WEBCAST:

Learners are from Mars, L&D Leaders are from Venus:

Understanding What Everyone Wants
from Corporate Learning

atd Association for Talent Development | **coursera** for Business

Speakers

Kabir Chadha
Global Head of
Customer Success
Coursera

Dr. Seth-Aaron Martinez
Program Manager,
Technical Talent Dev
Adobe

Coursera is the **global leader** in online education from the world's top universities.

Diana Bilimoria
Chair & Professor
Case Western
Reserve University

Martin Odersky
Founder of the Scala
Programming Language

Barbara Kahn
Professor of Marketing
University of Pennsylvania

Robert Shiller
Professor of Economics
Yale University

Cheri Alexander
Chief Innovation Officer,
Michigan Ross, former
CLO, General Motors

Andrew Ng
Coursera Co-Founder
Chief Scientist, Baidu
Professor of Computer
Science, Stanford

Timothy Geithner
Former U.S. Secretary of
the Treasury

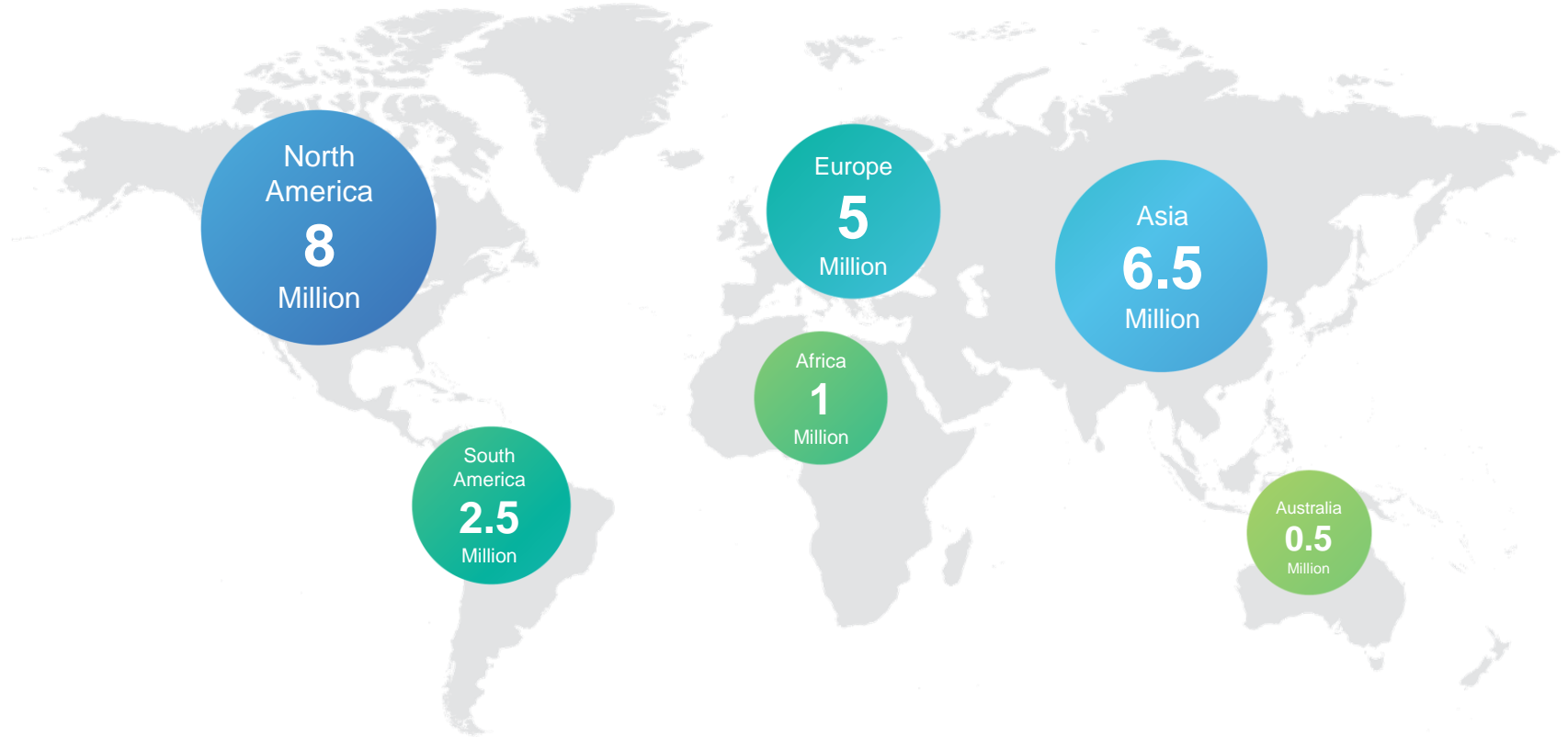**Julien Birkinshaw**
Chair of
Strategy,
LBS

