

# TRENDS IN TRAINING: ARE YOU READY?

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## Fascinating Facts about Virtual Training

### TRAINING IS MOVING ONLINE

In 2005, approximately 70% of all formal training hours delivered in the traditional classroom.

Last year, only 54% of all formal training hours delivered in the traditional classroom. 43% delivered using an online format.

About 11% of all formal training hours are delivered in the live online classroom.

### MOST ORGANIZATIONS ARE EMBRACING VIRTUAL

93% of organizations are either currently using or will soon be using virtual classrooms.

34.7% of all training hours are delivered using a blended delivery format.

Blended learning has been shown to increase knowledge and skill by an average of 11% over traditional training.

### MOBILE DEVICES ARE INCREASING

95% of Americans own a mobile device. 77% are smartphones.

The average mobile phone user checks their device 150 times per day.

At least 1/3 of American workers do their work 'on the go'. Only 18% learn at their desk.

### WHAT IS VIRTUAL TRAINING?

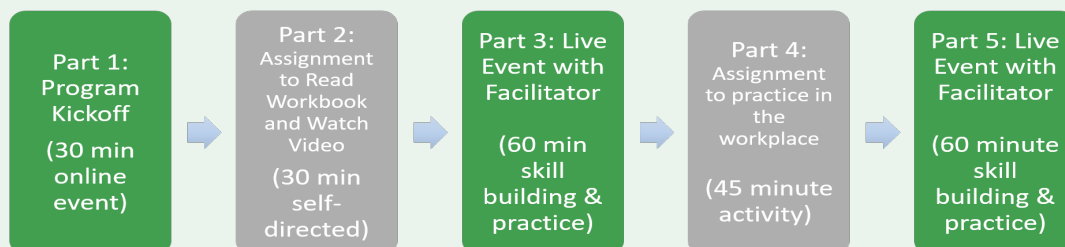
A highly-interactive, online, synchronous facilitator-led class, with defined learning objectives, with participants who are individually connected from geographically dispersed locations, using a web-based classroom platform.

Sources: ATD Research Reports: "2019 State of the Industry"; "Virtual Classrooms Now"; "Evaluating Learning" 2019 Training Industry Report by Training Magazine; Toward Maturity: "The Learner Voice" Report; Deloitte Human Capital Trends

### FOUR TYPES OF LIVE ONLINE EVENTS:

- Meetings: Collaboration & Action Items. Uses an online meeting platform.
- Webcasts: Online presentations with one-way communication and a large audience.
- Training: Facilitator-led Interactive learning for small groups of participants. Uses an online classroom.
- Webinars: A cross between webcasts and online training. Limited interactivity.

## A Sample Training Program for the Modern Learner



### ABOUT CINDY HUGGETT, CPLP:

Cindy is the author of three books on virtual training: *Virtual Training Tools and Templates: An Action Guide to Live Online Learning*; *The Virtual Training Guidebook: How to Design, Deliver, and Implement Live Online Learning and Virtual Training Basics*. She helps trainers, designers, and organizations move to the virtual classroom. [www.cindyhuggett.com](http://www.cindyhuggett.com)

# 5 KEY TRENDS IN VIRTUAL TRAINING:

## ARE YOU READY FOR EACH ONE?



1

### MULTI-FACETED

Blended learning is a training program that uses multiple delivery methods in one curriculum. Today, almost 35% of all training hours are delivered in a blended format, and that number is increasing.



2

### MOBILE

Employees who use mobile devices for work is exponentially increasing year over year. According to Google, mobile-only users outnumber desktop-only users by 2-1. Therefore employees naturally expect to learn via mobile devices as well.



3

### MICROBURSTS

The typical length of a virtual class in 2012 was 90 minutes (via eLearningGuild). Today, its 60 minutes or less. Shorter bursts of learning are proven to get better performance results.



4

### MODERN

Today's modern workers are overwhelmed, distracted, and frequently interrupted. Only 1% of a typical workweek is available for focusing on training and development. (Source: Bersin by Deloitte, Meet the Modern Learner)



5

### METRICS

Training expenditures are rising (current US estimate is \$90.6 billion), so there's increased interest in measuring success. Approximately 60% of programs are measured for 'on the job' results, a 37% increase since 2009.