

Build the Virtual Training Capability You Need to Produce Business Impact in the COVID-Era

Sponsored by ATD Enterprise Solutions

Agenda

- Introductions
- Current Context and Environment
- Research on Virtual Training
- How L&D is Responding
- Lessons Learned and Professional Development Trends
- Q&A

Introductions



Courtney Vital
VP,
ATD Education



Kristen Fyfe-Mills
Director,
ATD Marketing



Maria Ho
Assoc. Director,
ATD Research

The COVID-19 Impact Study

- Snapshot of 126 TD leaders
- May 2020

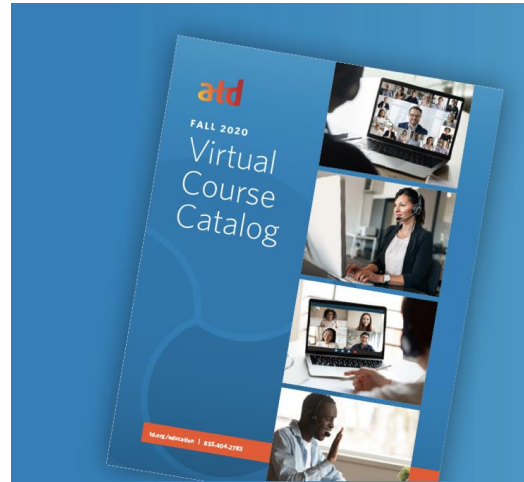


The COVID-19 Impact Study

- Key Findings:

- **67%** reported a high or very high level of business disruption
- **60%** said the head of TD (e.g., CLO, CTDO) was involved in the COVID-19 response
- **68%** converted in-person trainings to virtual classroom trainings
- Most postponed or cancelled some in-person trainings

COVID-19 Impact: ATD



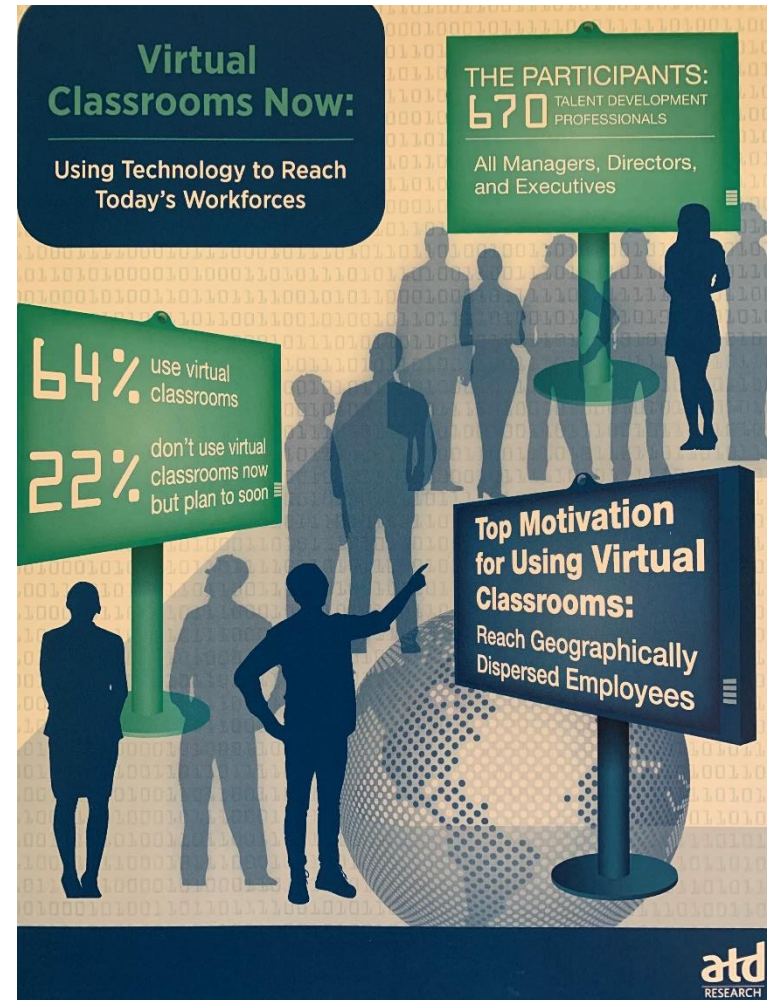
- Massive shift in delivery modality from face-to-face to virtual
 - ATD 2020 canceled
 - Virtual and asynchronous only
- ATD Education portfolio
 - 99% of professional development offerings moved online to meet Enterprise clients' needs
- New capability gaps and professional development needs emerging
- Increased comfort across modalities

