

2019

Online training survey result

We always knew it.



Now we have to show it!

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Latitude CG

1/1/2019

Training professionals give insight into their training program

We are seeing a major shift in corporate America's outlook on training. Executives know a better trained worker equals better performance and a substantially higher ROI. This is no secret, they know this. The results of our online survey conducted throughout the 2018 calendar year reveal the relevance organizations are putting on their training programs.

We were all young once. It's true: we were young and impressionable. It's hard to think back when you had to walk uphill both ways to/from school with a backpack filled with textbooks and your favorite trapper keeper. You avoided stepping on cracks in order to not break your mother's back. You picked up a dandelion along the way, popped off the yellow dome and chanted that your mother's baby's head popped off. Good times, indeed.

But those were also the days we knew that learning and knowledge were important to our success in life. Whether you were a good scholar or not, you knew that listening in class, doing your homework and scoring well on tests were essential to your placement in higher level classes, and ultimately the deciding factor into what higher education path you'd be able to take. This seems like an obvious statement but **learning makes us smarter and intellectually stronger**. This is no different from today.

Now fast-forward a few decades and 'voila' you are now in your professional journey. Not much has changed. You are still aware that learning is essential to the success of your career growth. But what's the difference? We all know this, but now, more than ever it is vital to be able to show it. Budgets are tight and job performance is being watched. Just knowing that **learning makes us smarter and intellectually stronger**, isn't enough. Now training managers across all industries are looking to justify their training program's cost with performance metrics.

We had 179 participants from a variety of industries, all with knowledge about their organization's training program's objective.

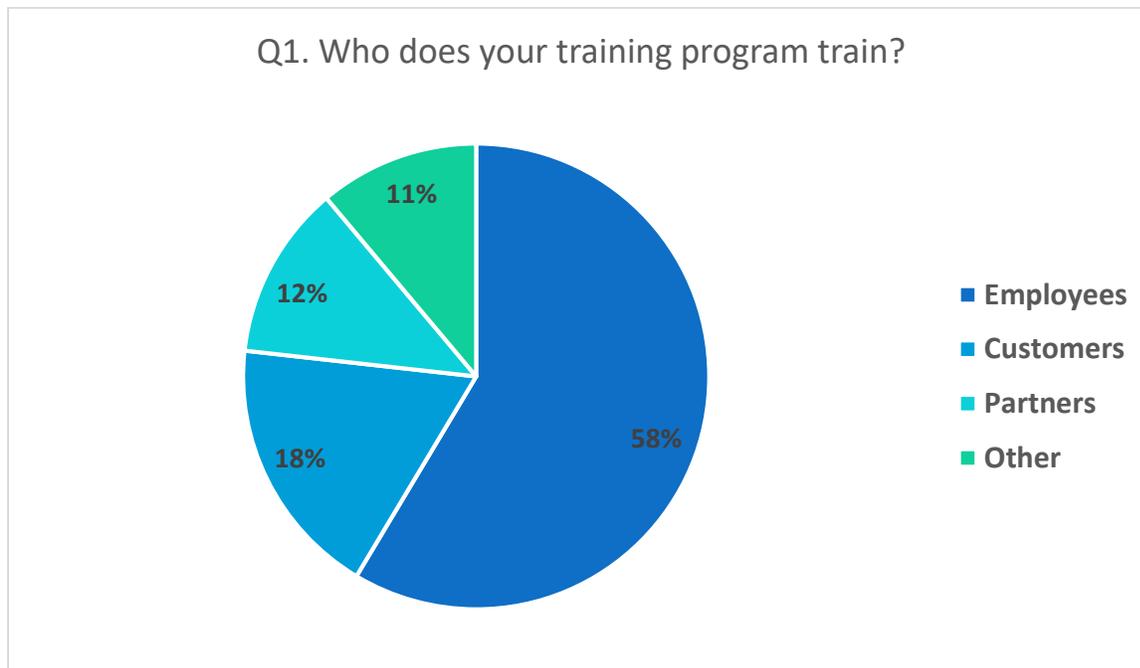
Based on the survey results, future plans consist of getting more out of their training program on a reduced budget, as well as get more people trained with less effort. The goal is to prepare workers to be able to achieve their performance potential and grow the business. That's a lot to ask from a training program, but the demand is loud and clear based on the results of this survey.

A quick look at some of our findings:

- **42%** of organizations are extending their learning outside of their core employees, such as partners, customers, etc.
- Career development only accounts for **14%** of the primary training. Focus has shifted to include performance improvement, skills development, etc.
- **23%** of all people trained are outside the HQ walls, which is a trend upwards in the extended enterprise model.

