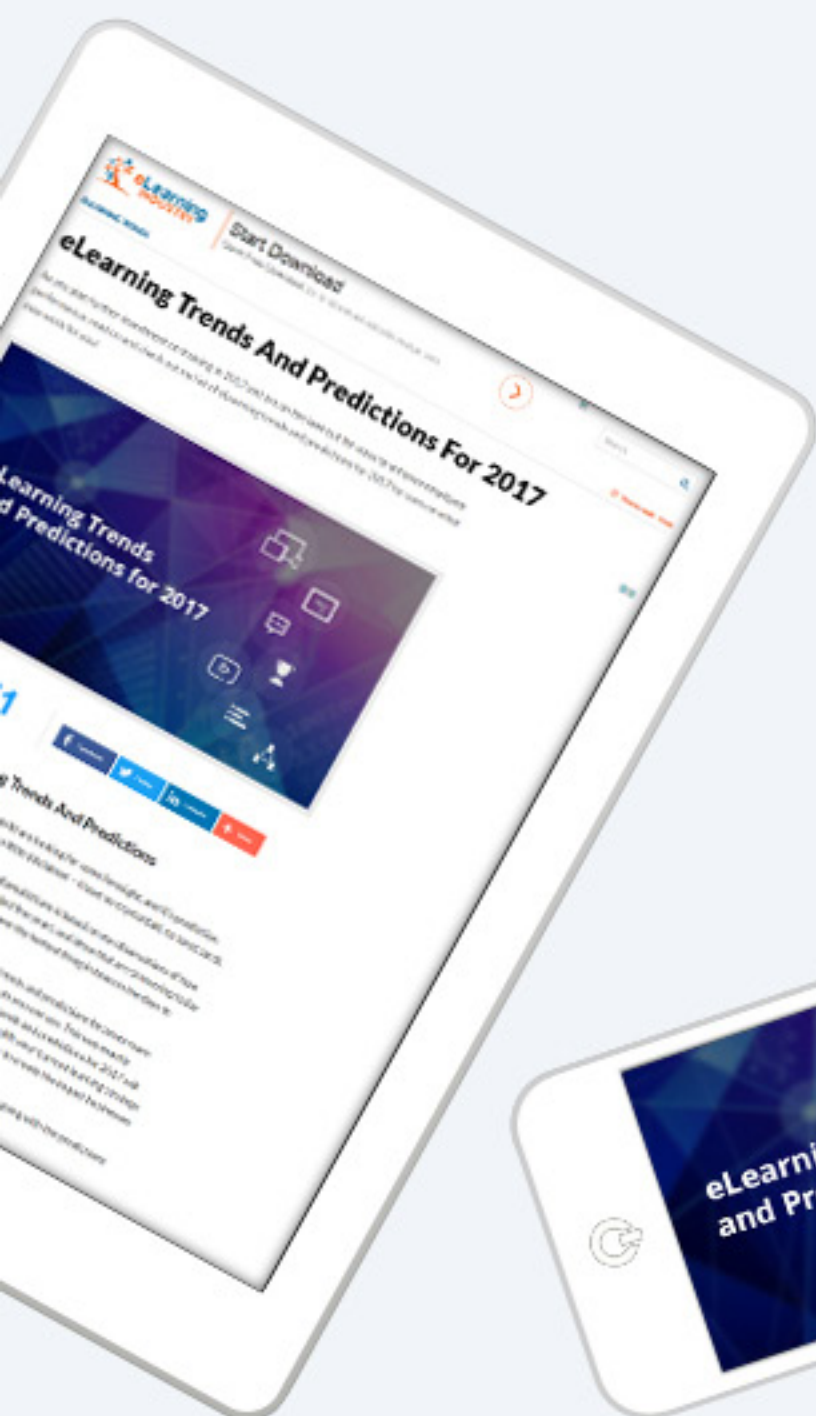


Free eBook on **eLearning Trends and Predictions for 2017**

by ASHA PANDEY | Chief Learning Strategist, EI Design

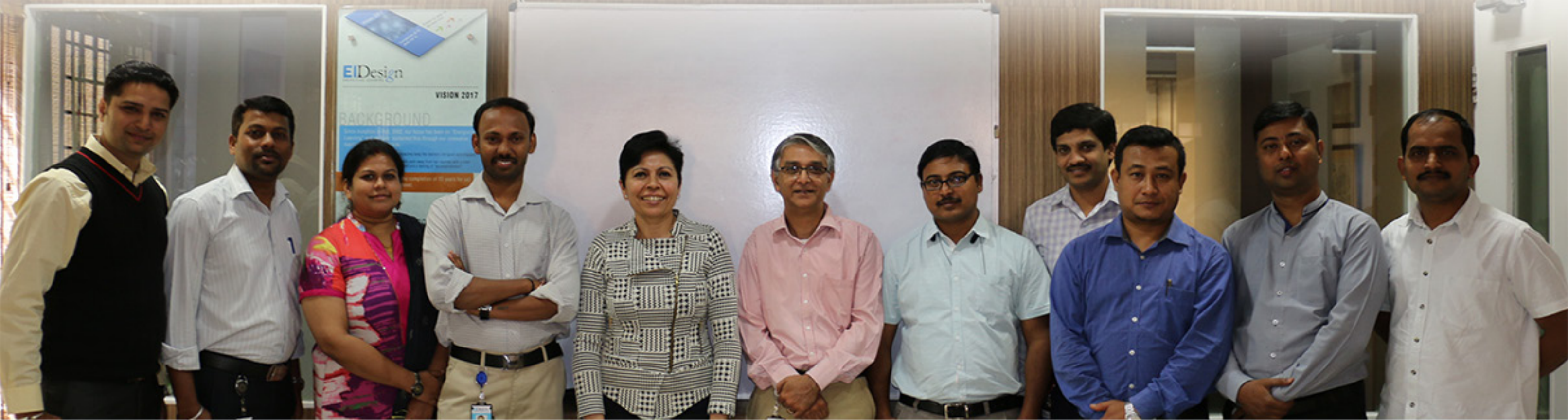
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About the Author

Asha Pandey is the Chief Learning Strategist at EI Design. She heads the organisation's Solution Architecting and Innovation team and brings her rich 15 years' experience into play to help EI Design customers transform their learning and keep pace with the changing dynamics in the Learning industry. A regular writer for various global Learning forums, Asha is one of the most recognised thought leaders in the industry. She also shares her insights regularly on a range of topics on her blog at www.eidesign.net/blog.



About EI Design

EI Design is a leading Learning and Performance Support solutions provider that thrives on transforming learning – keeping it alive, relevant and impactful. Over the last 15 years, EI Design has created 7000+ hours of learning solutions for customers in 16 countries across the world cutting across 20+ industry verticals. Of these, 1000+ hours were for mLearning and over 400 hours were localised in 26 languages.

In addition to core solutions such as eLearning and mLearning, Migration of Legacy/Flash courses to HTML5, ILT/VILT and Blended Learning, EI Design offers a wide range of innovative learning solutions such as Gamification, Microlearning, Social Learning, designing learning for the millennial generation, Mobile Apps for learning, responsive learning portal solutions and more. For more details, log on to www.eidesign.net.



Preface

As you plan further investment on training in 2017 and are on the lookout for ways to enhance employee performance, read on and check out my list of eLearning trends and predictions for 2017 for cues on what may work for you!

