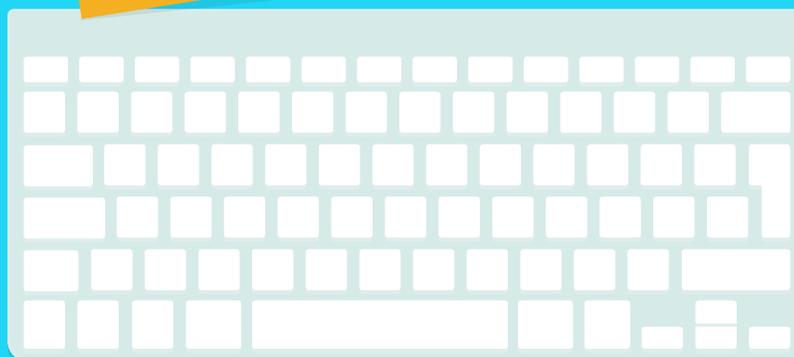
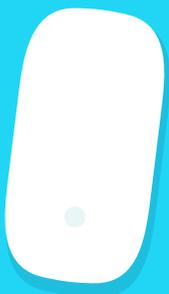
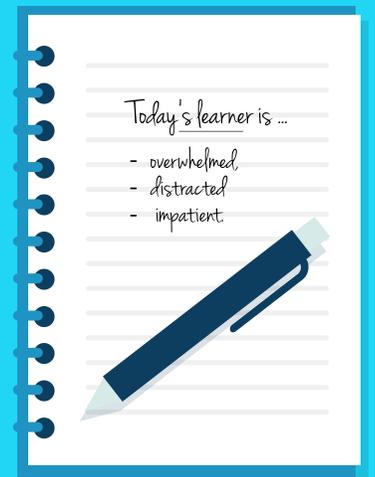
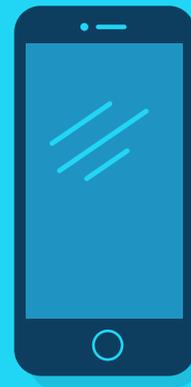
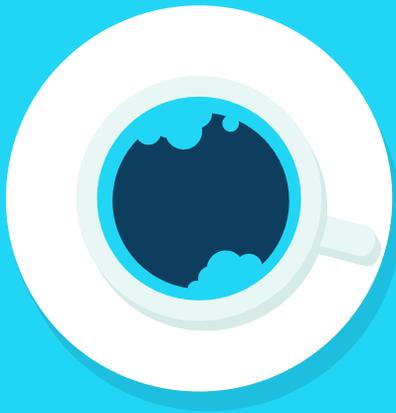


EBOOK

TOP THREE CHALLENGES OF CREATING CONTENT FOR THE MODERN LEARNER



Today's learner is overwhelmed, distracted, and impatient.

Learning organizations are starting to realize that there's a wide disconnect between what modern learners want and what L&D currently provides. Only 7% of employees say L&D influences learning, whereas 50% say their manager has the greatest influence on how they learn.¹

L&D is facing real challenges today. Here are the top three for creating content for the modern learner.



ONLY **7%** OF EMPLOYEES SAY L&D INFLUENCES LEARNING, WHEREAS **50%** SAY THEIR MANAGER HAS THE GREATEST INFLUENCE ON HOW THEY LEARN.

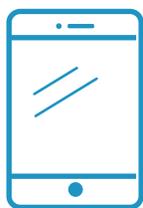
¹ [Towards Maturity/Laura Overton. "The Learner Voice," April 9, 2014.](#)

1 CHALLENGE ONE | POTENTIAL PITFALLS WHEN TRYING TO TAKE CONTENT MOBILE

Work is trending toward mobility and flexibility. As a result, learning organizations have to be ready for a “wherever” learning content strategy. The bad news is that only 12% of training assets are mobile enabled.²

It might seem an insurmountable task to take your learning content mobile, but it really isn't out of reach for most

organizations. It helps to know upfront some of the pitfalls you might encounter when going mobile. Then you can take the necessary steps to ensure that you have a sustainable, forward-looking approach to learning content strategy. Sound good? Then read on.



MOBILE

+



FLEXIBILITY

ONLY **12**%
*of training assets
are mobile enabled*

² Karen O'Leonard. "The Corporate Learning Factbook," Bersin by Deloitte, Deloitte Consulting LLP. January 2014.

PITFALL ONE

Learners will take it upon themselves to get the information they need, even if you aren't serving it to them.

