

# State of Digital Learning 2024 [Infographic]

Over **90%** of L&D professionals feel overwhelmed and under-equipped to achieve their priorities in 2024.

So, how can you ensure you are part of the 10% who are ready and equipped?

Explore the top challenges L&D will face, what your learners expect to see, and how you can get ahead.



## What's the current situation in L&D?

For **96%** of learning leaders, **digital learning is important or very important** to their overall L&D strategy for 2024.

And the business agrees. With **92%** of L&D budgets **staying the same or increasing**.



**Despite good levels of investment, over half of L&D leaders say budget constraints are a key challenge to implementing their digital learning strategies in 2024.**

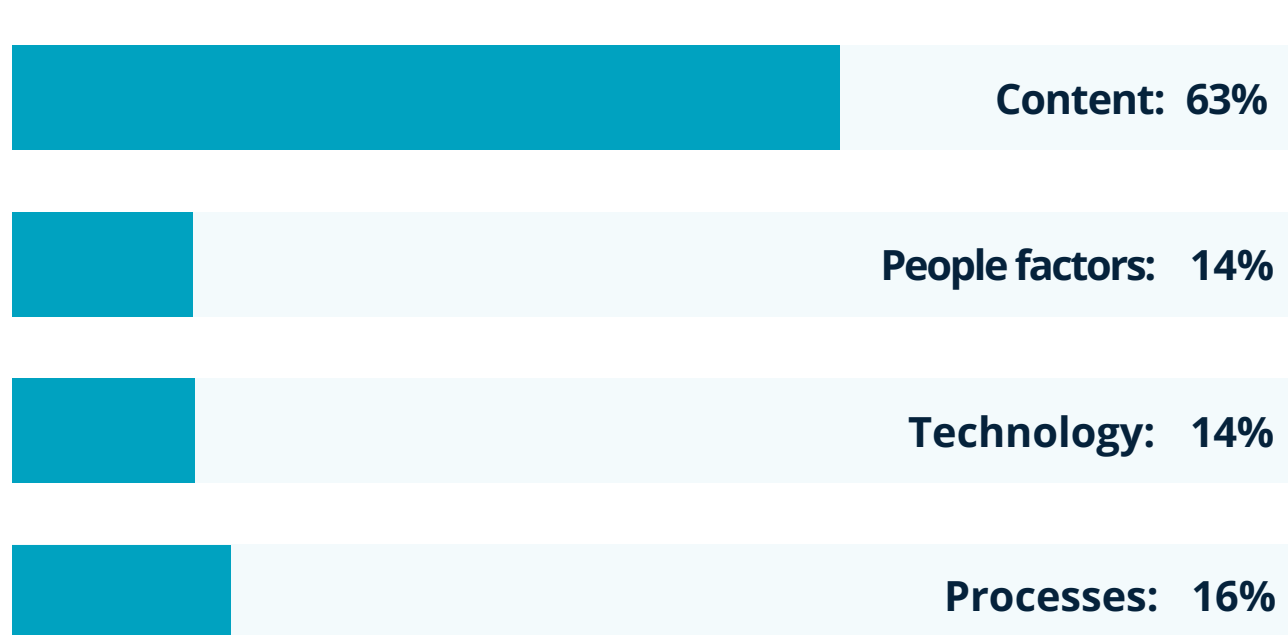
While organizations clearly value and invest in their people's development, L&D teams don't feel this is enough for them to have the required impact.

### Key challenges in 2024

- Budget constraints
- Technical limitations
- L&D skill gaps
- Lack of capacity
- Resistance to change

### What's not working?

L&D professionals highlighted what they feel hasn't worked over the last year.