Following are the individual question results

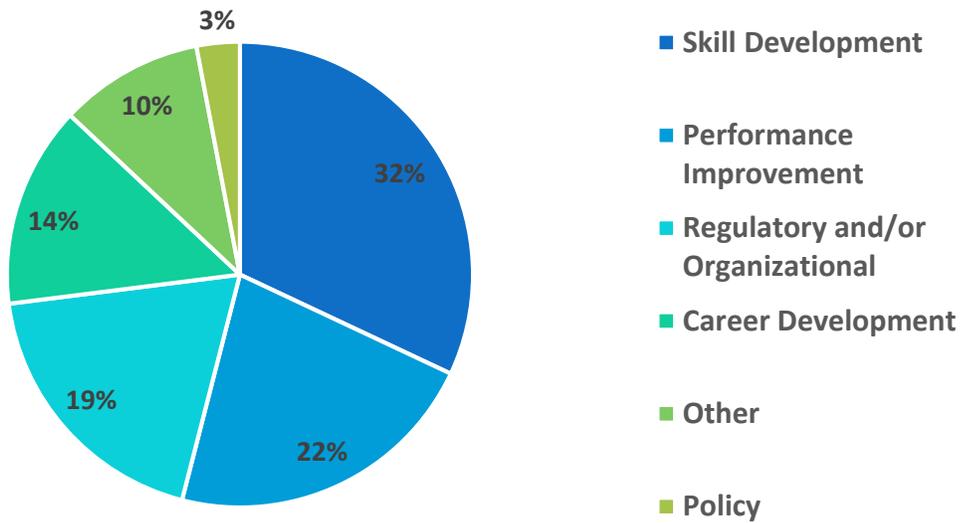
What you will find is the growing need for training programs, but mostly the need and desire for specific training programs. The days of employee training and performance growth as the **only** means of training are behind us. Training managers now, more than ever, need to train more often, more people and with less and less budget. Their training programs is being watched and the performance of their trained people are under inspection.



What it means?

More than half of the training managers surveyed train employees within their organization, meanwhile 41% are training people outside of their organization. This indicates that companies are extending training beyond the career development of the staff and to include people in their business ecosystem (i.e. the extended enterprise.)

Q2. What is the primary training program for?

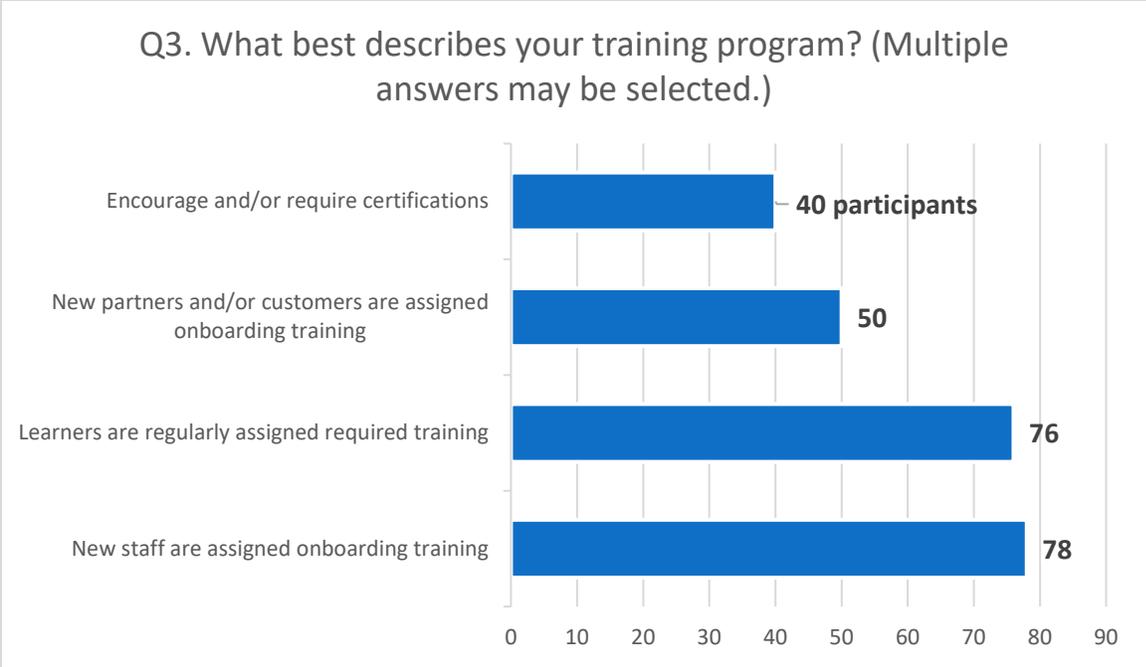


What it means

Although career development is an important aspect of training, it accounts for only 14% of training compared to skills development and performance improvement which accounts for 55% of the training. This indicates the majority of training is focused on delivering immediate improvements in organizations and extended enterprise performance. As a matter of fact, typical comments for this question were:

