Go1 State of Learning Report

Learning at Work in 2020

In response to the global events of 2020 so far, organisations are needing to upskill, reskill and support their people rapidly and remotely. Now more than ever, online professional education is essential to L&D success.

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Preface

At Go1, we provide companies with access to the world's largest content hub of digital workplace training, from compliance through to professional development courses. In this Go1 State of Learning Report, we explore feedback from over 800 L&D professionals about the opportunities, challenges and priorities for learning in their organisations this year. We also look at the topics trending on our global Go1 Content Hub, used by over 1.5 million learners.

This report is designed to provide data driven insights and actionable takeaways to inform the development and delivery of your L&D strategy within the current global climate – helping teams to strengthen their skills, find resilience, adapt and thrive.

Matching the demand for online learning with the right content and tools

Historically, workplace training has been driven by custom requirements for an individual business and delivered in house. However, the rising cost of customised, instructor–led training is driving the migration towards training based online.

In our survey, 74% reported an increase in digital learning usage in their organisation in 2020.

This is further supported by Go1 usage data, which shows the average minutes spent learning per month increased from 97 minutes per learner in January to 204 minutes per learner in May.

74%

reported increase in digital learning in 2020

Change in online learning usage this year

48%	Usage has increased a lot
26%	Usage has increased a bit
16%	Usage has remained the same
8%	Used less than last year
2%	No longer used
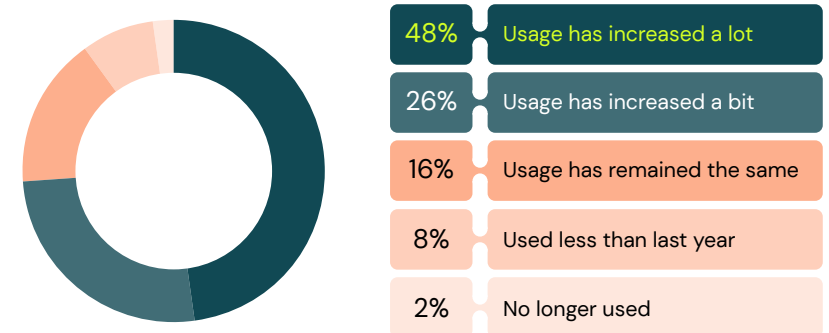
Time spent per learner per month in minutes

Jan	Feb	Mar	Apr	May
97	110	110	162	204
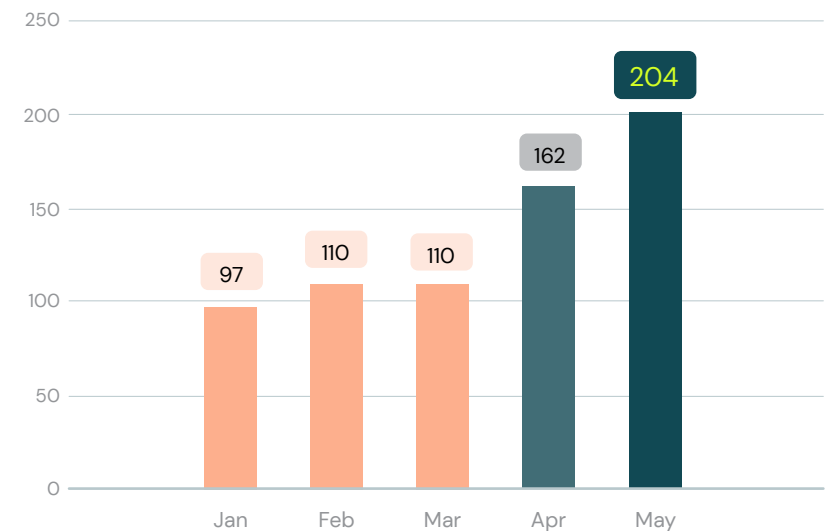
Mastering the migration

In a recent Deloitte survey, almost 70% of companies see online learning as urgent or important. However, only 5% believe they have mastered the content and technology capabilities needed to make digital learning an accessible and compelling experience.

