Next-generation learning tools for the next-gen workforce

How IT can help develop today’s workforce into tomorrow’s leaders
# Table of Contents

Introduction ................................................. 3
How IT can empower workforce learning. ............... 4
Get to know D2L’s Brightspace platform ................. 5
  Access secure, responsive tools
  for next-gen learning .................................... 6
  Create easily customizable,
  on-demand content ...................................... 6
  Gamify learning with predictive analytics .......... 7
Industry outlook: Talent in financial services ........... 8
Industry outlook: Retail’s digital future ................. 9
Where to find tomorrow’s leaders ....................... 10
The desire to learn is there—are you doing enough to harness it?

Introduction

In this age of digital transformation, many organizations aren’t doing enough to keep workers engaged. Recent studies found that only 39% of millennials feel like they learned something new in the past 30 days. Meanwhile, the Harvard Business Review observed that 70% of employers don’t guide professional growth within their organization. The desire to learn is there—are you doing enough to harness it?

With next-generation learning tools, developed for today’s modern workforce, IT can empower organizations to spend less time on training and more on supporting an employee’s career development. By helping the right employees develop as leaders within your organization, you can help drive the business forward—and avoid losing valuable talent to the competition.

This paper introduces the key capabilities to look for in a next-generation learning platform, and why the Brightspace® platform from D2L is a great fit for organizations of any size, across every industry.
How IT can empower workforce learning

As the demand for next-generation learning tools grows, it falls on IT to bridge the gap between the realities of running an effective business in an increasingly digital world, and the needs of a generationally changing workforce. And when resources, staff, and budget are already limited, IT teams don’t need the added complexity of multiple training vendors and disparate systems.

At the same time, the combination of an older generation aging out of the workforce and a newer generation hopping from one company to another puts your organization at risk of losing valuable institutional knowledge—such as how to operate legacy systems or customized business applications. It’s in IT’s best interest to ensure the workforce understands how to operate these systems, since they’re the ones that have to maintain them.

When you consider that millennials have a higher likelihood to change jobs after only a few years, the time and resources IT has to assist with learning management becomes even more crucial. To underscore this point, research from Gallup reports that 21% of millennials have changed jobs within the past year—more than three times the number of non-millennials who report the same—while millennial turnover costs the U.S. economy alone $30.5 billion annually.³

For resource-strapped IT departments, there simply aren’t enough hours in the day to spend troubleshooting known issues or re-teaching the same workers the same skills over and over.

Configurable, robust, and secure learning tools can help IT organizations like yours engage and retain valuable employees, while providing user experiences that make it easy for your workforce—no matter the generation—to stay engaged. Interactive technologies with responsive design and self-learning tools like videos can promote adaptive learning and gamification to keep your employees interested in learning and advancing. With built-in analytics, IT can maximize the effectiveness of these learning initiatives, spend less time generating reports, and help your organization provide more engaging and personalized learning experiences—and get the most out of them.
Get to know D2L’s Brightspace platform

Investing in a modern learning experience can help you foster an organization-wide culture of learning. While some learning processes are universal, it’s likely that your business has specific needs that can’t be addressed by out-of-the-box solutions. This means you’ll need tools that allow for content creation, video assessments, gamification, and social learning, which can be easily integrated into your existing infrastructure.

D2L’s Brightspace is a digital platform designed to optimize the workforce by reaching today’s employees where they are. With Brightspace, IT can help your organization to remain competitive, while keeping a close eye on your bottom line. The Brightspace knowledge enablement platform is designed to help employees exchange knowledge, find information when they need it, and facilitate web-based formal and informal learning. Unlike traditional learning management systems, Brightspace has been built with the digital user in mind to enable on-demand content creation, adaptive learning paths, social collaboration, gamification, and predictive analytics.