Since 86% of smartphone owners specifically use their device to acquire “just-in-time” information,³ it's critical to ensure learning content is mobile accessible. If you don't, your learners are empowered enough to go find information themselves on Google and YouTube, and that may not be the “right” information that you want them to learn.

PITFALL TWO

Going mobile with only a small subset of content causes more frustration.

You have to get your learning content delivery right, and that means going mobile with most of your learning content, especially content delivered outside a corporate firewall. The good news here is that responsive design allows you to deliver all your content to most any device. [Read more about creating responsive learning here.](#)

You need to deliver the latest content to your learners, wherever they are, whenever they want it. Some

companies are getting it: right now, 37% of organizations offer a mobile version of some of their content and another 28% are planning to add that capability in 2015.⁴ Still, many of that 37% struggle with the volume of work required to create multiple versions of the same content and deliver it through multiple channels. There's a way to make this easier: use single source authoring and publishing. [Read this blog to find out how single source can transform](#) L&D organizations.

³ <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

⁴ <http://www.tagoras.com/catalog/association-learning-technology/>



PITFALL THREE

What works for traditional learning doesn't work for mobile

While large images, videos, PDFs, and PowerPoint presentations can be fine on a laptop, they can degrade significantly depending on screen size, and they don't leverage the capabilities of mobile devices. The fact is that you have to rethink how you structure learning content. And the easiest way to do this is by chunking out your learning content into bite-sized pieces. By doing this at the point of creation, you can separate your content from the presentation, ensuring that the content works no matter how it's accessed.

Let's look at an example. Think about how you might currently provide desktop learning using a PowerPoint presentation with a bunch of fun, interactive animation. Then consider someone looking at that same learning on their tablet. Chances are that they're going to have a difficult user experience and get less out of the learning. This isn't what you want (obviously). [Read this lightpaper to learn more](#) about how to create learning for mobile delivery.

37^{0%} *of organizations offer a mobile version of some of their content*

**AND
another**

28^{0%} *are planning to add that capacity in 2015*

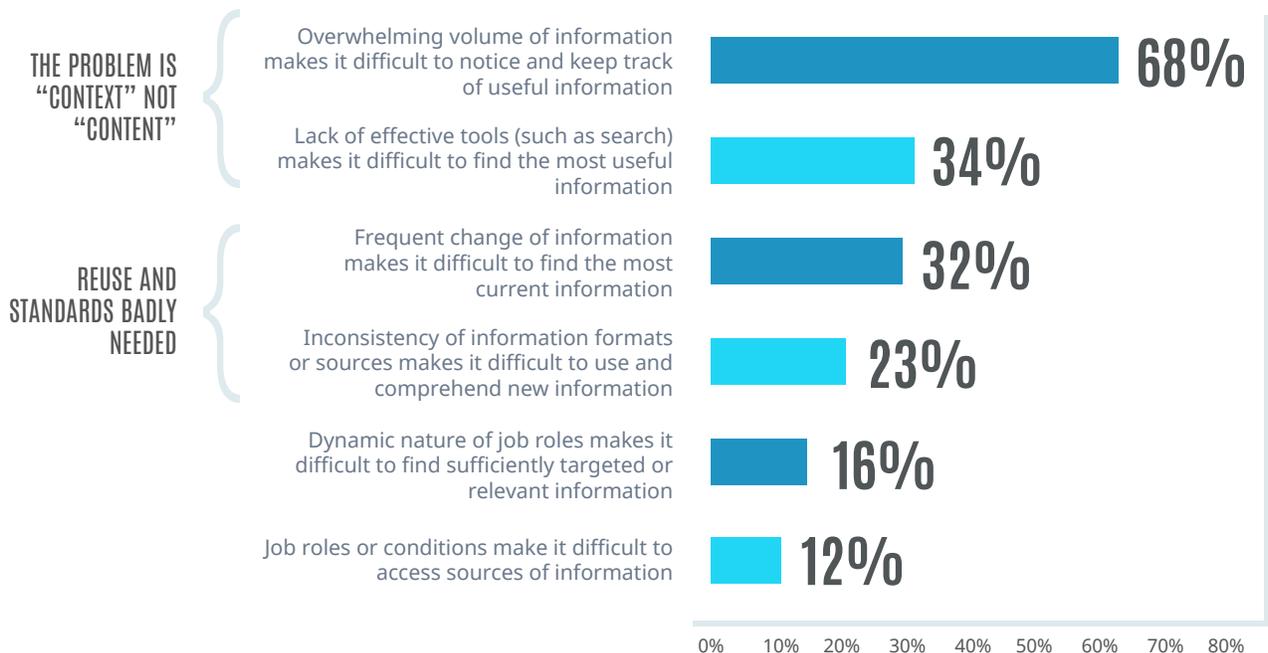
2

CHALLENGE TWO |

THE MODERN LEARNER IS EXPERIENCING CONTENT OVERLOAD

According to a recent survey by Bersin by Deloitte, 68% of learning organizations believe that the overwhelming amount of information that learners have access to is the biggest factor holding them back.⁵

WHAT DO YOU BELIEVE HOLDS BACK KNOWLEDGE WORKERS IN YOUR ORGANIZATION?



