

Learn from the past and build for the future

How L&D teams can transform market
challenges into business opportunities



About Valamis

Valamis is a people-first company developing a visionary product for the future.

Fusing our expertise in design, technology, data, and learning, we work as your strategic partner to build a solution that creates value for your people and business.



Fiona
Leteney

Fiona Leteney, Senior Analyst for Learning Systems at Fosway Group, and brings over two decades of hands-on experience in the learning technology market.

Since joining Fosway in 2016, she has been instrumental in researching and providing insights to corporate clients, aiding in accelerated decision-making across next-generation learning.



Jussi
Hurskainen

Jussi is a Co-Founder and CEO of the Valamis. He has developed Valamis from an innovative start-up to an international global company with a presence in six countries across three continents.

With digital learning, he assists companies in staying competitive by delivering an engaging learning experience for their employees, partners, and customers.

Business changes have accelerated significantly in the past few years.

Global events severely impacted business recovery and slashed budgets.

Technology is advancing rapidly, and we must try to keep up.

So how do you keep your L&D program moving forward to make a positive impact on employees & your business?

Which challenge resonates with your current situation?

1. Facing budget cuts or project delays due to the economic climate
2. Struggling to secure C-level support for learning programs
3. Measuring the impact of learning initiatives
4. Difficulties in ensuring learners apply knowledge after training
5. Integrating a fully connected learning ecosystem

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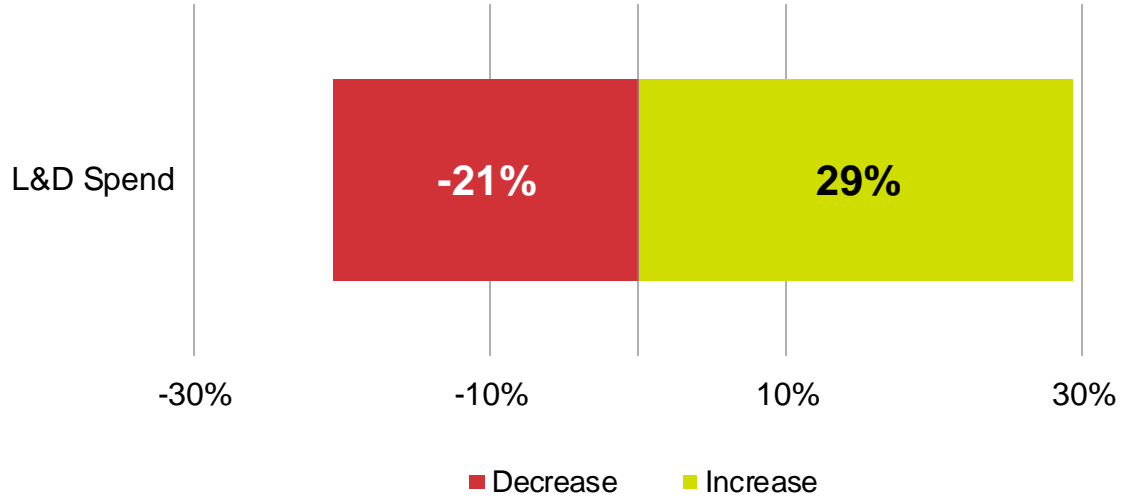
Challenge #1

Budget cuts

We've seen the budget cuts and investments delays. Yet, corporate **investment in digital learning continues to grow** despite challenges for overall L&D budgets. Training needs to be digital to cut travel costs and in-person learning – but this can decrease engagement and impact training completion.

L&D budgets are feeling the biggest pinch since we started the survey in 2016

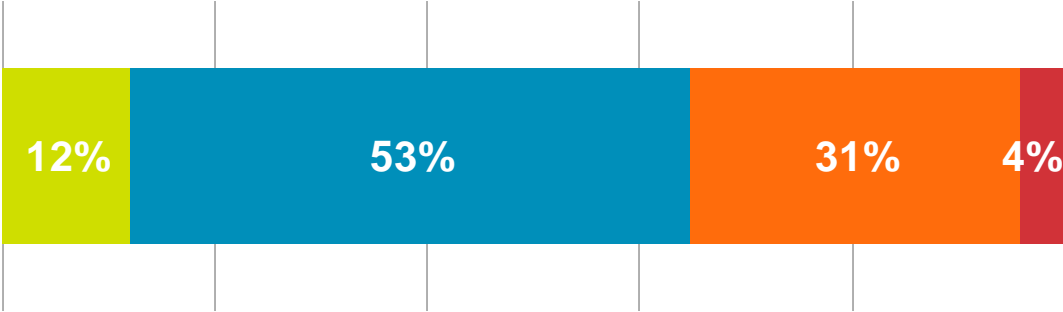
How will your organization's overall spending on L&D change this year?





