Millennial Learning Myths & Misconceptions
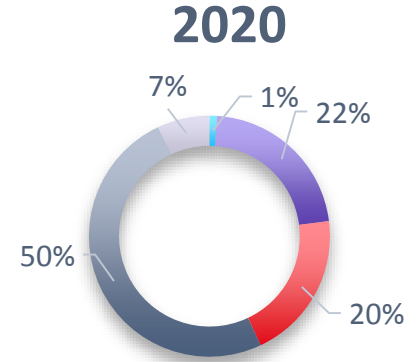
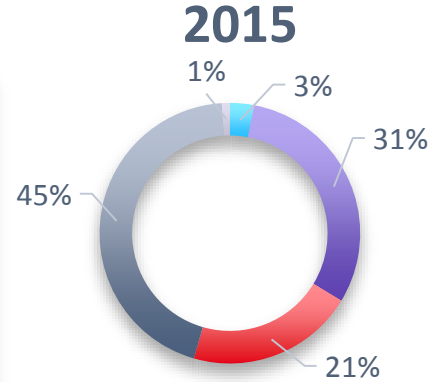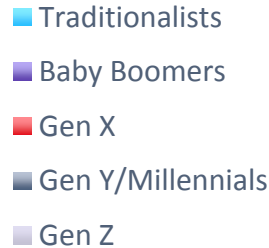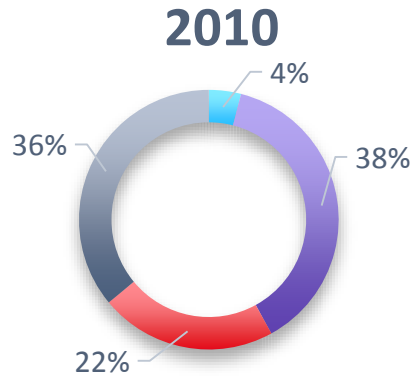## PRESCRIPTIONS FOR A MODERN LEARNING STRATEGY

January 17, 2017

Agenda

- SUMMARY OF RECENT GENERATIONAL RESEARCH
- BEST PRACTICES FOR ENGAGING MODERN LEARNERS
- INDUSTRY THOUGHT LEADER SPOTLIGHT: CAPGEMINI
- HOW SKILLSOFT CAN HELP
- IMPLICATIONS FOR YOUR L&D STRATEGY
- QUESTIONS & ANSWERS

Global workforce composition is changing

- The composition of the workforce is surely shifting.
- By 2020, there will be 5 generations working together, where Millennials comprise 50% of the workforce.

2010

4%
38%
22%
36%

- Traditionalists
- Baby Boomers
- Gen X
- Gen Y/Millennials
- Gen Z

2015

1%
3%
31%
21%
45%

- Traditionalists
- Baby Boomers
- Gen X
- Gen Y/Millennials
- Gen Z

2020

7%
1%
22%
20%
50%

- Traditionalists
- Baby Boomers
- Gen X
- Gen Y/Millennials
- Gen Z

Source: The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today

Common millennial characteristics

Highly connected and so... ...ing skill improvement
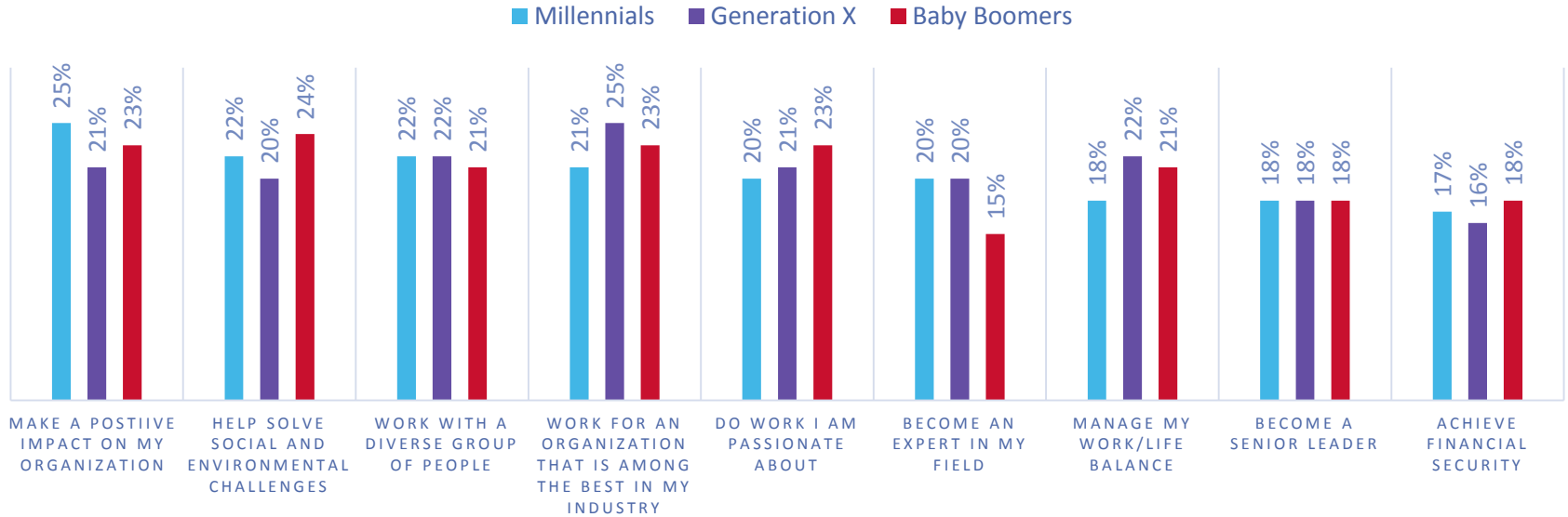
Meaningful work ...nt feedback

