

How Learning in the Flow of Work Futureproofs Your Business



absorb



Professional Learning Has Come a Long Way

eLearning solutions have transformed how employees, partners and other learners in the corporate environment acquire the knowledge they need to succeed. The vast majority—98 percent—of businesses will use some form of eLearning solution by 2020.

But despite the popularity of eLearning among enterprises, there are still challenges. Employees face new demands for higher productivity and rapid skills development, while external audiences like partners, resellers and customers crave information needed for better decision making. This means business eLearning programs must keep pace with market demands. In this environment, learning in the flow of work emerges as a winning strategy, and is quite possibly the only viable one for businesses intent on maintaining a competitive edge.

In this white paper, we examine how learning in the flow of work can provide both training and business advantages, revitalizing learning practices at companies looking to foster a learning culture. We explore:

- Why current eLearning solutions must evolve to meet today's workforce needs
- How in-the-flow learning with a next-gen learning experience platform (LXP) can futureproof your business
- How to get started using in-the-flow learning in your organization



A Look at Learning Challenges

When it comes to participating in eLearning programs, employees and businesses have several challenges to navigate.

Employees

Today's employees are overwhelmed. According to Deloitte, the average U.S. worker works 47 hours a week. Nearly half (49 percent) work 50 hours or more per week, with about 20 percent of all workers surpassing 60 hours. Worse yet, employees only have about 1 percent of a typical work week—24 minutes—to devote to learning new skills, tools or other work-related information.

Looking at these statistics, it's no wonder most learners won't watch videos longer than four minutes. (The average length of a YouTube video is around four minutes and 20 seconds.) Distraction—from emails, instant messages, websites, apps and video clips—only adds to the problem. Workers are interrupted every five minutes, ironically by their own applications and collaboration tools! Being pulled in so many directions, workers are forced to bump learning lower on the priority list.

Businesses

Employees aren't the only ones who must overcome the challenges associated with successful professional development programs. Companies must be extremely flexible in the way they engage employees, while still driving business value. The same applies when training their external constituencies. This requires crafting truly unique experiences, preferably within their own systems, applications and infrastructure. The goal is to make learning more relevant and "sticky" by delivering it in context. However, this is only possible if learning opportunities are inserted into the workflow, where information is available the moment a learner needs to understand a process, tool or requires task/product clarification. If learning requires people to stop what they're doing—and interrupt work or a transaction decision—companies lose money.

Yet to stay competitive and retain talent, employers must offer ongoing professional development. People who aren't challenged in their positions or taught the skills they need to advance in their careers will leave. According to a LinkedIn 2018 Workforce Learning report, **93 percent of employees** say they would stay longer at a company that invested in their careers, and a strong learning culture led to 30–50 percent higher company retention rates. LinkedIn found 58 percent of business professionals surveyed want to learn at their own pace, and 49 percent want to learn in the flow of work. Yet, Deloitte found **59 percent of workers** think their companies are not giving them opportunities to develop.

“Evolving work demands and skills requirements are creating an enormous demand for new skills and capabilities, while a tight labor market is making it challenging for organizations to hire people from outside.”

— [Deloitte's 2019 Human Capital Trends Report](#)

Hybrid Skill Sets

To contribute effectively, modern workers must have skills outside of their field of expertise. For example, a data scientist may be an expert in data analytics, but without leadership skills, how can she build a team to help her test and implement algorithms? A brilliant copywriter may bring innovative ideas to the table, but if he can't manage deliverable production, he may lose team trust. And with technology advancing at record speed, everyone needs to keep up with changing tools and systems. It's in an

employer's best interest to train workers to both understand, and effectively use, the latest technology.

According to [Deloitte's 2019 Human Capital Trends Report](#), 90 percent of survey respondents say their organizations are redesigning jobs. And a recent World Economic Forum report found that more than half (54 percent) of all employees will require significant reskilling and

upskilling in just three years. It's easy to see why Deloitte found the number one trend for 2019 is the need for organizations to change the way people learn. In fact, 86 percent of survey respondents said this was an important or very important issue.

It's a conundrum. Constant learning is essential for business success, but so is employee productivity. Meanwhile, asking

employees to learn outside of work can potentially accelerate attrition. Microlearning is a great solution, but how do you move the concept forward to enable employees access to microlearning in their workflow? And how do you accommodate blended learning scenarios for verticals that require demonstration of competency, such as doctors, police officers and technical workers?

