



5 Key Factors Driving Digital Transformation in Professional Learning

Presenter: Sarah Green

Agenda

01. What is Digital Transformation?

02. 5 Factors Driving Digital Transformation



03. The Opportunity is Yours!

04. Q&A



Sarah Green

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A little about me...

- I am a true Chicagoan at heart - born, raised, and longtime lover of deep dish pizza
- I believe that comfort and certainty promotes the status quo while *discomfort* and *uncertainty* pushes boundaries and leads to growth

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@BenchPrep

<https://twitter.com/benchprep>

BenchPrep enables digital transformation of learning organizations

/learning experience

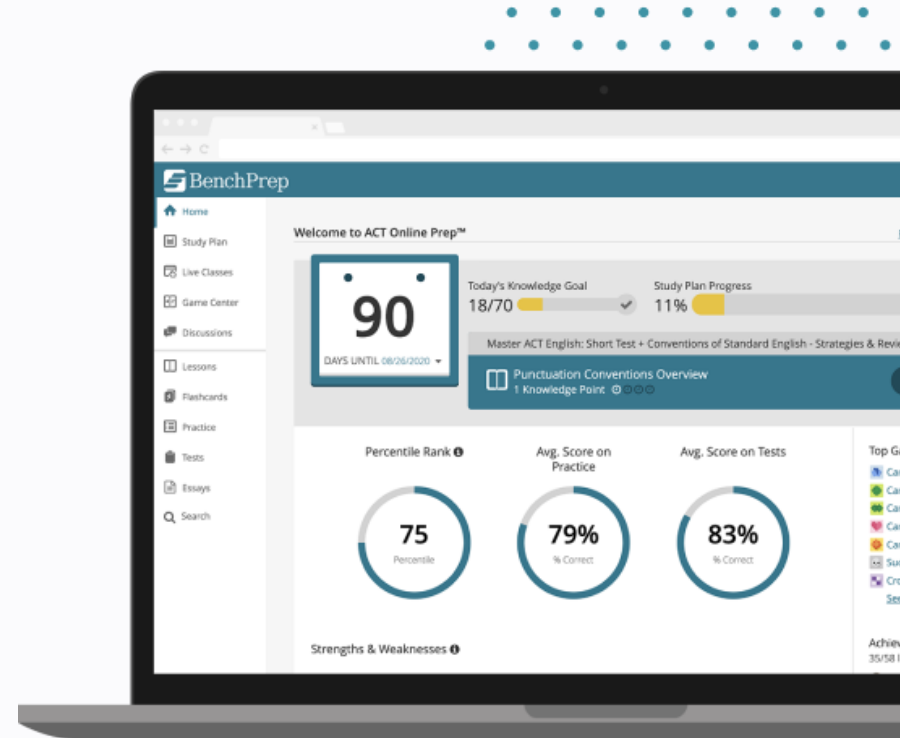
Drive engagement by delivering best in class learning experience across all use cases

/business in a box

Enable revenue growth with a full-stack solution well integrated with other systems

/data

Drive outcomes, and efficiency by leveraging multi-source data analytics engine



Modern platform, enterprise grade, learner focused



Chicago-Based

2009
Founded

\$28.2M+
Funding Raised

135+
Employees



Enterprise Grade

Cloud-based
(IBM, Amazon)

99.97%
Up Time

LTI & ADA
Compliant



Learner Focused

6M+ Learners



Leading education & training companies use BenchPrep



and more...

Poll Question:

How do you deliver your learning programs today?

- A. LMS, LXP, or other like learning technology
- B. We use tools like Zoom, email, etc.
- C. We have a blended program in place
- D. Other (chat your answer!)

**Digital Transformation
is undeniably here.**

What is digital transformation?

a process representing tremendous, paradigm-shifting change where organizations uncover new solutions to previously intractable problems.