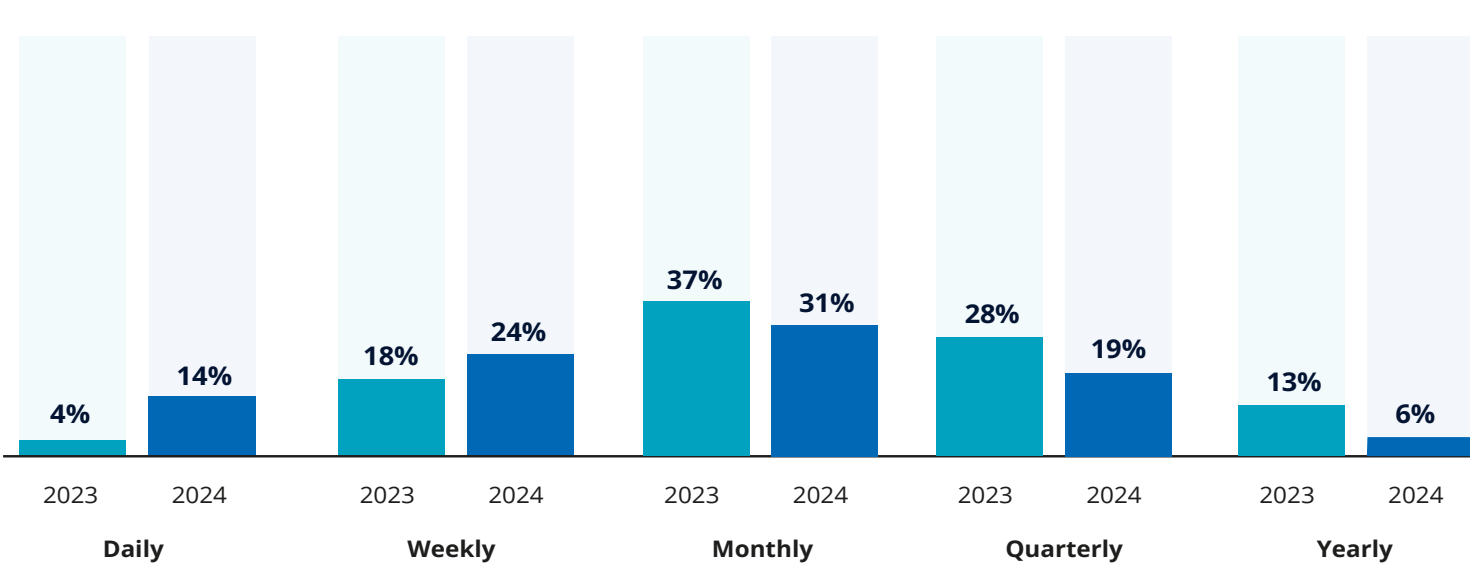
## What do modern enterprise learners want?

**82%** of people are more likely to stay at a company if it invests in their professional development.

However, **around a third** of employees feel that their digital learning **does not align**, or only partially aligns, with the company's overall goals and objectives.

### Accessing learning

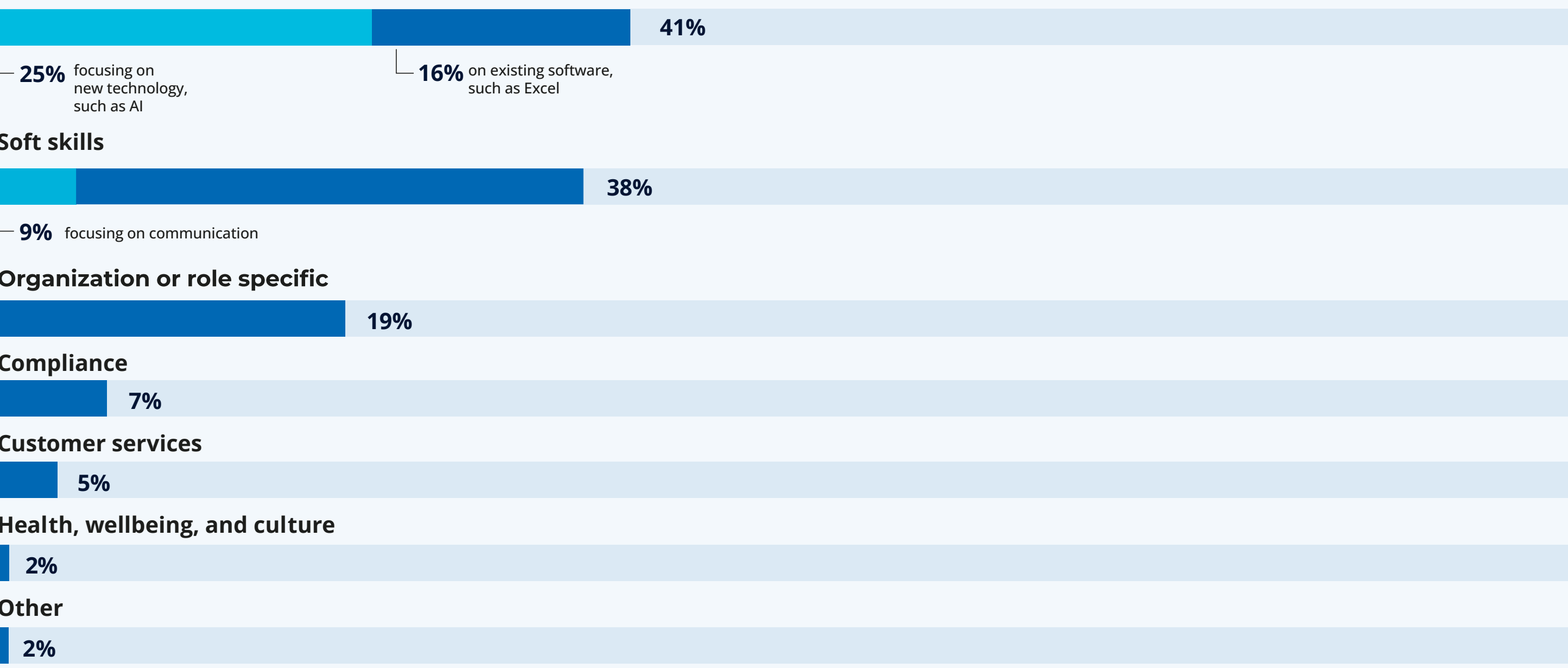
Digital learning is an increasingly regular part of all employees' lives. Last year people were accessing learning every month and quarter. Now it's becoming a more daily and weekly commitment.