Because Brightspace utilizes a responsive design, videos, learning games, and simulations can be easily created and shared across mobile and desktop platforms. Advanced search capabilities for text and optical character recognition (OCR) put meaningful information right at the user’s fingertips. With a fully open API, HTML5 editor, solid security, and responsive design, Brightspace can easily integrate with your existing technology ecosystem, so your staff can begin building learning courses right out of the box.
Access secure, responsive tools for next-gen learning

Today’s workforce wants enterprise tools with the same look and feel they get from a consumer-grade experience. With a responsive design that adapts to desktop and mobile environments, Brightspace simplifies the process for learning professionals to design courses, create content, and review assignments, while also creating a database of your organization’s knowledge. Social collaboration and an easy-to-use search feature make Brightspace available to all of your approved users, on every device, so they can accomplish tasks quickly and efficiently.

In addition to its responsive design, Brightspace is device-agnostic, meaning it is accessible to all learners, regardless of their device manufacturer or operating system. This ensures that no learner is left behind. Lastly, Brightspace supports native apps to improve specific workflows in a mobile context, empowering users to take advantage of offline access, gestures, notifications, and other native features. All of these features are delivered in a cloud-based platform that provides a consumer-grade experience but with an enterprise-level of security.

Create easily customizable, on-demand content

Learning is a commitment, which is why engagement is so important. If your employees aren’t engaged in learning, they’ll have a harder time committing to your programs. So, how do you make learning easy? Brightspace provides a variety of tools to help instructors create engaging learning experiences to keep learners interested and progressing through their courses.

With drag-and-drop tools, instructors can quickly create new courses, as well as video and multimedia recordings that connect learners directly to your subject matter experts (SMEs) and other instructors. Multimedia presentations with audio, video, and visual aids can be broadcasted live or recorded for on-demand viewing on computers, tablets, or mobile phones. And with cross-library search, as well as robust in-video search with built-in OCR, learners can find the exact content they need when they need it.

Easy-to-build course catalogs can showcase your full range of course offerings to encourage employees to explore a broad range of topics. Learners can continue on set coursework paths
or build their own paths. With a variety of tools at the ready, as well as training, services, and support, IT can help ensure instructors and administrators have what they need to create and deliver an engaging learning experience.

Gamify learning with predictive analytics

Today’s organizations generate mountains of valuable data. Brightspace helps IT generate intuitive reports so you can track and understand how well your learners and instructors are performing—and develop courses built on game-thinking to keep learners engaged. You can take a close look at individual departments, courses, or learners to improve your decision-making about future training investments. Employee-level reports can tell you how well an employee is engaging with your learning courses, displaying their login history, course access and more. Plus, you can see detailed statistics for individual assignments or assessments to analyze learner performance at a granular level.

With predictive analytics, Brightspace can anticipate learner performance and give you real-time data that can be used to provide better learning experiences. The more you use the system, the more it learns about you. Brightspace can create learning paths to create a personalized experience, while measuring and analyzing an employee’s engagement with certain activities. Instructors and IT can take a high-level view of this information to see how well users are building communities and engaging with content. By understanding users’ actions, IT can see how information is flowing throughout the organization and help create better content.

All these tools can be used to build better programs, simulations, and games that target learner’s specific needs and boost employee performance at every stage. Learning and development professionals can quickly and easily identify employees who require additional training and then use an adaptive engine to provide extra content. This adaptive engine also provides efficiency in training by identifying the exact content that employees need, and not what they already know—saving time and keeping training relevant. Data can be gathered and aggregated across the organization to identify skill gaps and training needs at scale.

Not only can learners practice real-life work scenarios and simulations in the safety of a learning environment, but with badges and certificates, they’ll stay motivated by recognizing their training completion and achievements.
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Industry outlook: Talent in financial services

In our digital world, data breaches are in the headlines almost every day. Meanwhile, distrust of traditional financial services organizations is changing the way consumers save and invest their money. Maintaining trust is an issue on the organizational side as well: 70% of financial services firms say gaining and retaining consumer trust is top of mind, reports PwC.