This shows that organisations recognise the importance of online training but struggle to synthesise the right content and tech tools to deliver it effectively. That is, it's not about having the right tools, but the right mix of tools and content providers that map to any given digital learning strategy.

To help meet the demand for online learning as well as create a seamless learner experience, digital learning strategies need to thoughtfully synthesised with the right content and technology tools.

The sweet spot for digital learning today is enabling employees to simply access and complete the training they need, when they need it.

Right tool	Right content	Right time

Hot topics for corporate training in 2020

Organisational L&D objectives typically fall into two categories – compliance training and professional development.

Go1 usage data supports this, with a mix of compliance learning and professional development topics in the top 10 on Go1 in 2020 so far. In addition, training to develop technical skills is also in demand, with 3 out of the top 10 topics in this area.

In 2020 so far, the top 10 topics on Go1 are:

1
IT software
Tech skills

2
Health and safety
Compliance

3
Leadership
Professional development

4
General personal development
Professional development

5
People and communication skills
Professional development

6
Devops, networking and security
Tech skills

7
HR compliance
Compliance

8
Programming and web development
Tech skills

9
Sales and customer service
Professional development

10
Health care and social assistance
Sector specific

44%

of training is needed for leadership, management and general business/professional development

41%

of training is needed for health, safety and general compliance

Data from L&D professionals in our survey also supports the compliance vs professional development trend, with 44% of training need being attributed to leadership, management and general business/professional development and 41% being attributed to health, safety and general compliance.

Training needs identified by L&D professionals
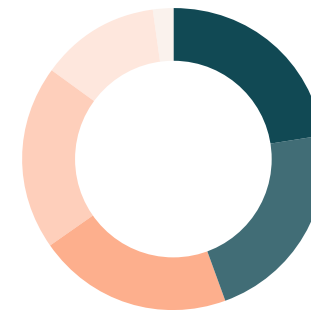
23%	General business/personal development
21%	Leadership and management
21%	Compliance
20%	Health and safety
13%	IT skills
2%	Mental health training

Of course good corporate compliance programs can help to prevent poor conduct, increase safety and ensure proper governance in an organisation, but with 8 of the top 10 topics on Go1 being non-compliance, this shows employees are engaging in learning beyond mandatory requirements that may be set by an employer.

Training to develop technical and professional skills is important for ensuring employees are evolving their capability to meet the trends of increasing automation and new generation digital careers, as well as supporting their satisfaction and engagement.
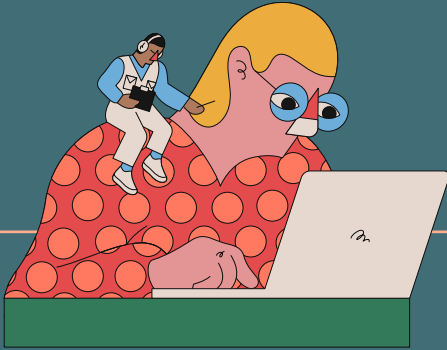
Development is no longer an optional perk or only reserved for certain positions.

It's expected by today's talent as employees are motivated to expand their learning beyond mandatory compliance courses. Providing these opportunities signals that an employer values their people and are actively interested in their success — not just on the job, but over the long haul.

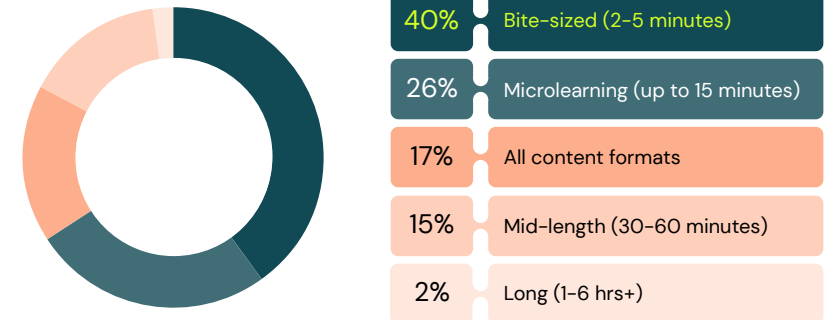# The long and the short of it – content format matters

When it comes to the format in which learners consume training content online, there are no shortage of options to choose from, be it a 15-minute audio clip, a 2-minute video or a longer form program with readings, interactive modules and quizzes.

