

WHAT'S IN IT FOR COMPANIES

THAT USE AN LMS FOR BUSINESS TRAINING

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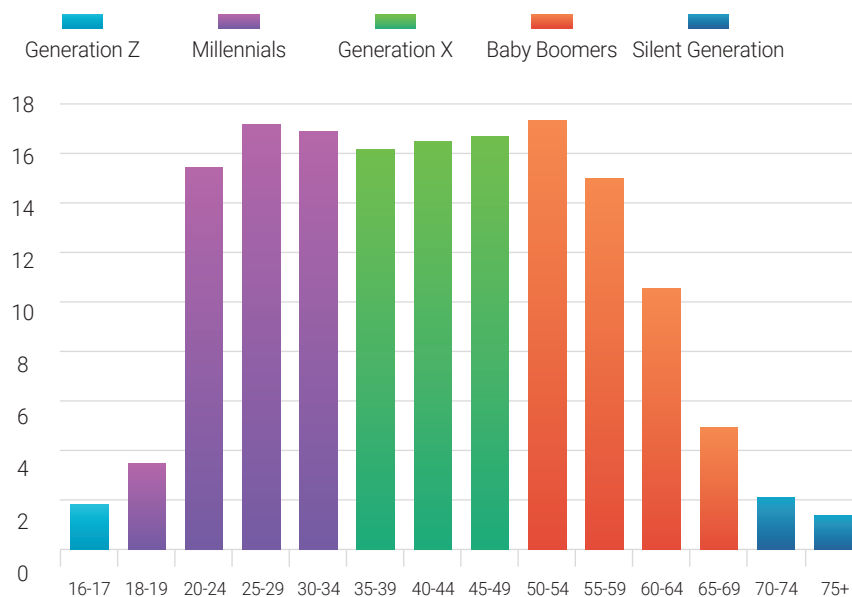


What's in it for companies that use an LMS for business training

Workplaces everywhere are caught in the clash of the generations. Millennials get a lot of attention for their new ways of doing things, their high expectations from employers, and the fact that they already make up the largest part of the workforce. The Founders, the younger counterparts of millennials, have barely started to join workplaces; they may not be under the spotlight just yet, but they're getting there. Baby Boomers are the other large generational segment of the workforce and they accelerate towards retirement. They have the most business experience and still hold the most managerial positions. Generation Xers stand right between boomers and millennials, and their only fault is that they're not enough.

Found Generation

The civilian labor force, by age, in the first quarter of 2015 (millions)



The greatest battle takes place between the younger generations, that live and breathe the digital world, and the older generations, that are more experienced with how businesses work.

With so much information surrounding the workplace, and so much pressure from the fast-paced external business environment to keep that information always up-to-date, we are witnessing first-hand the greatest wave of knowledge transfer ever.

Companies need their employees to be both knowledgeable and digital-savvy if they want to be successful. So they have to create safe environments where all employees can share their knowledge and learn together. These environments often include a business learning management system (**LMS**).

The business LMS – then and now

The use of learning management systems for company training started as a way for instructional designers and L&D professionals to give access to learning materials to all employees, and also assess learning results.

In time, these systems evolved to respond more to learners' needs: provide instant feedback, offer multimedia learning content, a gamified learning experience, and get accessed anytime, anywhere, at the point of need.

Learning management systems today come with incredible sets of features that allow various degrees of automatic personalized instruction.