Digitization

Transforms
Information



Digitalization

Transforms
Processes



Digital Transformation

Transforms
Everything

10× Moment

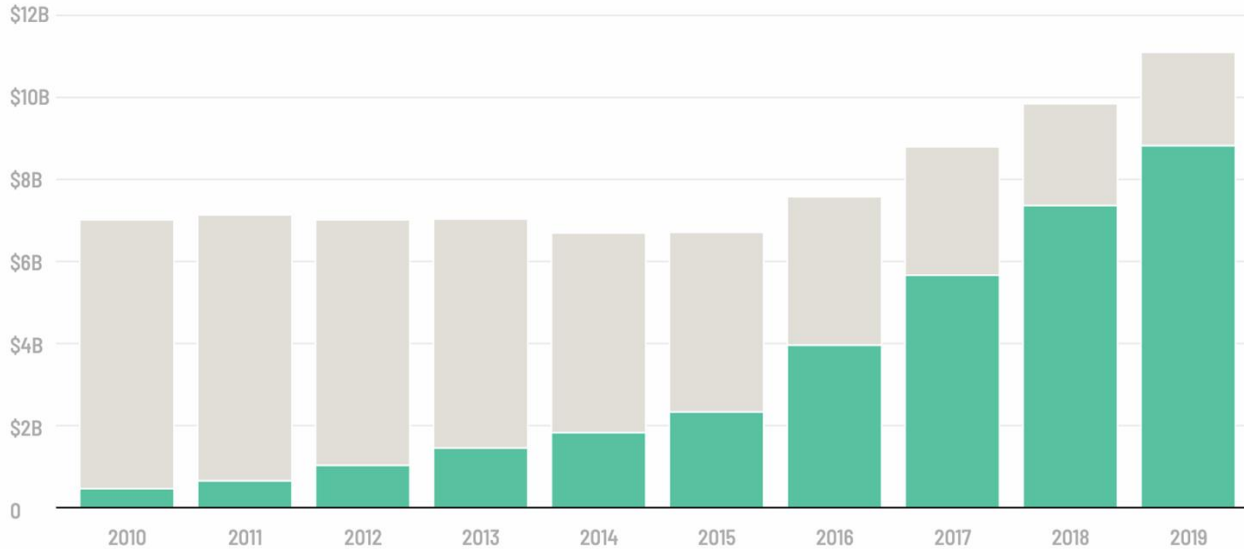
Change is order of magnitude bigger than anything that our business or industry is accustomed to.



The music streaming boom

Streaming has propelled the music industry with it accounting for roughly 80% of revenue in 2019, and it doesn't seem to be slowing down.

— Streaming revenue — Other music format revenue



\$66B



Source: Recording Industry Association of America
Graphic: Frank Pallotta and Tal Yellin, CNN

Here's what you need to know about digital transformation...

- ✔ “Digital transformation” is more than just a buzzword
- ✔ There is no “going back”
- ✔ Education industry is typically slow to adapt
- ✔ There are **5 key factors** driving this transformation...

FACTOR #1



**Blurring the line
between digital
and physical lives**



Our entire lives are moving to the digital world...