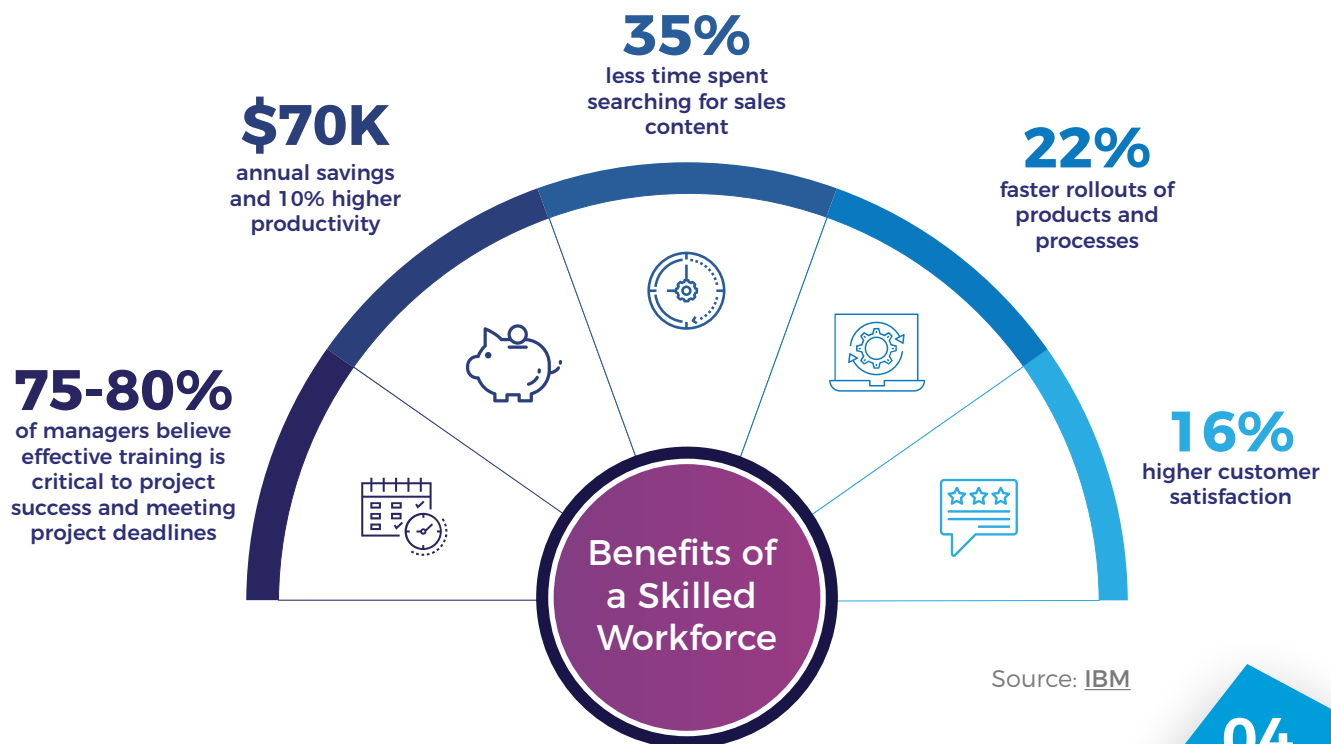
The Future of Learning: What's Next?

The modern challenge for organizations is how to motivate learning in ways that deliver for the business's bottom line. This means shortening the distance between when information is needed and when learning happens. It also means eliminating productivity pitfalls and gaps that often occur when business stops to learn something new.

But what if you could embed learning into the flow of work? Imagine enabling your employees to hone skills, learn a new process or get policy updates in the context of their normal workday. Imagine product update information available

right within your application. Learning that occurs within the systems and applications learners are already using delivers knowledge right at the moment they need information. This minimizes any negative impact on productivity while ensuring your employees and external audiences are always equipped with the up-to-date information they need to fuel peak performance. This approach is called "Learning in the flow of work," and it's gaining traction among cutting-edge companies because of its flexibility and effectiveness.

Let's take a closer look at in-the-flow learning, how it works and the benefits it offers.

