

WEBCAST:

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

Understanding What Everyone Wants
from Corporate Learning



Speakers



Kabir Chadha
Global Head of
Customer Success
Coursera



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

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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



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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



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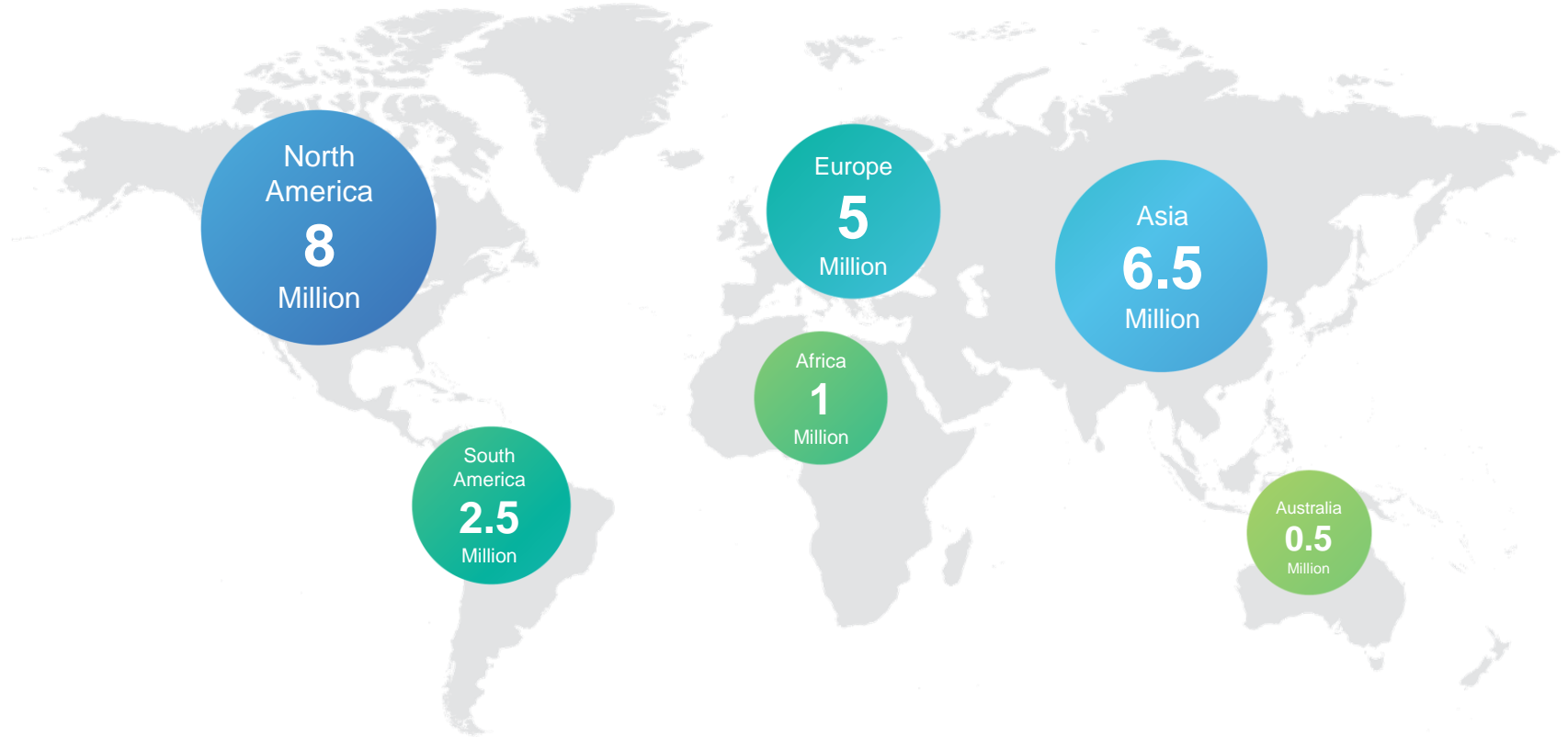


