

**gnowbe**

# Paradigm Shift in Corporate Learning



# Learning is like sales

In marketing and sales, we aim to meet our customers **'where they are'** – emotionally, mentally, physically. In a similar vein, learning is most powerful when you meet your learners where they are.

# Let's meet the modern learner!<sup>1)</sup>

On-the-go | On-demand | Always-on

30%

Do most of their work somewhere other than employer's location

70%

Takes ownership to search online for solutions to problems, and learn new skills related to work

15 hrs.

Media consumed per day

# The modern learner is now increasingly...

**DISTRACTED**, prefers higher stimulation and has lower tolerance for boredom

## Deep Attention

Able to fully concentrate on one object for long periods of time

## Hyper Attention

Switches focus between multiple info streams

Preference for high stimulation

Lower tolerance for boredom

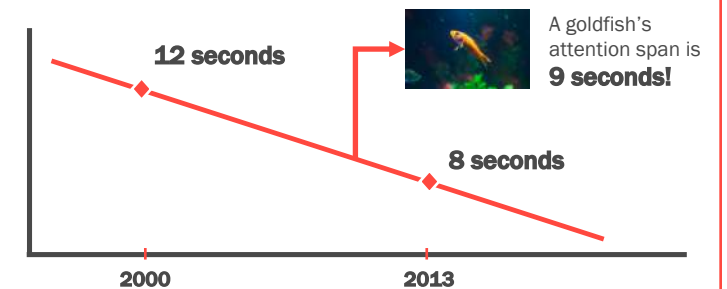
**OVERWHELMED**

Bombarded with information to process that far exceeds what we are biologically able to handle

We can only process 4-5 bits of new information at one time

**IMPATIENT** and has low attention spans

A user's attention span has been consistently decreasing

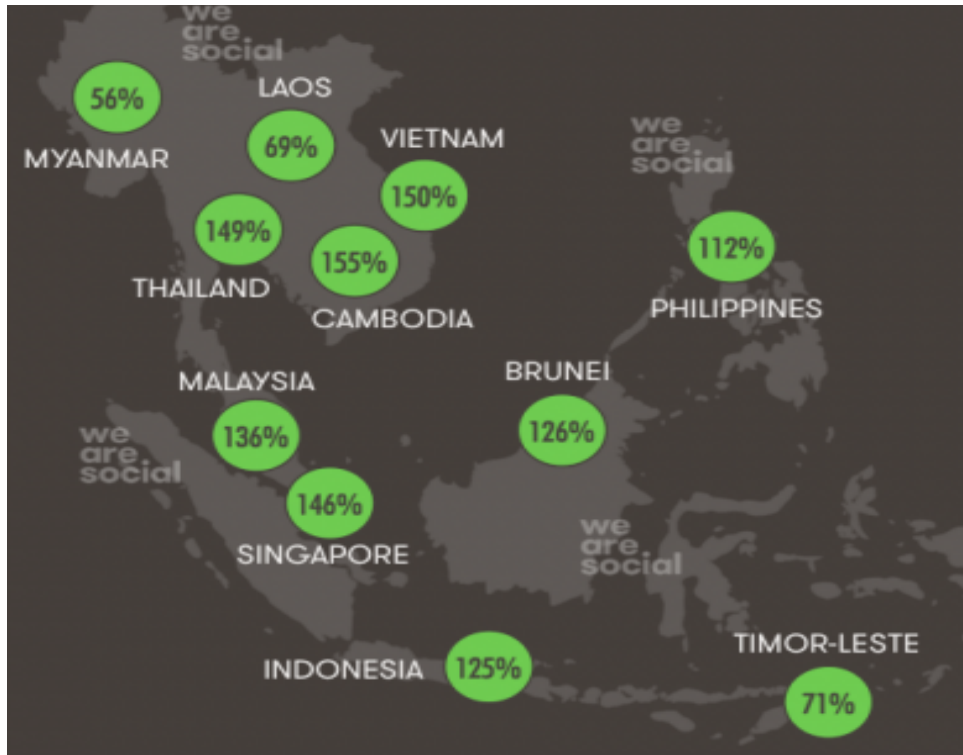


# What the modern learner expects

- Immediate, anytime, anywhere access to relevant information
- Engaging, attention-grabbing multimedia content
- Curated, bite-sized content drip-fed over longer time intervals

## Our region is evolving

- Macro trends in APAC are pointing towards a digital revolution
- Mobile penetration and smartphone usage, and evolving workforce demographic are now key considerations



# Mobile is the most popular digital platform in SEA<sup>1)</sup>

There are more mobile subscriptions than actual human beings!

