

DRIVING CHANGE IN 2018: KEY TRENDS FOR WORKPLACE LEARNING

“Prediction is very difficult, especially if it’s about the future,” the Nobel Prize-winning physicist Niels Bohr once said. This seems especially apt in the rapidly-growing digital learning industry, where the rise and use of a variety of tools has led to excitement and frustration in equal measure among HR professionals.

However, lifelong learning remains an economic and organisational imperative, and the way in which it is delivered is something we discuss on a daily basis with our clients. Here are the seven priorities we feel will drive learning and staff development in 2018.



1 MORE FOCUS ON GOOD HABITS



For many people, the biggest barrier to progress at work is not the acquisition of knowledge but bad habits. According to researchers at Duke University, habits account for around 40 percent of our behaviours on any given day. The biggest challenges when it comes to building better habits are time or inability to change.

“Practising something enough means eventually it becomes ingrained in your sub-conscious,” says Matthew Syed, the world-renowned thinker on the science of high performance and a Hive Learning board adviser. “Practice, based on scientific evidence, is the key to success.”

Digital support for behavioural change is growing by the day. Apps like Strava and MyFitnessPal provide motivation to millions of athletes worldwide, so it makes perfect sense for the same approach to work in business.

When an organisation is able to influence, embed and sustain positive behaviour change, their teams benefit.

2 MORE MICRO, LESS MACRO



While macro learning involves a significant time commitment, micro learning activities typically take less than 10 minutes. Until recently, micro learning was primarily used as part of a more developed learning course, but technology now allows us to control what and when we’re learning, which has made micro learning increasingly popular with our clients.

Macro will still have its place, however: early in a role, we need macro learning to get started, enabling us to understand the role, the company, the systems. As we develop in that company, we’ll use micro learning to continuously update our knowledge.

Most learning interactions will be micro in 2018, so your personal and company learning strategy needs to be micro too.

3 MORE AGILE LEARNING



Agile learning enables teams to access relevant content quickly to help deal with, as one client put it, ‘Oh sh*t!’ moments. It requires a concerted effort from leaders to evaluate the needs of their employees on a regular basis and, crucially, it needs to be easily accessible to employees who can only give a small fraction of the typical working week to training.

By shifting from courses to resources, to quote Nick Shackleton-Jones, you provide continuous learning opportunities – and companies who embrace this agile approach to digital learning will see the benefits in 2018.

4 MORE APIS, LESS LONELY LMS*



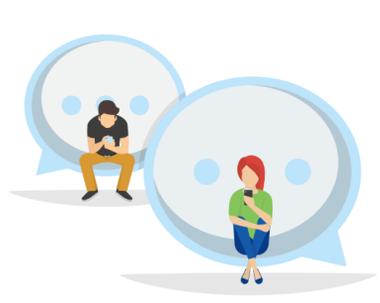
A year ago many were predicting the death of learning management system. Fosway Group found that over 60% of customers felt their learning management system was failing to provide good service and only 25% thought their learning management system showed innovation.

But the learning management system, which was largely designed in the early 2000s, is evolving. Driving this change are APIs (Application Programming Interfaces), which link new technology with legacy systems like the learning management system, by allowing applications to communicate with one another.

APIs can also track your digital activities at work to make all learning experiences as relevant and personal as possible. The learning management system will become less visible to learners, hiding behind APIs, so look to the new generation of API products that can drive everyday usage.

*LMS = learning management system

5 LESS LEARNING ON MESSAGING PLATFORMS



Messaging platforms like WhatsApp and Slack are reinventing the digital experience at work, but they have limitations as learning platforms. They do have a role to play – being easy to use and mobile-friendly makes them useful when ‘quick fix’ answers are required – but they do not have the structure to encourage learners to build on what they know.

They can be a distraction, too. Given how time-poor employees are, anything that threatens to disrupt focus by encouraging incessant use of messaging apps is an obvious threat to productivity.

There are more questions than answers at this stage, and the signs are that if you tried running a learning programme on these platforms in 2017 you won’t be repeating it in 2018.

6 MORE DEMOCRATIC CONTENT



Donald Taylor, a leading L&D analyst, recently conducted a survey of L&D leaders and found that the number one growth area is personalisation. Each employee’s learning needs are unique to them and the role of HR is now to personalise user learning journeys.

Collaborative learning, which enables employees to use the vast experience and knowledge of their peers, offers an extremely effective solution.

On the Hive Learning app, we have found that this collaborative approach is 50% more effective at making learning stick than the traditional learning model.

Instructional design still has a role to play – if the L&D process is decentralised too much there is the threat of learning agendas not aligning with company culture – but bottom-up content creation is growing hugely and will continue to do so in 2018.

7 MORE MOBILE LEARNING... AT LAST



We surveyed 50 organisations and found that just 3% of them have already developed a mobile platform. However, 75% said that they would be using one in 2018, having seen the positive impact mobile learning can have when you get it right on every platform.

Sir Clive Woodward, Hive Learning’s co-founder and Chairman, has for many years used the 3D learning system (Discover, Distil and Do). Now, by adding digital into the equation, 3D has become 4D, and 4D learning will be a real game changer for businesses in 2018.

Join HRD Connect and Hive Learning for an exclusive webinar on 14 February 2018 discussing how you can drive agile learning in your organisation: rebrand.ly/Hive14Feb