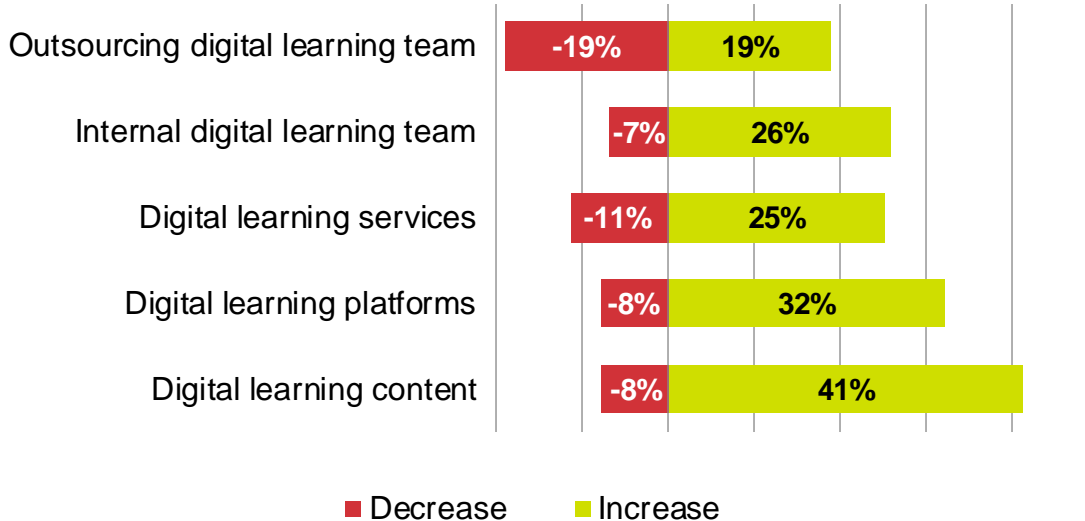
Overall, is the economic climate causing you to delay your investment in NEW digital learning projects or solutions in 2023?

Uncertainty has also impacted the timing of L&D spending on learning projects



■ Accelerating investment ■ No change ■ Delaying investment ■ Stopped investment

How do you expect your investment in digital learning to change over the year ahead?



Corporate investment in digital learning continues to grow despite challenges for overall L&D budgets

L&D leaders are increasingly looking to upskill projects teams and Subject Matter Experts to enable them to be more self-sufficient and redeploy existing L&D team members when resourcing L&D projects

57%

Use Subject Matter Experts for more learning content

How to keep your L&D strategy growing when facing budget cuts

1. Always be ready to show the value being added to your organization by measuring learning impact
2. Do more by empowering company employees & SMEs as content creators
3. Less consultants >> more pre-made material
4. Cut down non-essential add-ons and use features you already have

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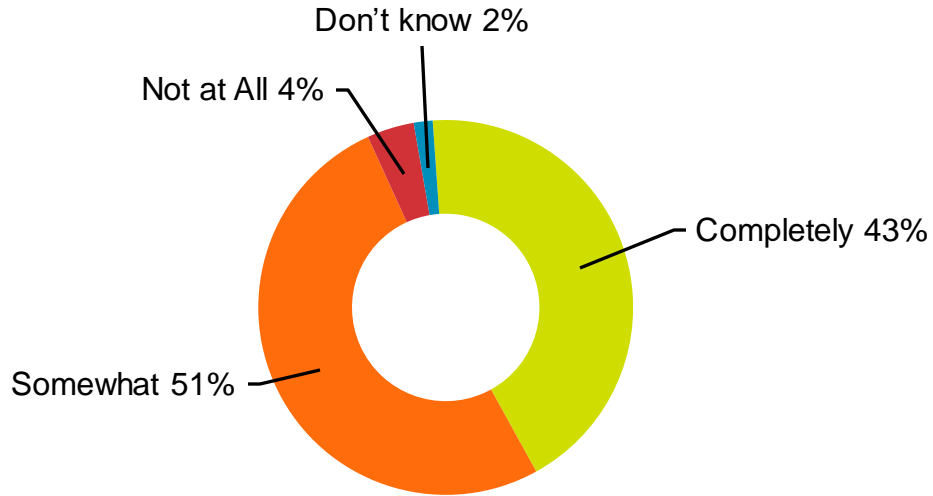


Challenge #2

C-level support

We see that L&D professionals say that their organization's C-Suite believe training and development programs are central to the future success of the business. C-suite support is the essential key for accelerating investment and the organizations where c-suite supports L&D have 2x budgets.