“We train for everything except for career development”

“Our program trains technicians so they are familiar with how to use our equipment”

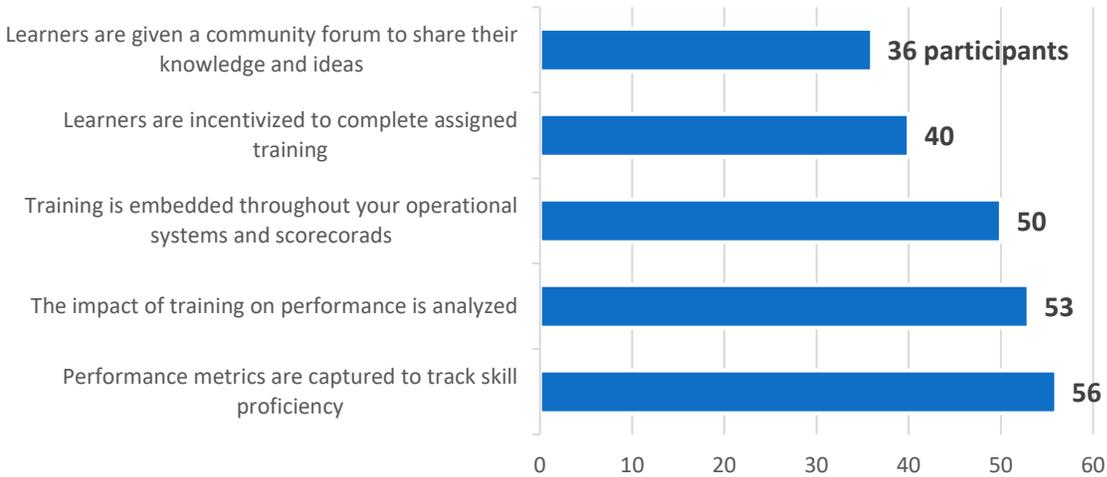


What it means

This question shows what (if any) compliance training may be involved in organization’s training program. The highest level of compliance training would be to require certifications, which 40 of 179 (22%) participants indicated they do.

Q4. What additional aspects describe your current training program? (Multiple answers may be selected.)

112 of the 178:



What it means

This question indicates there are many metrics involved in their training program to encourage better performance. Incentivizing trainees, tracking performance, providing a community forum, etc. are all signs that specify a positive performance-based training is used. 112 of those surveyed indicated they use one or more of the provided options.

Q5: How do you measure success of your training program?

Below is a word cloud of what 178 participants shared about how they measure training:

employees success score satisfaction level course completion trainees
Surveys results test sales performance review
training increased knowledge Currently metrics
learning feedback Job measure proficiency assessment customers

What it means

Trainers are relying heavily on testing and performance and less on personal reaction. Asking a learner how they feel about the training isn't a relevant measurement, as it has been in the past. According to this survey data-driven results are a key factor to determine if the training program is successful or needs tweaked.

Special note: A word cloud is a visual representation of text data, used to depict keyword metadata on websites, or to visualize free form text. Word ranking importance (or frequency) are shown with font size and/or color.

Q6: What is the biggest challenge regarding your training program?

See the word cloud below of the challenges organizations are facing. This question was a write-in for the 178 participants:



What it means

This primary concern most training managers have is budget! Training managers are asked to provide more and more training with a limited budget. The budget challenge exacerbates the second biggest concern which is course content and training with current technology. This can lead to a vicious cycle as reduced participation reduces the training program's (Return on Investment) ROI, which results in reduced training budgets and the cycle repeats.

Budget causes a lot of added headaches. If the money for the program is approved, then the training must be implemented and it must show results. All of this is a factor in the success of the training manager and program.

Special note: A word cloud is a visual representation visual representation of text data, used to depict keyword metadata on websites, or to visualize free form text. Word ranking importance (or frequency) are shown with font size and/or color.

Q7: What are some future plans for your program?