When we asked L&D professionals which content formats best suited their programming needs, 66% were searching for short form content of 15 minutes or less. Of this, 40% thought bite-sized content of 2 to 5 minutes would be the best fit for learners in their organisation.

This shows L&D professionals believe it's easier to get learners to engage and complete content that is bite-sized, helping to meet KPIs around enrolments, course usage and learning outcomes.

Go1 usage data shows short form content is the most popular content format. 83% of enrolments on the platform are in courses 15 minutes or less in duration, of which 41% are bite-sized content pieces of 2 to 5 minutes.

Most requested content

%	Format
40%	Bite-sized (2-5 minutes)
26%	Microlearning (up to 15 minutes)
17%	All content formats
15%	Mid-length (30-60 minutes)
2%	Long (1-6 hrs+)

Enrolments in courses on Go1

83% are 15mins or less

41% are bite-sized, 2 to 5 mins

11% are 30 mins

6% are 60mins
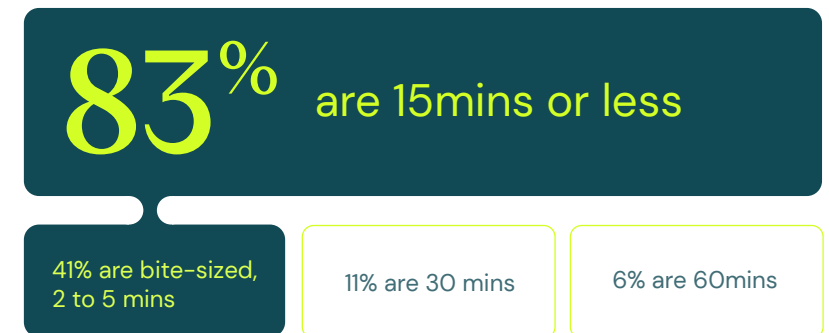
Short form content preferred

Having a variety of content formats and lengths suits different learner styles, but L&D pros and employees alike prefer short form content accessed in the flow of work.

Another content trend companies are looking to embrace is learning 'in the flow of work'. This allows employees to access and complete assigned learning, as well as explore other topics of interest in the applications they use on a daily basis (eg. Microsoft Teams, Slack, their company's LMS), without having to open new products.

Developing leaders is the biggest challenge

L&D and HR professionals face no shortage of challenges when it comes to delivering organisational learning strategies. From engaging learners to quantifying the effectiveness of training, these pros have their work cut out for them.

In our survey, developing leaders was identified as by far the biggest challenge faced in delivering organisational learning. This was followed by dealing with change, engaging learners and quantifying training effectiveness.

If effective leadership is integral to individual, team and company-wide success, why is developing leaders such a prominent challenge in L&D?

Looking at the Go1 usage data, the most popular leadership topics are team building, negotiation, emotional intelligence and mentoring. Not only can these skills be tricky to master, but research shows leadership training needs to consider the context and needs of a specific organisation and individual.

It is not a 'one size fits all' exercise, which adds to the complexity and challenge of developing effective leadership training.

Effective leadership training balances the right content to capture the complex nature of mastering soft skills with the context and needs of individuals and an organisation.

Top leadership topics on Go1:

Negotiation

Team Building & Teamwork

Emotional Intelligence

Mentoring

Executive buy-in is still the final hurdle

For most businesses, the bottom line is the metric that matters most. We found that while the majority of L&D professionals feel supported by their senior executives, 40% still feel executive buy–in is missing from their learning strategies. So how do we translate solving organisational issues through L&D initiatives into the bottom line?

One approach is to look at different measures of return on investment that can be used to build a business case for L&D programs and garner executive support.