Personal Lives

- Food delivery
- Transportation
- Staying connected to friends
- Finances



Professional Lives

- Meeting tools
- Communication tools
- Business tools
- Onboarding

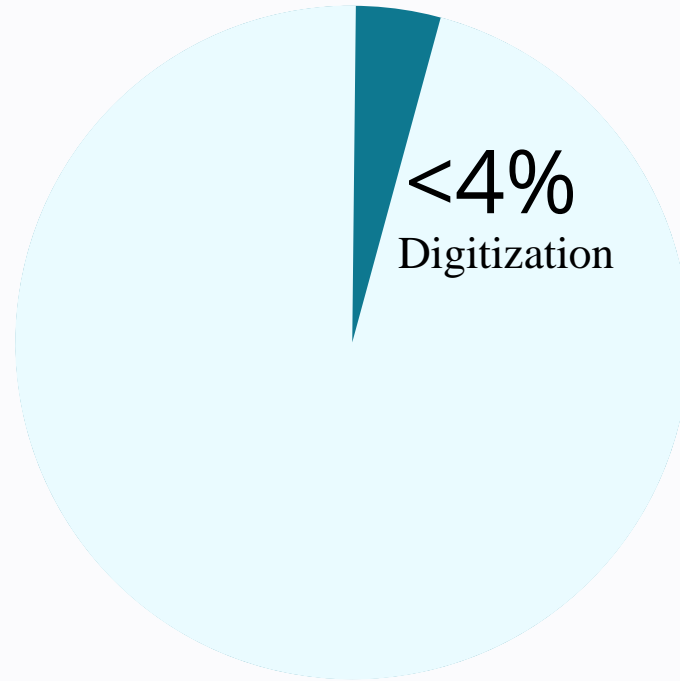


Learning Lives

- Certifications
- Continuing education programs
- Professional Development



Education Technology vs Total Global Education Expenditure



Result: major cultural shift toward digital being “normal”

“Digital Natives”

In the next 5 years, Millennials will comprise **75%** of the workforce, and Gen Z is right behind them.



FACTOR #2



Expectations of modern learners



The Modern Learner is Different

Number of times online every day
early days of the internet **5** | today **27**

DISTRACTED...

9 People unlock their smartphones up to **9** times every hour.

Most learners won't watch videos longer than **4 min.**

5 Workers now get interrupted as frequently as every **5 minutes** — Ironically, often by work applications and collaboration tools

OVERWHELMED...

41 % of time workers spend on things that offer little personal satisfaction and do not help them get work done.

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.



2/3 of knowledge workers complain that they don't have time to do their jobs.

IMPATIENT...

Online, designers now have between

5 and 10 seconds to grab someone's attention before they click away

1%

of a typical work week is all that employees have to focus on training and development

24 minutes a week

UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.

37% 
of the global workforce is expected to be "mobile" by the end of 2015


30% 
of full-time employees do most of their work somewhere other than the employer's location

20% 
of workforce comprised of temps, contractors, and freelancers

ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access:

search engines
online courses
50-60%
70% 





People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems

COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.

~80% 
of workforce learning happens via on-the-job interactions with peers, teammates, and managers

Learners are:
 asking other people
 sharing what they know

At Google, **55%** 
of training courses are delivered by an ecosystem of **2,000+** peer learners

EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.

 **2½ to 5**
Half-life (in years) of many professional skills

38% 
of workers who say they have opportunities for learning and growth at their workplace

62% 
of IT professionals who report having paid for training out of their own pockets

eLearning is here to stay



FACTOR #3



Demand for data-informed decisions



Poll Question:

Do you feel like your current learning platform gives you the data you need?

A. Yes B. No C. Not sure

Data is the key...

To learner success

- Rich data about your learners' progress
- User-facing data for learners

To business success

- What areas should we prioritize?
- What type of users can we upsell to?
- What are areas for improvement vs. areas of growth?



Digitization results in data access

1. In-learning behavior: Actions occurring as the user is actively learning



Broad in-learning behaviors:

- Utilization
- Performance
- Satisfaction
- Retention

Digitization results in data access

2.

**Out-of-learning behavior:
Behaviors occurring before
or after the learner
completes their learning**

Broad out-of-learning behaviors:

- Assessment performance
- Product/program purchasing
- Other company interactions
(e.g., marketing campaigns)

Note: the behaviors you identify should clearly tie back to your business objectives!

Data from different behavioral buckets comes from different data sources

Behavior Category:
In-learning Behavior



Data Source:
LMS / Learning Ecosystem



Data Provider:
Learning Tech Provider

Behavior Category:
Out-of-learning Behavior



Data Source:
Internal Systems



Data Provider:
Internal Depts / BUs



Data from your learning tech provider can be translated into metrics

Sample metrics for common in-learning behaviors:



Utilization

- # new course enrollments
- # active learners
- % of user base utilizing each learning modality
- Avg. # lessons / flashcards completed per user



Satisfaction

- Course reviews
- Net promoter score



Performance

- Lesson / flashcard confidence levels
- Practice question scores
- Mock exam scores



Retention

- Time on platform
- Avg. course progress 3/6/12 months from enrollment
- % of user base completing 30% of lessons, 1+ exam, etc.