Organisations around the world are looking for some foresight and it's prediction time. I've got a few but here's a little disclaimer – I have no crystal ball, no tarot cards.

As Chief Learning Strategist at EI Design, I have been part of the global learning-scape for over 15 years. I have dipped into my own experience (as part of my role in our Innovation lab and Solution Architecting), research and inputs from other experts to create this eBook.

- My list of eLearning trends and predictions is based on my observations of how ideas evolved into trends in the last few years and ideas that are simmering today with all the ingredients to make them the hottest thing in town in the days to come.
- I also believe that looking at eLearning Trends and Predictions becomes more meaningful when it provides you with inputs you can use. This was exactly my objective and this eBook on eLearning Trends and Predictions for 2017 will provide several insights that you can use to uplift your current learning strategy (better learner engagement and other measures to create the impact businesses need to see).





How will this eBook help you?

Today, billions of dollars are being spent by organisations across the world on training. In spite of this, not all of the current trainings are engaging and can demonstrate a clear gain on employee productivity, workforce capability and gain for businesses. The way forward is complex and the learning strategy needs to align to meeting challenges that L&D teams face and appeal to learners.

Select each tab to know more.

→ Mitigate the challenges L&D teams face

→ Build trainings that engage learners and lead to performance gain

→ How can L&D teams deliver all this and more





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→ How can L&D teams deliver all this and more

Mitigate the challenges L&D teams face



With changing business dynamics and global economic volatility the training budgets are under pressure and L&D teams need to show a positive impact on the ROI on training spend.