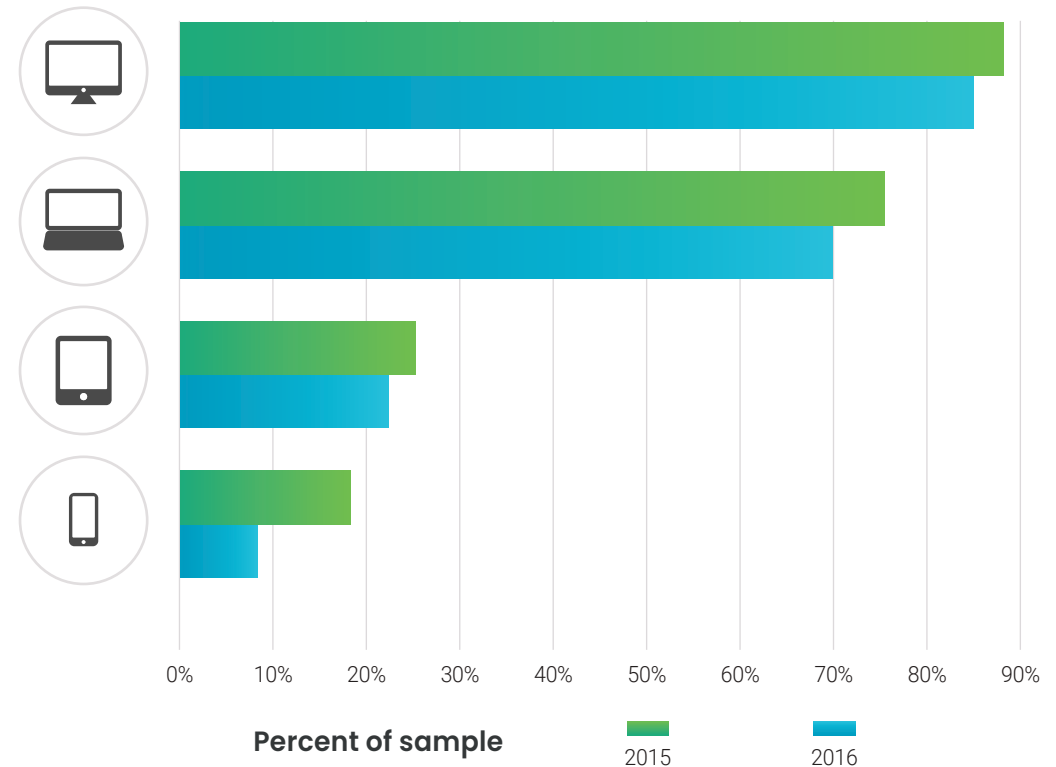
Learning, in all its possible ways, is an organic process, specific to each employee. It can be really hard (and sometime downright impossible) to measure. Learning experiences at work come in various shapes and sizes, from formal training courses, to mentoring relationships, to informal conversations on the hallways. But an **LMS** with xAPI integration can measure all these learning experiences. Therefore, L&D professionals can now identify how, when and where most knowledge transfer happens between employees, and adapt their strategies to offer more personalized learning.

LMSs meet organizational learning needs

According to a report by Software Advice, the use of an **LMS** for workplace training positively impacts the success of the organization.

Software Advice surveyed nearly 200 corporate LMS users involved in creating or managing their organization's training programs. These L&D professionals were asked about how they used the system, how were their training environments like, what benefits and challenges they've experienced, and what future **LMS** investment plans they've considered.

What they found was that most **LMS** users take a blended approach to employee training, combining instructor-led and self-administered courses, that cloud-based **LMSs** slightly outnumber on-premise systems and that desktop computers are still the preferred devices for accessing training courses.