FACTOR #4




**Proof that digital
learning strategies
are more effective**



eLearning helps boost learner engagement which drives positive learner outcomes

Students learn more in **online learning courses** than they do in traditional, in-person courses¹

A decorative graphic consisting of two rows of small blue dots. The top row has five dots and the bottom row has six dots, arranged in a staggered pattern.

Learning Strategies:

- Microlearning
- Gamification
- Adaptive learning pathways
- Confidence-based learning
- Continuous learning

¹ *Evaluation of Evidence-Based Practices in Online Learning*

eLearning is more effective for businesses

Digital learning can lead to:

- Customer retention
- Customer referrals
- Scalable learning programs
- New revenue streams

Online courses have **increased** student retention rates from anything from **25% to 60%**.¹

¹ *The Research Institute of America*

Personalized learning for 2.4 million IT professionals leads to 20 percent revenue increase



HQ: Downers Grove, IL

Customer Type: Credentialing Body

The Computing Technology Industry Association (CompTIA) is a leading voice and advocate for the \$4.8 trillion global information technology ecosystem; and the more than 35 million industry and tech professionals who design, implement, manage, and safeguard the technology that powers the world's economy.



Challenge

Adapting to changing learner needs while driving revenue

CompTIA has helped more than 2.4 million IT professionals advance their careers and companies through its industry-recognized certifications; CompTIA also provides continuing education (CE) to help workers maintain their credentials and keep their skills fresh. Traditional CE programs involve a number of steps which makes it challenging for IT professionals to fit learning into their busy schedules and CompTIA wanted to create a more engaging learning experience while growing revenue.



Solution

Modern method for the modern learner

With BenchPrep, members have bite-sized lessons of content, omnichannel access to courses, personalized learning pathways and study plans, and fun and games that keep them coming back for more.



Impact

Securing long-term revenue with a stellar learner rating

The program is offering new options for pursuing and achieving recertification, leading to:

- ✓ 20 percent increase in new revenue
- ✓ 4.75/5 user rating
- ✓ 2x more learners
- ✓ 15,000 renewals in first year

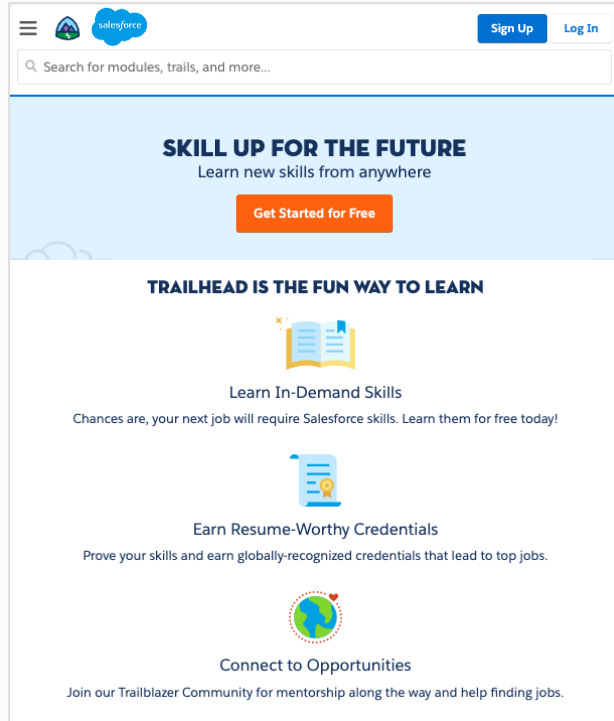
FACTOR #5



The new competitive field



Every company is a learning company



The screenshot shows the Salesforce Trailhead homepage. At the top, there is a navigation bar with the Salesforce logo, a search bar, and 'Sign Up' and 'Log In' buttons. Below the navigation bar is a blue banner with the text 'SKILL UP FOR THE FUTURE' and 'Learn new skills from anywhere', followed by a 'Get Started for Free' button. The main content area is titled 'TRAILHEAD IS THE FUN WAY TO LEARN' and features three sections: 'Learn In-Demand Skills' with an icon of an open book, 'Earn Resume-Worthy Credentials' with an icon of a certificate, and 'Connect to Opportunities' with a globe icon. Each section includes a brief description of the benefit.

salesforce


Sign Up Log In


Search for modules, trails, and more...


