

How is COVID-19 Changing Learning?

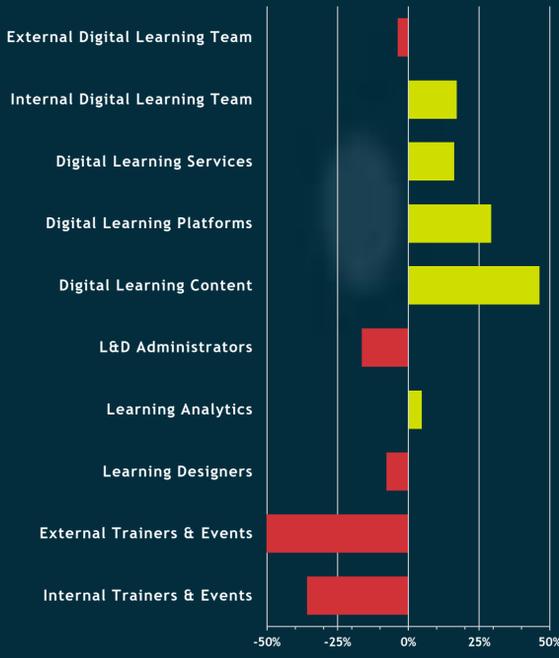
94% of L&D professionals report having to change their L&D strategy in response to the COVID-19 pandemic. With 2 in 3 making significant changes to what they do and how they do it.

1
Coping with the impact isn't easy
Only 1 in 4 found it easy to cope with the changes to their L&D operations as a result of the pandemic. With 42% reporting they had found coping with the impact on their L&D operation difficult.

A major swing to digital learning

Spend on digital learning is the most resilient of all L&D expenditures. All areas of digital learning have been more likely to increase, led by digital learning content. The only exception is spend on external digital consultants, which shows a marginal decline.

% of organisations increasing / decreasing their L&D expenditure

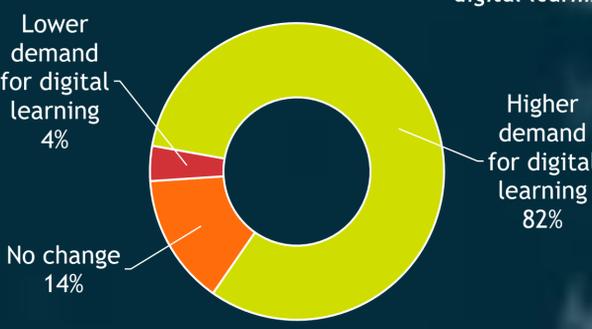
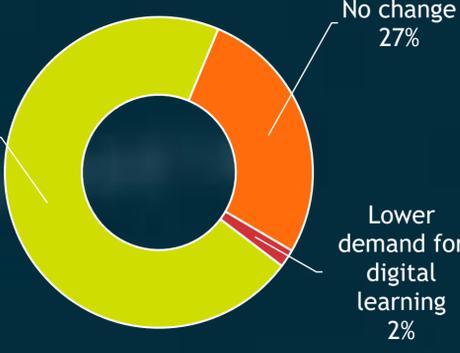


2
59% thought their organisation's adoption of digital learning was immature. And those with immature digital learning adoption are 3X more likely to have found coping with the pandemic difficult, compared to organisations with a mature approach to digital learning.

3
X2
Digital learning maturity matters
Those with a mature digital learning approach are twice as likely to have found coping with the impact of the pandemic easy.