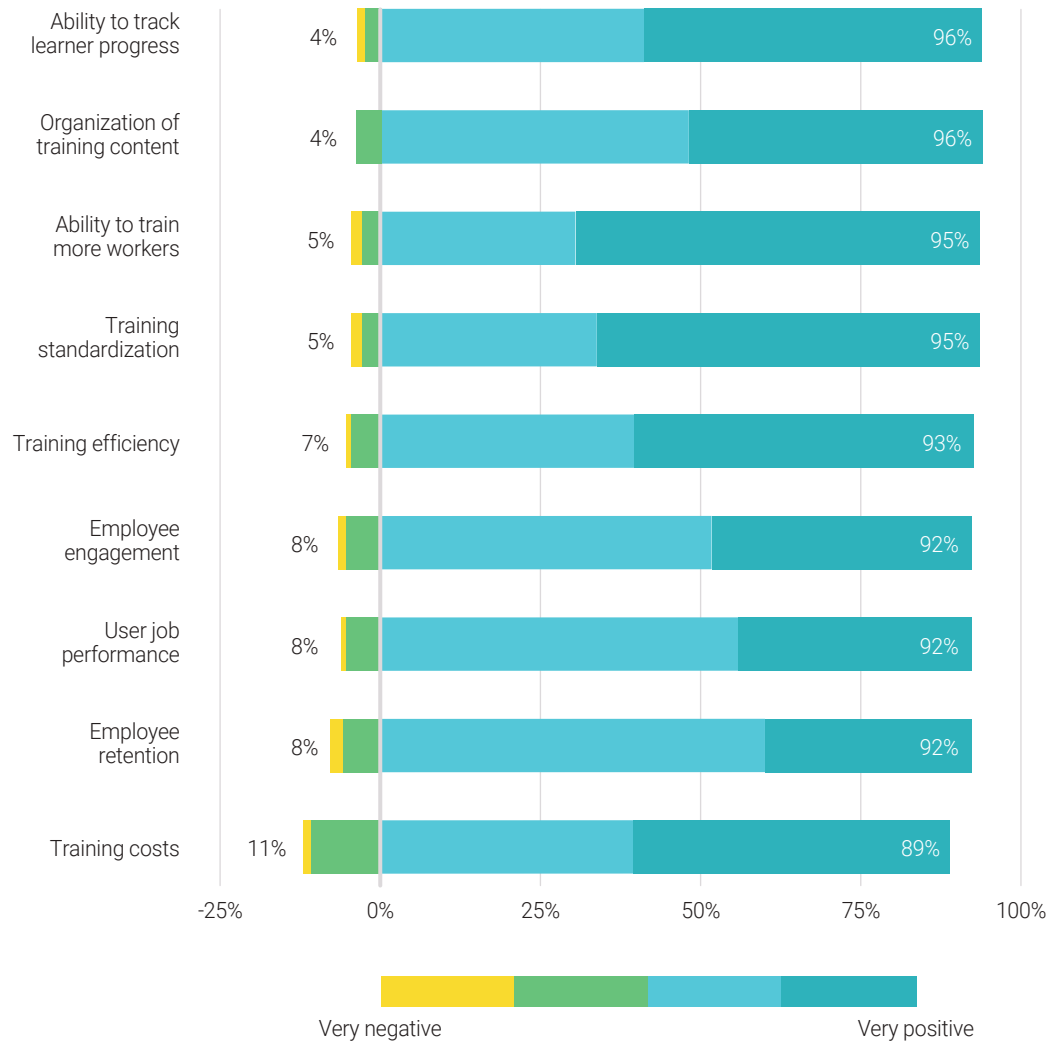
The most important finding of this report is that the great majority of users say their LMS positively impacts the success of their organization.

It was anticipated that most users would benefit from their LMS system, but it was still surprising to see the overwhelmingly positive results of our survey. A majority of those surveyed said these systems are a significant investment. However, nearly most of them (89%) saw the benefits their LMS had on overall cost of training. An even better 92% said employee retention improved after implementation. This tells us LMS tools are meeting the needs of the buyer.

Brian Westfall, Senior Market Research Associate at Software Advice

How exactly does this happen?

Going a little deeper into data, here's how a learning management system positively impacts workplace training:



Ability to track learner progress — 96%

It's very hard for one instructor to keep track of everything going on in the learning process of one employee: his/her already available knowledge, how many and what kind of learning modules they have to pass in order to master the skill they are trained for, what assignments are due and until when, and so on, and so forth. And instructors have to do this for tens of employees at once, if not more.

So no wonder an **LMS** makes their lives easier. The analytics and reporting tools provide valuable data for course administrators, in real time. They can see who did what in just a matter of clicks, so they can adjust their instruction and better determine the following steps to be taken so that each learner reaches their potential.

Organization of training content — 96%

The other top advantage of using an **LMS** for workplace training is that it allows instructors to keep all training materials organized. Anyone who has ever learned something knows that the amount of documentation for just one topic can get overwhelming.

A learning management system offers a clear and structured way to organize and navigate through all documents, be those text files, images, videos, or any other multimedia content file. On top of that, it reduces the risk of having multiple versions of the same file in different places, and it makes it easy for instructors to keep the training content constantly updated.

Ability to train more workers — 95%

Another great benefit of using an **LMS** is its scalability. With traditional training, a growing number of trainees demand a growing number of instructors and other resources as well. But this is not necessarily the case with a company LMS.