Life-work balance, flexib... ...ing to grow in career

What generation in the workforce today doesn't want these same things?

Are millennials so different?

- The goals of millennials, Generation X and Baby Boomers are remarkably similar.

Legend: ■ Millennials ■ Generation X ■ Baby Boomers

Category	Millennials	Generation X	Baby Boomers
MAKE A POSITIIVE IMPACT ON MY ORGANIZATION	25%	21%	23%
HELP SOLVE SOCIAL AND ENVIRONMENTAL CHALLENGES	22%	20%	24%
WORK WITH A DIVERSE GROUP OF PEOPLE	22%	22%	21%
WORK FOR AN ORGANIZATION THAT IS AMONG THE BEST IN MY INDUSTRY	21%	25%	23%
DO WORK I AM PASSIONATE ABOUT	20%	21%	23%
BECOME AN EXPERT IN MY FIELD	20%	20%	15%
MANAGE MY WORK/LIFE BALANCE	18%	22%	21%
BECOME A SENIOR LEADER	18%	18%	18%
ACHIEVE FINANCIAL SECURITY	17%	16%	18%

Source: Harvard Business Review, "What Do Millennials Really Want at Work? The Same Things the Rest of Us Do," April 2016

Millennials want more than short videos

- We often hear that millennials don't have the attention span for reading yet data shows they read and buy more books than other generations
  - Millennials buy 30% of all books compared to the 24% purchased by Baby Boomers
  - Millennials are becoming the biggest target audience for publishing companies
- Skillsoft's 2016 research indicated that millennials view books as a essential part of their learning experience
  - For IT and business skills development, millennials rated the importance of books higher than Gen X and Baby Boomers
  - The ability to read often enabled the learner to progress faster than video

Millennials want a mix of learning modalities. Choice is key.

Millennials have been mischaracterized

- Recent findings have come to light that show that millennial stereotypes are not supported by empirical research.
- Differences among millennial, Gen X and Baby Boomer employees have been grossly exaggerated.
- Some millennials are very frustrated with the unfair biases because these biases may impact their ability to get hired and promoted.
- Millennials, the first digital natives, have been associated with driving new work practices and expectations. However, it is the ubiquity of technology, the accelerated pace of work and our consumer experiences that are driving new work practices, not millennials per se.

Sources: "Myths, Exaggerations and Uncomfortable Truths: The Real Story Behind Millennials in the Workplace," IBM Institute for Business Value and What Millennials Want from Work: How to Maximize Engagement in Today's Workforce by Jennifer Deal and Alec Levenson and "Myths About Millennials," The Economist; "Unfairly Labeled: How Your Workplace Can Benefit from Ditching Generational Stereotypes" by Jessica Kriegel

Why is it obvious that we steer clear from referring to specific races or genders with these generalizations, yet it is acceptable to refer to 80M millennials in these ways?

_____ won't stay at a job longer than 3 years.
_____ operate with a huge sense of entitlement.
_____ constantly want positive affirmation.
_____ have a ridiculously short attention span.

Creating a learning experience that addresses the modern learner helps everyone.

