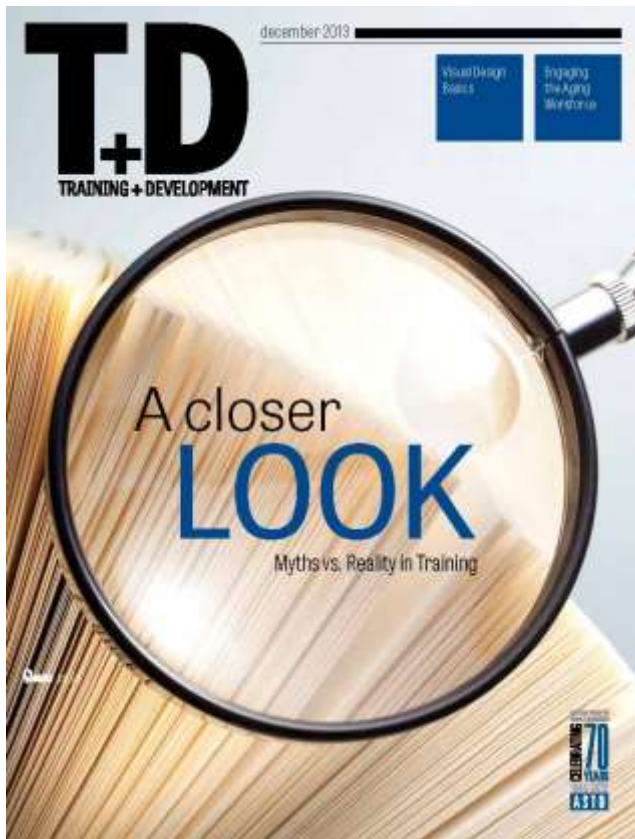


Training Trends Review



Paula Ketter
Editor
T+D



A Bonus Webcast From the December 2013 *T+D*

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TRAINING TRENDS REVIEW

PAT GALAGAN
EDITOR-AT-LARGE, T+D MAGAZINE
DECEMBER 18, 2013



CAREERS

SLASHER CAREERS

An estimated one-third of U.S. workers — about 42 million people — no longer have traditional 9 to 5 jobs. Many hold more than one job.

WHY BECOME A SLASHER?

- **Pursue a personal passion**
- **Create more income**
- **Try new roles**
- **Be your own boss**

SOME SLASHER CAREERS IN TRAINING

Jann Vandermeulen

Training Manager/Psychotherapist

Kim Barnes

Founder and CEO of Barnes & Conti (OD Consulting)/Mystery
Writer

Karen Novotny Tischer

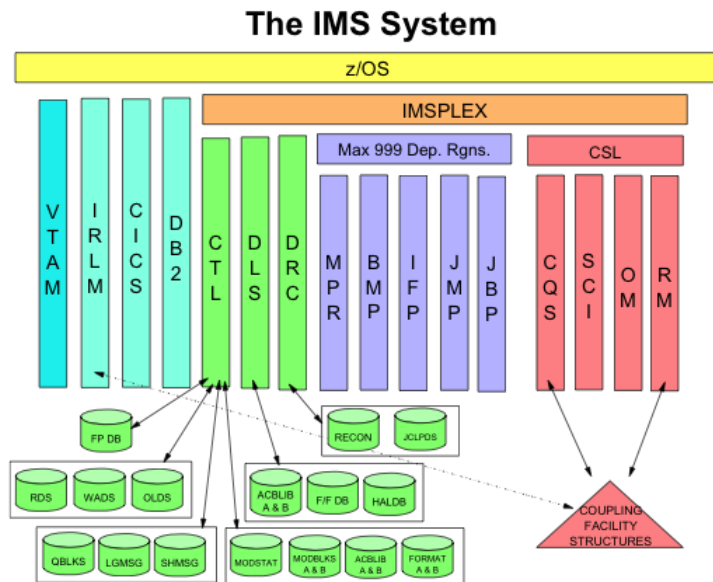
IMS Software Instructor/Course Developer/**Consultant/**Fine
Art Photographer/**Personal Assistant to a Photographer**