Does your C-Suite see learning and people development as central to the success of your organization?



<45%

of L&D professionals say that their C-Suite see learning and development as central to the future success of their organisation.

C-Suite support is critical in protecting L&D budgets.

as likely to have seen their overall L&D budget grow in 2023.

2X

C-Suite support is critical in protecting L&D budgets.

3X

more likely to accelerate their investment in new digital learning projects.

How to get C-level support

1. Ensure the learning is solving real business problems.
Do you know what keeps the C-Suite awake at night?
2. Find out what the business needs to build a learning strategy from scratch
3. Use numbers to show the impact of training / learning
4. Combine L&D data with other business data
5. Make business change visible

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Challenge #3

Measuring learning impact

Gain C-level support and showing the value of L&D requires **measuring the cost of training versus impact**. Do you know the price of time spent on learning? Yet, only a small number of L&D teams are accurately measuring the value of learning.

Measuring the value of learning

Only 26%

often measure learning outcomes, impact and success

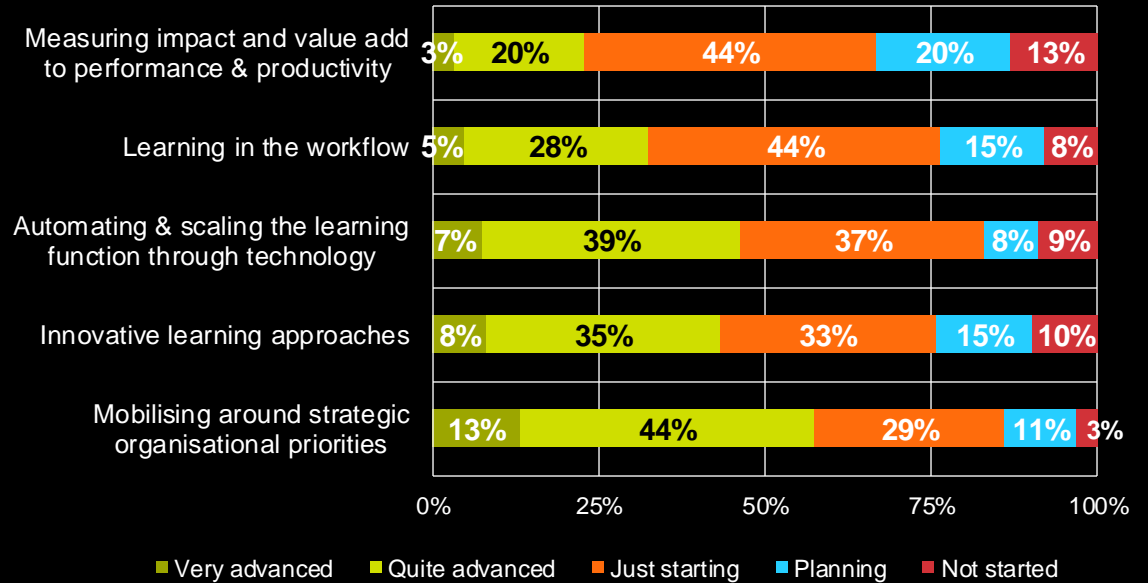
Only 11%

Continuously measure individual learning needs & learning progress more than frequently

Measuring impact and value-add to business performance and productivity remains a major and systemic issue for L&D teams.

Less than 1 in 4 have a very advanced approach.

How advanced is your L&D function in executing the following:



How to measure the value of learning

- It is not easy, or everyone would be doing it. Don't focus on vanity metrics, such as increasing the number of learners or courses completed.
- Can 'digital' make us more efficient? Use adaptive learning / reduce time to value /easy access to info or content in the flow of work / opportunities to practice and gain mastery.
- Track cost of training / learning versus impact >> calculate the price of spent time on compliance.
- Set learning KPIs according to business goals. This will show the impact of learning in business KPIs (for example, reclamations, support calls, late fees, utilization, etc.)

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Challenge #4

Application of learning

In order to make a significant business impact, skills & training need to be applied on the job long after the learning ends. Yet, research shows the **long-term effects** of learning may be lacking.

Learning Application

Only 28%

often sustain individual learning
in the workplace in the months
after a training intervention

How to help learners apply what they learn to their roles

1. Assess what is learned in real life environments
 - Example: can salesperson improve closing deals after product training?