The modern learner

- Job pressures, work habits and the widespread use of technology bring about common characteristics shared among employees.

- Addressing these realities, across generations, is where L&D should focus.
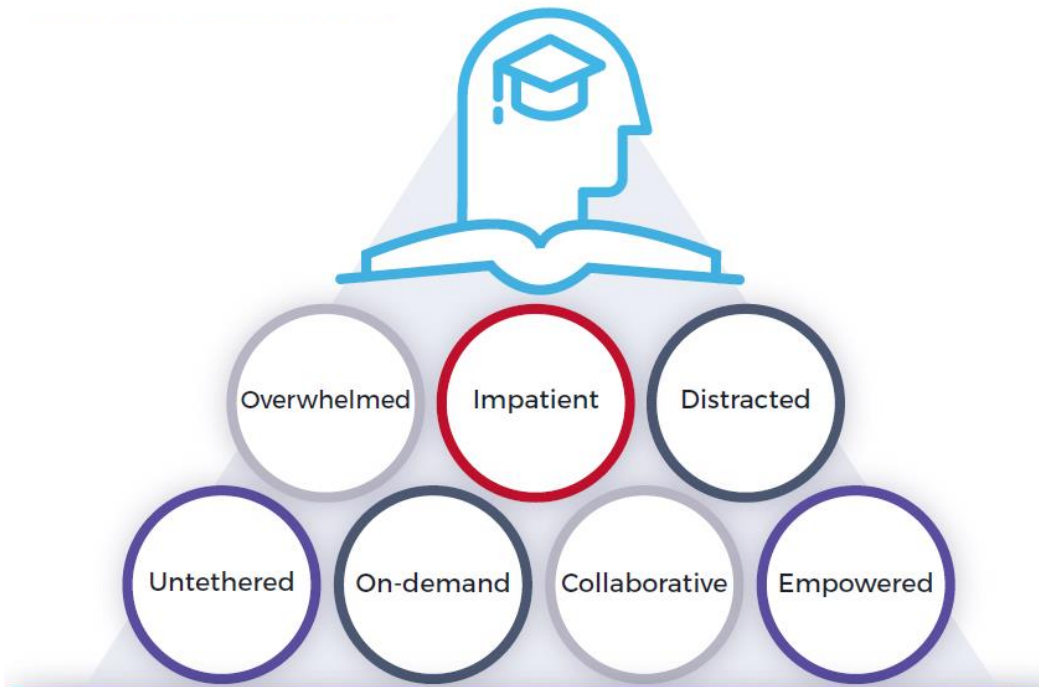
Source: "Meet the Modern Learner Infographic," Bersin by Deloitte

Overwhelmed Impatient Distracted

Untethered On-demand Collaborative Empowered

What modern learners want

Help me develop new skills and reinforce skills on the job

Provide me with credible and current knowledge and expertise

Give me tailored, prescriptive content that covers my very varied and diverse needs

Let me take this with me for anytime, anywhere, any device learning

Offer me ways to watch, read, listen or practice depending on my moment of need

Get me to the bit of content I need quickly and easily resume where I left off when I return

Show me my progress, so that I can quickly assess where I am in completing a track

Tell me how much time I will need to complete an activity and keep it short

The formula for the modern learner

LEARNER-CENTRIC	• Just -in-time, just-for-me options • Personalized learning experiences
MICRO/MODULAR	• Short 2-5 min bursts of learning and reference • Combine into larger programs
VARIED TREATMENTS	• Purposeful application of video treatments • Experts, scenarios, animation, 'how-to'
RETENTION-DRIVEN	• Reinforce, practice, assess • Ensure application of learning
EMBEDDED	• Accessible within learning systems, company portals • Push content recommendations to learners
MOBILE	• Anytime access via tablet and smartphone • Read, listen and watch preference and choice

Industry Thought Leader Spotlight:
Dr. Regis Chasse
Capgemini University

Characteristics of digital age learning

Learning in the Digital Age (DAL) -
A Capgemini Point of View

People matter, results count.
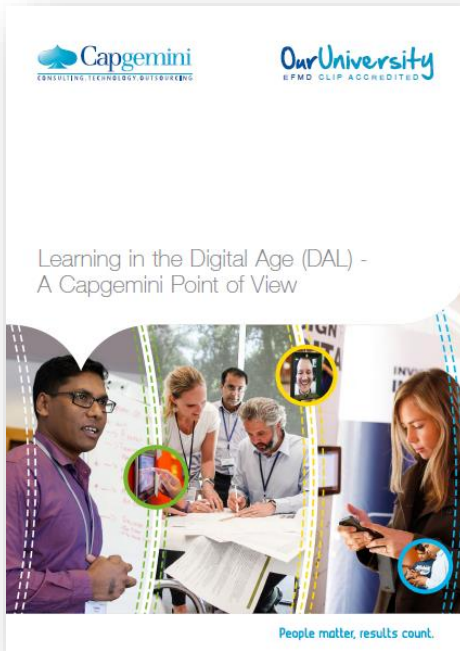
Engaging through an exceptional and relevant learning experience
Learner-centric design hand in hand with business aligned objectives