KAREN NOVOTNY TISCHER

**IMS Software
Instructor/
Course Developer/
Consultant/
Fine Art
Photographer/
Personal Assistant to
a Photographer**




KAREN NOVOTNY TISCHER



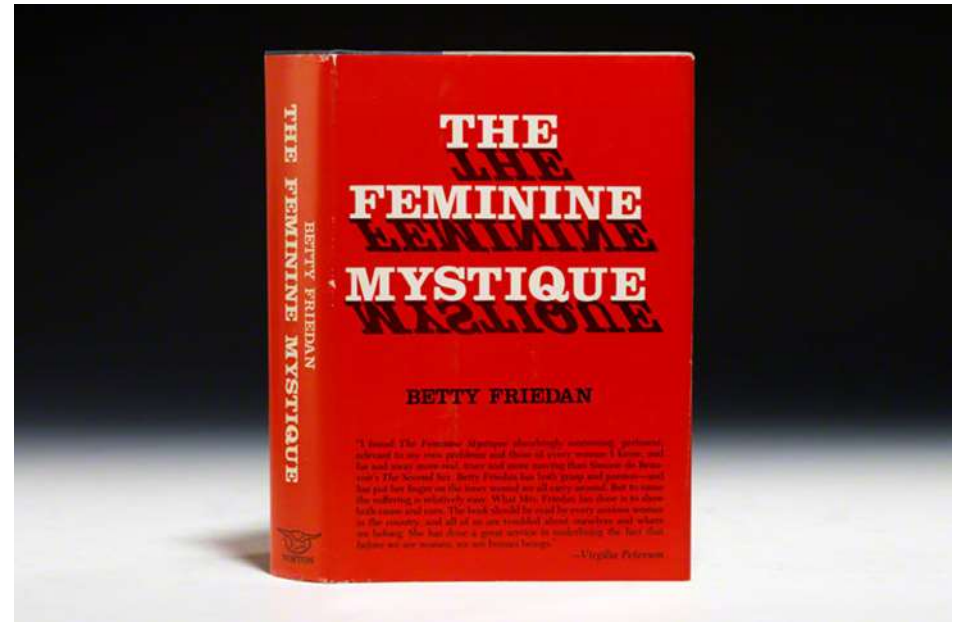
ADVICE FROM BEV KAYE

- **Recession-proof your career with multiple career options.**
- **For an extra plus, build contingency plans around a passion.**



A good slasher job
should have some
tease in it and
make you stretch.

**WOMEN WITH LEADERSHIP CAPABILITIES ARE ABUNDANT. WHY
AREN'T THEY GETTING THE TOP JOBS?**



**MIA: WOMEN IN THE
EXECUTIVE SUITE**

WOMEN (NOT) IN THE EXECUTIVE SUITE

Women account for:

- **49% of the U.S. workforce**
- **4% of corporate CEOs**
- **14% of executive officers**
- **20% of U.S. government officials**

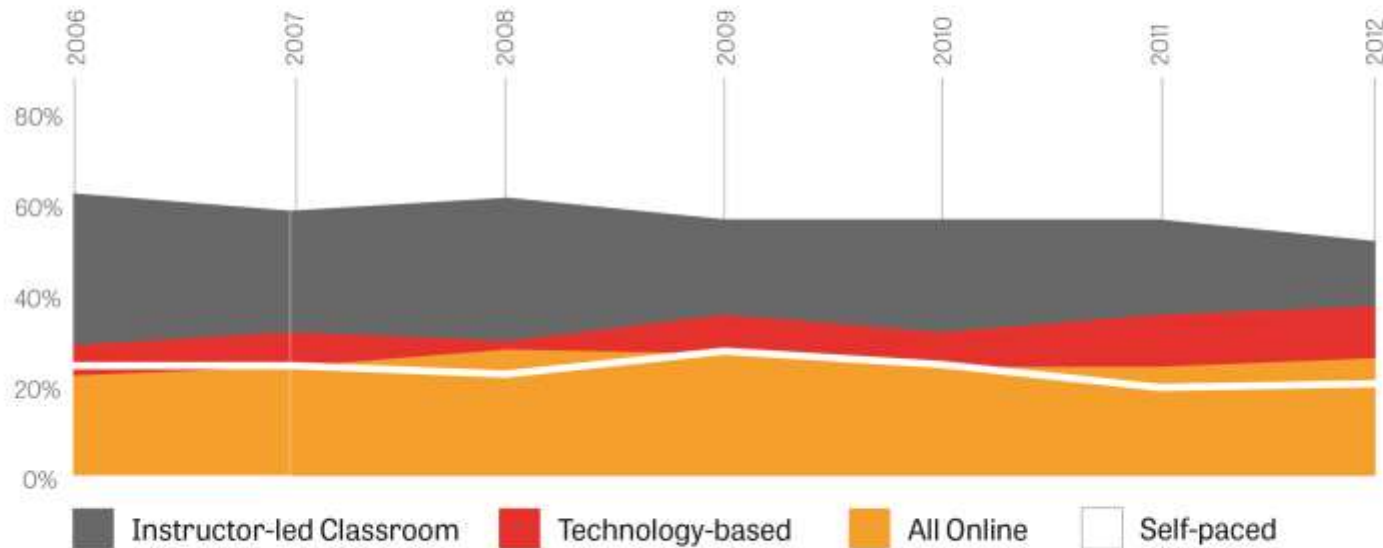
Questions?