How will this e

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Build trainings that engage learners and lead to performance gain



Although career development and learning is on top priority for most learners, yet they find the existing training delivery to be often not engaging enough. Often, they are overwhelmed by overload of information that does not quite provide cues on how to use it on the job.

They want flexibility (to learn on the device of their choice and they should be able to take it on the go) and control (self paced, in snackable bites, aligned to achieve performance gain). One size no longer fits all”.

With changing workforce demographics that has a significant number of millennials, the traditional programs have no appeal. Each learner learns differently, at a different pace. This clearly leads to the need to offer personalised learning.

They want a mix of learning that includes:

1. Experiential (on the job learning)
2. Coaching and mentoring by seniors
3. Social and collaborative learning (from peers or seniors)
4. Formal learning
5. Learning through user curated content



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How can L&D teams deliver all this and more

I believe that L&D teams should re-evaluate their existing learning strategy and leverage on not just established approaches but also embrace future trends.

In this eBook, I share my list of eLearning trends and predictions for 2017. I also highlight what will continue to offer value (what has worked and delivered value in 2016).



eLearning Trends and predictions for 2017

And now, it's time to look at the eLearning trends and get going with the predictions for 2017. I have banded this into three parts:



What will continue to offer value (what has worked and delivered value in the recent past)



Where we will see increased focus




What to watch out for in 2017



What will continue to offer value

1. mLearning or Mobile Learning
2. Microlearning and learning paths
3. Mobile Apps for learning
4. Gamification
5. Videos and Interactive videos
6. Collaborative and Social Learning
7. Performance Support Tools (PSTs)



“Mobile phones are misnamed.
They should be called gateways
to human knowledge.”

– Ray Kurzweil




mLearning or Mobile Learning

Over the last 5 years, adoption of mLearning or mobile learning has been on an upswing. Flexibility to offer the courses that are multi-device (they run seamlessly on desktops, laptops, tablets and smartphones) is the single biggest gain. The next year will see maturing of delivery that is completely responsive that is, the online course will adapt to the device it is being viewed on.



Out of the 119 countries analysed, 66 countries will witness more than double the revenue for Mobile Learning by 2019.

(Ambient Insight Mobile Learning Forecast 2014-2019)



“It is my ambition to say in ten sentences
what others say in a whole book.”

— Friedrich Nietzsche (German philosopher)



Microlearning and learning paths


The shift from courses that need 60 minutes or more to bite sized learning that can be easily taken on the go will gain further momentum. Using multiple Microlearning nuggets to create a learning path would be another related approach.



Short pieces of learning
make the transfer of
learning 17% more
efficient.

(Journal of Applied Psychology)



A photograph of two men in business suits sitting at a desk. The man on the left is holding a tablet and pointing at the screen, while the man on the right looks on with a thoughtful expression, his hand near his chin. The background is a bright, modern office with large windows.

“Think out of the box and create a learning experience where the learner can interact with the content and their brains.”