Empowering, personalized and self-directed
Learner drives own development, with learning that fits individual needs (one size fits one)

Ubiquitous, just-in-time, on-demand and in context
Learning supports performance on the job, specific activities and problems, through small learning assets, accessible anytime, anywhere

Balanced blend of experiential, social, informal and formal approaches
The right format for the right purpose, mixing formats makes learning more effective

Continuous, based on inquiry, exploring and doing
Learning promotes inquiry and curiosity, nurturing a learning culture

Hyper-connected through analytics everywhere
Connected and targeted learning to drive effectiveness that is measured

How is digital age learning implemented?

Connect the learner across the ecosystem
Allow learner to connect to ecosystem of resources and conversations. Deploy a wide range of tools which enables learning with each other and create powerful connections.

Curate content, create experience
Adopt a curation first approach to learning content. Create a richer learning experience for our ever demanding learners.

One size fits one
Learners shape their own learning experience as much as they are shaped by it. Use analytics and user insight to drive decisions on how to personalize learning.

Deliver for business & learners alike with agility & speed
Adopt new digital methods and tools for deploying learning to deliver high value for the business and greater employability for the learner.
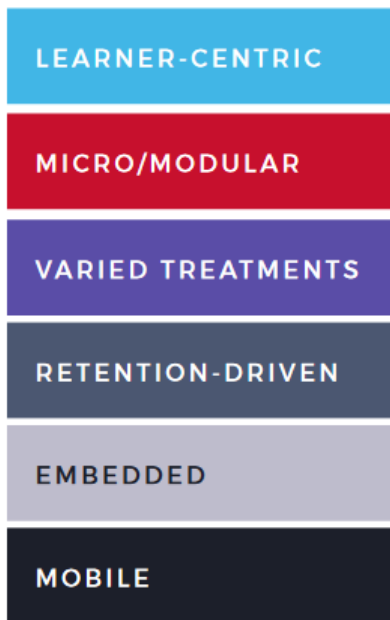
Design for everyday workplace learning
Design for just in time, bite sized access to continuous learning to support the learners Do-Learn-Do mindset.
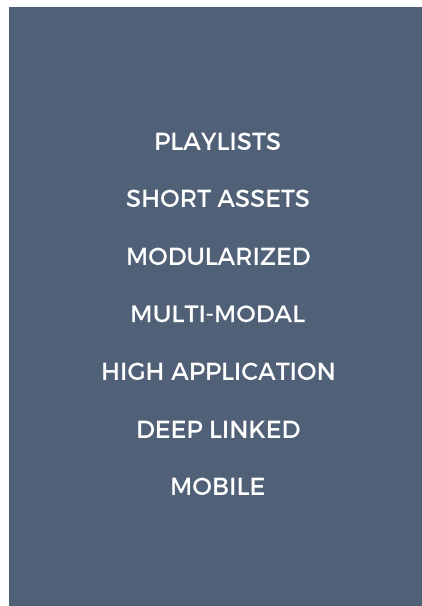
How Skillsoft can help

We build engaging content and beautiful technology that is designed for the modern learner.

Building on experience, setting a new standard

Modern Learning Formula

LEARNER-CENTRIC

MICRO/MODULAR

VARIED TREATMENTS

RETENTION-DRIVEN

EMBEDDED

MOBILE

Skillsoft 2016

PLAYLISTS

SHORT ASSETS

MODULARIZED

MULTI-MODAL

HIGH APPLICATION

DEEP LINKED

MOBILE

Skillsoft 2017

percipio.
Powered by Skillsoft.