Employees know which skills will most help them in their work - **Tech takes the lead** with a big increase (+17%) from 2023.

Yet **45%** of employees **have not been provided with learning on these skills** over the last six months.

### Technology and software:



### Providing quality learning experiences

L&D need to do more to ensure the learning they provide is what employees want and need. Current learning content isn't hitting the mark. It's taking too long, lacking impact and failing to meet expectations.

In 2023, **50%** of employees in large organizations rated their elearning as fair to poor. This year that's jumped up to **60%**. Recent efforts are clearly falling flat. So, what needs to change?

#### Relevance

"Digital learning doesn't work for me when it's just doing something for the sake of it. Time is very precious!" - Survey respondent

**Over a third** of learners were more engaged when elearning could **easily be applied in their work**.

However, over **60%** feel that the digital learning provided by their organization is **not** relevant to their role

#### Ease

"When elearning works it's smooth and efficient - with no trouble at all. It should be user friendly." - Survey respondent

A **quarter** of learners said their engagement increased when learning was **easy to access, understand, and use at the point of need**.

#### Quality

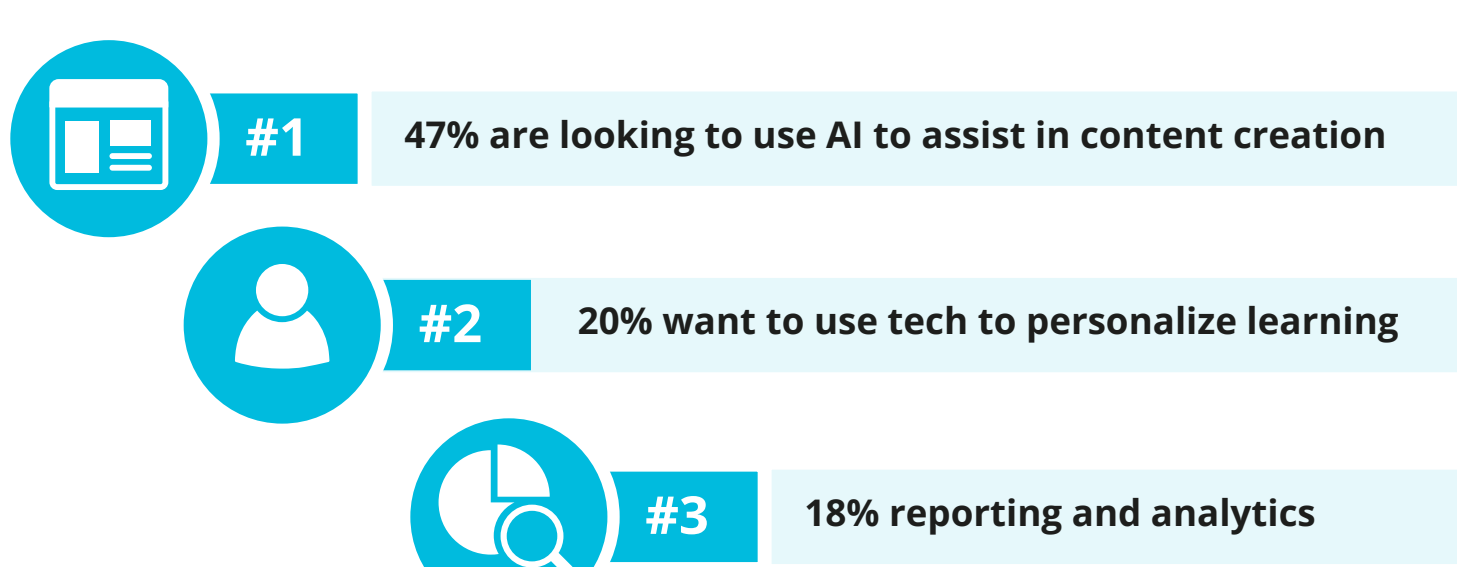
"Elearning keeps my interest when it's an interactive learning experience with tests to check your absorption of the information." - Survey respondent

About a **quarter** of employees said their engagement increases when elearning is **interactive**.