SKILL UP FOR THE FUTURE
Learn new skills from anywhere

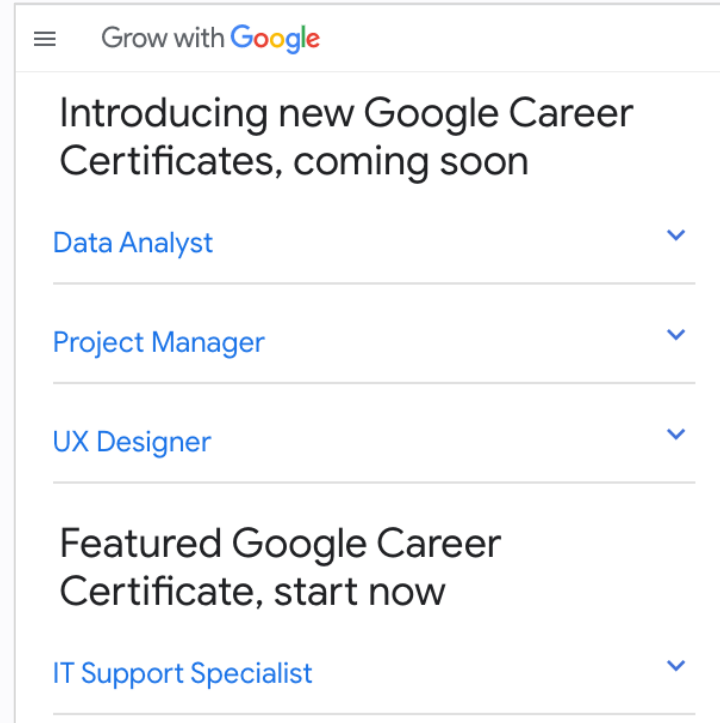
Get Started for Free

TRAILHEAD IS THE FUN WAY TO LEARN


Learn In-Demand Skills
Chances are, your next job will require Salesforce skills. Learn them for free today!


Earn Resume-Worthy Credentials
Prove your skills and earn globally-recognized credentials that lead to top jobs.


Connect to Opportunities
Join our Trailblazer Community for mentorship along the way and help finding jobs.



The screenshot shows the Google Career Certificates page. At the top, there is a navigation bar with the text 'Grow with Google'. Below the navigation bar is a large heading 'Introducing new Google Career Certificates, coming soon'. The main content area features three sections, each with a job title and a dropdown arrow: 'Data Analyst', 'Project Manager', and 'UX Designer'. Below these sections is a heading 'Featured Google Career Certificate, start now' and a job title 'IT Support Specialist' with a dropdown arrow.