THE STATE OF THE L&D INDUSTRY

ASTD STATE OF THE INDUSTRY REPORT CONFIRMS TWO TRENDS



Comparison of Average Percentage of Formal Learning Hours Available via Primary Delivery Methods (Consolidated)



CLASSROOM HOURS DECLINE

Online hours increase

Average Direct Expenditure per Employee (Consolidated)



AVERAGE DIRECT EXPENDITURE PER EMPLOYEE INCREASES

Questions?

TECHNOLOGY AND THE INTERRUPTED BRAIN

TECHNOLOGY AND THE INTERRUPTED BRAIN

“You’re never building knowledge when you constantly use the Internet to think for you.”

Nicholas Carr

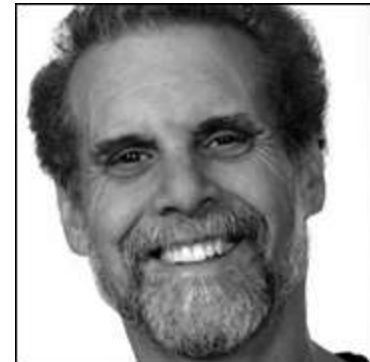
Author of *The Shallows: What the Internet is Doing to Our Brains.*



TECHNOLOGY AND THE INTERRUPTED BRAIN

“The ability to pay attention is absolutely critical to success in life.”

Daniel Goleman
Author of *Focus*



TECHNOLOGY AND THE INTERRUPTED BRAIN

Annie Murphy Paul

“Acquire a base of fact knowledge in any domain in which you want to perform well. This base supplies the essential foundation for building skills, and it can’t be outsourced to a search engine.”



**POPULAR ASSUMPTIONS
CHALLENGED BY NEW INFORMATION**

A CLOSER LOOK

OPEN-PLAN OFFICES

THE NOTION:

Open-plan offices encourage engagement and informal learning.

THE REVISED VIEW:

Replacing private offices with open space may not increase informal learning and innovation after all.

MESSY DESKS

THE NOTION:

A messy desk inhibits work.

THE REVISED VIEW:

A messy desk is likely to foster innovation.

PERFORMANCE MANAGEMENT

THE NOTION:

Performance management can be improved by installing the right software and/or changing the way people are rated.

THE REVISED VIEW:

Human nature plays a bigger role in performance management than any process or software.

FEEDBACK

THE NOTION:

All feedback has value.

THE REVISED VIEW:

Some types of feedback have more value than others.

AGE OF THE WORKFORCE

THE NOTION:

The U.S. workforce is getting younger because of the growing presence of Millennials.

THE REVISED VIEW:

The average age of the U.S. worker is increasing.

MILLENNIALS

THE NOTION:

Millennials (20-somethings) are the most self-absorbed generation ever.

THE REVISED VIEW:

A majority of younger workers place high value on meaningful work.

TABLETS

THE NOTION:

Tablets in the classroom will disrupt learning.

THE REVISED VIEW:

Tablets will support learning if instructors are trained to help people use them to best advantage.

TECH +/-

THE NOTION:

Electronic technology improves communication.

THE REVISED VIEW:

People are communicating more but saying less.

E-MAIL

2.2 billion – number of email users worldwide.

144 billion – total email traffic per day worldwide.

61% – share of emails that are considered non-essential.

28% - amount of the work day an average person spends on email .

SOCIAL MEDIA

400 million –
Tweets sent per
day

200 million –
monthly active
users on Twitter

187 million –
members of
LinkedIn

1 billion – monthly
active users on
Facebook

47% – percentage
of Facebook users
who are female.

40.5 years –
average age of a
Facebook user.

SHERRY TURKLE



LEARNING STYLES

THE NOTION:

People learn best through a particular modality such as hearing, seeing, or manipulating objects, and to be effective, training should accommodate people's "learning styles".

THE REVISED VIEW:

Learning styles are bunk!



LEARNING STYLES



“Nearly all studies that purport to provide evidence for learning styles fail to satisfy key criteria for scientific validity.”

Psychological Science in the Public Interest

LEARNING STYLES

“Is it possible to have effective practices motivated by a theory that lacks scientific support?”

BRAIN DOMINANCE

THE NOTION:

People are either right-brained or left-brained and this influences both behavior and cognition.

THE REVISED VIEW:

There is no such thing as brain dominance.

DANIEL KAHNEMAN

AUTHOR OF *THINKING FAST AND SLOW*

We're wired to construct stories
out of imperfect evidence.

THANK YOU

astd.org

pgalagan@astd.org

Questions?

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T+D Webcast,
February 2013**