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Marketing



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Physical Science



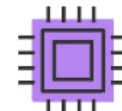
Personal Development



Leadership



Strategy



Computer Science



Life Science



Computer Science & Networks



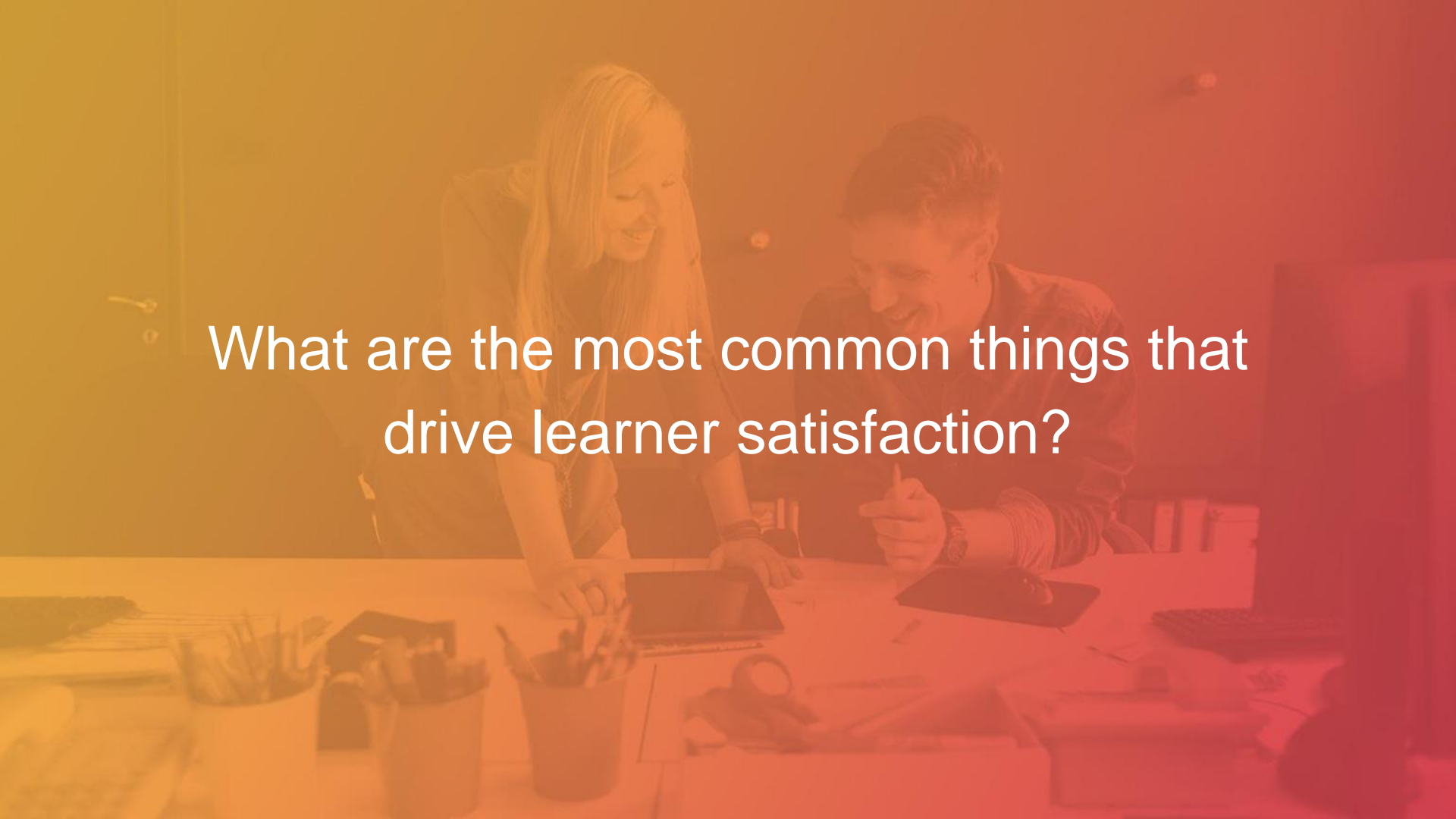
Algorithms



Languages



Social Sciences

A woman with long blonde hair and a man are smiling and looking at a tablet together in an office setting. The woman is leaning over the desk, and the man is sitting at the desk. There are several pen holders with pens on the desk. The background is a blurred office environment. The image has a warm, orange-red color overlay.

What are the most common things that drive learner satisfaction?



