

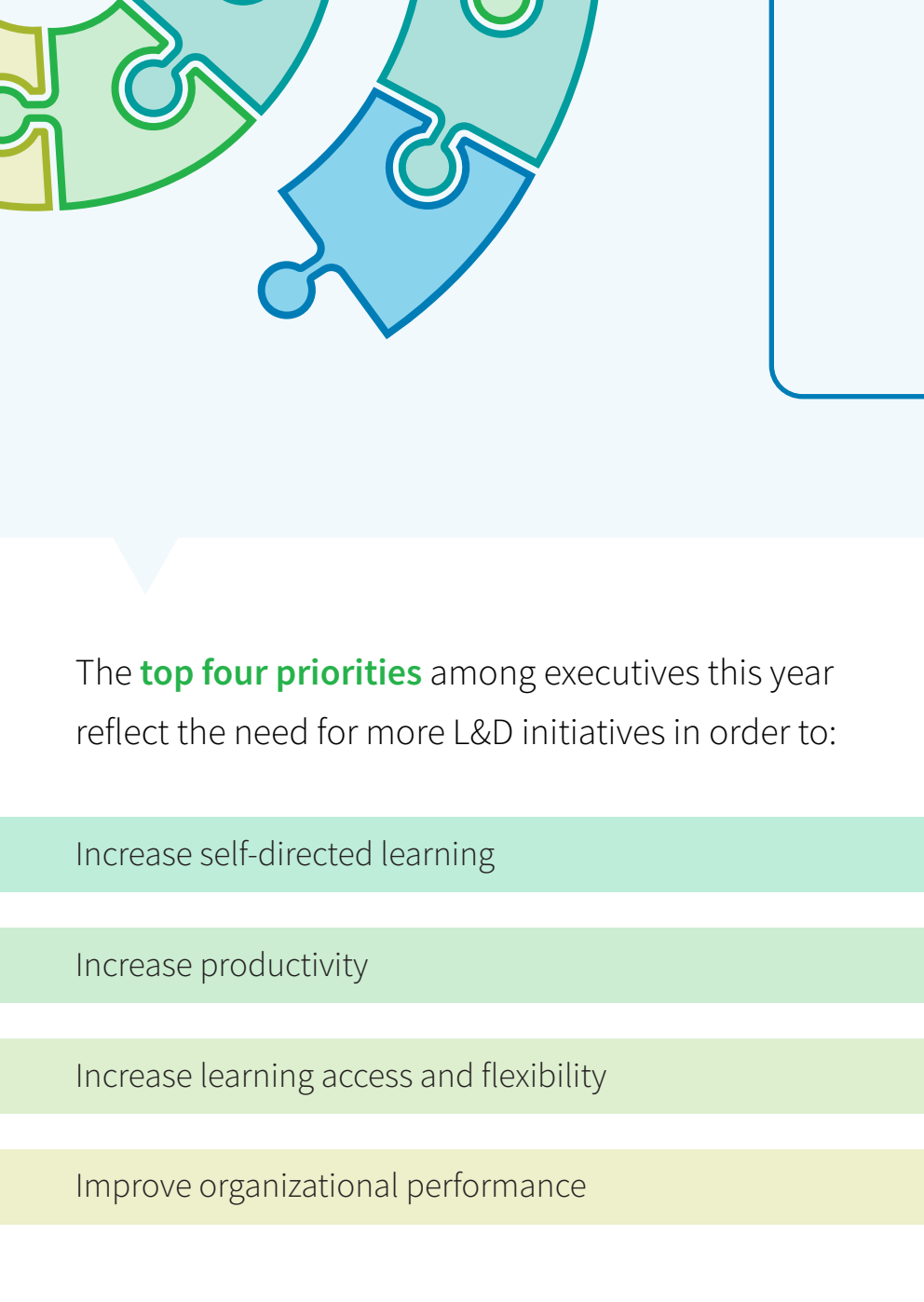
TOP THREE CHALLENGES L&D TEAMS FACE IN 2018



THE STATE OF L&D TODAY

The corporate L&D industry continues to be huge, totalling over **\$140 billion** worldwide.