Grow with Google

Introducing new Google Career Certificates, coming soon

Data Analyst

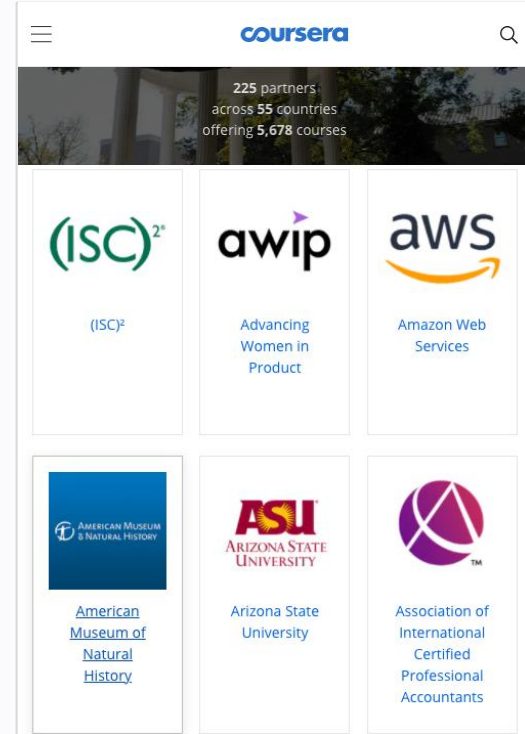
