

# The future of learning

A guide to the changing landscape of learning & development



# The future of learning

Education is the future.

But what's the future of education?

## Trends



Four trends in the L&D landscape shaping the future of corporate learning.

## EdTech



On the adoption of technology in new training models. A look at online training & learning.

## Tips & tricks



Tips and tricks to find the right online learning solution for your L&D environment.

# Trends

## Introduction

1.

### **Up- and reskilling**

What is changing for businesses? How can they align their workforce with changes in the industry?

2.

### **Dispersed workforces**

How can you give the feeling of belonging to remote employees? And what's the impact of a dispersed workforce on your L&D offering?

3.

### **Sustainability**

How important is sustainability for L&D? How can new training delivery models support your company's sustainability goals?

4.

### **Employee needs**

How do employees think about L&D? How are their needs evolving?

# Trends

## Up- and reskilling

# SKILL

38% of business leaders expect to eliminate certain jobs due to automation over the next three years—many more jobs are being transformed.

Deloitte 2019 Global Human Capital Trends <sup>[1]</sup>

One in four adults has no or limited experience with computers, while 85% of all EU jobs need at least a basic digital skills level.

Cedefop 2020 <sup>[2]</sup>

87% of companies are either experiencing skill gaps or expect them soon.

McKinsey Global Survey <sup>[3]</sup>

By 2022, 75 million current job roles may be displaced, while 133 million new job roles may emerge at the same time.

World Economic Forum 2018 Report <sup>[4]</sup>

79% of CEO's worldwide are concerned that the lack of essential skills in their workforce will threaten the growth of their organization.

PwC's CEO Survey <sup>[5]</sup>



# Trends

## Up- and reskilling

The stats don't lie. Technology is transforming our lives fast, and it's hard to keep pace with the ever-changing workforce landscape. Job descriptions and required skills in today's businesses are evolving.

This doesn't mean you should immediately renew your entire workforce. Dive into your own pool of talents, and you might be surprised by the hidden gems in your organization. Perhaps they just need that little push from you. It's what we call upskilling and reskilling.

### INDUSTRIAL REVOLUTION



1.0

Mechanization, steam  
and water power



2.0

Mass production and  
electricity



3.0

Electronic and IT  
systems, automation



4.0

Cyber physical  
systems

# Trends

## Up- and reskilling

**Upskilling** is the process of improving a current skill set. It's a vertical growth path towards optimized professionalism and potential leadership in a specific field of expertise.

**Reskilling** focusses on entirely new skills. The learning of these new – preferably in-demand – abilities lay at the basis of an employee's agility and ensure employability.



# Trends

## Dispersed workforce

International corporates have been looking for ways to balance the challenge of distance with the drive for inclusion. Today with the rising trend of remote working<sup>[6]</sup>, local companies are confronted with the same challenge in handling a more dispersed workforce.

Online learning can scale your L&D efforts to a global level, reaching employees everywhere.