Source: Bersin & Associates, 2012.

⁵ Dani Johnson. "Reimagining L&D Capabilities to Drive Continuous Learning." Bersin by Deloitte, Deloitte Consulting LLP. March 2015.

WHY IS THIS SUCH A PROBLEM?

1 *You aren't making the most of your learners' time.*

Bersin by Deloitte says the modern learner only has 1% of their work week to devote to training and personal development. Here's the irony that we alluded to above. Even though learners can only dedicate a small amount of time to training each week, many admit to spending 30 minutes or more every day on unofficial, unscheduled, and impromptu learning.⁶ This is proof that if they

can't or don't expect to find what they're looking for in the "official" company learning stores, they'll turn to other methods. These methods vary in levels of quality, and include asking a coworker, searching on Google, or the very worst case—they guess. Imagine if you took back that 150 minutes per week and applied it to mission-critical tasks.

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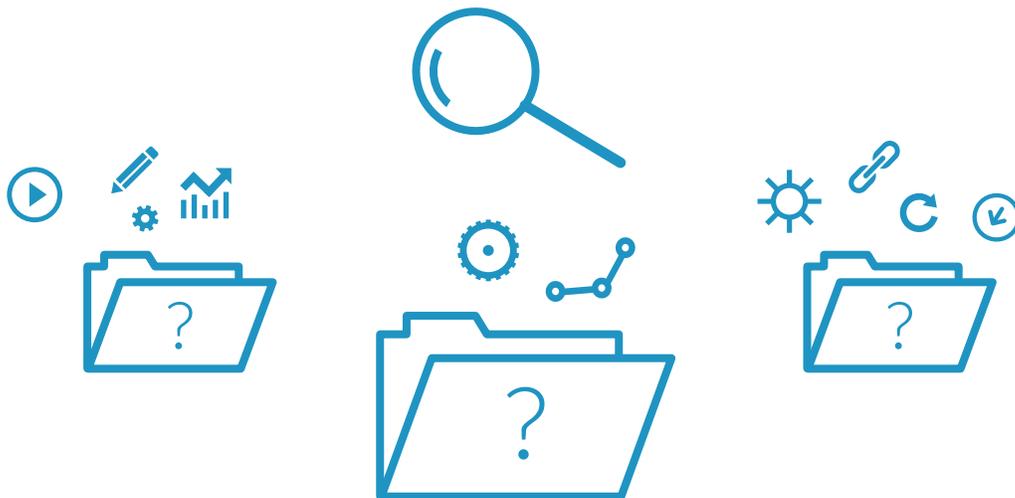
⁶ Todd Tauber. "Investing in Learning Content: Redefining Priorities to Keep up with the Modern Learner." Bersin by Deloitte, Deloitte Consulting LLP. February 2015.

② *It's a symptom of a lack of content prioritization and organization.*

A lack of content prioritization and organization creates more than just overwhelmed employees; it leads to unnecessary barriers that increase the difficulties of learning, including disparate learning resources across multiple systems. When you have multiple learning systems and information depositories, you have

more content to keep updated, more systems to integrate, and more issues with learners not knowing where to find the content they're seeking.

There's business risk associated with stale, misinformed, non-compliant, hard-to-find, and inaccessible content. Don't take that risk.



CHALLENGE TWO

3 *Your content creators are likely creating every piece of content from scratch.*

Your learners aren't the only ones unable to waste time searching through a bunch of systems to find the content they need—your content creators don't have the time to do this either every time they want to make a change. So, they often just create it from scratch every time.

This is a huge problem as it costs the organization thousands of dollars. According to the Chapman Alliance, it can cost up to \$50,000 to create one hour of advanced elearning! Can your organization afford to pay that every time you need to make a change to a course? Not likely.



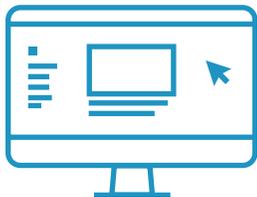
You have to get your learning content under control. To learn more about how to do this, [read this lightpaper](#).