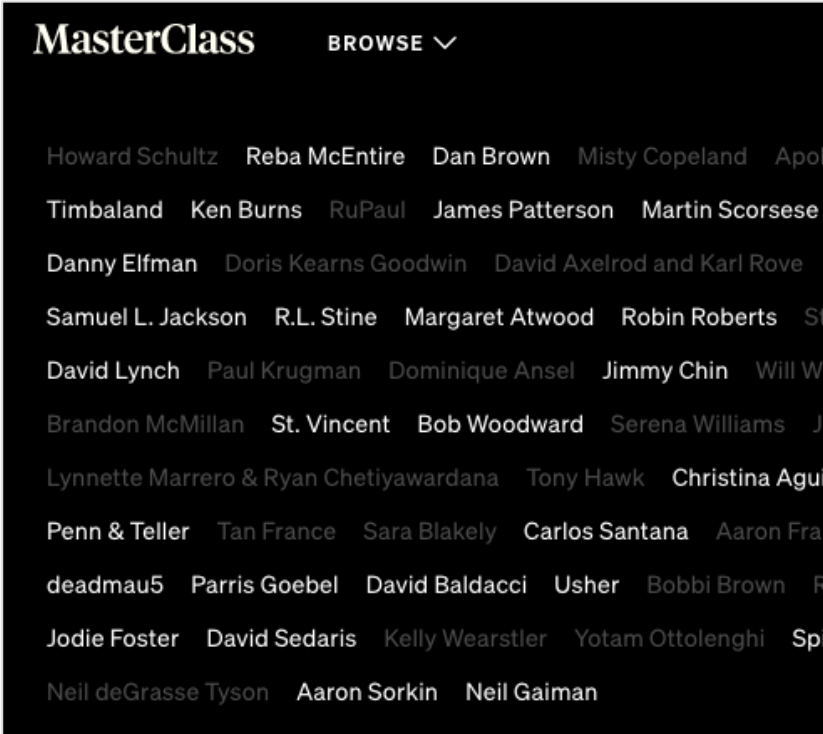
Project Manager

UX Designer

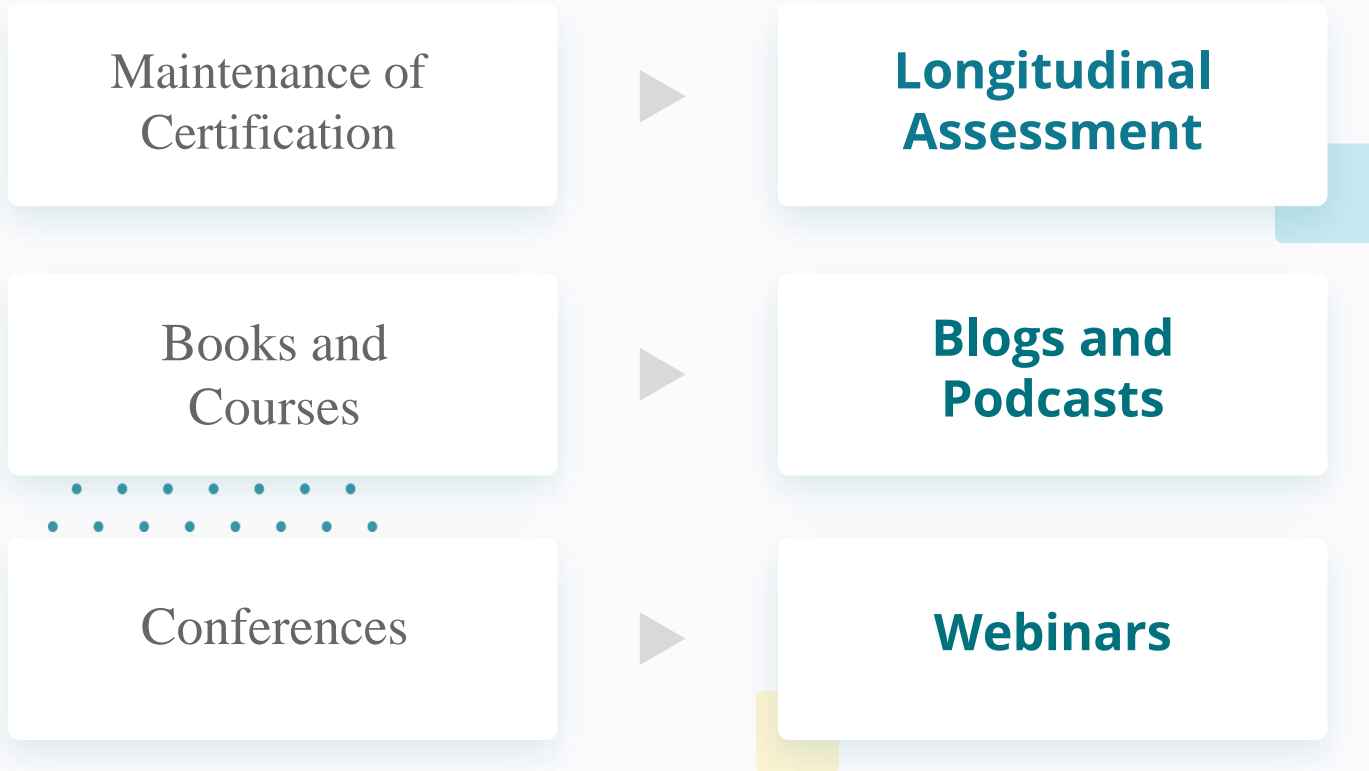
Featured Google Career Certificate, start now