— Rosalie Ledda Valdez



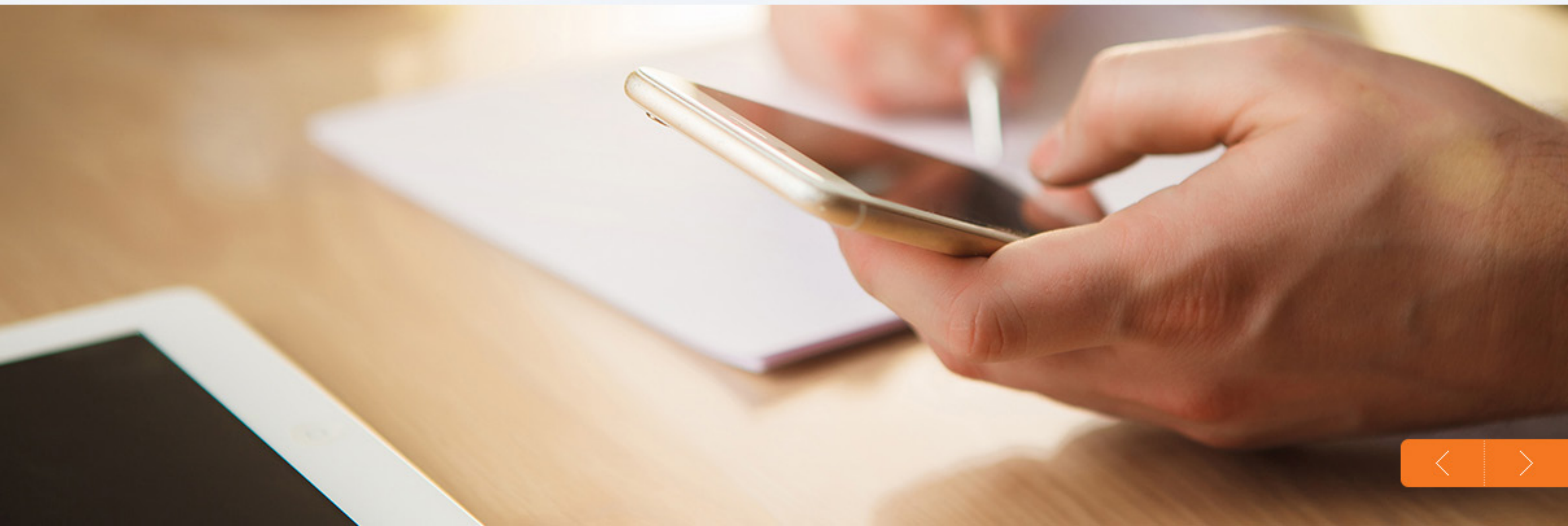
Mobile Apps for learning

To offer learning solutions that appeal to learners and engage them, usage of Mobile Apps for learning will increase. They offer additional flexibility to take the online course when learners do not have access to internet and can be used for both formal and informal learning.



By 2020, Mobile Apps are forecast to generate around 189 billion US dollars in revenues via app stores and in-app advertising.

(Statista)





“[In 2016] I’ve seen increased interest in Gamification and games for learning. I am definitely seeing a shift from the question ‘What is gamification?’ to ‘How can I implement gamification effectively?’ Different vendors are approaching Gamification with dramatically different approaches. More and more scholars are exploring Gamification from a scientific, systematic approach. The ‘next big thing’ in terms of Gamification is going to be its convergence with Virtual Reality (VR). [In 2017] Look for an increased and growing interest in good question writing, Gamification applied intelligently and the smart integration of VR and game-based learning.”

— Karl Kapp, Gamification expert




Gamification

Predicted as the “next big thing” when it first appeared in Google Trends in Sep’10, Gamification for corporate learning has finally arrived. It will continue to be a strong strategy to create high impact, immersive learning. It will also leverage on mLearning, Microlearning and Social Learning to multiply its impact.



At Deloitte, Gamified training programs took 50% less time to complete and massively improved long-term engagement
(Enterprise Gamification)





“Videos can drive 16x more traffic to
your landing pages”

— Joe Gelata, Head of Global Demand Generation &
Revenue Operations, Vidyad



Videos and Interactive videos

Learning through videos will continue to hold its appeal. As an extension, the capability of interactive videos to flip the passivity of videos to rich, interactive experiences will see an increase and will be used for both formal training as well as performance support.



Video will account for 75%
of total mobile data traffic
by 2020.

(TubularInsights)





“When you need to innovate, you need to collaborate.”

— Marissa Mayer, CEO, Yahoo!”





