

REPORT

THE STATE OF LEARNING & DEVELOPMENT IN THE WORKPLACE

2nd Annual Global Report



VALAMIS



VALAMIS

FOREWORD

The Unforeseen Challenges of 2020 Highlight the Need for Digital Learning Systems

2020 has been a challenging year for many organizations and individuals worldwide. Our global survey highlights an internationally growing acknowledgment from the C-suite that L&D is critical to their organizations' success. With the right tools in place organizations can adapt and reskill in the face of unforeseen events.

According to our research, 1 in every 7 organizations does not have a digital learning environment in place. One of the greatest challenges in adopting a digital learning solution is a lack of budget allocated for learning and development. However, adopting a digital learning solution can be iterative, beginning on a smaller scale with a smaller investment.

The majority of our survey respondents value digital learning more than they did last year.

The majority of our survey respondents value digital learning more than they did last year. Respondents also mention that they lack the time to learn, but it is plausible that the learning itself could be delivered differently to fit our busy schedules. Learning needs to be in the flow of work, at the time of need, and personalized in a way that employees are motivated to find time to learn.

Learning is vital in a rapidly changing world. This year in particular has been a learning experience for every business and individual. Organizations that help support their people to learn and develop can adapt and thrive.

Janne Hietala
 Chief Visionary Officer at Valamis
 janne.hietala@valamis.com

The State of Learning & Development in the Workplace in 2020

Summary: The results show consensus among all survey participants regarding the importance of skills development and organizational learning.

The report collects insight into the shifting global priorities, challenges, behaviors, attitudes, and technologies in use for corporate learning and development, with additional research into the impact of COVID-19.

We collected answers from over 3000 people across more than 20 industries, from entry-level to the C-suite, in organizations from Finland, France, Germany, Netherlands, Sweden, the US, and the UK.

Key findings



93% believe learning is important for an organization's future success (96% in 2019)



74% feel their organization encourages them to develop their skills (70% in 2019)



Time remains the #1 obstacle, with **48%** naming it as a top L&D challenge (49% in 2019)



Budget woes have risen in 2020, with **34%** naming money as a top L&D challenge (28% in 2019)



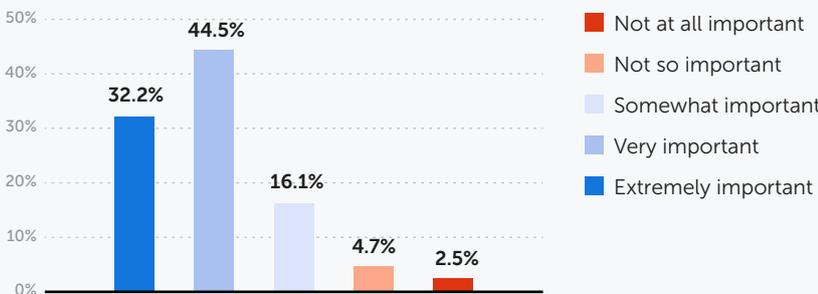
15% of those surveyed stated their organization does not have any digital learning environment in place

The Importance of Learning & Development in the Workforce

Findings from the survey show that a vast majority believe updating knowledge and skills are important drivers for an organization's future success.

How important do you feel continually updating the knowledge and skills of employees is to your organization's future success?