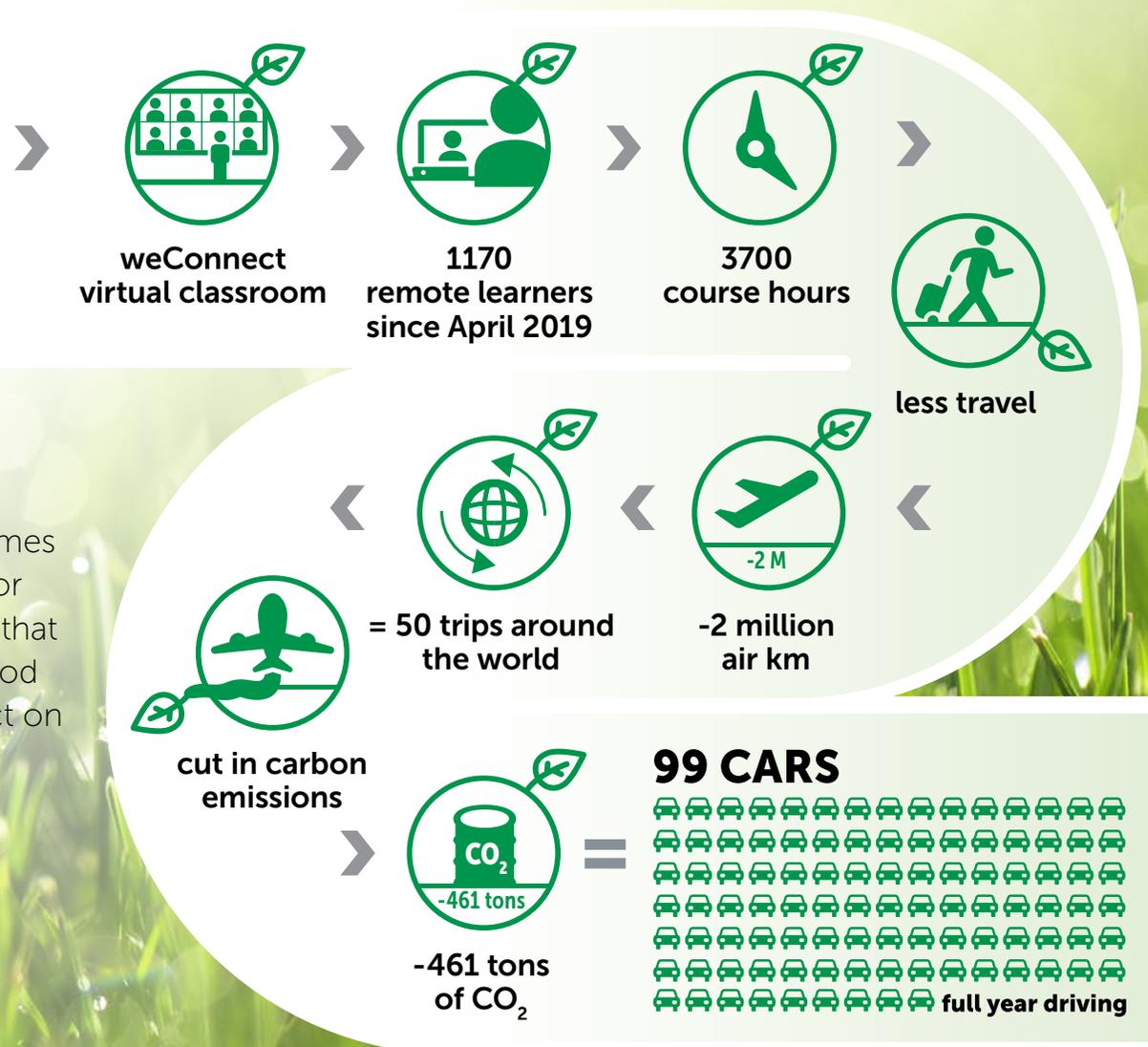


# Trends

## Sustainability

Sustainability is a topic you'll find in almost all recent trend reports in every industry. You just can't ignore its importance. Hence, it also has its effects on corporate L&D.

For companies that have committed to sometimes **ambitious environmental goals**, travel is a major aspect. The opportunity to switch to an option that almost entirely eliminates travel can only be good news for them as it can have a substantial effect on the company's overall carbon footprint.



For example, Barco University, the company's L&D center, saved 461 tons of CO<sup>2</sup> emissions in 2020 by starting VILT. [\[a\]](#)

# Trends

## Employee needs

So, **lifelong learning** is vital for the resilience of your organization. But it's also an amazing motivator for your workforce.

According to a Work Institute report, the lack of professional development and career growth opportunities leads the reasons why employees leave a company.

2019 was the 9th consecutive year where this reason for leaving ranked first. [\[4\]](#)

And with a growing number of ambitious millennials entering the workspace, the importance of development and growth initiatives will remain.



# Trends

## Employee needs

As the world is changing and impacting the way we work, it also alters the way we learn.

With the introduction of online learning tools, for example, we see a growing trend of bite-sized training activities and microlearning. For today's employees that's exactly what they need. Don't forget that these corporate trainings come on top of their daily workload.

Shorter learning tracks are also more accessible, have positive effects on retention, and can easily be personalized. [\[8\]](#)



# Trends

## COVID-19 as an accelerator

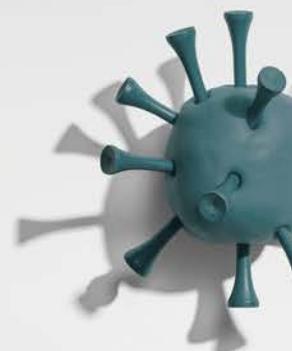
Some of the forces shaping the future corporate L&D landscape – the race to upskill and the drive for greater inclusion of remote workforces – have recently been accentuated by the COVID-19 pandemic.