Collaborative and Social Learning

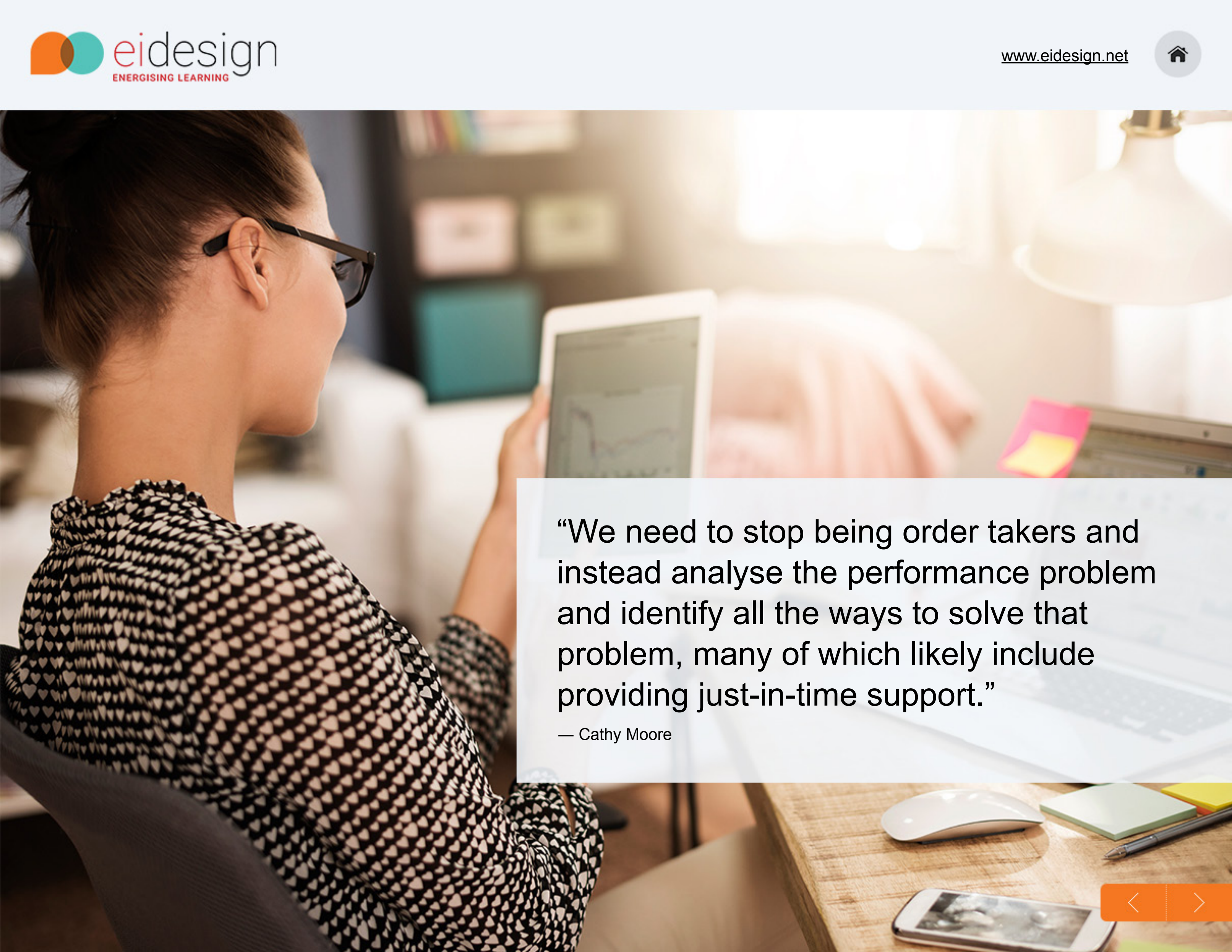
Today, Social Learning is more than a buzz and is increasingly used by forward thinking organisations to foster collaborative learning and more significantly its application on the job. While there will be a continued need for formal training that meets specific learning outcomes, there would be an increase in platforms for informal or Social Learning where learners can network, share, collaborate and exchange ideas on problem-solving.



In 2018, social media users will be 2.67 billion worldwide, up from 1.91 billion in 2014.

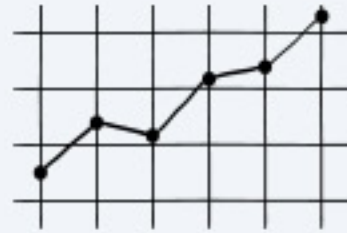
(Statista)





“We need to stop being order takers and instead analyse the performance problem and identify all the ways to solve that problem, many of which likely include providing just-in-time support.”

— Cathy Moore



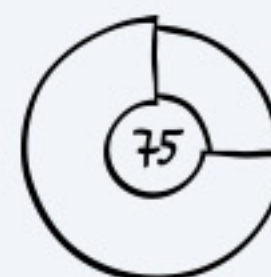
Performance Support Tools (PSTs)

Performance Support Tools or PSTs are learning aids meant to help employees with on-the-job support at the precise moment of their need. With wider adoption of mLearning or Mobile Learning and varied, innovative formats of Microlearning, there would be a steep increase in the use of PSTs.




People learn 70% of what they know about their jobs informally.

(US Bureau of Labor Statistics)



Where we will see increased focus

1. Learning portals
2. LMS, LCMS refresh
3. Measuring learning effectiveness or learnability of online courses
4. Learner analytics



“Simply providing technology to learners doesn’t necessarily make their learning personalised. To achieve the satisfaction of being connected with content in meaningful ways, the learner must be at the centre of the experience.”

— Peggy Grant, Author



Learning portals


Focused responsive portals that offer a range of assets for formal learning, Performance Support Tools, collaborative and Social Learning will see an increase. They will extensively use mLearning or Mobile Learning and learning paths that can be personalised. Microlearning, Gamification and leaderboards will be an integral part of these solutions. Specific analytics to assess learner engagement and performance will further increase its impact.



Nearly 8 out of every 10 consumers would stop engaging with a piece of content if it didn't display well on the device they were using.

(Adobe)





“We need to bring learning to people
instead of people to learning.”