About Virtual Classrooms

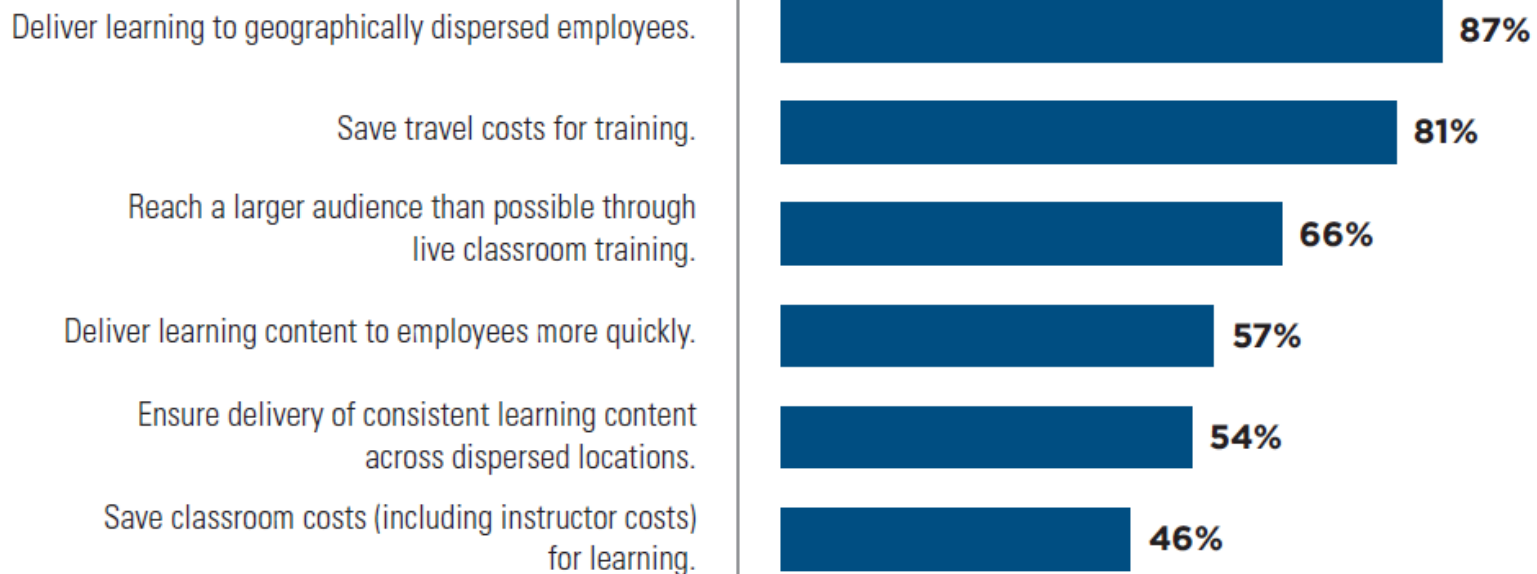
Earlier research from ATD found that:

- Virtual classroom use is associated with better business and learning outcomes

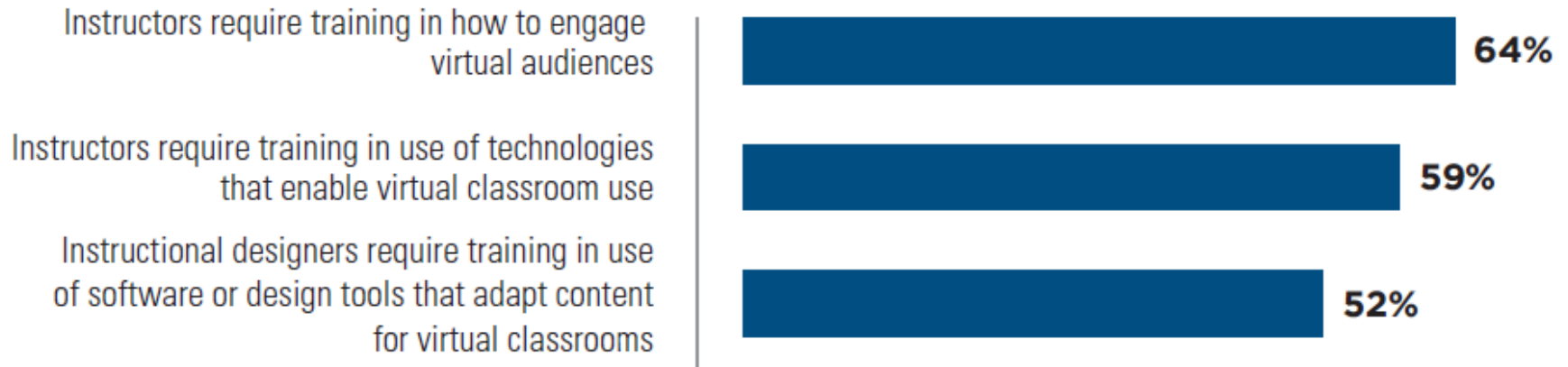
Virtual classrooms are live, instructor-led classrooms that can reach remote audiences with the help of technology.