Whether you start with 15 learners and grow to 70, or with 500 and grow to 2,500, a training program managed through an **LMS** can and will work the same, without many extra resources. And as an added benefit, the employees don't even have to work on the same premises — they can easily belong to geographically dispersed teams.

Training standardization — 93%

Employees are different and learn differently, but this doesn't mean they shouldn't know the same things if they perform similar types of jobs. In fact, if we're talking about a corporation with offices in different countries, cultural differences could highly affect training outcomes.

By using a corporate **LMS** the L&D department can make sure all employees are on the same page in terms of workplace training regarding their specific jobs, no matter where they are located. Everyone that attends a certain training course will learn the same information, and only a learning management system can ensure a satisfactory level of training standardization.

Training efficiency — 93%

Traditional training responds more to the needs of the instructor and less to the actual needs of learners. Having to be physically present in a training room at fixed schedules isn't always easy for busy employees.

But learning management systems, whether they are used exclusively or just as a part of the company training strategy, put more power into learners' hands. It's easy for instructors to respond to different learning styles and let employees choose how, where and when they learn. Also, when employees are empowered to go through a training course at their own pace, they pay more attention to the learning materials and therefore pass the course with better results.



Employee engagement — 92%

Again, when employees feel they have no power over their personal learning process they don't get very excited about attending any training course. And when they also have to follow boring presentations packed-full with information, their engagement rates drop considerably. A traditional training room may have the advantage of face-to-face interaction, but it also has limited resources to raise the interest of all learners at the same time.

An **LMS** on the other hand, provides plenty of options for instructional designers to create engaging online courses. Gamification, learning scenarios and simulations are just a few examples of training techniques that add a dose of interactivity to workplace learning. Being able to receive instant feedback, along with using the collaboration tools, also contributes to high employee engagement rates.

User job performance — 92%

The whole point of training is to fill the gap between A — what an employee knows about his/her job, and B — what that employee could know better. Getting better at one's job requires constant work and learning. And the gap between A and B shrinks faster when training is perfectly aligned with employees' learning objectives.

All the learning resources in an **LMS** can be available anytime, so that trainees could easily access them, at their point of need. When employees get the right piece of information just when they need it most, they can immediately apply what they learn and therefore better perform their jobs.

Employee retention — 92%

Long gone are the days when long tenure in one company was possible and highly regarded. Today the employment world is more rapidly shifting. Employees know they can't fall asleep on their careers. They can't afford to have one year of experience repeated ten times; they need ten years of real work experience — no matter if they get it from one or from ten different employers. And the only way to do that is to constantly learn and develop professionally.

That's why employees put so much value on continuous learning opportunities at work. Companies that provide these professional learning opportunities and use an **LMS** for training employees respond to the reality of the working world today. When people can learn and get better at their jobs, they tend to stay more with one employer, so companies witness higher employee retention rates.



Training costs — 89%

Implementing a new learning management system and then getting all users up to date and up to speed with everything they can achieve with it is surely a significant investment. But it's definitely worth it, as a business **LMS** can actually save training costs in the long run.

Companies that use a learning management system for workplace training don't have to accommodate trainers in different cities, don't have to pay for training room facilities, don't need to print millions of sheets of paper, and generally avoid all sorts of other costs. Not only that, but employees have better training results, improve their performance, and actually contribute to higher company profits.

