



# WHAT LEARNERS WANT: STRATEGIES FOR TRAINING DELIVERY



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## INTRODUCTION

Today's learning environment has changed and is continuing to evolve. A sizable portion of the workforce is working in nontraditional ways, including through contract, temporary and virtual work. Further complicating the learning environment, employees are more distracted than ever: They receive hundreds of emails each day and are often interrupted by messages on their smartphones and

other devices. Perhaps due to these distractions and the proliferation of web-based information, learners have come to expect on demand access to job-relevant information. They have learned to rely on their social networks and informal sources of information for learning. All of these factors impact the ability of L&D programs to engage learners.



Fortunately, numerous learning modalities, technologies and techniques are available to address the needs of the modern learner. From more traditional methods, such as classroom-based instructor-led training, to newer, less established methods, like virtual and augmented reality, training professionals have a toolbox full of training delivery techniques to engage learners ([see Appendix](#)). Each method offers a different learner experience that may be more or less appealing, and it is unclear how learners perceive these experiences and when each method is most effectively used.

This research sheds light on the training delivery strategies that learners most prefer. By focusing not only on how

learners want to learn, but also on the match between their preferences and what we're actually using to deliver training, we're better able to understand the causes and effects of delivery method choice. To investigate this topic, Training Industry, Inc. pooled the results of four consecutive research survey efforts focused on learner preferences. Combined, the sample totaled 1,001 learners who participated in 2,366 training programs within the previous 12 months. The results emphasize the importance of taking learner preferences into consideration when designing training programs and provide guidance on when and how to address preferences for improved training outcomes.

Training professionals must consider learning preferences when designing and delivering training.

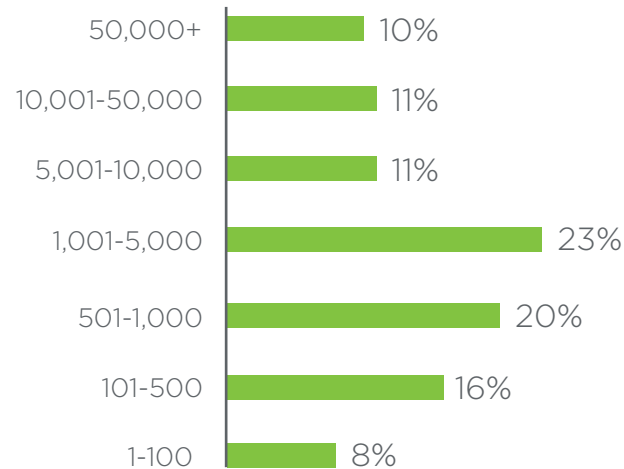
## ABOUT THIS RESEARCH

All research findings described within this report are based on Training Industry, Inc. research data collected in 2017 and 2018. This sample totaled 1,001 learners working full time who had participated in training within the past year.

Unless otherwise noted, all results reported were statistically significant ( $p < .05$ ). All analyses were conducted using RStudio 1.0.153 and included correlational analyses, multiple regression analyses, and both univariate and multi-variate analyses of variance (ANOVA and MANOVA, respectively).

Below are general demographics of participants in this research.

### Company Size

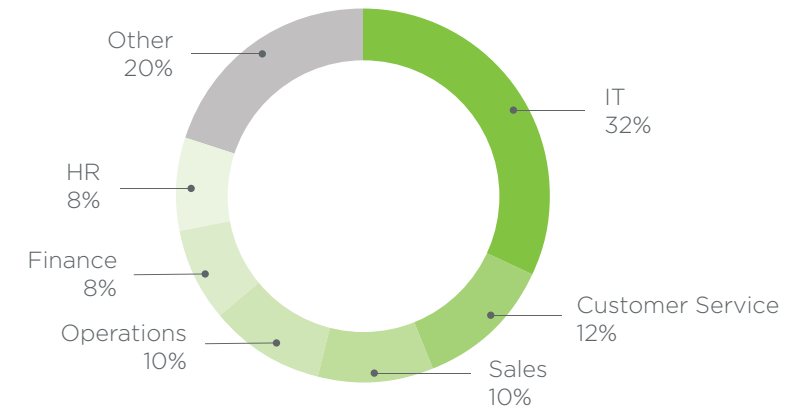


### Top 8 Industries

(representing ~65% of respondents)

- 1 | Technology
- 2 | Retail
- 3 | Manufacturing
- 4 | Health Care
- 5 | Construction
- 6 | Banking/Finance
- 7 | Education
- 8 | Government

### Department







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## ABOUT TRAINING INDUSTRY, INC. RESEARCH

New insights create new ways for L&D to do business. Training Industry, Inc. provides data-driven analysis and best practices for the corporate training professional by capturing the perspectives of learning professionals, learners and training companies across a diverse array of industries. Our informational resources are shared with more than 185,000 monthly website visitors and 135,000 email subscribers.

The Training Industry, Inc. research team of experienced analysts relies on rigorous survey practices, including targeted sampling

and advanced analytics. These practices are based on validated principles of measurement to answer both qualitative and quantitative questions across a variety of research designs, including market research, buyer personas, learner impact analysis, competency models and organizational assessment tools. Our expertise and audience reach allow us to provide learning professionals with in-depth market intelligence and thought leadership insights to reveal where the corporate training market is now and where it is headed in the future.

Our research harnesses the collective wisdom of learning professionals and their unique perspectives on the business of training to inform our continuing professional development programs, including events, classes, certificates and the Certified Professional in Training Management (CPTM™) certification program. We circulate these insights throughout the training market using content marketing, including webinars, infographics, email marketing, and our award-winning magazine and website.

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