Top Motivations for Using Virtual Classrooms

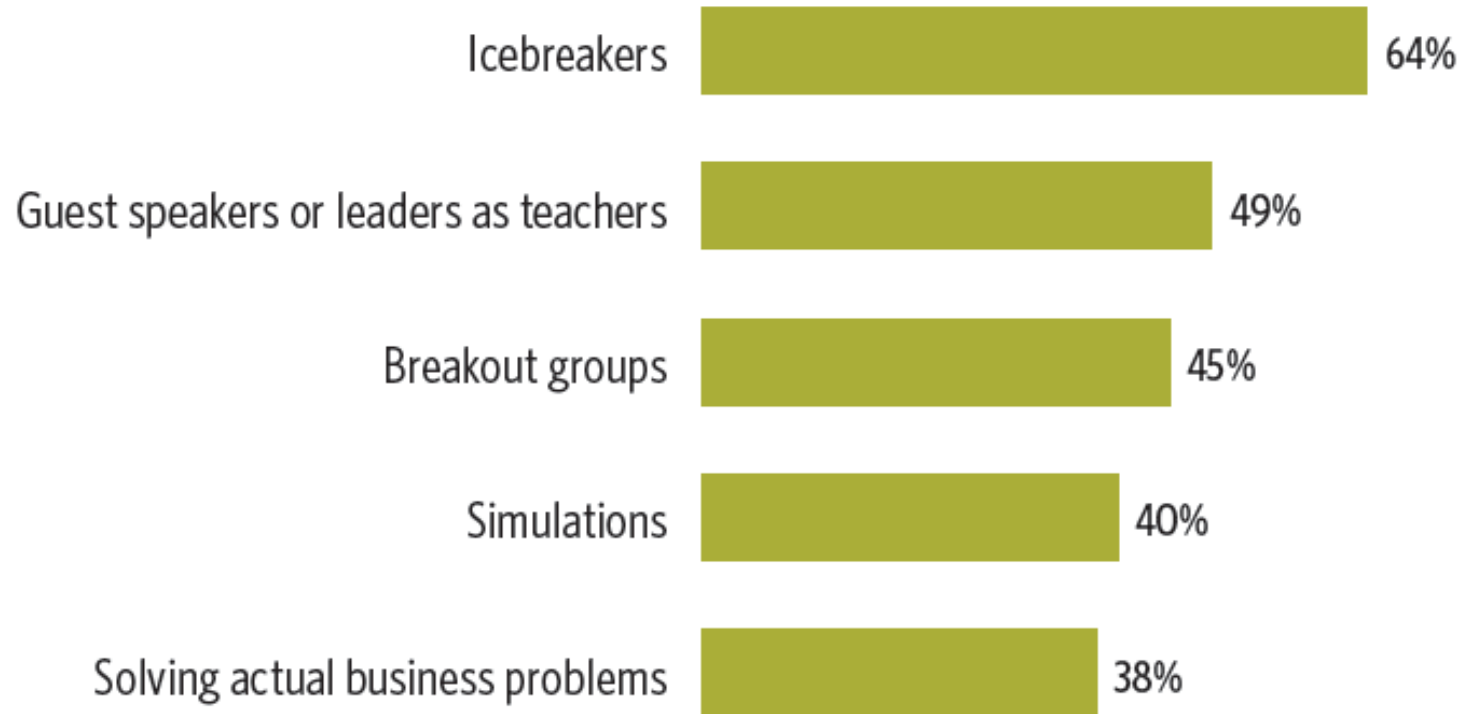


Instructors and Designers Need Training

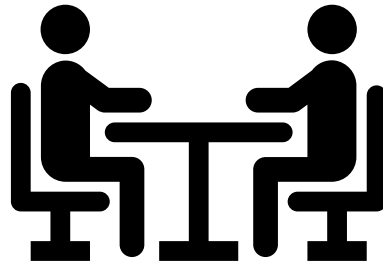


Virtual Classroom Activities Today

- What activities do virtual trainers in the age of COVID use?
- From a 2020 poll of 244 organizations:

