

The Future of Training

Training is changing.

Just as the global market is evolving, so are people's training needs. Professionals worldwide are now looking for methods that are simple, easy to use and effective.



What will Learning & Development look like?

1 microlearning's BIG IMPACT

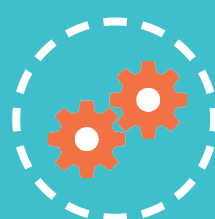
microlearning. *noun.*

Microlearning is a way of teaching and delivering content to learners in small, very specific bursts. The learners are in control of what and when they're learning.



So, what are they looking for exactly?

In fact, one survey found that microlearning creates a **50%** increase in employee engagement ^[2]



Short, bite-sized, logically structured learning sessions



90-120 second videos in length



On-demand learning that can be obtained, consumed and revisited at any time

Learning in stretches of **3-7 minutes** matches the working memory capacity and attention spans of humans. ^[3]



Who's driving the future of training?

2 MILLENNIALS MASTER THE MARKET

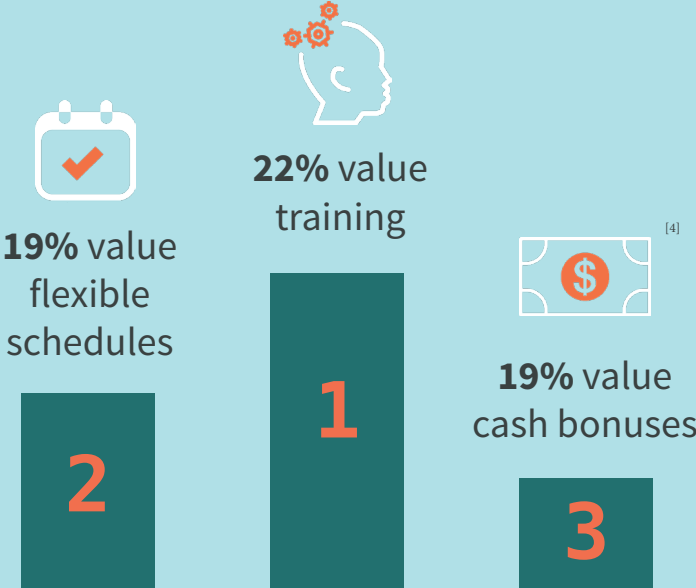


Millennials are the generation born between the years of 1982 and 1995

BY THE YEAR **2020**, MILLENNIALS WILL FORM **50%** OF THE GLOBAL WORK FORCE ^[4]



This generation views Learning & Development as a **PRIME BENEFIT** ^[5]



55% of millennials feel that their companies are failing to provide leadership opportunities

What does this mean?

More Millennials means more opportunities. They want more leadership training and communication opportunities so they can climb the corporate ladder.

How will we consume our training & courses?

3 Gamification & Virtual Reality ENHANCE EXPERIENCES

79%



Our world is officially digital.

Emerging technologies allow professionals to learn at a distance, on their own time and at their own pace while simulating real-life classrooms.

79% of surveyed participants (both corporate learners and university students) said that they would be more productive and motivated if their learning environment was "more like a game." ^[6]



Gamification:

Applying game settings and principles in learning environments.



Examples: Point Scoring, Competition, Rules of Play, Electronic Engagement, etc.



Virtual Reality:

Simulating a physical & real presence in an imaginary location.



Examples: Simulations, E-learning, Blended Learning, Live Streaming, etc.

WHY THIS MATTERS: Expect an influx in blended learning options, including online learning, live streaming, digital assessments, post-workshop tools, games and quizzes.



THE RISE OF BLENDED LEARNING:

73%

of educators who use a blended learning model observed an increase in learner engagement. ^[7]

E-learning is the most successful when deployed as part of a blended approach that in-corporates **face-to-face learning elements**.

What do professionals want to learn about?

4 COMMUNICATION IS KING



58%

of professionals say that the most important leadership skill is communication ^[8]

IN

FACT... it's the #1 most requested skill in North American job postings! ^[9]

Communication goes far beyond sending an email. It means assessing the needs of your audience, addressing concerns, engaging with others, performing under pressure, supporting your argument and selling the benefits of your ideas.



THERE WILL ALWAYS BE A NEED FOR COMMUNICATION SKILLS.

Where can we get this type of training?

It's simple.

Training and Development aren't going anywhere. In fact, the need for applicable, relevant and useful skills training is only going to increase with new generations entering the job market. The future of training is shifting towards a landscape that is highly interactive and uses both live-action and digital elements.

McLuhan & Davies offers adaptable, comprehensive and interactive communication-skills training in a number of ways:



IN-HOUSE

Live-action training with many games, activities, teamwork, etc.



ONLINE

E-learning courses with over 70 games, quizzes and assessment tools



BLENDED

Coming in 2018! Combine both in-class and online learning elements



ACCREDITATION

Train your own trainers and L&D staff to facilitate our workshop

To learn more about our training options contact us at

info@mdctraining.ca
1-800-862-2429
www.mdctraining.com



SOURCES:

- [1] Gutierrez, Karla. *Numbers Don't Lie: Why Bite-Sized Learning is Better for Your Learners (and You too)*. 17, NOV 2015
- [2] Westfall, Brian. *Top LMS Features To Drive Employee Engagement*. Accessed 7, DEC 2017
- [3] PwC, *Millennials at Work Reshaping the Workforce*
- [4] KPCC, Meeker, Mary. *Internet Trends 2015 Report*
- [5] WorkplaceTrends.com, *The Millennial Leadership Survey*
- [6] *Gamification Survey Results, a Survey by TalentLMS*. www.talentlms.com/blog/gamification-survey-results
- [7] Harris, Peter. *Thinkopolis VIII: The most sought after skills in Canada in 2015*. 24, AUG 2015
- [8] Caine, Samantha. *Is e-learning replacing face to face training?* BusinessLinkedTeams.com NOV 2017