One such metric is employee turnover, which is linked to low employee engagement and lack of learning and development opportunities. Replacing one employee is estimated by some experts to cost as much as their annual salary. Another is to link training initiatives to specific roles and KPIs, for example training account executives with the goal of 30% increase in sales.

Indeed, meaningful learning and development within a workforce can have a tangible—in some cases, quite dramatic—positive effect on business productivity and profit.

Executive support of L&D

58% Executives actively support L&D

26% Executives are neutral when it comes to L&D

16% Executives actively do not support L&D

ROI metrics in L&D:

- Employee turnover
- Learner engagement
- Role KPIs
- eNPS

L&D professionals can recruit ROI metrics to demonstrate the uplift in business productivity and profit as a result of training initiatives and generate executive support.
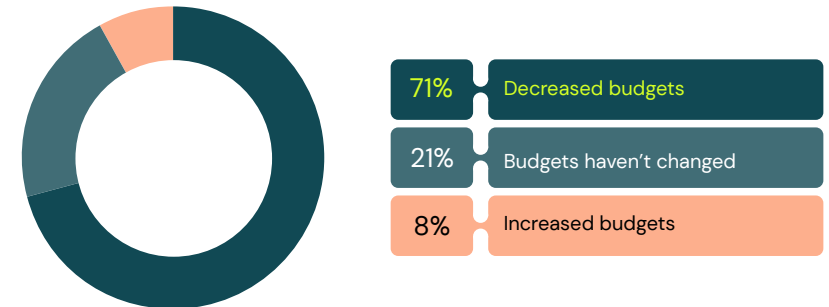
L&D in the time of COVID-19

Organisations continue to grapple with the impacts of the COVID-19 global pandemic on every level. Many HR and L&D professionals have found themselves at the forefront of their organisational response as entire workforces need to be supported and trained remotely.

When we asked L&D professionals about the impacts they were experiencing as a result of the pandemic, 42% identified that L&D projects are more of a priority but in parallel, 71% report that budgets for training have decreased. L&D is as important or more important than ever, but companies have less to spend on it.

At the same time, Go1 usage data is showing a large uptick. Millions of minutes of learning are being completed per week on the platform, with learners spending 30% more time each month learning.

30%

increase in time spent learning per month since start of COVID-19

Impact of COVID-19 on L&D budgets

71%	Decreased budgets
21%	Budgets haven't changed
8%	Increased budgets

Impact of COVID-19 on L&D projects

42%	Made them more of a priority
24%	Put them on hold
17%	Slowed them down
13%	No change
4%	Made them top priority
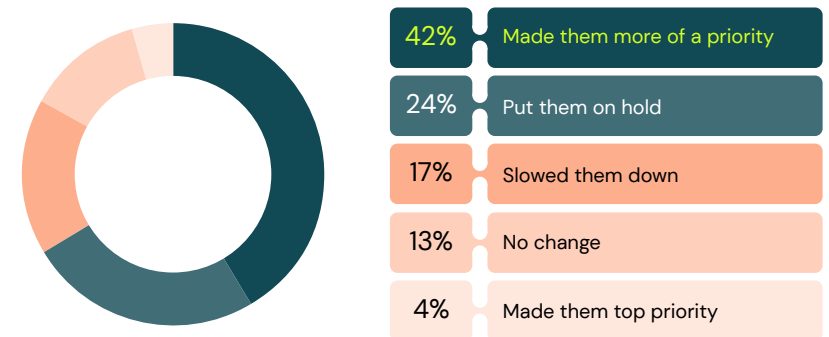
Budget cuts have understandably been made in light of the crisis, but being able to surface relevant training independent from where employees are located is also critical.

When we look at the type of content that has been trending on Go1 – resilience, mindfulness, managing stress, infection prevention and control – employees are using online training to support their health and wellbeing.

Together, these insights show the value of online training cannot be underestimated in the time of COVID-19.

