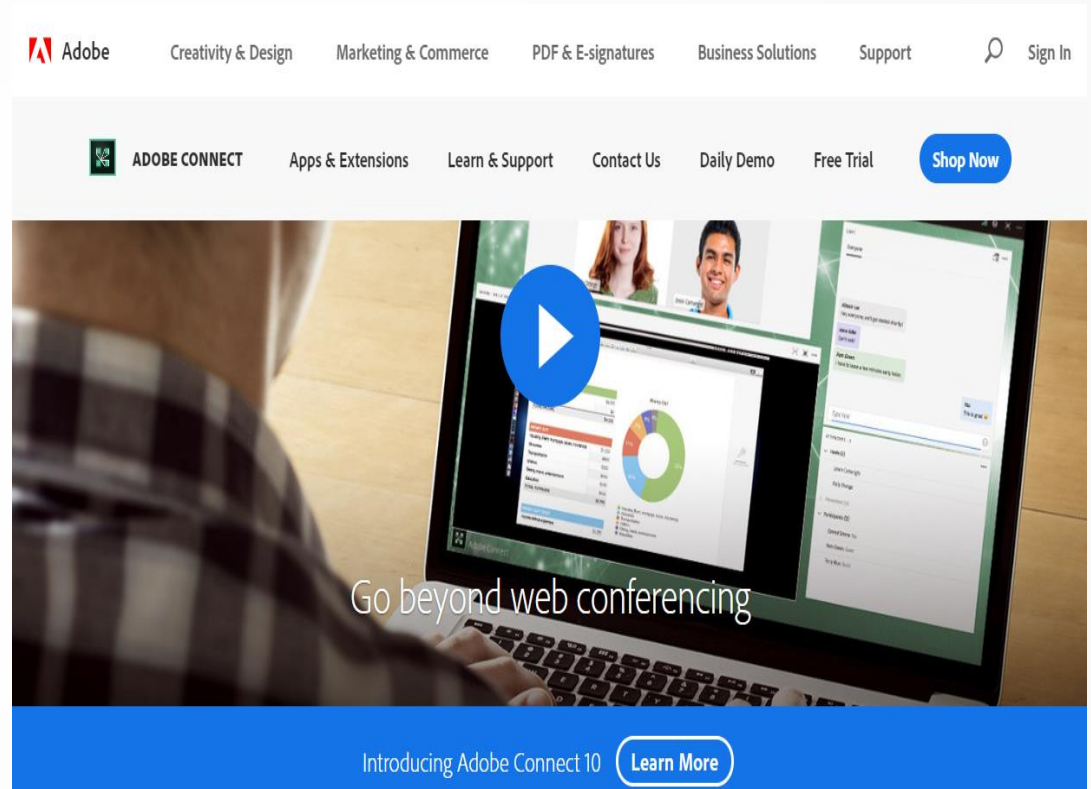
52%

- ▶ Are deploying Video learning
- ▶ 8% planning to deploy over the next 12 months
- ▶ 15% rate of growth



Award-winners Learning Platforms

- E-learning Development Tool
- Award of Excellence
- **Adobe Captivate**



The image shows the Adobe Connect website header and a video player. The header includes the Adobe logo and navigation links for Creativity & Design, Marketing & Commerce, PDF & E-signatures, Business Solutions, Support, and Sign In. Below the header, there is a secondary navigation bar with the Adobe Connect logo, Apps & Extensions, Learn & Support, Contact Us, Daily Demo, Free Trial, and a Shop Now button. The video player shows a person using a laptop displaying a web conference interface with a play button overlay. The text "Go beyond web conferencing" is overlaid on the video. At the bottom of the video player, there is a blue bar with the text "Introducing Adobe Connect 10" and a Learn More button.

Award-winning Solutions

- ▶ Winners:
- ▶ Social/ Collaborative Solutions: ej4 The Quad
- ▶ Mobile Authoring: dominKnow Flow
- ▶ Video Capture/Publishing: Articulate Replay 360



dominKnow:::