2,000+ courses   **150+** content partners   **10+** languages

We're reaching **over 30 million learners** around the world

North America
8
Million

Europe
5
Million

Asia
6.5
Million

Africa
1
Million

South America
2.5
Million

Australia
0.5
Million

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Business Essentials

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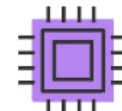
Computer Science

Life Science

Computer Science & Networks
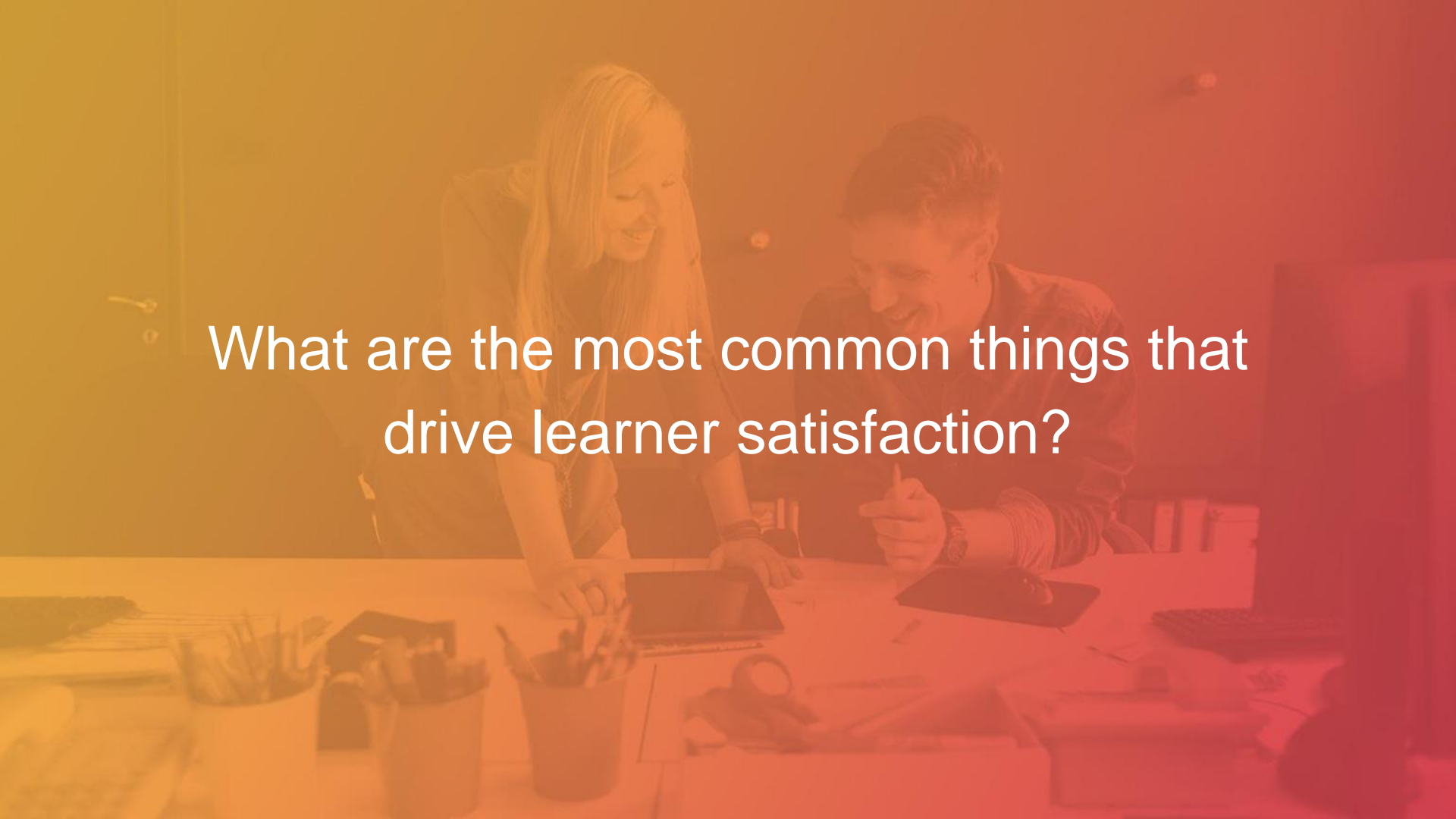
Algorithms

Languages

Social Sciences

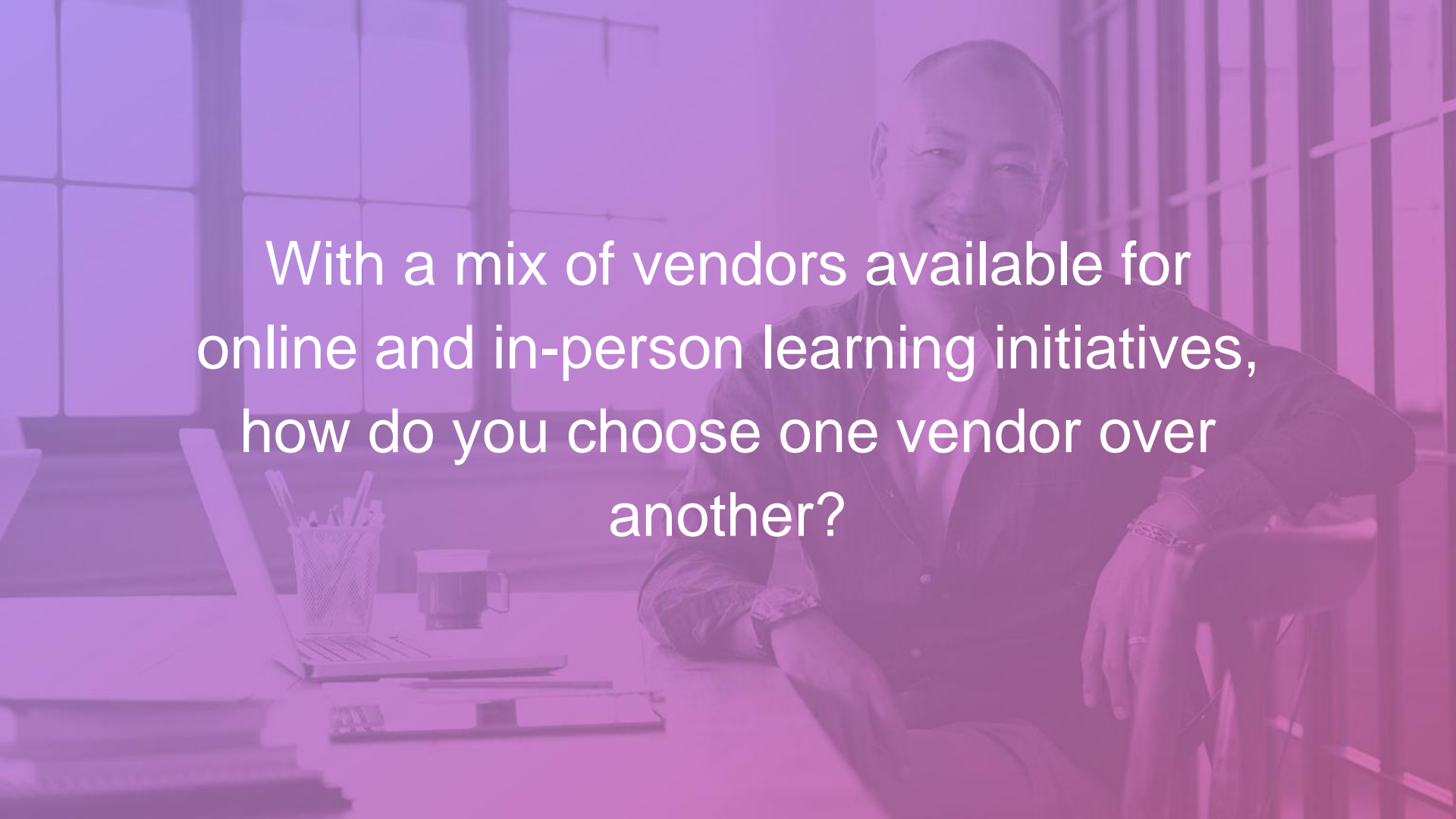What are the most common things that drive learner satisfaction?

L&D Leaders:

51% expect an increase in budget
69% expect to support more employees

69% of L&D leaders say available training content is very rich

With a mix of vendors available for online and in-person learning initiatives, how do you choose one vendor over another?