With the disruption caused by the virus, the initial resistance to distance learning suddenly vanished. The move to digital and online alternatives was immediate and massive, with 41% of companies converting programs to go online.<sup>[9]</sup>

The question is, however, whether this trend is just a digital replacement, an ad interim solution relying on platforms they already had on the shelf, or a digital transformation in which L&D leaders redesign the entire learner's journey with future-proof solutions.

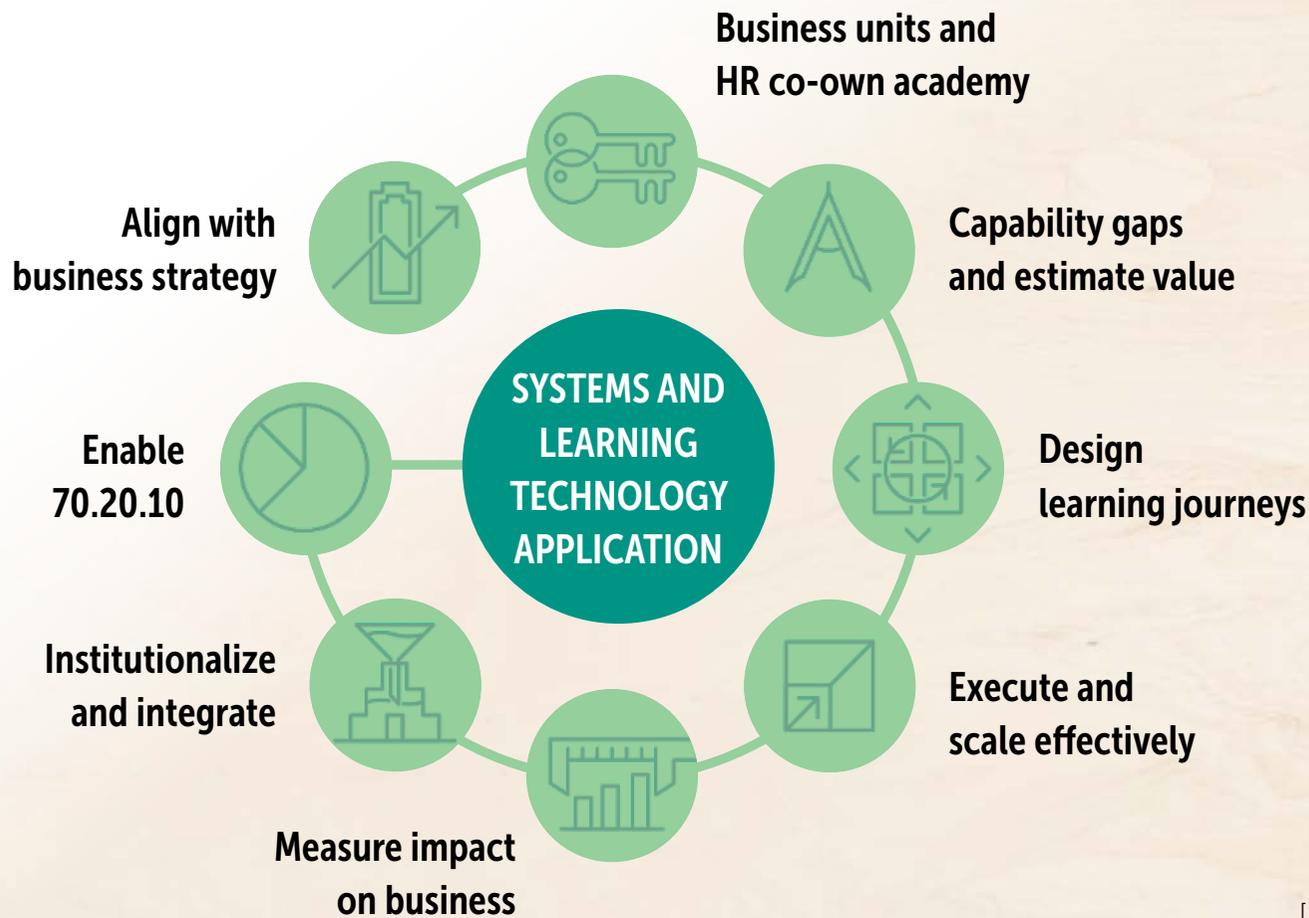
This could be the biggest sustained mass experiment in online education since the internet was found in the 1980's

BNN, Bloomberg Opinion <sup>[10]</sup>



# Trends

The time is now



If there should ever be a perfect time to start including lifelong learning in your business strategy programs, it is now! It keeps your teams agile and your organization future-proof.