IT Support Specialist

New content business models = new competitors



Unbundling of education = **new competitors**



The Opportunity



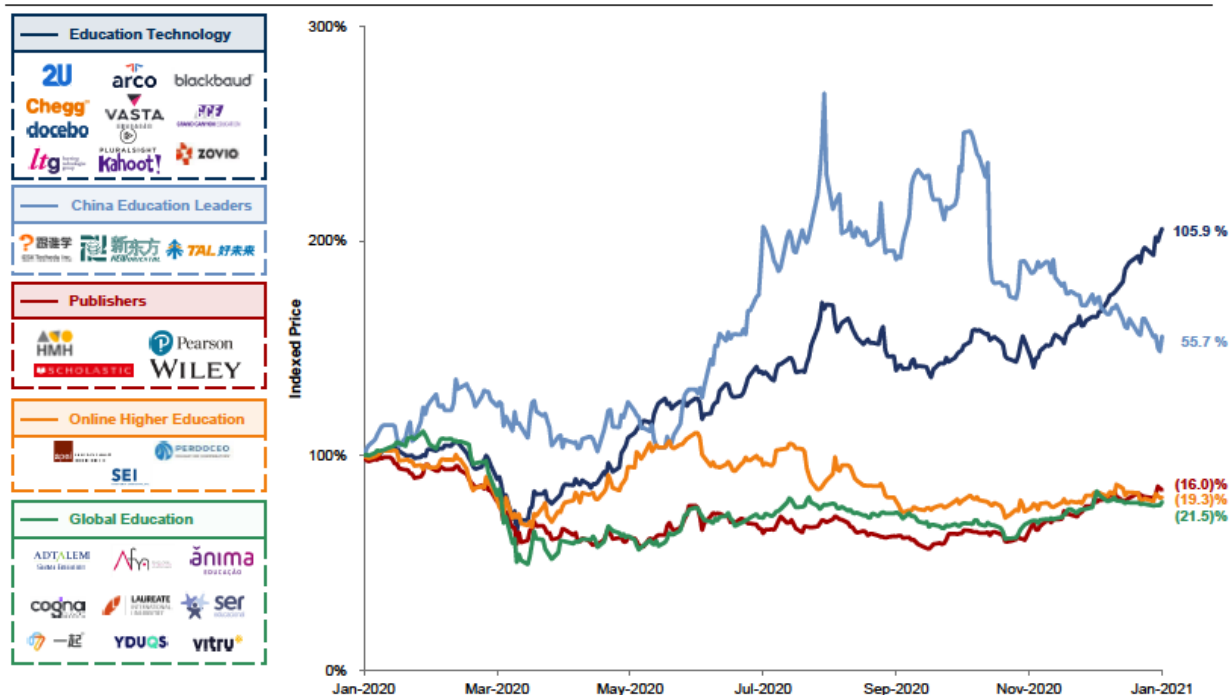
The returns of software

Goldman Sachs

Education Performance by Segment

INVESTMENT BANKING
DIVISION

Last 1 Years Share Price Performance

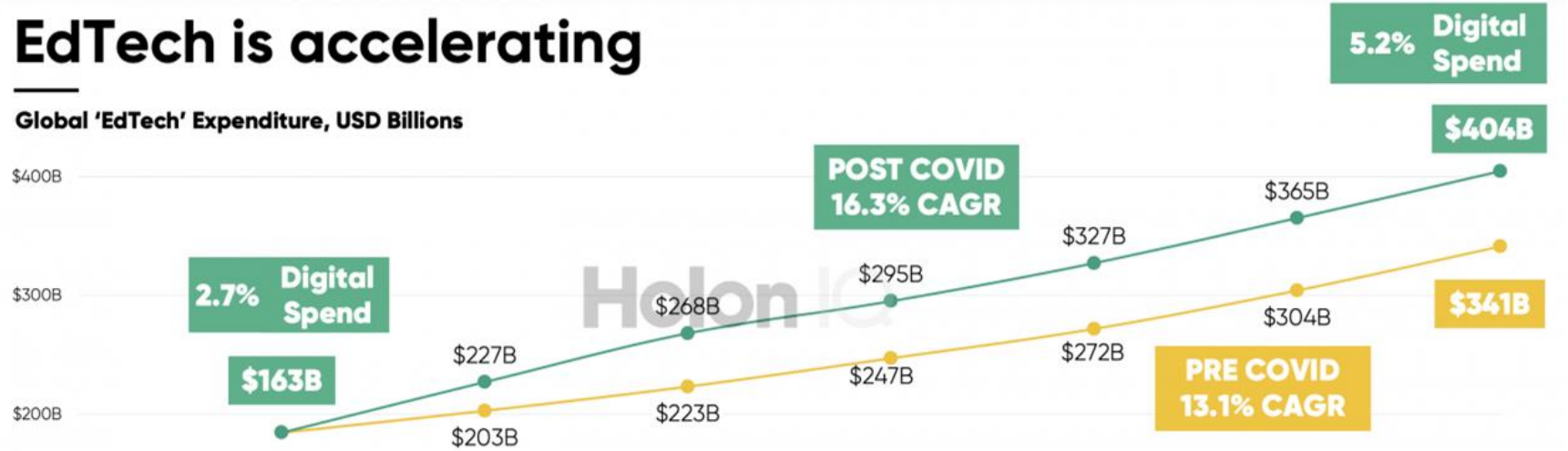


Source: Bloomberg as of 08-Jan-2021

\$241 Billion of incremental digital spend

EdTech is accelerating

Global 'EdTech' Expenditure, USD Billions



	2018	2019	2020	2021	2022	2023	2024	2025
Total Expenditure		\$5.9T	\$6.3T	\$6.5T	\$6.8T	\$7.1T	\$7.4T	\$7.8T
Digital Expenditure		\$163B	\$227B	\$268B	\$295B	\$327B	\$365B	\$404B
Digital Share		2.7%	3.6%	4.1%	4.3%	4.6%	4.9%	5.2%



Impacting the lives of hundreds of millions of people



Sooo.... What's next?



**Acknowledge
10× changes in
your space**



**Evaluate your
digital journey
position**



**Design *your*
transition plan**



**Identify right
long-term
partners**

Additional Resources

E-Book

5 Key Factors Driving Digital
Transformation in Professional
Learning

White Paper

Going Digital: How to Win the
Training Transformation Race,
Ready or Not





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Thank you!

Any questions?

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