Percipio benefits and differentiators

Personalized based on learner goals

Accessible to all learners

Pre-curated multi-modal channels

New state-of –the-art search engine

Put items on watch list, push to phone

Dashboards demonstrate ROI

Three Essential Elements of a Modern Learning Provider

Engaging Content

World-Class Services

Beautiful Technology

Learning Program Architects

Custom Content Development

24 x 7 phone and online support

Application Engineers

Customer Success Consultants

Account Executives
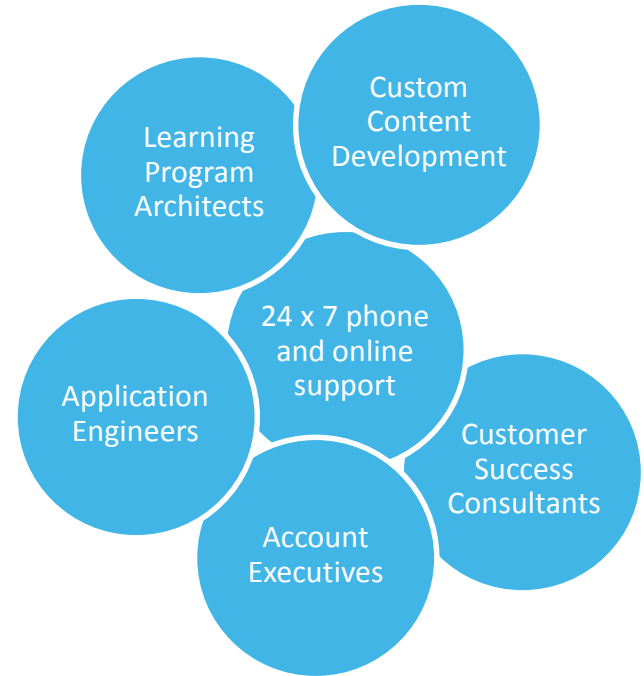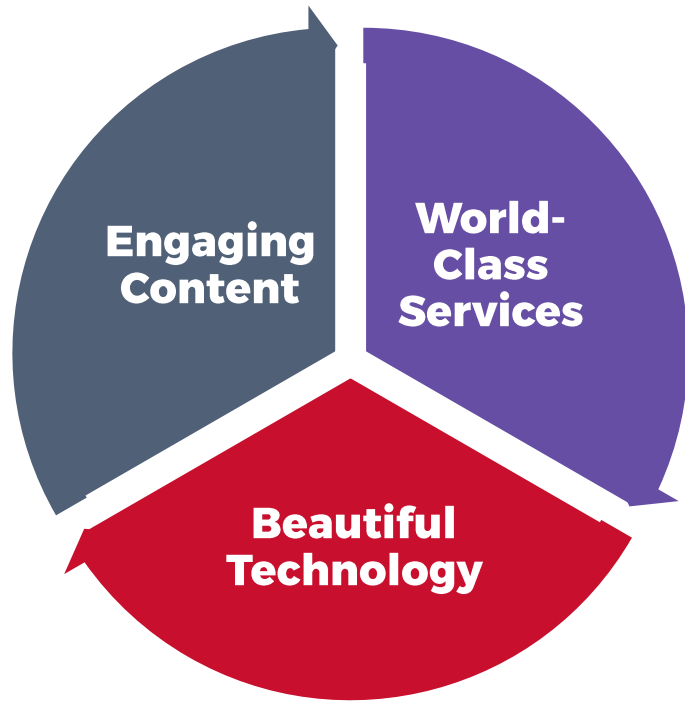
Skillsoft's modern learning approach receives high marks from end-users

90%

of **end users would recommend Skillsoft eLearning to a friend or colleague**[4]

97%

of learners said the eLearning content is **relevant to their roles** in the workplace[4]

75%

of respondents experienced a **marked improvement in skills** critical to their jobs[4]