Let's have a look at what's available in the EdTech world to make your L&D strategy future-proof and scale lifelong learning initiatives while also keeping in mind costs and sustainability goals.

# EdTech

also called live online learning

## Asynchronous vs. synchronous<sup>[12]</sup>

	Asynchronous	Synchronous
<b>When</b>	On-demand	Real-time
<b>How</b>	Video, blog, e-mail, library...	Virtual classrooms, conferencing tools
<b>Communication</b>	One-directional: limited to no interaction	Multi-directional: interaction and engagement based on rich (case-based) discussions
<b>Learning outcomes</b>	Poor learning outcomes and high drop-out rates <sup>[13]</sup>	Good learning outcomes with in-depth understanding and knowledge
<b>Analytics</b>	Activity metrics limited to attendance and training completion	Engagement & impact metrics give additional insights in level of interaction, retention and understanding

The ability to engage meaningfully over distance and be an active and full part of a class” is a game-changer and far superior to logging on alone and watching videos at a time that suits you<sup>[b]</sup>.

Duncan Peberdy,  
Senior Lead Digital Learning Spaces at Jisc<sup>(b)</sup>

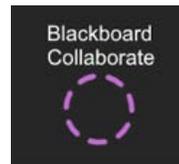
# EdTech

## Online learning



### Built for teaching and training

learning analytics and collaboration tools for enhanced learning outcomes



### weConnect

Subscription-based software solution designed for teaching/training & learning needs across the entire campus/company, whether on-site or online

### Built for meetings

conferencing solutions



### ClickShare

ClickShare Conference: Wireless conferencing solution to connect and collaborate with remote participants with the minimum of fuss

### Desktop-based

trainer talks to a computer screen, audience partially visible

### Room-based

trainer stands in front of its life-sized audience for enhanced engagement and interactivity



# EdTech

During the pandemic, it has become clear that although most people are used to holding meetings online, online training and learning proves to be more difficult – especially for those that were not sufficiently equipped or trained.

Sure, basic conferencing software can provide a short-term fix. However, if you want effective online training instead of emergency remote trainings<sup>[14]</sup>, you need a purpose-built online learning solution that fits your L&D environment.



# Tips & tricks

to find the right online learning solution for your L&D environment

**Pedagogy first**



**Don't forget the human touch**



**Engagement = retention**



**Learning analytics & outcomes**



**Ease-of-use**



# Tips & tricks

## Pedagogy first

Don't go online, just because you can. Always choose a platform built for the training purposes that best matches your pedagogical needs. First think of what you want to achieve with your L&D program and what your vision is on training? Then look at which technology can support you to deliver that vision in the best possible way.



# Tips & tricks

## Don't forget the human touch

Going virtual might require some adjustments to your training methods, but don't be afraid to play with the possibilities of the technology of your choice to create an enjoyable learning experience.

One of the great fears with remote learning is the perceived loss of human contact and body language. But that's not necessarily the case. You can enable peer-to-peer interaction and networking opportunities; you just have to be more intentional about it.

The ability to engage meaningfully over distance and be an active and full part of a class" is a game-changer and far superior to logging on alone and watching videos at a time that suits you.

Duncan Peberdy,  
Senior Lead Digital Learning Spaces at Jisc



# Tips & tricks

## Engagement = retention

If engagement and interaction are important in your typical programs, make sure to go for a live online learning that enables that. To keep everybody involved, interactive tools such as questions, polls, quizzes and screen sharing capabilities can be very helpful.

Remember that engagement, retention and learning outcomes often go hand-in-hand. [\[5\]](#)



# Tips & tricks

## Analytics to improve learning outcomes

One of the big advantages of digital learning is the ability to collect data. Tracking in-class responses, trainers get to understand just how well a course is being assimilated by the participants. Gathering data like this opens the door to a more personalized learning journey (knowing that personalization is one of the key drivers in the digital world).

Engagement analytics can improve the student's performance, the trainer's efficiency, and the overall learning experience.



# Tips & tricks

## Ease-of-use

Very often the trainer is a team member with specialized knowledge, rather than an online training expert. Fiddling with settings and technological functionalities in the middle of a session can cause the tutor to fluster and will distract – and possibly lose - some participants. All functions have to be totally foolproof.