## What can L&D do to meet these shifting needs?

### Technology

Just as employees turn to AI to help them at work, L&D teams have also explored new technologies in 2023. This looks to increase in 2024, with **86% of L&D teams considering using AI** to assist with their digital learning initiatives.



### People

The dominance of remote learning and the rise of AI all increase the risk of losing the human element that's so critical for impactful learning.

Only **27%** of L&D teams we surveyed said that **flexible blended learning**, including both elearning and social elements, was working well in 2023.

So, how can we build on this in 2024?

1.

**Put humans at the heart:** Understand your organization's values. These need to be at the center of your learning ecosystem to be effective.

2.

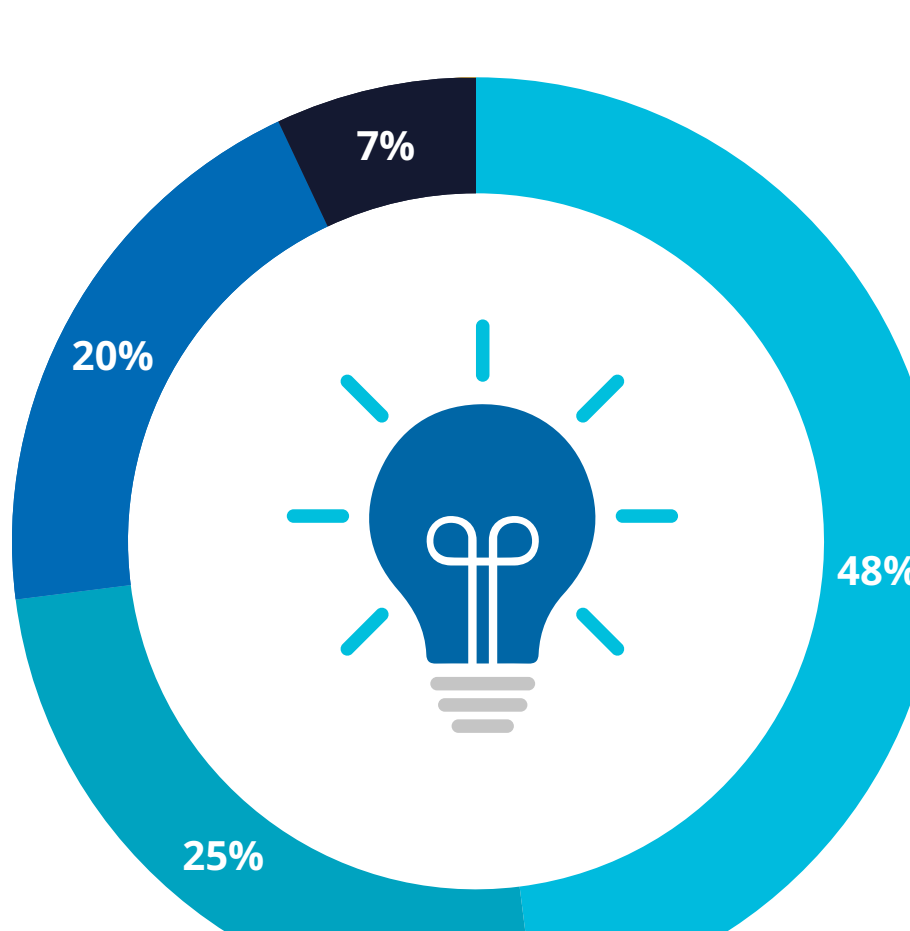
**Harness internal expertise:** You can't create a new learning landscape alone. Empower organization-wide involvement in learning.

3.

**Capture experience to create context:** Capture your organization's tacit knowledge, experience, and stories. Provide the context your people need to put their learning into practice at work.

### Developing new ways of working

**To make the most of advances in digital technology and use it to deliver genuinely people-centered digital learning**, L&D needs to take a new approach. **18%** of learning professionals expect to see new L&D skills and working methods being developed in 2024.



- New capabilities
- Improved collaboration
- Increased speed
- Greater strategic influence

### Key takeaways

L&D professionals and experts highlighted three strategies that will help you drive effective learning at an enterprise scale.

#### 1. Use technology strategically

Don't just run ahead and start using new technologies. Consider how it can help you deliver the impact your business needs.

#### 2. Be more people-centered

In a new learning landscape that can feel isolating and tech-focused, it's more important than ever to take a people-centered approach.

#### 3. Increase collaboration

Collaboration is critical in a fast-changing business landscape. L&D can't meet rapidly changing learning needs alone.