— Peggy Grant, Author



LMS, LCMS refresh

These are already evolving from a corporate avatar to dynamic, learner centric platforms from cloud. The shift is on control to learners as more and more learning is becoming “pull” based rather than “push” based. With features ranging from support of mLearning or Mobile Learning to personalised learning paths, flexibility of Social Learning and enhanced learner analytics, they will be a vital tool to engage learners and assess their performance. They will increasingly feature curation with contributions from learners to keep the resources contextual and relevant to the community.



Between the years 2017 and 2018, the LMS market will grow by about 23.17%

(eLearning Market Trends & Forecast Report)





“What gets measured, gets managed.”

— Peter Drucker




Measuring learning effectiveness or learnability of online courses

Learning effectiveness or learnability has a direct impact on learner reaction, learning and application on the job. This year is likely to witness increased usage of frameworks that enable you to measure the effectiveness of your courses and also bring in predictive learnability for new development.



Only 21.6 percent of the surveyed CLOs used ROI data to show the impact of the training organisation on the broader enterprise

(CLO Magazine)

An overhead view of a large wooden conference table with several people seated around it. The people are using various devices: smartphones, tablets, and a laptop. The scene is brightly lit, and the wood grain of the table is clearly visible. The quote is centered in a white box over the middle of the table.

“Don’t expect smart people to listen to you without proof. Learn the basics of analytics and people will love you.”

— W. Edwards Deming



Learner analytics

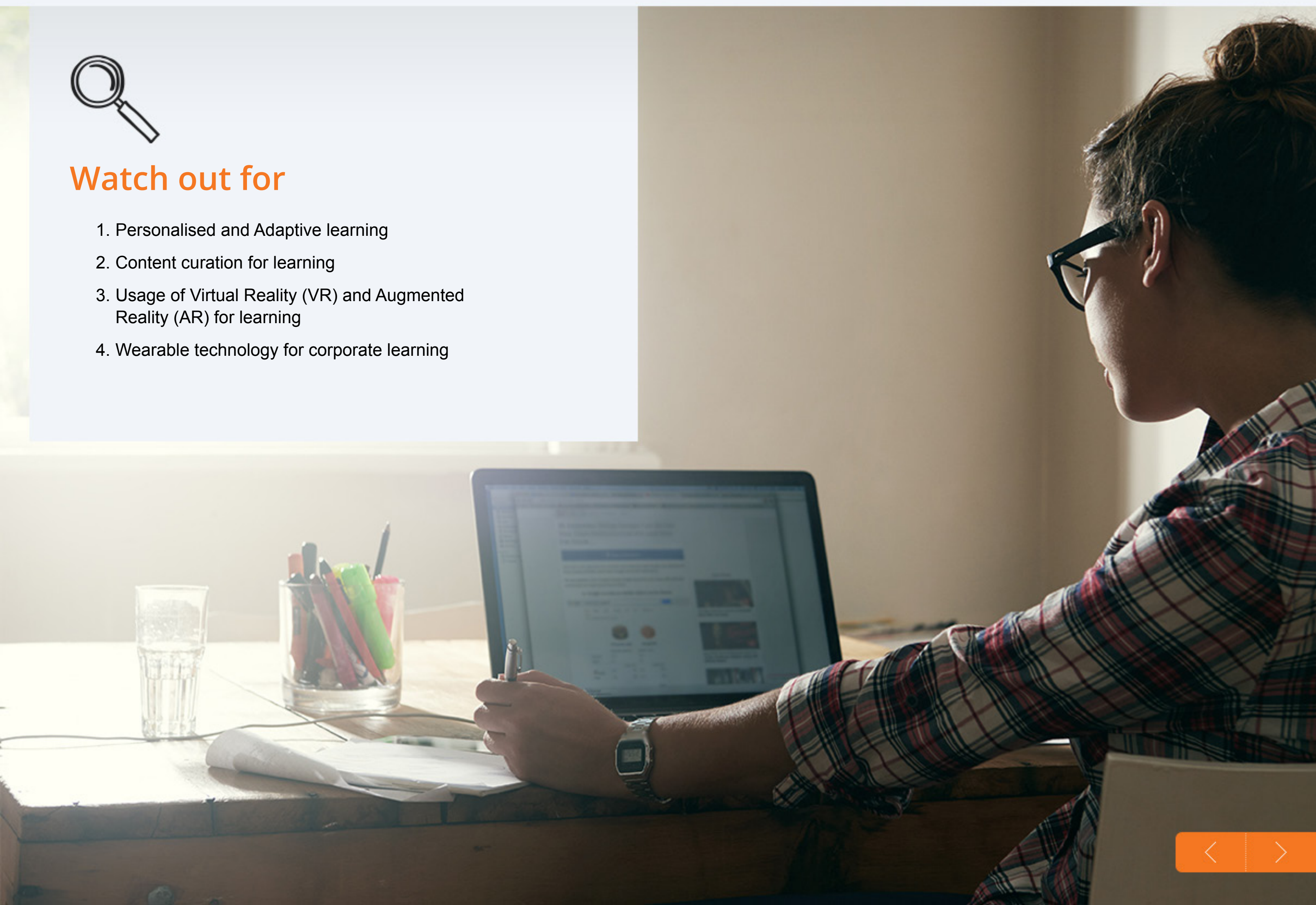
The coming days will see an increased focus on understanding learner behaviour and its analysis to assess what can impact it and align the learning experience to the performance gains that the business seeks.