To offer the best training experience, go for an intuitive user-friendly solution that makes everybody feel comfortable.

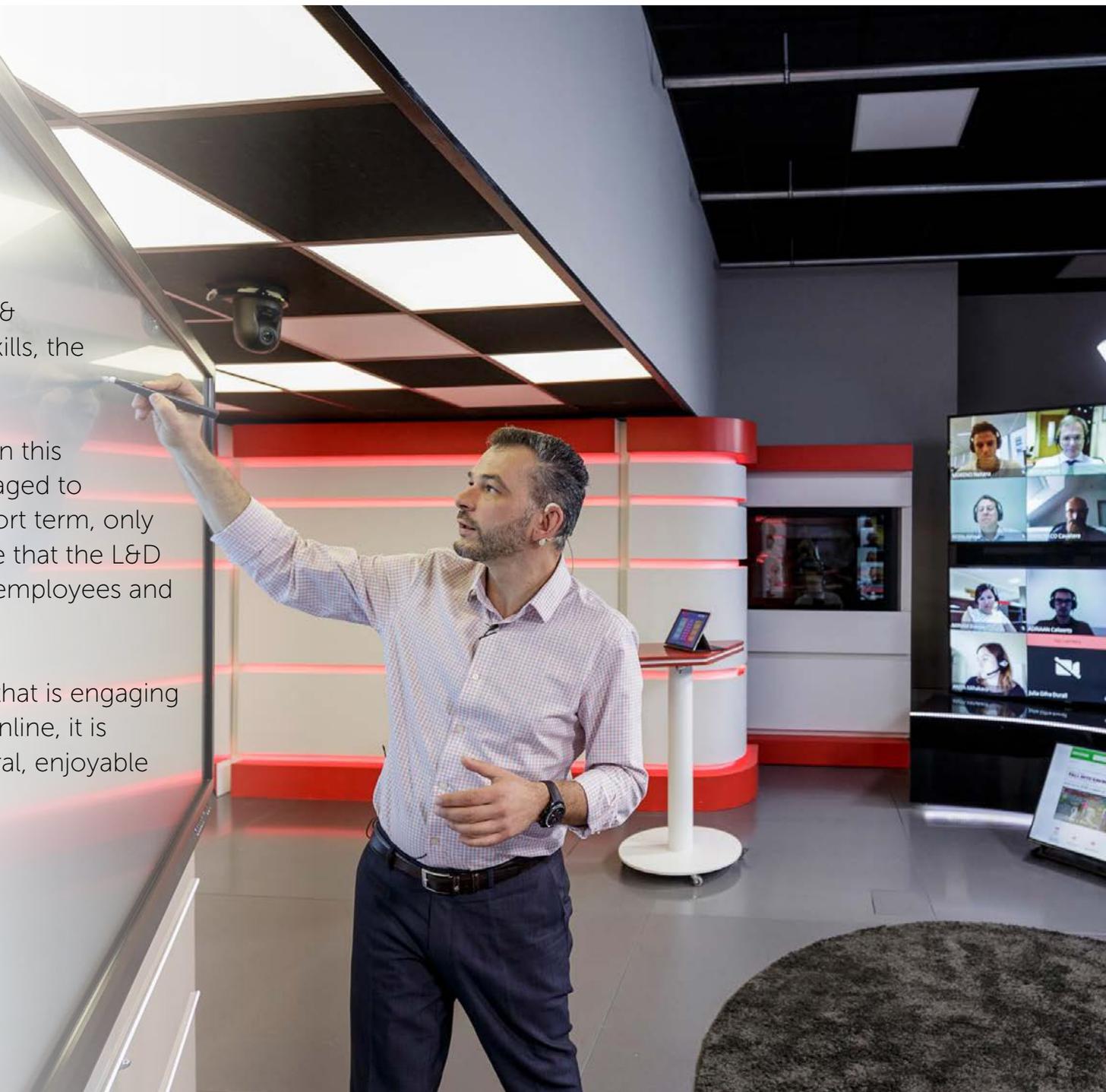


# Conclusion

Everything around us is changing, and that inevitably has an effect on learning & development. It changes the required skills, the employee needs, training methods, etc.

Online learning has a huge role to play in this future. Although many companies managed to solve the most pressing issues in the short term, only a more structural solution will guarantee that the L&D programs fully meet the needs of both employees and businesses moving forward.

The goal, after all, is to provide training that is engaging and effective. As more training moves online, it is important to ensure that it offers a natural, enjoyable learning and training experience.