2. Review the business impact
 - Example: does application of employees' new skills show in business results?

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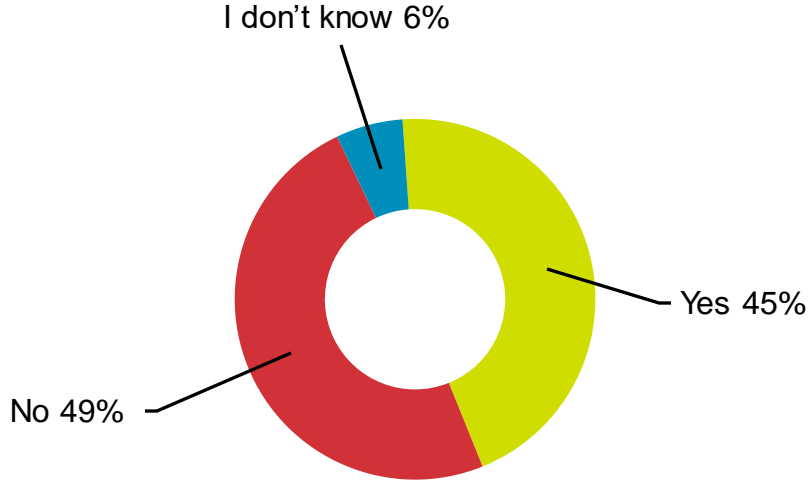


Challenge #5

Learning technology

Learning technology may **not fit current and future needs**, the ecosystem is not fully connected, and the lack of standardization hinders organizations' success with their L&D programs.

Do you think your current learning platforms are fit for the modern workforce?

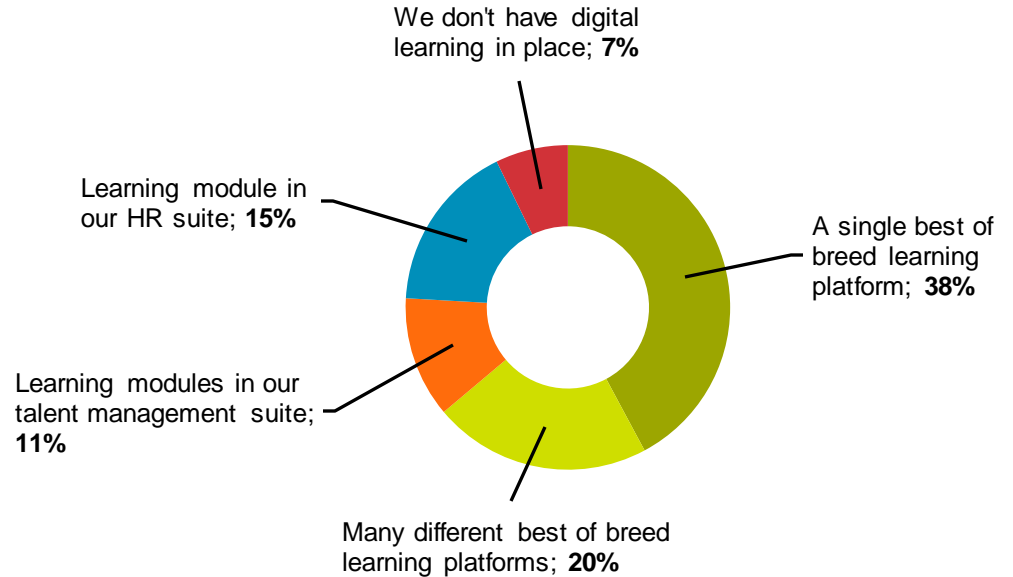


Only 45% think their learning platforms are fit for the modern workforce

Learning Technology has still to deliver a consumer-grade learner experience for the majority of buyers