L&D professionals are being caught between budget cuts and resource constraints and the need to upskill and support employees during COVID-19. Online training can provide an affordable, accessible way of supporting the development, health and wellbeing of employees as they work remotely.

Top 10 courses on Go1 in the last 3 months:

1
Infection Prevention and Control

2
Excel 2019 Advanced

3
Emotional intelligence: Self-management

4
10 Minute Pandemic Awareness

5
COVID-19 Business

6
Resilience

7
Mindfulness

8
Pandemic Awareness

9
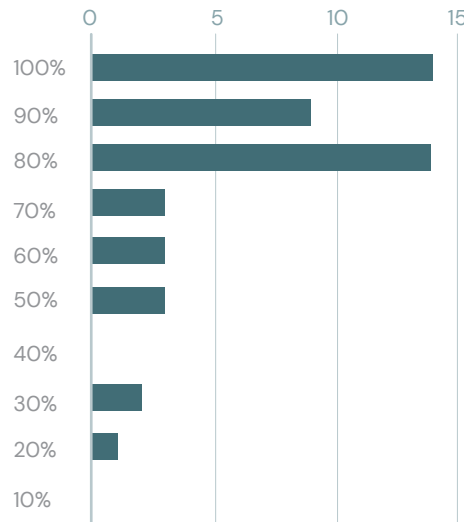Managing Stress

10
Online Safety

Methodology

For this Go1 State of Learning Report, we sourced data from a survey of L&D professionals plus usage data from the Go1 platform.
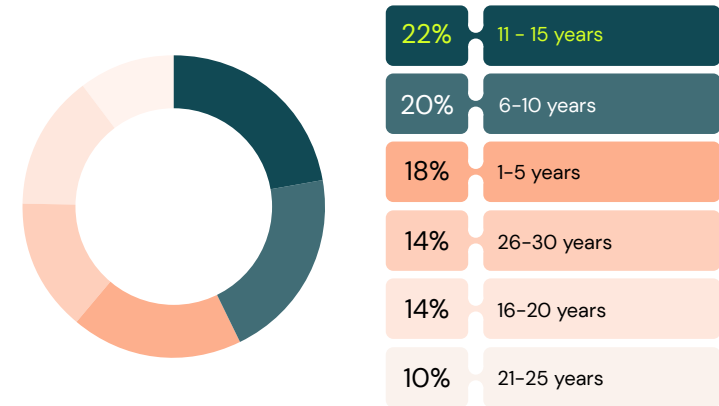
1.5m⁺

learners in over 80 countries on Go1 today.

854 L&D and HR professionals
with L&D responsibilities in organisations ranging in size from 100 – 10,000 employees.

% of time in role spent on L&D

%	Value
100%	~14
90%	~9
80%	~14
70%	~3
60%	~3
50%	~3
40%	
30%	~1.5
20%	~1
10%	

Years experience in HR/People Development/Learning

%	Years
22%	11 – 15 years
20%	6-10 years
18%	1-5 years
14%	26-30 years
14%	16-20 years
10%	21-25 years

About Go1

At Go1, we are committed to providing the best learning opportunities to improve lives through education and training. Throughout your Go1 journey, we partner with you to develop and deliver on your learning and development strategy.

Go1 offers the world's largest digital learning hub of +100,000 resources and growing, delivered by the biggest names in eLearning, across a vast range of topics and industries. Whether it's personal development, compliance or onboarding, Go1 is with you as you grow.

The Go1 Content Hub

The Go1 Content Hub provides the largest curated digital learning library from the world's top training providers, delivered either within your existing learning platform, or available through the Go1 Platform, so you always have the right content to upskill, re-train and retain your employees.

The Go1 Platform

The Go1 Content Hub is available on hundreds of existing platforms and systems including most major LMS providers and Microsoft Teams. For those just beginning their digital learning journey, or who need a discrete stand-alone portal, the Go1 Platform offers an intuitive SCORM-compatible solution.

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Go1 simplifies learning for over 3000 organisations around the world. To see how it works, book a demo here: readyset.go1.com/book-a-demo.

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