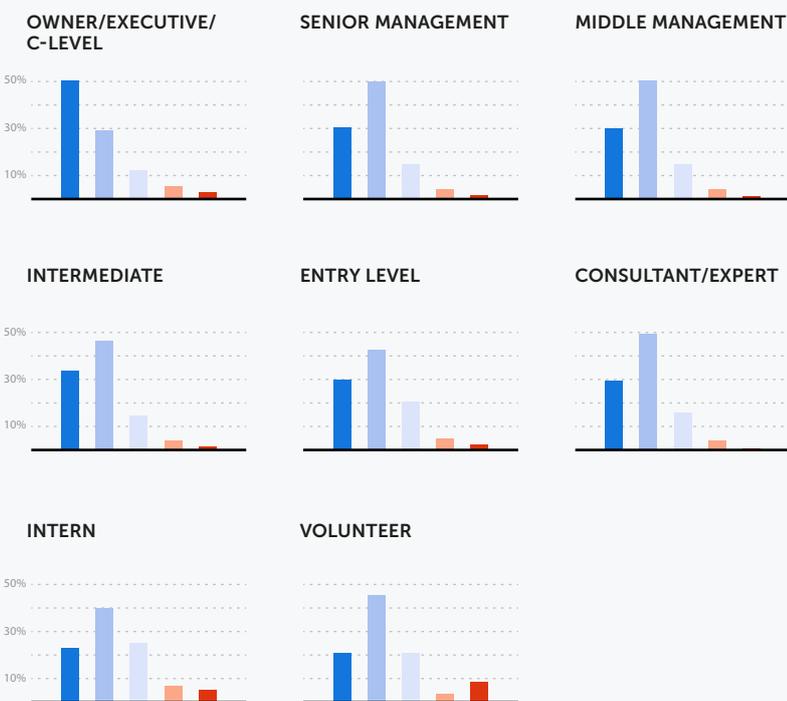
Percentage of all respondents



9/10 believe keeping knowledge and skills up-to-date is important

About 93% of the respondents believe it is somewhat important for their organization's future success to continually update their knowledge and skills, with over 30% stating it is extremely important.

Comparison by job role



L&D is extremely important for the C-suite

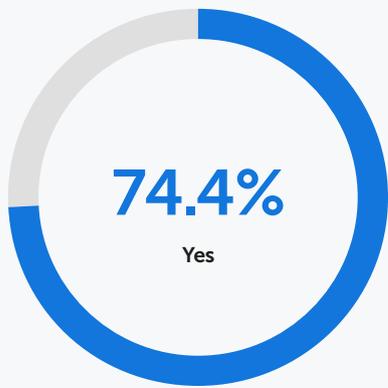
Over 50% of the C-suite value skills development as extremely important to an organization's future success, which is, in fact, a 10% increase from our 2019 survey.

Encouragement to Keep Skills and Competencies Up-to-Date

Nearly 3/4 of respondents believe their organizations are actively encouraging the workforce to develop their skills.

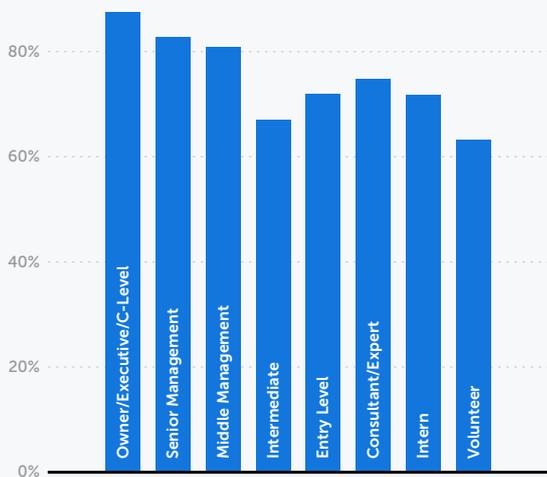
Do you feel your organization is adequately encouraging individuals to develop competencies & skills?

■ Yes ■ No



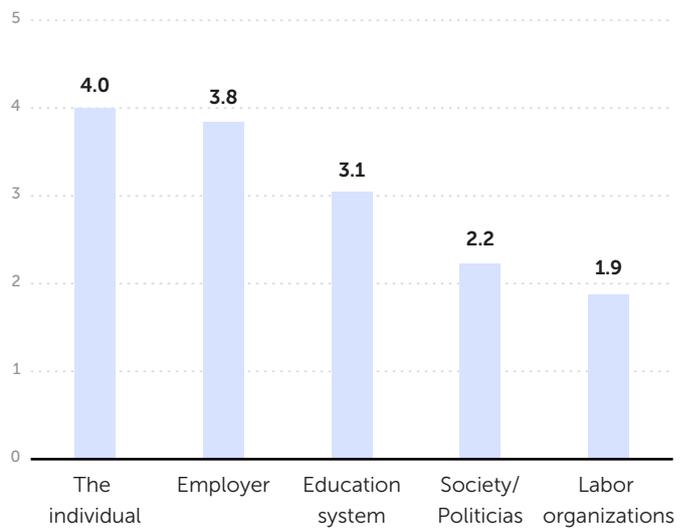
70% IN 2019

A closer examination of the data reveals that owners, executives, and managers seem to be feel more encouraged to learn than other employees. This repeats a similar pattern that was visible in our 2019 survey.



