

**\* AGENDA:**

**Opportunities in L&D**

Explore four common adult learning markets.

Where are you now?

Where do you see yourself?

**Trends & Skills**

What's next in your personal development?

IT'S TIME TO...

**LEVEL  
UP**



**DISCOVER THE SKILLS  
L&D PROS NEED TO SUCCEED**



\* ABOUT ME:

A well traveled trainer...

From a PhD in human sexuality education,  
to learning design business owner in 10 years...

My big why...

To change the way we think about learning.

IT'S TIME TO...

LEVEL  
UP



DISCOVER THE SKILLS  
L&D PROS NEED TO SUCCEED



\* ABOUT YOU (word cloud):

Current job title

What work in the learning industry are you currently doing?

Future job title

What work would YOU LIKE to be doing in the future?

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\* **GOOD NEWS!**

Most employees who transitioned into "emerging roles" over the past five years migrated from entirely different occupations.

- LinkedIn & World Economic Forum Study 2021

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**WHAT ARE THE L&D  
IMPLICATIONS?**

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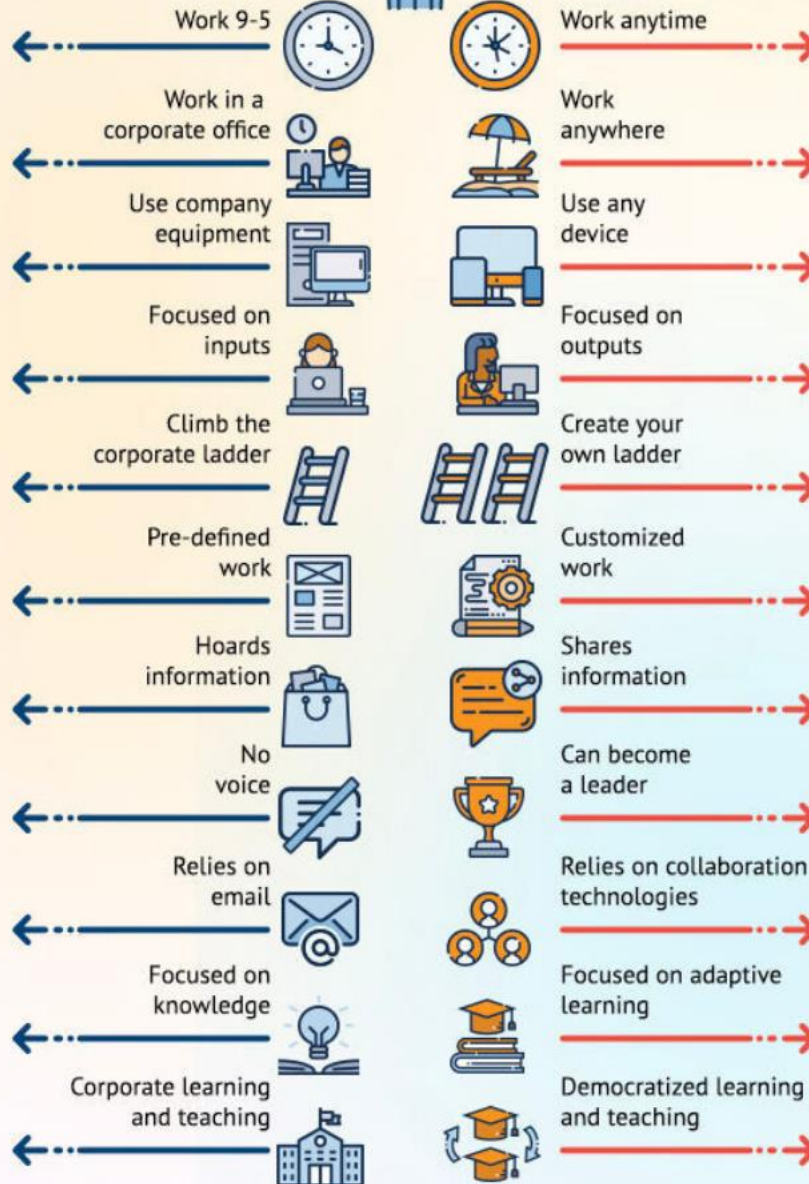


# THE EVOLUTION OF THE EMPLOYEE

PAST



FUTURE



by Jacob Morgan

thefutureorganization.com

\* MORE NEWS!

WHAT ARE THE L&D IMPLICATIONS?



# 4 ADULT LEARNING MARKETS



A brief introduction.