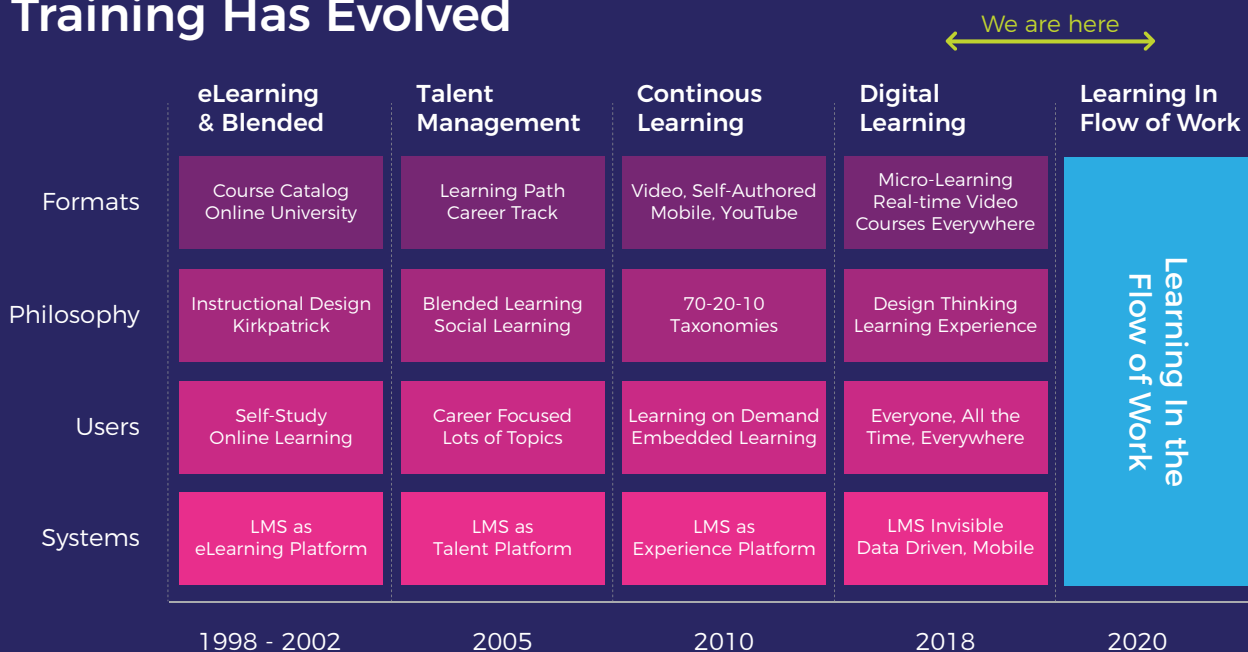


In the Flow Learning

In 2018, Josh Bersin introduced the concept of learning in the flow of work—learning “infused” into the work experience. This enables deep contextual learning delivered precisely where it can have the greatest impact and relevance. This opens doors to development, satisfaction and retention across a universe of learners, including employees, partners, customers and other audiences.

Learning in the flow of work is integrated into a learner’s day, tasks and activities. It’s delivered in micro-units and can be embedded in a system, when blended learning scenarios are necessary or add value. At the most simplistic level, think of the “Help” function in an application like Microsoft Word. You need some information, consult the Help function, then access the answers to gain understanding without ever leaving the application. That’s the concept, but the potential is limitless.

How Corporate Training Has Evolved



Source: Bersin by Deloitte, Deloitte Consulting LLP

How In-the-Flow Learning Futureproofs Your Business

Running a successful business depends on leaders making smart bets about the future, usually based on available data, to guide the organization safely through the unknown. But today’s learning program choices will directly impact your organization’s ability to execute tomorrow. At such a transformational time, when workplace dynamics and

technology are complicating how business gets done, how can you serve today's needs while still building for the future?

The answer is to make choices that drive agility. Avoid the high-risk game of picking winners and losers, and instead, deploy a learning strategy that enables you to pivot to serve the needs of your business even within the eye of whirling transformation. Learning in the flow of work is the perfect solution to today's business climate precisely because it empowers decisions that conform to your business requirements—rather than the other way around. This protects your investment in learning systems, processes and technology and futureproofs your business.

Better Together

System value grows when applications converge to power learning in the flow of work:

- Internal Business Applications
- Internal Systems of Record
- Your Own Digital Products/Solutions
- Human Resources Information Systems
- Customer Relationship Management Systems
- Data Asset Management Platforms
- Marketing Automation Solutions
- Collaboration Tools



Source: [LinkedIn](#)

Examples of In the Flow Learning

The goal of learning in the flow of work is to embed learning into the systems and platforms workers are already using. Here are a few examples of how this might work:

- **Product Launches:** Train up your teams, partners and customers ahead of new product and process launches
- **Brand Building:** Use training to show the uniqueness of your organization
- **Customer Service:** Turn a point of frustration into an experience that delights
- **Training Simulations:** Deliver an immersive lab, simulation or certification risk-free

In these scenarios, learning is fresh in learner's minds and can be put to use immediately—improving both knowledge acquisition and the ability to recall information later.