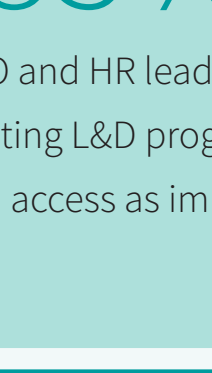
THE GOOD NEWS: EXECUTIVES REALIZE THE IMPORTANCE OF L&D INITIATIVES



The **top four priorities** among executives this year reflect the need for more L&D initiatives in order to:

Increase self-directed learning	96%
Increase productivity	97%
Increase learning access and flexibility	97%
Improve organizational performance	98%

EXECUTIVES ARE ALSO FOCUSED ON MODERNIZING THE LEARNING EXPERIENCE



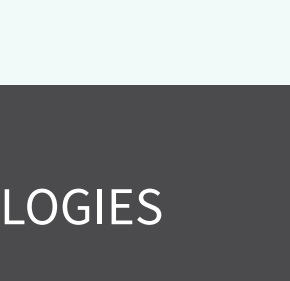
83% of CEO and HR leaders rate reinventing L&D programs for digital access as important



54% rate it urgent (up from **11%** last year)

TOP THREE CHALLENGES L&D TEAMS FACE

Many L&D teams face three major hurdles to deliver against executive expectations



CHALLENGE #1

RELIANCE ON OUTDATED LEARNING METHODOLOGIES

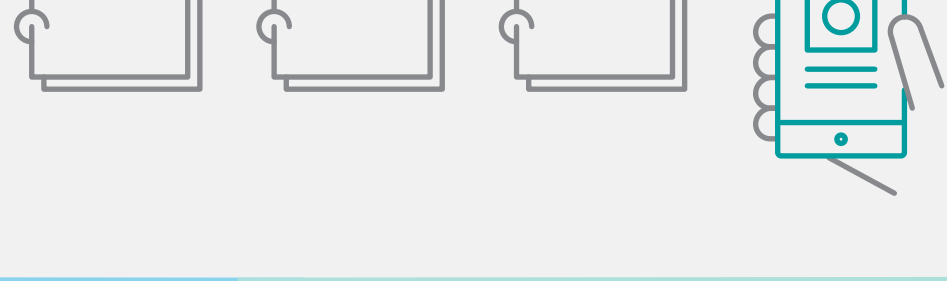


An in-person classroom setting continues to be the #1 method for onboarding and training

78% of investments are in instructor-led classes

88% of employees learn more by finding information themselves, not in classroom training