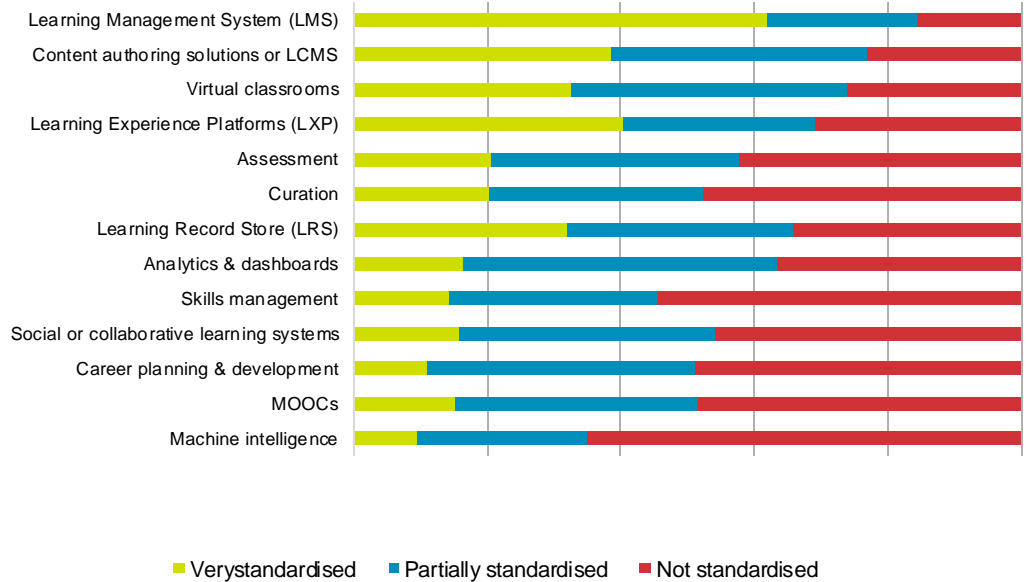
'Best of breed' learning platforms dominate the learning technology landscape

How does learning in your organization fit with the rest of your HR technology infrastructure?



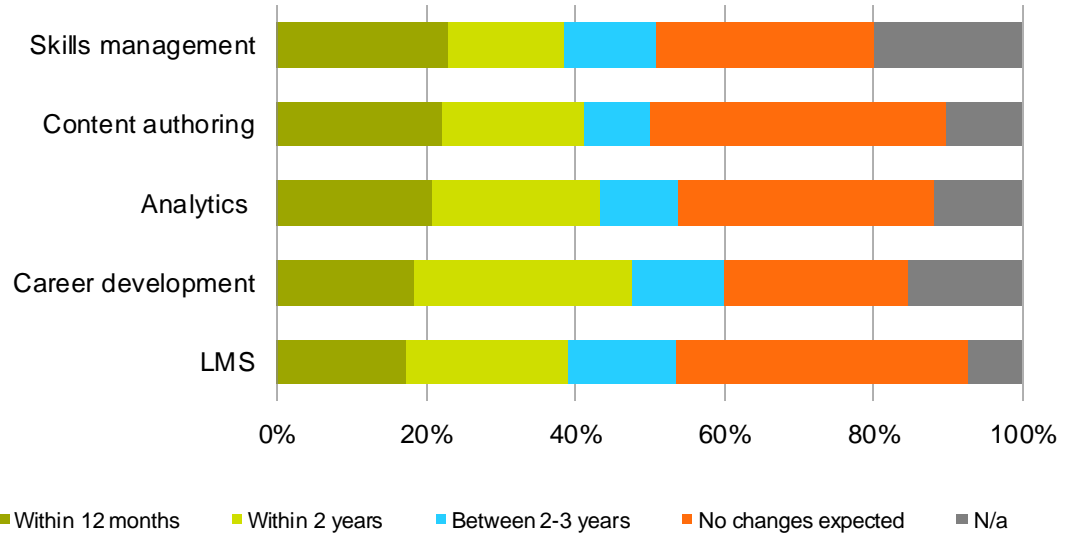
Except for LMSs, learning platforms remain fragmented across organizations with limited standardization

How standardized are the digital learning platforms across your organization?



Between 40-45% expect to change these solutions within 2 years

When do you intend to change your learning platforms in the future?



How to fully utilize the power of learning technology

1. Check before you decide to change that you have everything 'switched on' from your current vendor – check their future roadmap. “The grass is not always green on the other side of the fence” (English saying)
2. Learning Experience issue? - Don't assume an 'LXP' will solve the problem
3. How connected are the tools you use?
4. Do you have to do lot of manual work to collect or follow up with results?

'How do you expect your demand for digital learning platforms to change in the future?'

Respondents who expect to 'USE MORE'

To be better prepared for the future, L&D is shifting towards a focus on skills, analytics, social learning, and career development lead corporates future platform intentions



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Q&A

- How do you keep up with and identify skills gaps while implementing solutions in this rapidly changing context?
- How can you get or help managers from various business fields to complete skills matrixes for their team?
- How can we encourage senior stakeholders to invest and see the importance of L&D?

**Valamis team will address any unanswered questions sent in chat via email*

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Join us for our next webinar!

How to build a strategy to increase mandatory training
completion rate

Valamis & MadeiraMadeira

Date: [April 25th](#)

Time: [9am ET / 10am BRT / 2pm GMT](#)