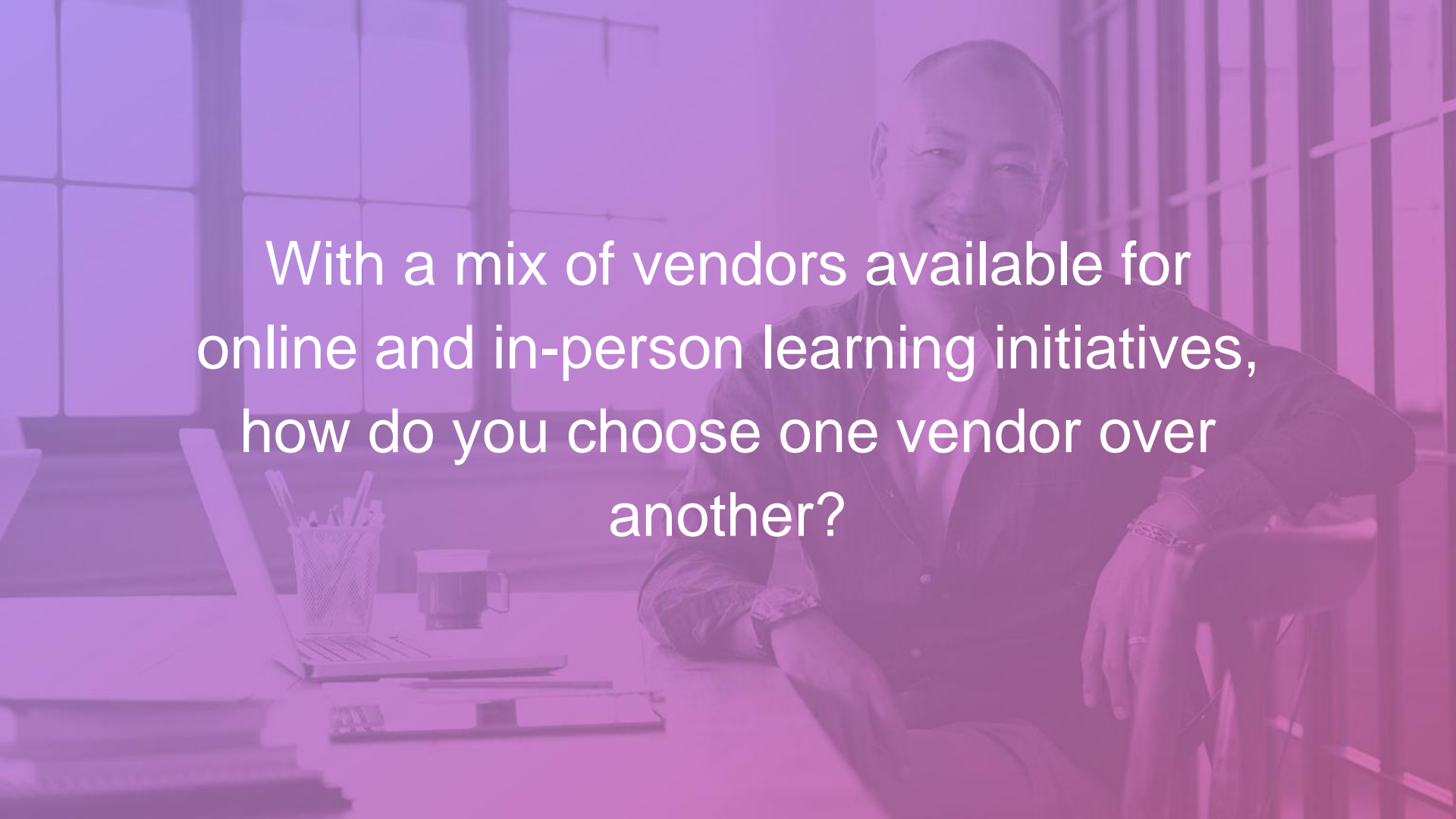
L&D Leaders:

51% expect an increase in budget

69% expect to support more employees



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

A photograph of a man sitting at a desk in an office setting. He is smiling and looking towards the camera. On the desk in front of him is a laptop, a pen holder with several pens, and a mug. The background shows a window with a grid pattern. The entire image is overlaid with a semi-transparent purple gradient.

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%

A photograph of a woman and a man in an office setting. The woman is standing and leaning over a desk, pointing at a tablet. The man is sitting at the desk, looking at the tablet. The image has a warm, orange-red color overlay. The text is overlaid on the image.