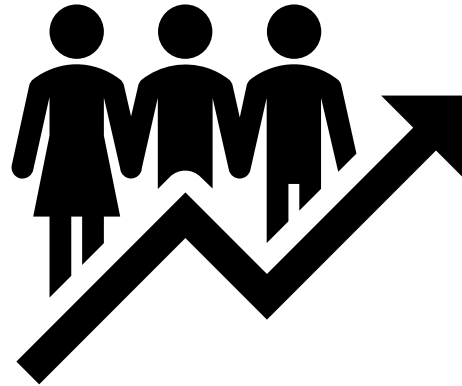


Why Does Training Your Trainers Matter?



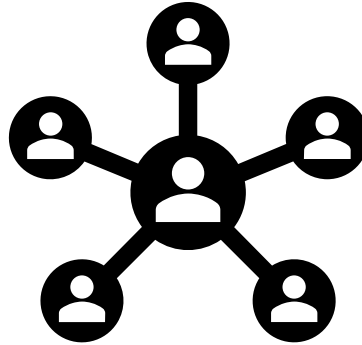
Organizations that provide high levels of train-the-trainer opportunities are more likely to be top business performers relative to their competitors.

Why Does Training Your Trainers Matter?



Offering a variety of train-the-trainer opportunities is associated with better performance.

Why Does Training Your Trainers Matter?



Specific opportunities that are strongly associated with performance are:

- **Internal train-the-trainer opportunities**
- **External train-the-trainer opportunities**
- **Career pathways for trainers**

COVID-19 Impact: ATD Forum Companies

Now more than ever, the ability to connect, collaborate, and share best practices with other senior TD leaders in a known community becomes a differentiator in delivering business impact and building performance capabilities.

Surveys with ATD Forum Members indicate the COVID-19 pandemic drastically changed how organizations are currently operating.

60%

say the COVID-19 pandemic has been disruptive to their organizations' missions.



3 in 10

have jumped from just

10% to

76-90%

of full-time remote employees who work at least three days per week due to COVID-19.



63%

are developing specific trainings to help employees work remotely and use virtual tools.



More than

50%

plan to make virtual and digital solutions permanent.



COVID-19 Impact: ATD Forum Companies

The top three unexpected or unplanned new happenings in organizations include:

70%

increase in informal and ad hoc gatherings simply to connect and check in on each other.



65%

of employees use internal communication tools like Yammer and Teams to seek help and provide ideas.



60%

of employees are taking more on-demand learning through various channels.

Changes organizations made to in-person trainings

Delivered virtually (86%)

Canceled (81%)

Converted to digital assets (76%)

COVID-19 Impact: ATD Forum Companies

What's being asked of learning and development (L&D) teams in response to the disruption?

Nearly
90%



of L&D teams are tasked with curating and providing resources to help employees operate in a virtual environment.

80% increase in the development of new virtual training offerings.

70% increase in virtual offerings that were already in place.

65% increase in content curation (especially related to working in a virtual environment).



30% of organizations employed the learning function to develop new safety training specifically related to COVID-19 and infection control in the workplace.

How are L&D teams operating to remain successful and achieve their goals?

- Frequent check-ins and status updates
- Increased usage of technology
- Influx of shared tools and techniques for personal needs such as childcare and isolation



The top four tools to help employees connect and work together are:



Microsoft
Teams



Skype



Zoom



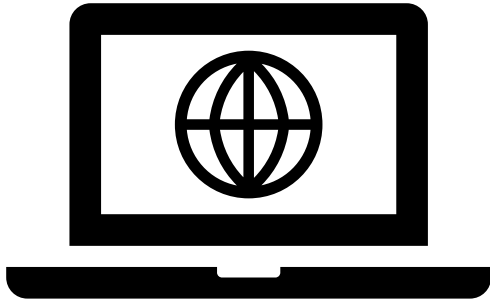
WebEx

How Is L&D Responding?