Watch out for

1. Personalised and Adaptive learning
2. Content curation for learning
3. Usage of Virtual Reality (VR) and Augmented Reality (AR) for learning
4. Wearable technology for corporate learning





“Most learning out of context is wasted”

— Charles Jennings, Director, Duntroon Consultants & 70:20:10 Institute





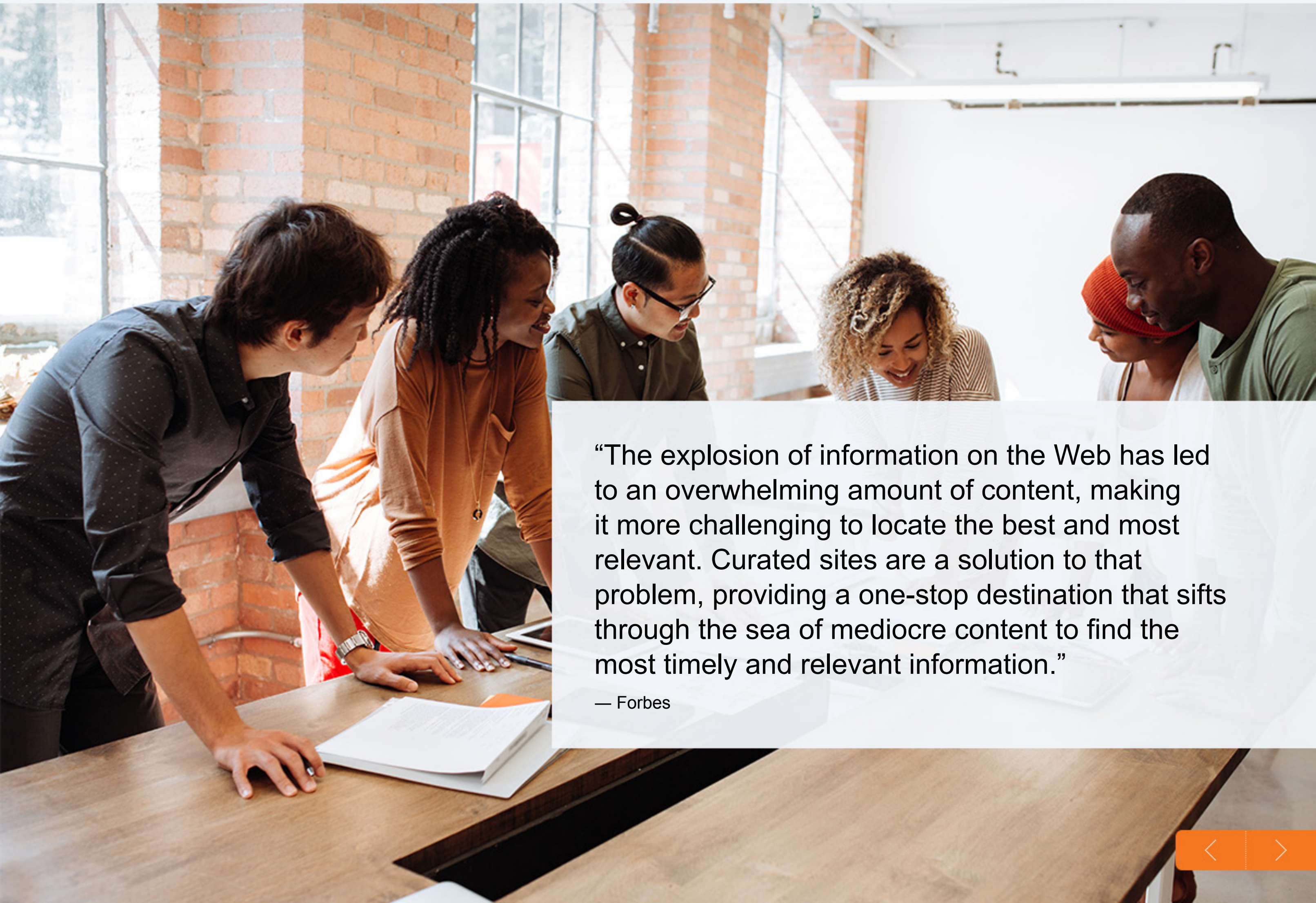
Personalised and Adaptive learning

The trend will be on personalisation of learning rather than “one size fits all”. This will become a significant aspect of formal learning. It will provide learners with a personalised learning path based on their interaction with learning components.



94% of companies agree that personalisation ‘is critical to current and future success’.

(Market Data 2015)



“The explosion of information on the Web has led to an overwhelming amount of content, making it more challenging to locate the best and most relevant. Curated sites are a solution to that problem, providing a one-stop destination that sifts through the sea of mediocre content to find the most timely and relevant information.”

— Forbes



Content curation for learning

Essentially, this is the process of sorting of data on the internet and presenting it as meaningful, easy to process assets for learning. It can be used to support formal training or part of formal learning. While recommended learning paths can be established, the control will still be with the learners to customise and reconfigure the way they want to learn. The initiative will support the “creation” of content and can be used to have wider contribution from users.



80 per cent of the world's information is unstructured. Unstructured data are growing at 15 times the rate of structured information.

(Ariadne Mag)



“Augmented Reality will quickly become more common by adding just-in-time information to our physical world.”

— Daniel Burrus, CEO, Burrus Research




Usage of Virtual Reality (VR) and Augmented Reality (AR) for learning

While the jury is still out on the viability of this one and if this will be a force to reckon with in creation of immersive learning, I do believe that this is something to watch out for. With early adoption in Health and Safety and practical training in dangerous or hazardous fields, this would also find a place for training on behavioural change. Gamification too will leverage on this for diverse training needs. Today it comes with a prohibitive cost tag but over the next 2-3 years, this will change the learning scape dramatically.



Revenue from Augmented Reality (AR) is predicted to hit \$100 Billion by 2020

(digi-capital)