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

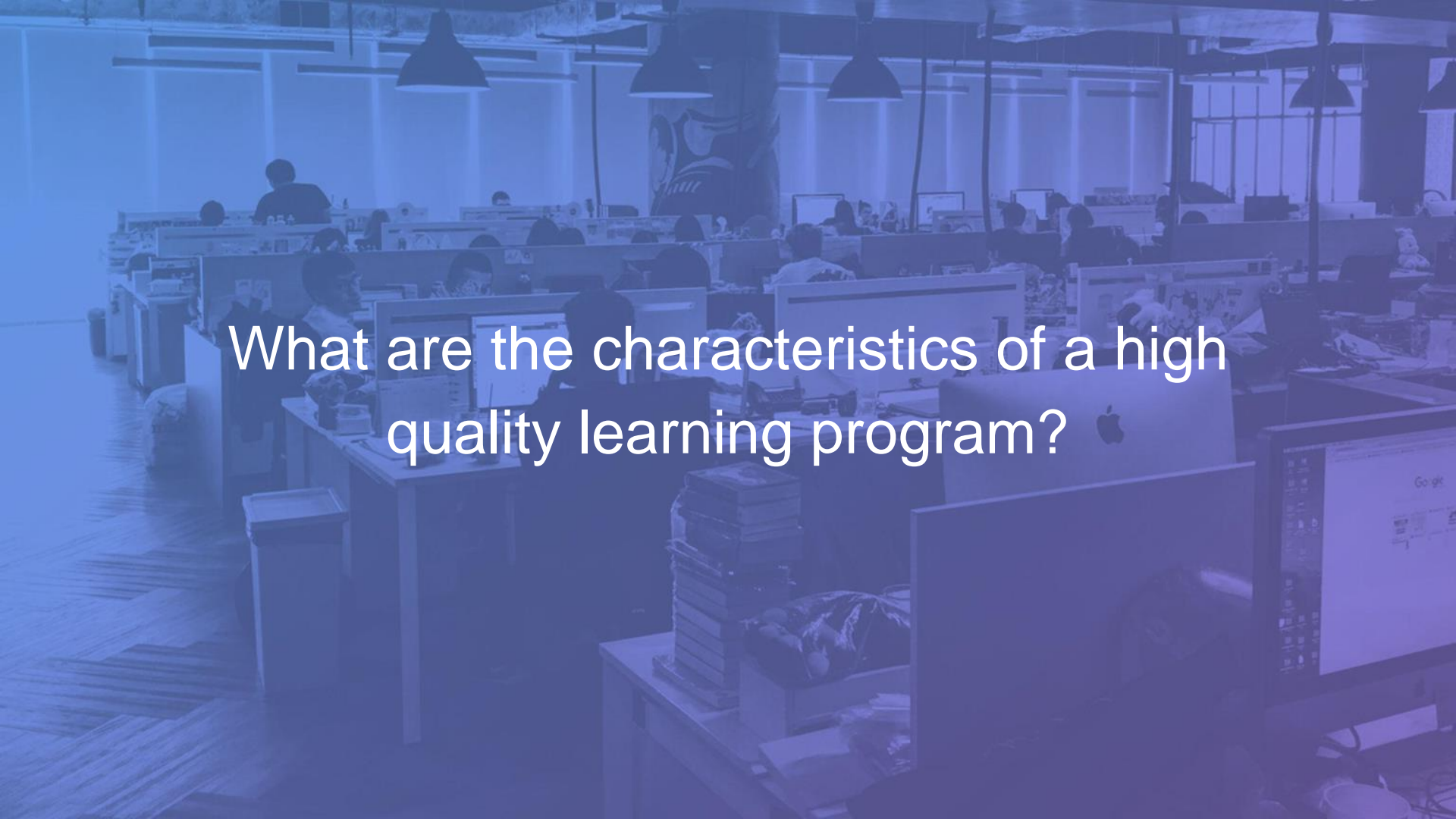
Quality 51%

Cost 29%

Ease of implementation 22%

Ability to assess employee learning 20%

User-friendliness 19%

A blue-tinted photograph of a modern office or classroom. The scene is filled with rows of desks, each equipped with a computer monitor. Several people are seated at the desks, appearing to be working or studying. The room has large windows in the background, and the overall atmosphere is professional and focused. The text is overlaid in the center of the image.

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?

A photograph of a man sitting at a desk in an office setting. He is smiling and looking towards the camera. On the desk in front of him is a laptop, a pen holder with several pens, and a cup of coffee. The background shows a window with a grid pattern. The entire image is overlaid with a semi-transparent purple filter.

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

A faint, light blue world map is centered in the background of the slide. The map shows the outlines of continents and major landmasses.

Q & A

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