Only **12%** of corporate learning is mobile-enabled



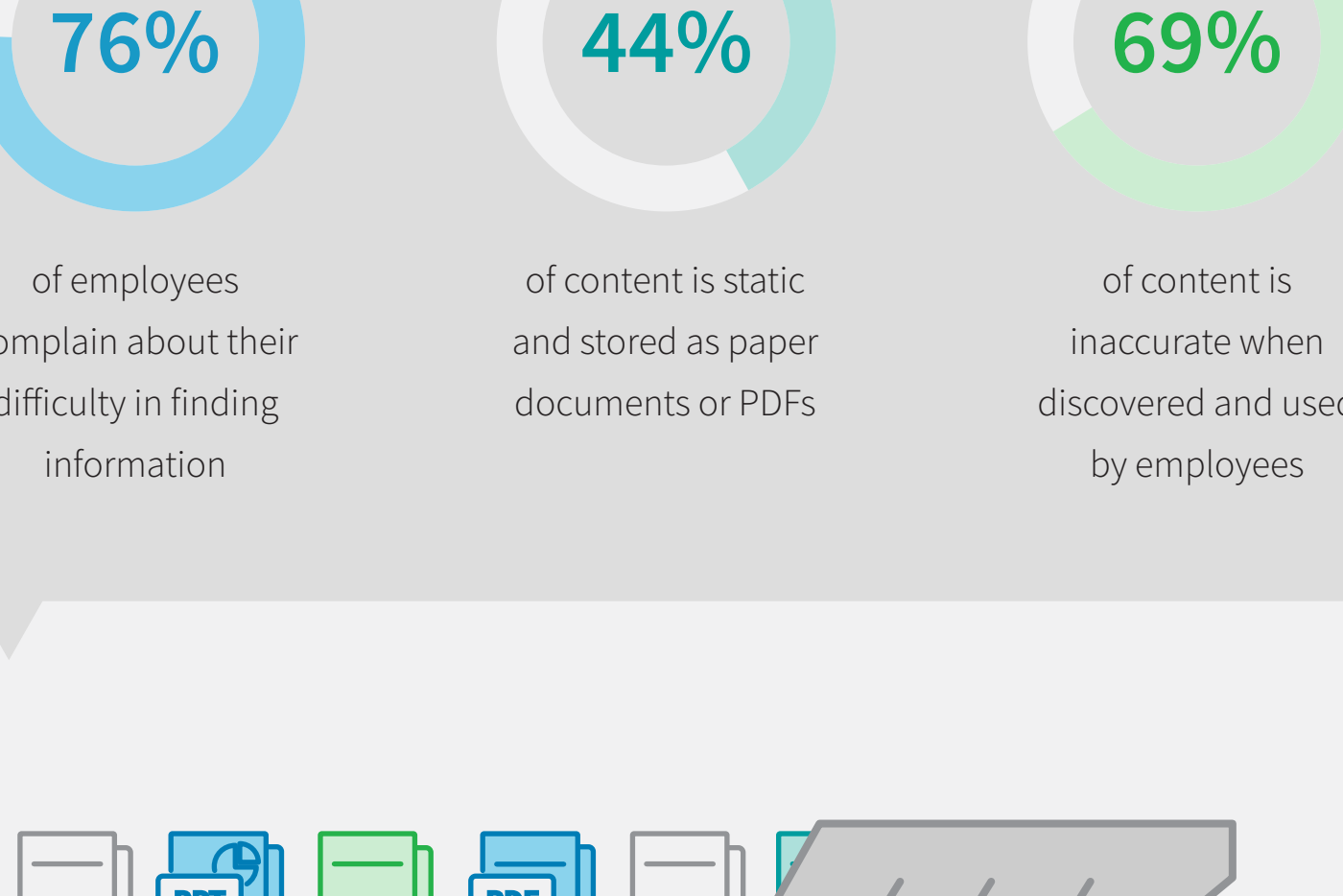
66% of learners cannot access content in their moment of need

53% of companies lack the skills to implement and manage technology-enabled learning

CHALLENGE #2

INABILITY TO DELIVER DYNAMIC, ACCESSIBLE CONTENT

L&D isn't creating engaging and searchable content that is always available to learners.



30% of corporate training materials are wasted on average

75% of employees frequently ask about procedures that are already documented

CHALLENGE #3

LACK OF DATA AND ANALYTICS TO DEMONSTRATE IMPACT

L&D teams cannot demonstrate impact and improve offerings to accelerate performance



BUSINESS IMPACT & ROI are the top two measurements desired by enterprise CEOs

ONLY **19%** of L&D teams use learning analytics to improve training

92% of CEOs cannot see the business impact of L&D (**96%** can't see ROI of L&D)

THREE KEY STRATEGIES FOR L&D TO ADOPT

EMBRACE MOBILE

Provide on-demand learning experiences and direct access to L&D content

ENDORSE EXPERIENCE DESIGN

Employ "experience design" content techniques that focus on the learner and deliver bite-sized content

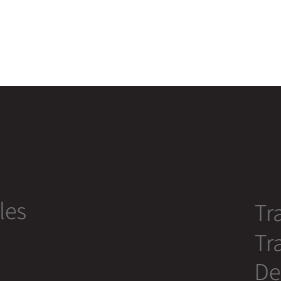
UTILIZE DATA

Track content usage and learner engagement to demonstrate L&D value and effectiveness

Boost performance with a mobile workforce enablement solution that achieves

L&D EFFICIENCY AND EXCELLENCE

That's the power of



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