Building a culture of continual learning 51%

Mentoring to accelerate learning 45%

Big data to analyze learning outcomes 35%

Virtual/augmented reality to improve training experiences 33%

Design thinking to reimagine learning experience 33%

New learning credentials 27%

Gamification to motivate learners 26%

Artificial intelligence to guide course choice and development plans 24%

Crowdsourcing best content for team 24%

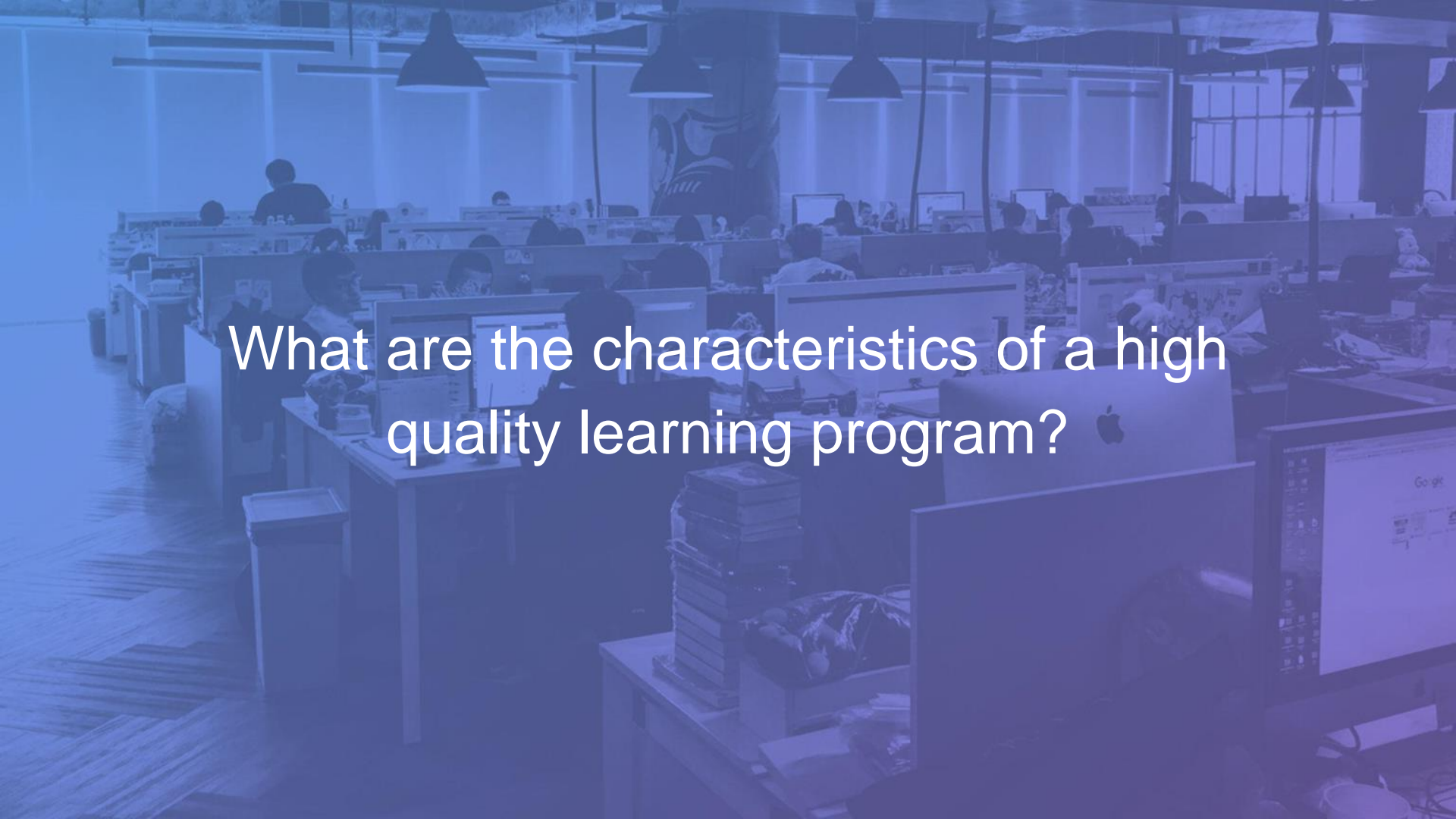Only 48% of employees are satisfied with their current learning experience

Quality 51%

Cost 29%

Ease of implementation 22%

Ability to assess employee learning 20%

User-friendliness 19%

What are the characteristics of a high quality learning program?

Do current job better 42%

Build on existing skill at current job 42%

Learn skills for future jobs 36%

Increase credibility and expertise 36%

Stay up-to-date in industry 31%

Feel more confident professionally 28%

Learn new skill to complete a task 23%

Explore alternative career path 10%

Get a new job 9%

69% of learning leaders
65% of employees

agree there's not enough time to learn

How do you tackle the problem of not having enough time for corporate learning?

What advice do you have for L&D leaders as they launch programs for workforce development?

Q & A

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