A small snippet of the 178 participants write-in results:

Embed training into daily process

More virtual classrooms

More adaptive learning

Frequent/More follow-ups

Better tracking of compliance training

Standardizing across multiple states & regulatory requirements

Getting an LMS

Outsourcing

Robust performance support

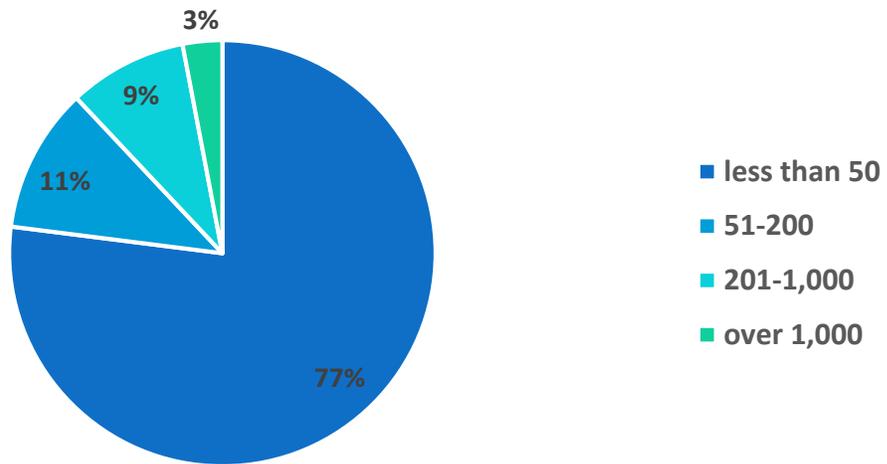
Mobile Training

More visuals

What it means

These answers are a direct reflection of the previous question. Future plans that are being considered are plans that can help save money. Virtual classrooms reduces cost of a live instructor; selecting the right learning management system will reduce cost and streamline the learning process; mobile training encourages learners to learn on the go and on location; and embedding training into daily processes is a great solution to cut cost, as it guarantees training will be at the forefront of the learning on a daily basis.

Q8. How many independent organizations do you provide training to?



What it means

A good chunk of the trained people are outside of their headquarters. At the least, according to this survey, 23% of all people trained are not within the walls of their organization's headquarters yet they are being trained on services to grow and enhance the organizations.



What it means

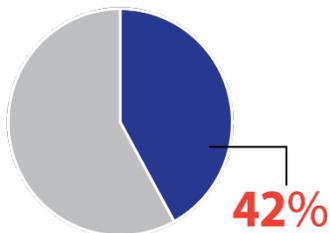
Nearly all industries require some level of training. This survey is just a small snapshot of the world at large and most industries were represented including aerospace, farming, pets, child care, brick repair, as well as those indicated on the select down of this question.

Conclusion

The most obvious statement you'll hear today: **learning makes us smarter**. But unlike in your grade school days, today you have to show it! Wouldn't it be nice to go back to 3rd grade and redo it? Well, in a crazy roundabout way, this is your opportunity.

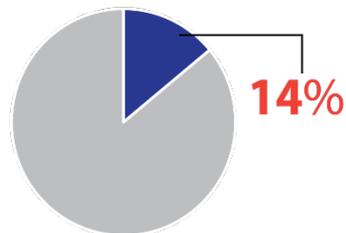
Your professional career requires you to stay up on the latest skills and changes. As a training manager be prepared to report ROI on your training program. The good news is, we all know that learning makes us smarter, so your performance metrics should justify the most obvious statement of the day: **learning makes us smarter**.

Extended Learning Organization's focus



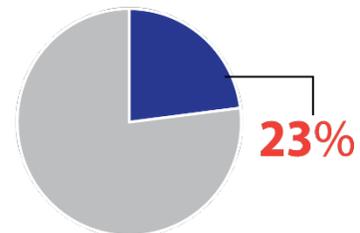
of organizations are extending their learning outside of their core employees, such as partners, customers, etc.

Career Development Corporate core shift



of the primary training accounts for career development. Focus has shifted to include performance improvement, skills development, etc.

Extended Learning Employee's trained



of all people trained are outside the HQ walls, which is a trend upwards in the extended enterprise model.

You got this! According to these survey results, future plans consist of training managers getting more out of their training program on a reduced budget, as well as get more people trained with less effort. The goal is to prepare workers to be able to achieve their performance potential and grow the business. That's a lot to ask from a training program, but the demand is loud and clear based on the results of this survey. My advice to training managers far and wide: keep believing in your training program and know that learning makes your participants smarter... it will show in the numbers.