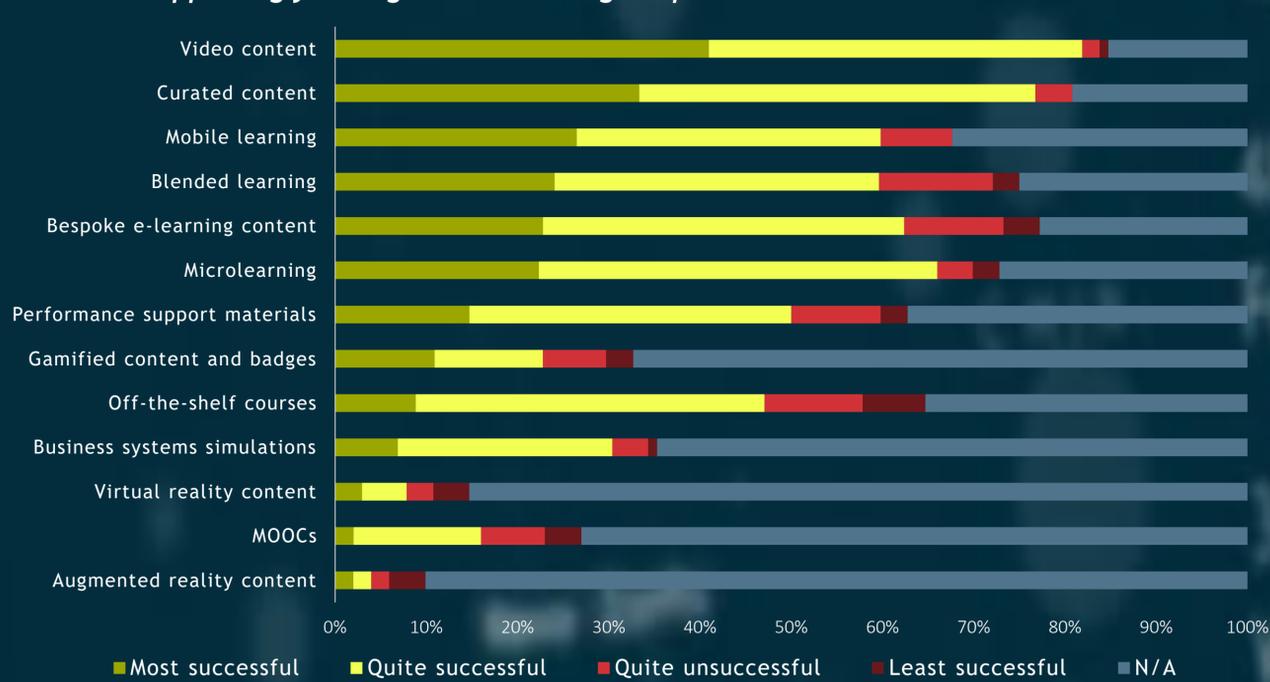
4
82%
Demand for digital learning from senior stakeholders has increased
4 out of 5 report that demand for digital learning increased from senior stakeholders. Only 4% are seeing lower demand for digital learning.

5
71% have experienced an increased demand for digital learning from end users. With only 2% seeing lower demand for digital learning.



7
Traditional e-learning shows signs of waning both in adoption and perceived success
What types of learning content have been most successful in supporting your organisation during the pandemic?

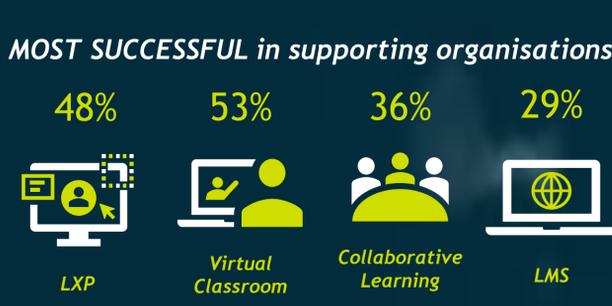
6
21% have implemented a 'NEW' digital learning solution or expanded their number of licenses. Of those 10% have rushed through a digital learning procurement in response to the pandemic.



8
Video, curated, mobile & microlearning is the highest rated content in providing success in support for organisations throughout the COVID-19 crisis. More traditional approaches such as bespoke e-learning, off-the-shelf courses and blended learning are reported to be marginally less successful.

9
84% of L&D leaders think it is now more important to integrate digital learning into corporate collaboration platforms like Microsoft Teams, Slack, Trello, etc

10
LXPs, Virtual Classrooms & Collaborative Learning highest rated platforms at being MOST successful in supporting organisations through the pandemic.



L&D will never be the same again
Only 5% think their learning strategy, investment and resourcing will go back to what it was before the pandemic began.