In your opinion, who is responsible for keeping competencies & skills up to date in professional life?

Weighted average score (5 = the most responsible)



Is there a specific person or team that is responsible for learning and development in your organization?

55.6% Yes
30.9% No
13.5% I don't know

Comparing the same data on a country-by-country basis, Netherlands and the UK reached the highest percentage of "yes" votes whereas France dipped under 50%.

USA 54%	France 47%	Germany 57%	Netherlands 65%
UK 62%	Sweden 52%	Finland 52%	

Time to Learn

Despite the globally acknowledged importance of learning and development, for the second consecutive year conducting the survey, the biggest challenge plaguing learning and development within organizations is a lack of time.

What are the biggest challenges for learning and development in your organization at the moment?

Percentage of all respondents (maximum 3 choices per respondent)



48.4%
No time



33.8%
No money



25.6%
No support from top management



24.7%
Not the right tools



23.1%
No quality content



19.1%
No motivation



18.2%
No representative in charge of this matter



3.5%
Different reasons (specify)

IN 2019: 49% NO TIME • 28% NO MONEY • 23% NOT THE RIGHT TOOLS

Who lacks time to learn?

Of all the people who listed time as one of their top 3 challenges, nearly 24% work in intermediate roles. The second largest group is middle management at 20%. Both groups surpass the others surveyed by a significant margin.

Only 9% of the executive and C-level respondents stated that they lack time to learn. They also admitted to being the most frequent users of their digital learning environment (nearly 30% using it every day).

Video & text are the preferred mediums to learn from

When asked about preferred mediums to learn from, the respondents chose video as the most preferred option, closely followed by text. In-person seminars and lectures, audio, and interactive/games formed another closely matched group behind the top two. In any case, the quality of the content is important to note, with 23% naming it as a top challenge in L&D.

Other challenges for learning and development listed by respondents

Selected responses were chosen to show variety by industry, job level, and topic

Coronavirus preventing group sessions.

Intermediate • Healthcare & Pharmaceuticals

Too many different topics.

Middle Management • Utilities, Energy, and Extraction

Too much choice. You don't know what is handy to learn.

Consultant/Expert • Airlines & Aerospace (including Defense)

No support or encouragement from co-workers because of the absence from work.

Consultant/Expert • Nonprofit

No central hub for webinars and e-courses.

Intermediate • Government

Corona takes money.

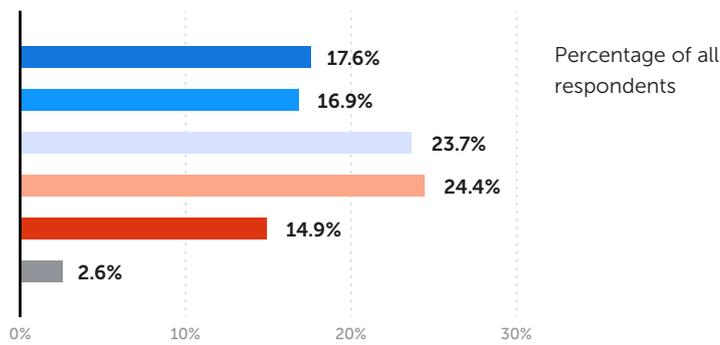
Owner/Executive/C-Level • Finance & Financial Services

Tools in Place for Corporate Learning

Nearly 25% of respondents stated that a top challenge for learning & development is that they do not have the right tools in place.