“Managers of today not only embrace technology, they understand it. This means employers are better armed to deploy wearable technology without the pushback or learning curve faced by PCs, laptops, smart phones and tablets.”

— Bill Bartow, Vice president, Global Product Management, Kronos Incorporated



Wearable technology for corporate learning

This is truly a trend to watch out for as it enables several prevailing trends to move on to another dimension. On one hand, Gamification will also see usage of “wearable tech” like a VR Headset to make the learning experiences even more immersive. I believe that we will also see usage of smart watches to provide just-in-time learning (micro nuggets for performance support that are easily available to learners precisely at the moment of need).



Forecasted unit shipments
of wearables worldwide for
2020 - 224.4 Million

(Statista)



Summary

In a nutshell, the year 2017 will see increased usage of some of the existing innovative approaches and adoption of new and exciting learning strategies.

These will continue to offer value

1. mLearning or Mobile Learning
2. Microlearning and learning paths
3. Mobile Apps for learning
4. Gamification
5. Videos and Interactive videos
6. Collaborative and Social Learning
7. Performance Support Tools (PSTs)

These will see increased focus

1. Learning portals
2. LMS, LCMS refresh
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Watch out for these

1. Personalised and Adaptive learning
2. Content curation for learning
3. Usage of Virtual Reality (VR) and Augmented Reality (AR) for learning
4. Wearable technology for corporate learning

I am sure you will find their application to be useful in mitigating some of your current challenges as well as scaling for the future (in sync with changing expectations).

Do contact me if you need any specific assistance.

Looking to adopt trending approaches in your learning strategy? EI Design can help you with that and more!

Our innovative approaches and focus areas include:

- Gamification
- Videos and interactive videos
- Mobile Apps (for formal and informal learning + assessments)
- Decision making - complex branching simulations
- Scenario based learning
- Storytorials
- Guided exploration
- Microlearning and Social Learning
- Designing for the millennial workforce

We offer a comprehensive services portfolio that includes custom online (eLearning and mLearning) and blended solutions. With a focus on performance gain, we offer a wide range of Performance Support Tools (just-in-time learning/job-aids). We also have a large Localisation practice covering over 26 global languages.





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