

The New Reality of Modern Learning

MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their *own* development.

OVERWHELMED...

Number of times online every day
early days of the Internet **5** | today **27**
41 % of time workers spend on things that offer little personal satisfaction and do not help them get work done.

DISTRACTED...

Most learners won't watch videos longer than **4** minutes
People unlock their smartphones up to **9** times every hour
Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

IMPATIENT...

Online, designers now have between **5** and **10** seconds to grab someone's attention before they click away
5 minutes—Workers now get interrupted as frequently as every 5 minutes—ironically, often by work applications and collaboration tools
2/3 of knowledge workers actually complain that they don't have time to do their jobs

1%
of a typical workweek
is all that employees have to focus on training and development

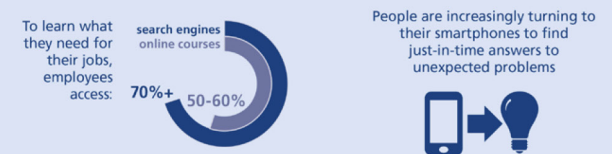
UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.



ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:



COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.



EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.



Bersin
by Deloitte.

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