Are We Ready for In-the-Flow Learning?

Research from O'Reilly found that about 50 percent of all learning interactions from its technical community of software engineers, analysts and other technical professionals is for “in the moment of need” support.

Technology that enables embedding learning into the workflow, such as learning modules within applications, cloud-connected mobile devices, wearables and augmented reality solutions, will help organizations expand the possibilities of learning. These technologies infuse learning in small doses throughout the workday, essentially becoming part of the work itself and helping to guide workers as they complete complex tasks.

Getting Started with In the Flow Learning: Absorb Infuse

In the flow learning is a powerful concept, but most solutions can't both deliver capabilities and scale. Absorb Infuse is different. It innovates beyond a typical learning experience platform (LXP) to offer **the first true in-the-flow learning experience**. It empowers you to create completely seamless learning experiences, while boosting effectiveness, unlocking productivity and elevating organizational performance.

Absorb Infuse is unbelievably flexible and makes learning available where, when and how your learners need it. If your organization seeks greater control over your brand and wants to create tailor-made, in the flow learning experiences unique to your organization, **Absorb Infuse is the only learning experience platform capable of delivering on this promise.**

The “In the Flow” Spectrum

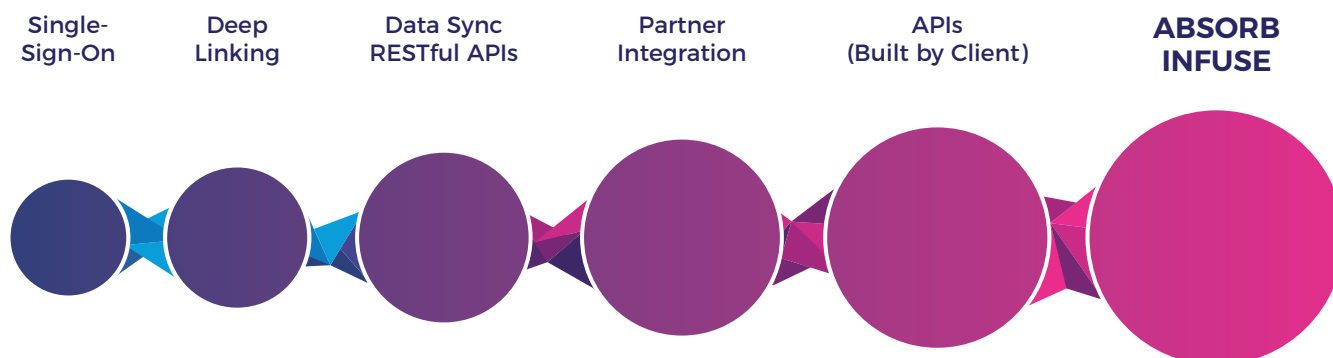
If you think of learning in the flow of work as a continuum, with simple Single Sign-On (SSO) functionality at one end, and customer-built APIs a bit deeper, Absorb Infuse stands proudly at the immersive end of the spectrum, delivering truly unique learning experiences native to customer applications and processes. It unleashes the purest form of learning in the flow of work—far beyond what a simple application integration can accomplish—to realize a superbly rich training experience. And better yet: it meets learners where they are—without interruption.

Benefits of Absorb Infuse

- Unlock productivity, efficiency and business performance
- Make learning a holistic experience native to your brand and systems
- Reduce time to competency

Learning In the Flow of Work

A Spectrum from Light to Deep Integrations



Conclusion

The corporate learning market is transforming in exciting ways, and there's a huge opportunity for learning models like learning in the flow of work to positively impact businesses. Leaders must now seize this moment to prepare for the future of work by futureproofing their businesses. And do so while still making learning more convenient, effective and engaging for their training audiences.

As organizations witness the power of in the flow learning, the potential for crafting truly unique learning experiences is limitless. These immersive experiences will only bolster an organization's ability to attract, retain and retrain talent, while protecting the agility every organization needs to thrive in a modern marketplace.

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