Please specify the digital learning environment your company uses

- Learning Experience Platform (LXP)
- Learning Management System (LMS)
- Online Courses (e.g. LinkedIn Learning)
- I don't know
- Nothing in place
- Other

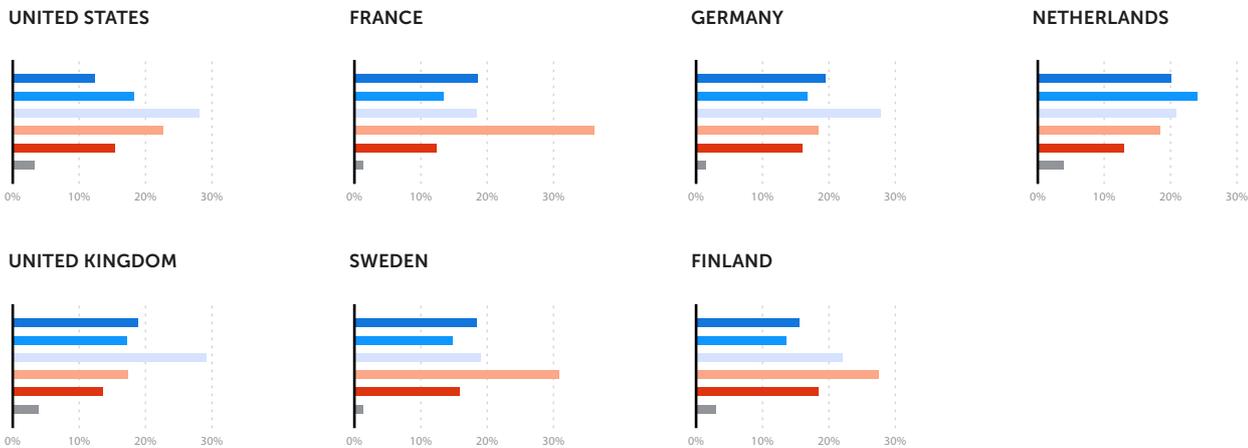


Of those who lacked the right tools to learn, how many didn't have an LXP?

Over 3/4

Of those who lacked time to learn, how many didn't have an LXP?

Almost 9/10

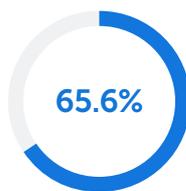


Percentage of users accessing their digital learning environment at least once a week

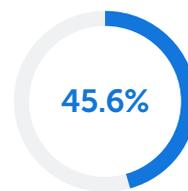
Per environment type



Learning Experience Platform (LXP)



Learning Management System (LMS)



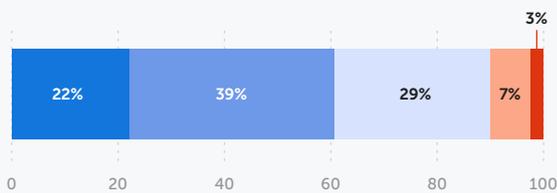
Open Online Courses (e.g. LinkedIn Learning)

COVID-19 & L&D

Approximately 70% of executives value digital learning and development more as a result of COVID-19, and over 67% of all global survey respondents believe digital learning and development can help minimize the effects of shocks and stresses of future events.

Coronavirus has made you value digital learning and development more

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree



61% agree

Combining the percentages from options "strongly agree" and "agree," we can conclude the vast majority of the respondents value digital learning and development more now than they did before COVID-19. On the contrary, only 10% of respondents disagree.

C-level & management
68%

Employees & volunteers
57%

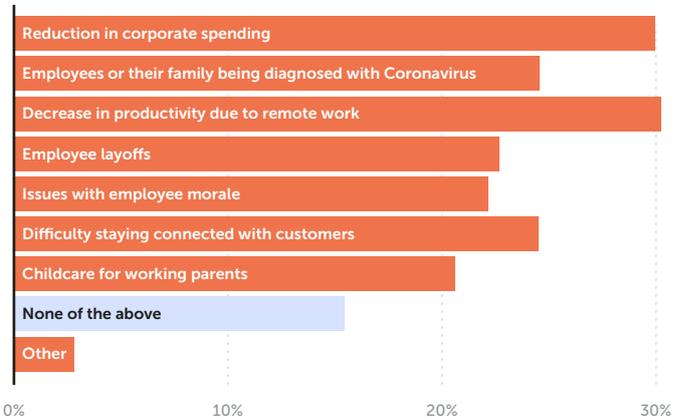
The positive change in attitude towards digital L&D is even more apparent when we single out owners, executives, and the C-suite, with 68% agreeing with the statement, compared with 57% of employees at lower job levels.