articulāte

How Achieving Objectives

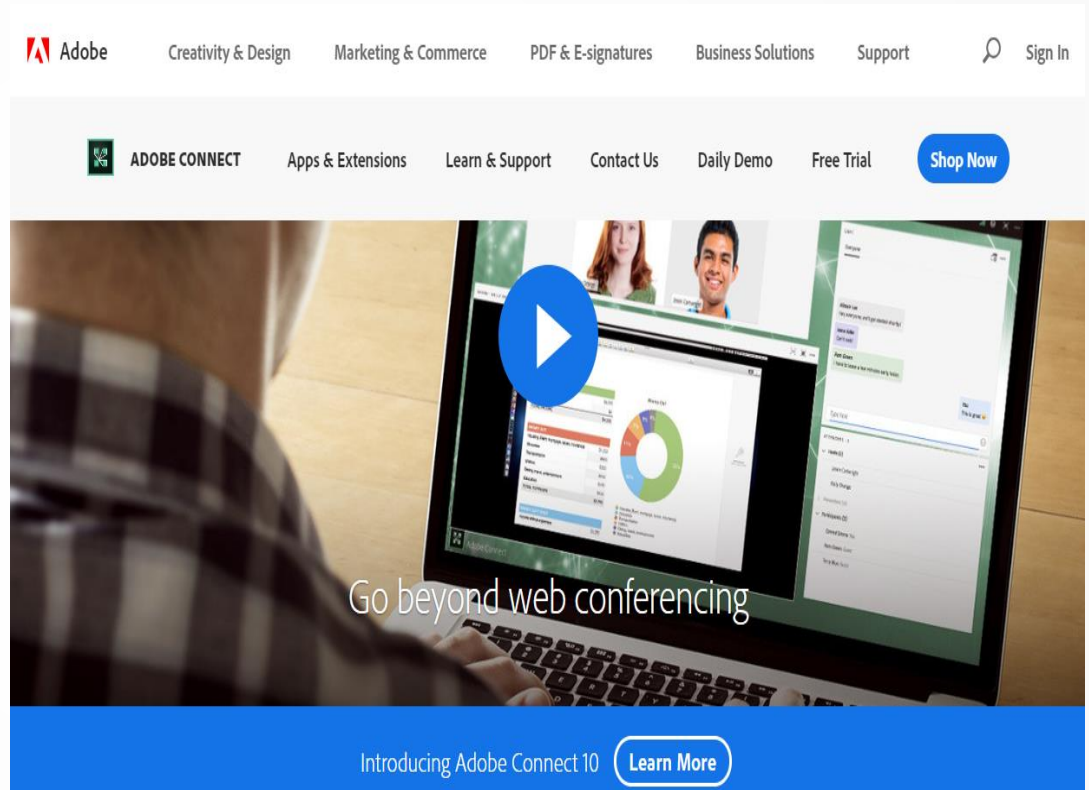
57%

- ▶ Are deploying Virtual Classrooms
- ▶ 8% planning to deploy over the next 12 months
- ▶ 15% rate of growth



Award-winners Learning Platforms

- Virtual Classroom
- Winner
- **Adobe Connect**



The image shows a screenshot of the Adobe website header and a video player. The header includes the Adobe logo and navigation links for Creativity & Design, Marketing & Commerce, PDF & E-signatures, Business Solutions, Support, and Sign In. Below the header is a secondary navigation bar with the Adobe Connect logo, links for Apps & Extensions, Learn & Support, Contact Us, Daily Demo, Free Trial, and a Shop Now button. The main content area features a video player with a large blue play button. The video shows a person using a laptop displaying a web conference interface with a chat window and a data visualization. The text "Go beyond web conferencing" is overlaid on the video. At the bottom of the video player, there is a blue bar with the text "Introducing Adobe Connect 10" and a "Learn More" button.

Adobe
Creativity & Design Marketing & Commerce PDF & E-signatures Business Solutions Support Sign In

ADOBE CONNECT Apps & Extensions Learn & Support Contact Us Daily Demo Free Trial Shop Now

Go beyond web conferencing

Introducing Adobe Connect 10 [Learn More](#)

Award-winning Virtual Platforms

- ▶ Winners:
- ▶ Web Seminar: Cisco WebEx Meeting Center
- ▶ Virtual Classroom: Adobe Connect



How Achieving Objectives

37%

- ▶ Are deploying MOOCs, Content Libraries
- ▶ 11% planning to deploy over the next 12 months
- ▶ 32% rate of growth



Award-winning Training Content

- ▶ Winners:
- ▶ Content Aggregator Portal: BizLibrary Collection
- ▶ IT Training: ej4 Software Skills Training
- ▶ Leadership Development: Vado LD Track
- ▶ Softskills: Vado Mgt Dev Track
- ▶ Compliance Training: Vado Compliance Toolkit
- ▶ Sales Training: Vado Relationship Selling Toolkit





Trends

Trending

- ▶ **Engaging Learning:** Focus on building engagements within learning: relevant, live collaborations, immersive virtual experiences
- ▶ **Learner-Directed Training:** Movement away from pushing training to learners to pulling information by learners: Mobile, Video & MOOCs
- ▶ **Personalized:** Systems that serve content at the moment of need ala Netflix, Match.com



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Best of Elearning! Hall of Fame Award-Winners

Questions & Answers

Hall of Fame Winner

- ▶ *Elearning!* Magazine recognizes technologists that are constantly innovating and advancing L&D.
- ▶ The 2nd Annual Hall of Fame inductee is...



Hall of Fame Winner

- ▶ *Elearning!* Magazine recognizes:
**Adobe
Connect**
- ▶ Earned Best of *Elearning!* Honors since its inception
- ▶ Earned 10 Best of *Elearning!* awards.





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Q&A

