As training moves to more digital formats, it’s colliding with new realities in learners’ jobs, behaviors, habits, and preferences.

Today’s employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they’re taking more control over their own development.

OVERWHELED...

- 1% of a typical workweek is all that employees have to focus on training and development

- 50-60% of time workers spend on things that offer little personal satisfaction and do not help them get work done.

- Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

- People unlock their smartphones up to 4 minutes every hour.

- 41% of time workers spend on things that offer little personal satisfaction and do not help them get work done.

DISTRACTED...

- Most learners won’t watch videos longer than 4 minutes.

- Knowledge workers actually complain that they don’t have time to do their jobs.

- 2/3 of knowledge workers actually complain that they don’t have time to do their jobs.

IMPATIENT...

- Online, designers now have between 5 and 10 seconds to grab someone’s attention before they click away.

- 5 Workers now get interrupted as frequently as every 5 minutes—ironically, often by work applications and collaboration tools.

- Half-life (in years) of many IT professionals who have opportunities for learning and growth at their workplace.

UNTETHERED

- Of the global workforce is expected to be “mobile” by the end of 2015.

- Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

ON-DEMAND

- Learners are asking other people what they know and then sharing what they learn.

COLLABORATIVE

- People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems.

EMPOWERED

- Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren’t getting what they need from their employers.