3

CHALLENGE THREE |

CONTENT CREATED TODAY NEEDS TO BE READY FOR TOMORROW

Learning has changed so much, even within the last decade. It's shortsighted to think only about what the learning organization needs today. Technology is a blessing and a curse that requires your learning content to be future-proofed.



MORE THAN

2/3

of companies in Bersin by Deloitte's global learning survey see evolving their learning practices as "urgent" or "important,"

YET ONLY

6%

believe they have mastered the content and technology capabilities needed to make online learning an accessible tool and a compelling experience for their employees.⁷

IF YOU'RE AMONG THE REMAINING **94%**,
here are some ways you can start thinking about making relevant, sustainable content that is ready for tomorrow.

⁷ <http://dupress.com/articles/hc-trends-2014-corporate-learning-redefined>

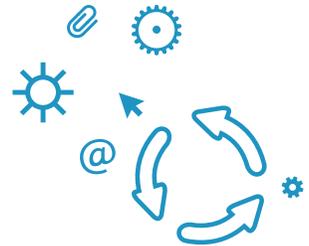
1 MAKE IT SMARTER

Smarter learning content is tagged with appropriate metadata so that it can easily be found and dynamically matched to learners based on their job role, geography, or personal development goal.



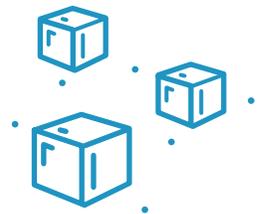
2 ARCHIVE BAD CONTENT

Don't make end users and content creators struggle through bad content. Find out which content is outdated, and either update it or archive it, and move on.



3 MAKE IT BITE-SIZE

Some of that old content you created years ago probably still has good nuggets you can reuse. By breaking down content into these bite-size pieces, you can reassemble and reuse it multiple times. Bite-size content is important for the learner too—they can learn in smaller pieces and walk away feeling less overwhelmed. (See content overload above!)

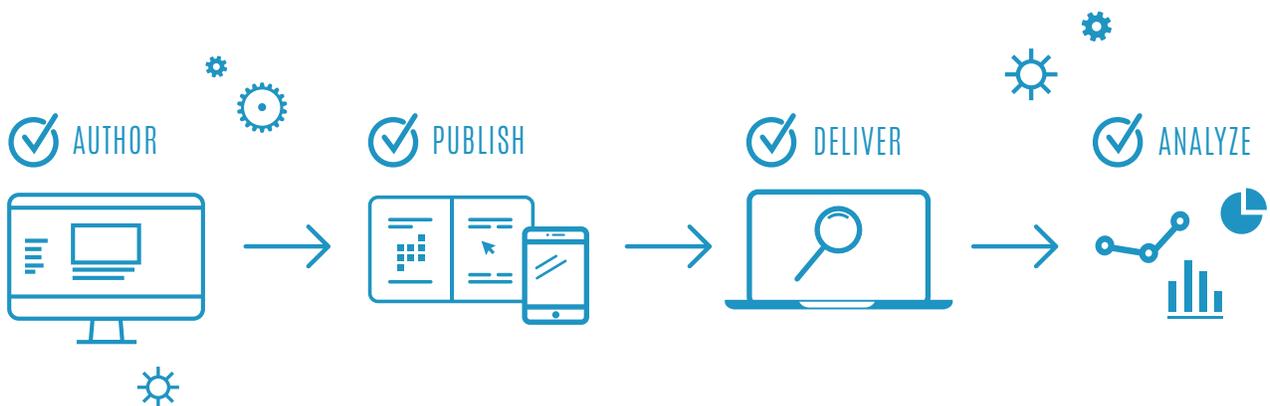


Your learning content should be treated as a reusable business asset, not a disposable one-time course. [Read more about creating great content and great organizations.](#)

Xyleme Can Help Businesses Solve these Challenges and Reconnect with the Modern Learner

You may be thinking now that all hope is lost. But nothing could be further from the truth! We aren't going to say that it's easy to overcome these challenges. But it's easier when you partner with a provider that understands that content capabilities are what separate high-performing learning organizations from the rest. These organizations, such as Caterpillar, Paychex, and Nielsen, use Xyleme's content management system to engage the modern learner.

Xyleme can help you put the right learning content management strategy and tools in place to allow your learning organization to achieve its full potential. [Contact Xyleme](#) to find out how you can transform the way you author, publish, deliver, and analyze learning content to drive business performance.



CONTACT XYLEME →