90%

97%

75%
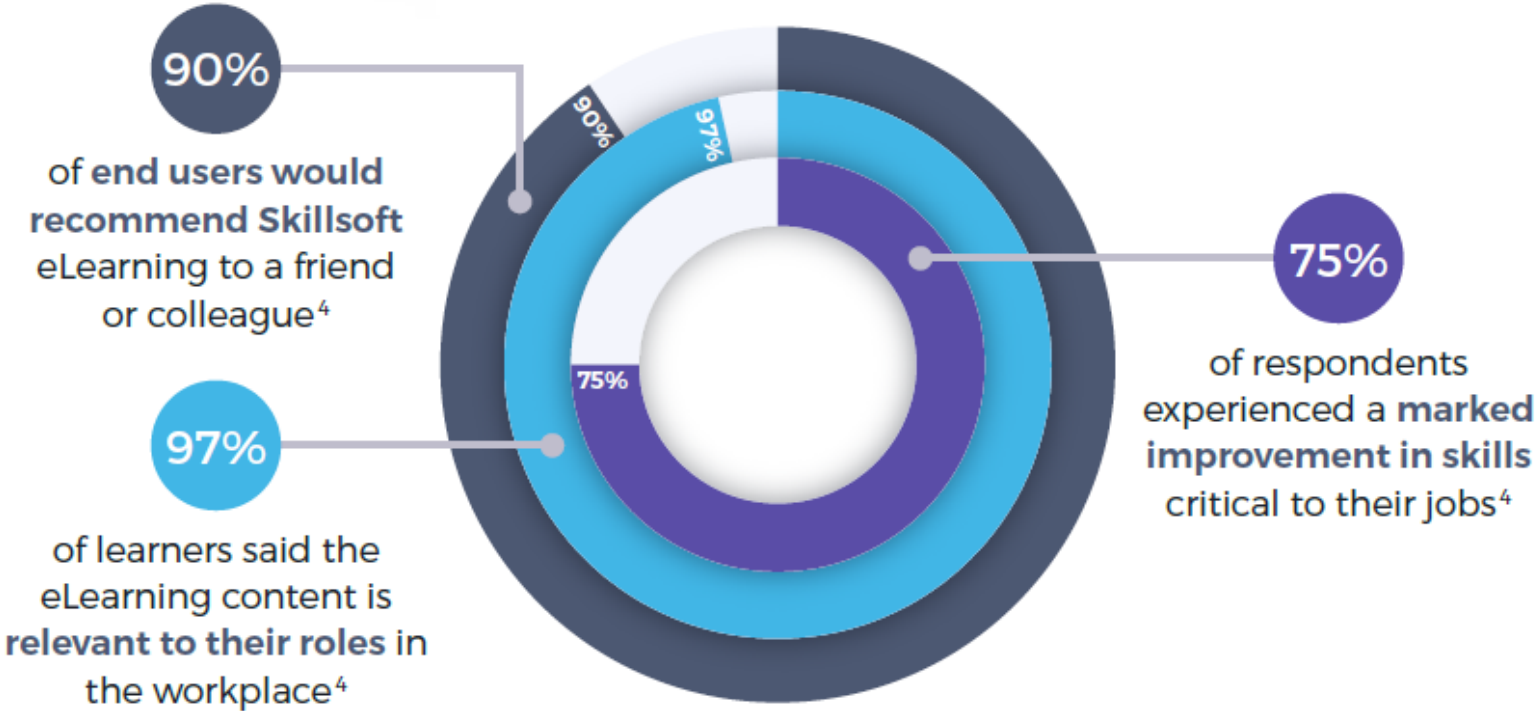
Source: Impact Analysis Benchmarks, Skillsoft 2016

Implications for Your L&D Strategy

- Deliver learning for the digital age rather than for specific generations.
- Empower your learners > L&D can't "program" the modern learning journey; L&D should create the ecosystem where learning can flourish.
- Apply the "modern learning formula" to address the needs of the modern learner.
- Understand your learners by analyzing key data in order to drive continuous improvement efforts and evaluate business impact.
- Leverage Skillsoft to accelerate your modern learning strategy.

White papers

Millennial Learning Myths and Misconceptions: Prescriptions for a Modern Learning Strategy
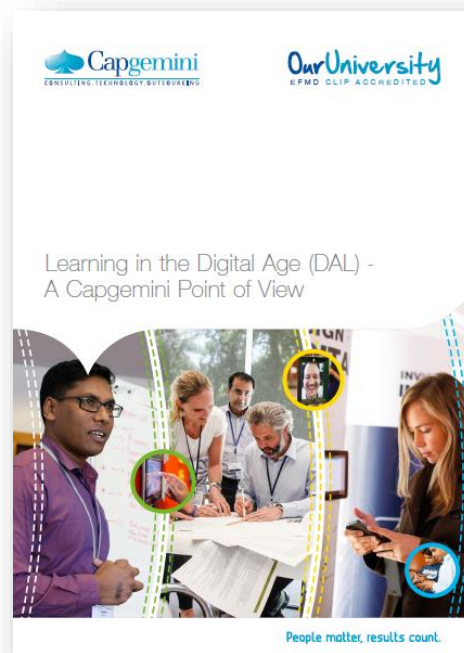
Learning in the Digital Age: A Capgemini Point of View

Questions & Answers

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