# Further reading

## External references

- [1] Centre for the New Economy and Society. The Future of Jobs Report 2018. [PDF] (2018). World Economic Forum. [http://www3.weforum.org/docs/WEF\\_Future\\_of\\_Jobs\\_2018.pdf](http://www3.weforum.org/docs/WEF_Future_of_Jobs_2018.pdf)
- [2] McKinsey & Company. Beyond Hiring: How companies are reskilling to address talent gaps. [online article] (2020). <https://www.mckinsey.com/business-functions/organization/our-insights/beyond-hiring-how-companies-are-reskilling-to-address-talent-gaps>
- [3] Cedefop. "Empowering adults through upskilling and reskilling pathways". Volume 1: adult population with potential for upskilling and reskilling. No 112. [online article] (2020). <http://data.europa.eu/doi/10.2801/475393>
- [4] Deloitte. Learning in the flow of life. [online article] (2019) <https://www2.deloitte.com/us/en/insights/focus/human-capital-trends/2019/reskilling-upskilling-the-future-of-learning-and-development.html>
- [5] PwC. "Talent trends 2019. Upskilling for a digital world." PwC 2nd Annual Global CEO Survey trends series. [pdf] (2019). PwC. <https://www.pwc.com/gx/en/ceo-survey/2019/Theme-assets/reports/talent-trends-report.pdf>
- [6] Work Institute. 2019 retention report.[pdf] (2019). <https://info.workinstitute.com/hubfs/2019%20Retention%20Report/Work%20Institute%202019%20Retention%20Report%20final-1.pdf>
- [7] Panday, Asha. 10 benefits of microlearning-based training. [online article] (2016). eLearning industry. <https://elearningindustry.com/10-benefits-microlearning-based-training>
- [8] Center for corporate learning innovation. Learning and leadership development during times of covid-19 – survey report. [pdf] (2020). <https://storage.meritsummit.com/files/IE-CLIC-Report-Learning-and-Leadership-Development-During-Times-of-Covid-19.pdf>



# Further reading

## External references

- [9] Culpan, Tim. Virus Investors Don't Need No (Online) Education. [online article] (2020). Bloomberg News. <https://www.bnnbloomberg.ca/virus-investors-don-t-need-no-online-education-1.1394093>
- [10] Brassey, Jackqueline; Christensen, Lisa; and van Dam Nick. The essential components of a successful L&D strategy. [online article] (2019). McKinsey & Company. <https://www.mckinsey.com/business-functions/organization/our-insights/the-essential-components-of-a-successful-l-and-d-strategy>
- [11] Classroom VS Online: Blended Learning by Tom Evans, CLO at PwC. [YouTube video] (2015). <https://www.youtube.com/watch?v=Tbe0PYaxw28>
- [12] Hratinski, Stefan. "Asynchronous and synchronous e-learning". EDUCAUSE quarterly, Number 4 2008. [pdf] (2008). EDUCAUSE. <https://er.educause.edu/-/media/files/article-downloads/eqm0848.pdf>
- [13] MOOC completion rates: the data. [website] (2015). <http://www.katyjordan.com/MOOCproject.html>
- [14] Hodges, Charles; Moore, Stephanie; Lockee, Barb; et al. The Difference Between Emergency Remote Teaching and Online Learning. [online article] (2020). EDUCAUSE. <https://er.educause.edu/articles/2020/3/the-difference-between-emergency-remote-teaching-and-online-learning>
- [15] Raes et al. Learning and instruction in the hybrid virtual classroom. An investigation of students' engagement and the effect of quizzes. [online article] (2019). <https://www.sciencedirect.com/science/article/pii/S0360131519302350?via%3Dihub>



# Further reading

## Barco references mentioned in this e-book

- [a] <https://ar.barco.com/2019/downloads/Barco-AR19-sustainability-report.pdf>
- [b] <https://www.barco.com/en/news/barco-education-experts-views-on-the-future-of-edtech>
- [c] <https://www.barco.com/en/news/2020-08-6-picking-a-virtual-classroom-solution>

## Other Barco articles that might be of interest to you

<https://www.barco.com/en/news/2020-06-04-3-reasons-why-barco-adopted-distance-learning>

<https://www.barco.com/en/news/2020-04-23-distance-learning-dont-forget-the-human-touch>

<https://www.barco.com/en/news/2020-09-10-hr-interview-barco>