## Key Differentiators

### 1. Target Audience

> who you serve

### 2. Audience Motivation

### 3. Learning Environment

### 4. KPIs

CORPORATE EDUCATION

CUSTOMER EDUCATION

HIGHER EDUCATION

THE NEW CONSUMER EDUCATION



# 4 ADULT LEARNING MARKETS



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Paid members of an organization

## CUSTOMER EDUCATION

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# 4 ADULT LEARNING MARKETS



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> who you serve

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### CORPORATE EDUCATION

Paid members of an organization

### CUSTOMER EDUCATION

Current and prospective customers

### HIGHER EDUCATION

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# 4 ADULT LEARNING MARKETS

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### CUSTOMER EDUCATION

Current and prospective customers

### HIGHER EDUCATION

Individuals investing personal time & money for growth or opportunity

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### CORPORATE EDUCATION

Paid members of an organization  
Stay employed, promotion, be a high performer, make a difference

### CUSTOMER EDUCATION

Current and prospective customers  
Understand product's/service's value, decrease time to value

### HIGHER EDUCATION

Individuals investing personal time & money for growth or opportunity  
Gain skills, build network, good paying job

### THE NEW CONSUMER EDUCATION

Individuals investing personal time & money for growth or opportunity  
Gain skills or make change timely



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Paid members of an organization

Stay employed, promotion, be a high performer, make a difference

Learning in flow of work  
(when, where, how)

## CUSTOMER EDUCATION

Current and prospective customers

Understand product's/service's value, decrease time to value

Access at time of need, alignment of all resources (marketing, customer success, L&D)

## HIGHER EDUCATION

Individuals investing personal time & money for growth or opportunity

Gain skills, build network, good paying job

Student's personal commitments, time management habits

## THE NEW CONSUMER EDUCATION

Individuals investing personal time & money for growth or opportunity

Gain skills or make change timely

How learning fits in with daily routine & all other commitments



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Learning in flow of work  
(when, where, how)

Performance, profit, ROI, retention, morale, prestige

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NPI, speed of product adoption, customer satisfaction, customer retention

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Graduation rates, graduate job and pay rates, alumni engagement/donations

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Student's personal commitments, time management habits

Graduation rates, graduate job and pay rates, alumni engagement/donations

## THE NEW CONSUMER EDUCATION

Individuals investing personal time & money for growth or opportunity

Gain skills or make change timely

How learning fits in with daily routine & all other commitments

Successful & timely behavior change or opportunity achievement



# 4 ADULT LEARNING MARKETS



What market are you working in?

What markets might you enjoy working in?

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CUSTOMER EDUCATION

HIGHER EDUCATION

THE NEW CONSUMER EDUCATION

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# 4 ADULT LEARNING MARKETS

## GLOBAL TRENDS & SKILLS

Trends	→	Skills
Digital Focus		Tech Consulting
Business-Learning Alignment		Goals & Outcome Consulting
Learner Engagement Focus		Apply Learning Science to Learning Design
Other?		

## UNIQUE SKILLS

### CORPORATE EDUCATION

Performance Management  
Training Facilitation  
Managing SMEs  
Using Enterprise LMS/LXP  
Design for Compliance

### CUSTOMER EDUCATION

Marketing  
Sales Writing  
Technical Writing  
Copywriting/editing  
Graphic Design  
Content Creation

### HIGHER EDUCATION

Using Higher Ed LMS Platforms  
Adopting AI to Manage Courses  
Technology Training  
Managing Student-Univ. Needs

### THE NEW CONSUMER EDUCATION

Systems & Automation Design  
Content Prioritization  
Curriculum Development  
Online Learning Design



→ Rate yourself... ☆ ☆ ☆ ☆ ☆

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Trends	→	Skills
Digital Focus		Tech Consulting
Business-Learning Alignment		Goals & Outcome Consulting
Learner Engagement Focus		Apply Learning Science to Learning Design
Other?		

## UNIQUE SKILLS

CORPORATE EDUCATION	CUSTOMER EDUCATION
Performance Management Training Facilitation Managing SMEs Using Enterprise LMS/LXP Design for Compliance	Marketing Sales Writing Technical Writing Copywriting/editing Graphic Design Content Creation
HIGHER EDUCATION	THE NEW CONSUMER EDUCATION
Using Higher Ed LMS Platforms Adopting AI to Manage Courses Technology Training Managing Student-Univ. Needs	Systems & Automation Design Content Prioritization Curriculum Development Online Learning Design

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# MAKE **A** TRANSITION

## RESEARCH

Leverage reputable sources to stay informed about trends in any L&D role or broader learning market.

01



## FIND MENTORS

- Follow thought leaders (podcasts & social media)
- Do Informational Interviews
- Maintain relationships

02



## PUT YOURSELF OUT THERE

Share your learnings, projects, challenges and accomplishments on social media. Opportunities may come to you!!

03





# STAY *IN* TOUCH

Alaina Szlachta, PhD  
By Design Development Solutions

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