Global average is 103%

SEA:

Indonesia - 125%

Malaysia - 149%

Singapore - 146%

# Smartphone adoption in APAC will double<sup>3)</sup>

Growth in smartphones in APAC will be driven by rapid device adoption, across all age groups



2014

1 Billion unique users

2019

2 Billion unique users

# Millennials live their lives on the smartphone – social, learning, productivity<sup>4)</sup>

60%

Spend their 'digital time' on smartphones

70%

Believe that in the next five years everything will be done on mobile devices

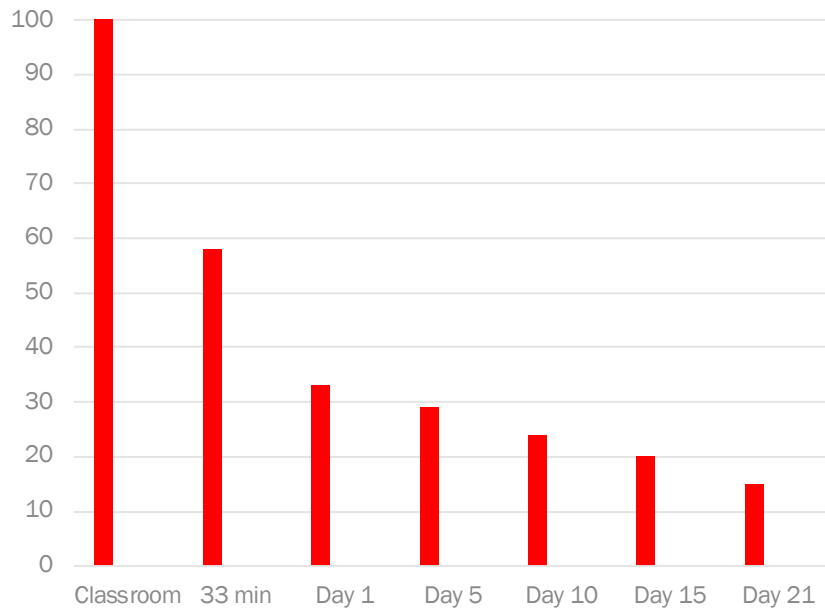
80%

Part on social media on their smartphones



# Traditional classroom training is not working<sup>5)</sup>

Knowledge Retention, Classroom Training, in %



- After 30 minutes, we find it very hard to focus
- 85% will be forgotten within 21 days
- Fewer than 15% of learners apply what they learn

## Business concerns

- Time away from customers
- Cost to scale
- Training cannot reach outside the core enterprise, i.e., business partners staff, part-timers, freelancers

## Traditional

PowerPoint decks

Fixed time & space

Time-boxed training

One-off sessions

Long lead times

Instructor-led

Singular assessments

Undifferentiated data collection

## What is expected

Multimedia

Anytime, anywhere

Time flexible

Sustained learning over longer period of time

Immediacy

Self-motivated & user-led

Continuous testing

Granular visibility of individual learner progress

# E-learning approaches so far are also disappointing

- Cumbersome
- Passive e.g. watching of videos with high drop off rates
- Not easily accessible

# The future of corporate learning

Mobile first platforms, leveraging the unique capabilities of the smartphone



# Learning design that meets the needs of the modern learner...

## **Ease of learning**

Content is bite-sized, interactive, multimedia

## **Ease of sharing**

Peer-to-peer sharing and chat

## **Ease of access**

Convenient to learn anytime, anywhere

# ...as well as the agile enterprise

## **Ease of reach**

Engage staff in the extended enterprise, incl. Business partners and freelancers on an on-going basis

## **Ease of collaboration**

Support community-driven learning

## **Ease of creating content**

Easy to create sticky content and keep it up-to-date

## **Ease of measuring**

Real-time tracking of individual learner's progress

## **Ease of sustaining**

Cost and time efficient; training is not disrupting time spent with customers

# Training programs that are well placed to lead this paradigm shift<sup>6)</sup>

1  
Customer service training for staff in field

2  
Product knowledge training for business partners & sales teams

3  
Compliance training for the entire staff

4  
Onboarding of new employees or business partners

5  
Continuing education for leaders