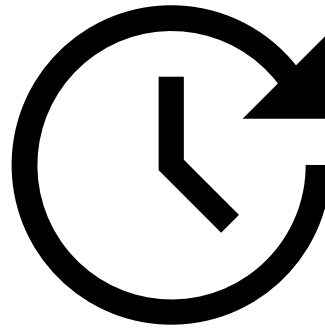
- High demand for ATD's virtual training courses:
 - Designing Virtual Training
 - Facilitating Virtual Training
 - Producing Virtual Training
 - Why this course was developed
 - Lessons from Audi



L&D Pain Points



Digital learning skills are a must.



Don't be caught flat-footed.



This is about more than virtual training.

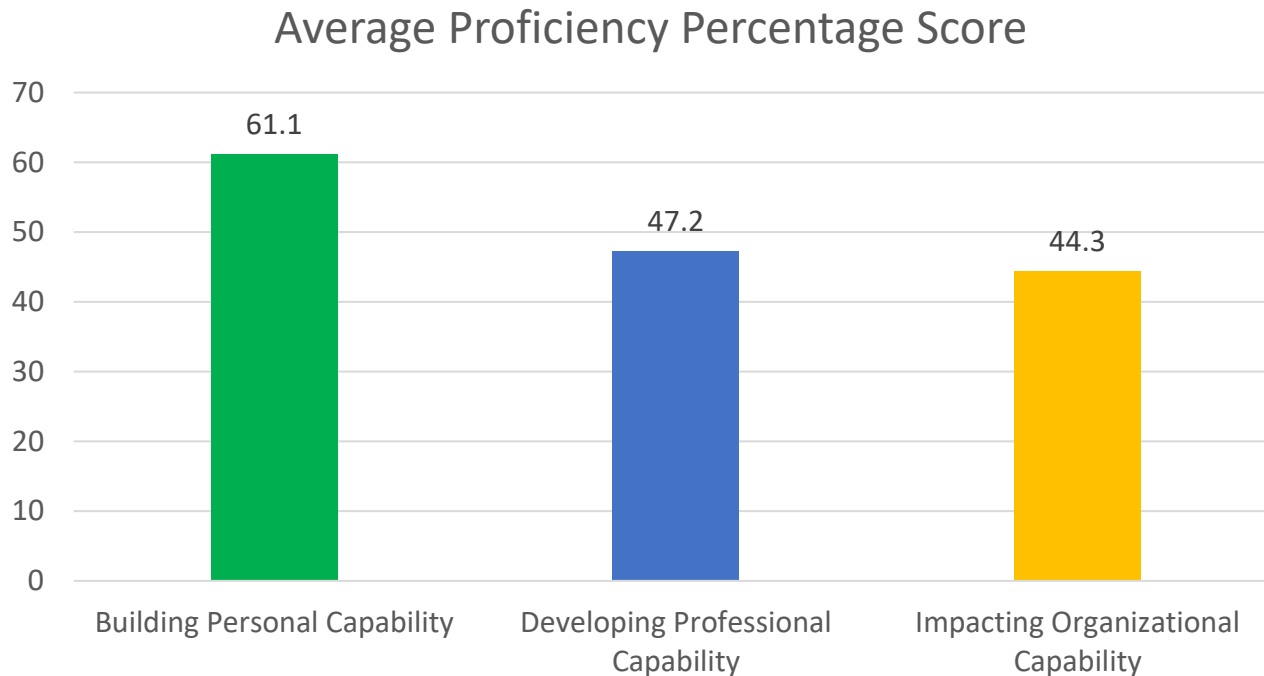
Talent Development Capability Model



Insights from TD Capability Model Self-Assessments to Date

6,250 users from every region of the world

Overall Average Proficiency Score: 51.9%



Top 5 Capabilities Globally

Lifelong Learning

73.0%



Emotional Intelligence &

Decision-Making

61.3%



Training Delivery & Facilitation

69.3%



Project Management

60.5%



Communication

62.8%



Bottom 5 Capabilities Globally

Knowledge Management

43.4%



Talent Strategy & Management 41.3%



Change Management

40.7%



Technology Application

40.6%



Data & Analytics

36.9%



Q&A

What questions do you have?

Contact the ATD Enterprise Solutions team:

enterprise@td.org

THANK YOU!

Interested in learning how ATD can help your L&D team?

Contact the ATD Enterprise Solutions team:

enterprise@td.org