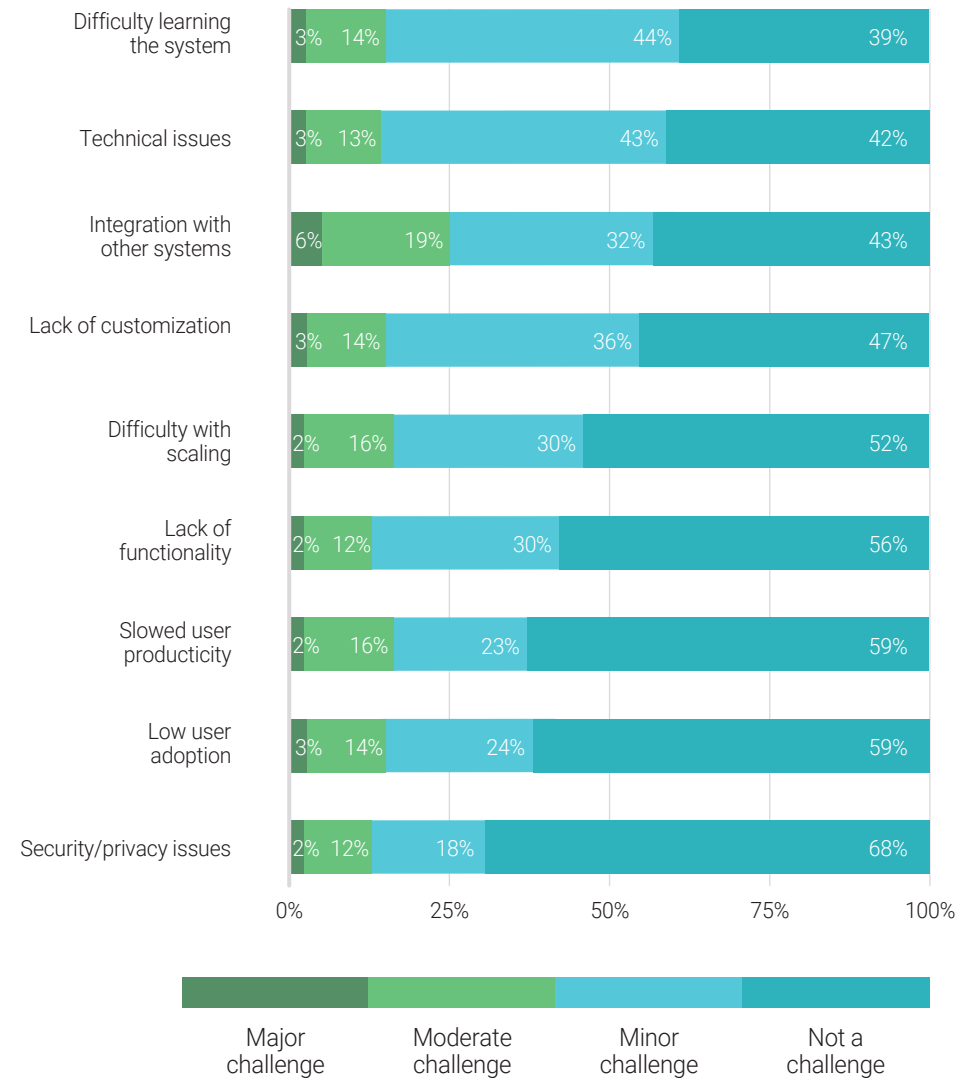
On the other hand...

Implementing a new learning management system and getting everyone to use it at its full potential is not always a smooth journey.

It is important to note the systems do come with challenges like learning how to use the **LMS** (reported by 61% of users), technical bugs (58%), and integration with other software (57%). Vendors offering an intuitive user experience for all types of learners can get a leg up on the market by incorporating such features. Those systems can also be enhanced by creating comprehensive support options to help buyers integrate their product with HR systems, content authoring tools, and more.

Brian Westfall, Senior Market Research Associate at Software Advice

The software Advice report also shines some light over the most popular challenges with LMS software:



But there is more than one solution for each of all these challenges. And the previous nine advantages definitely tip the scale in their favor and make the use of an LMS for workplace training worthwhile.

Conclusion

A business **LMS** may not automatically solve all company problems, but its absence may very well cause too many more.

In the context of rapidly-changing business environments, more and more companies realize that adapting to new challenges is simply a surviving skill for their organizations. Only those that empower their employees to constantly learn and develop professionally will ride the wave of knowledge transfer successfully.

Knowledgeable and tech-savvy employees will be the ones leading their companies forward and the role of a business learning management system is crucial in this setting.

The only way for companies to keep up with the fast-changing modern business environment is to recognize the impact of employee knowledge over organizational success and therefore cover the training needs for employees. To do this, business leaders need tools which are up to date and constantly innovating. It is safe to say that versatile learning management systems are becoming a must for dynamic companies who want to deliver efficient training.

In the ever-expanding sea of technological solutions for business training **CYPHER Learning** stands out with its innovative feature set, intuitive user interface, and high customizability. **CYPHER Learning is a central hub for all e-learning activities**, whether it's delivering effective training, evaluating employee performance, facilitating collaboration, or selling online courses.

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