Financial services firms are also under pressure to show fast ROI on talent investment. New technologies are advancing so quickly that many firms have trouble keeping their talent informed and knowledgeable. The explosion of data, combined with digital transformation, is creating a skills gap. Workers in the financial sector not only need to develop new skills quickly and efficiently, they must also focus on meeting consumer demand and building trust.

Regulations and compliance mandates can be location-specific, which requires keeping your workforce up-to-date in the regions where they work. By setting learning incentives (effectively gamifying your learning management courses), you can keep your employees ready for changing regulations, as well as informed about new products and services, such as mobile payments. Learning programs must be measured in real-time to determine how well the training investment is being managed—whether employees are gaining the skills and knowledge they need when they need it.

Next-generation, cloud-based learning experience platforms can deliver more highly relevant personalized learning for employees, allowing financial services organizations to respond dynamically to new learning demands and changing market conditions. From wherever they are, employees can learn new skills to maintain compliance, gain insights about new products and services, and keep their skills current in a constantly changing and evolving digital marketplace.

By utilizing one common platform, accessible on multiple devices, institutional knowledge can be saved and shared, reducing the threat of a generational skills gap, and keeping employees ready for the daily challenges that they face.
Industry outlook: Retail’s digital future

The future of retail is digital. There’s online shopping via mobile devices, big-data analytics to predict consumer behavior, new point-of-sale (POS) technologies, advanced in back-end systems and more. Meanwhile, retailers still have the ebb and flow of seasonal demand. They have to staff up quickly with seasonal workers, while also providing opportunities for year-round staff to advance their careers.

What’s more, in the modern retail experience, customers are more informed than ever before. This means sales reps must be ready with the latest information about an increasing number of products and services. At the same time, new hires must be onboarded quickly and efficiently to increase their speed to productivity.

With fewer opportunities to provide dedicated classroom time, retailers must look toward blended learning strategies to help staff learn when they want, where they want, and what they want. By designing engaging content and providing it via mobile phones or PCs, retailers can shorten the time it takes to onboard new hires from weeks to days, while also offering leadership courses that can take a high-performing sales associate from the floor to management.

In a busy retail environment, video assessments can be used to generate feedback from peers, coaches, mentors, and managers. A sales associate can create a video to demonstrate skills or examples of work to gain insights into their daily performance and find new ways to improve. Feedback on video debriefs, reflections, and even roleplaying can help employees refine their customer service skills. For training, video walkthroughs—available anytime, anywhere, on any device—can give associates instant access to critical knowledge and instruction on completing processes.

By linking engaging content to better business results, while also using a learning engagement score to measure learning interactions, retail employers can determine what makes future leaders.
Where to find tomorrow’s leaders

Every generation of worker wants the same thing—an opportunity to succeed. With the right learning management tools, your organization can help prepare your workforce for the challenges ahead, while also building the leadership skills that will help everyone in your organization realize the benefits.

D2L’s cloud-based platform, Brightspace, provides everything your organization needs for best-in-class training. With Brightspace, your staff can personalize the experience for every learner and deliver real results.

Brightspace includes the key capabilities needed to offer engaging and personalized learning experiences—no matter what generation of workforce you have—as well as the support, services, and training to create a top-notch learning experience. Intuitive design simplifies your ability to accomplish tasks quickly, leaving you with more time to support employee development. D2L’s platform predicts learner performance so that organizations can take action in real-time to keep learners on track.

Find out how Brightspace can meet your training needs.

LEARN MORE

About D2L

D2L is the software leader that makes the learning experience better. The company’s cloud-based platform is easier to use, more flexible, and smart. By using D2L, organizations can personalize the learning experience to deliver real results. The company is a world leader in content creation and curation, and enables employers to act in real-time to keep workers on track. D2L is used by learners in higher education, K-12, and the enterprise sector, including the Fortune 1000. D2L has operations in the United States, Canada, Europe, Australia, Brazil, and Singapore. www.D2L.com
Sources