How much time are you spending on learning and developing skills now compared with before Coronavirus?



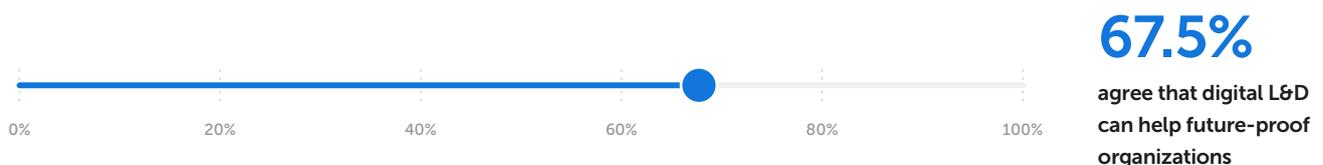
What challenges has your organization experienced as a result of Coronavirus?

Select all that apply

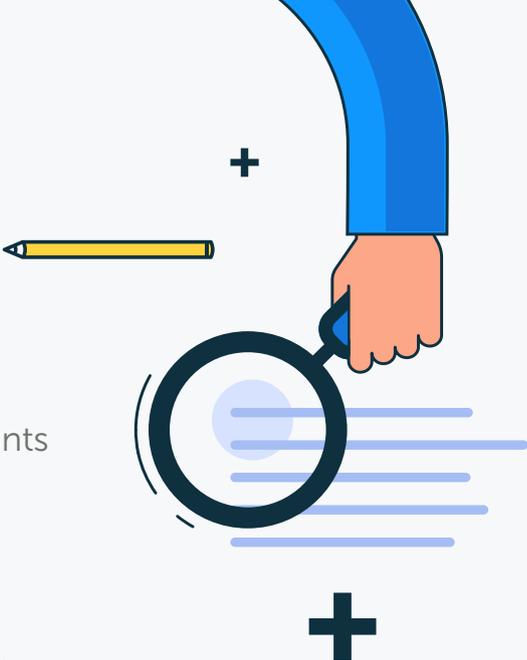


Digital learning and development can help future-proof* organizations

Percentage of survey respondents who agree with the statement



* Future-proof: the process of anticipating the future and developing methods of minimizing the effects of shocks and stresses of future events.



About the Report

This report is based on answers from 3064 participants who responded to Valamis' 2020 Global State of Learning & Development survey online.

The margin of error is +/- 2% at a 95% level of confidence.

The survey targeted people in the workplace from 20 industries and 7 countries. 98 percent of the respondents represent people between the ages of 18-60 years old, with an equal 50/50 split between males and females.

Responses by industry

Advertising & Marketing	2.91%	Government	5.32%
Agriculture	2.19%	Healthcare & Pharmaceuticals	11.00%
Airlines & Aerospace (including Defense)	1.57%	Insurance	1.40%
Automotive	3.79%	Manufacturing	6.46%
Business Support & Logistics	4.24%	Nonprofit	2.94%
Construction, Machinery, and Homes	4.21%	Retail & Consumer Durables	6.11%
Education	10.58%	Real Estate	1.53%
Entertainment & Leisure	3.92%	Telecommunications, Technology, Internet & Electronics	7.90%
Finance & Financial Services	6.86%	Transportation & Delivery	5.03%
Food & Beverages	5.29%	Utilities, Energy, and Extraction	2.15%
		<i>4.6% said they are currently not employed</i>	

Responses by job role

Owner/Executive/C-Level	10.71%
Senior Management	8.68%
Middle Management	20.73%
Intermediate	21.71%
Entry Level	13.61%
Consultant/Expert	8.88%
Intern	5.81%
Volunteer	2.38%
Other	7.48%

Responses by country

UK	14.07%
France	14.27%
Netherlands	14.43%
Sweden	14.53%
Germany	14.33%
Finland	13.74%
USA	14.63%

