

# The secrets to elearning engagement

A deep dive into the minds  
of corporate learners

Research Report

Elucidat



# Ready to dive in?

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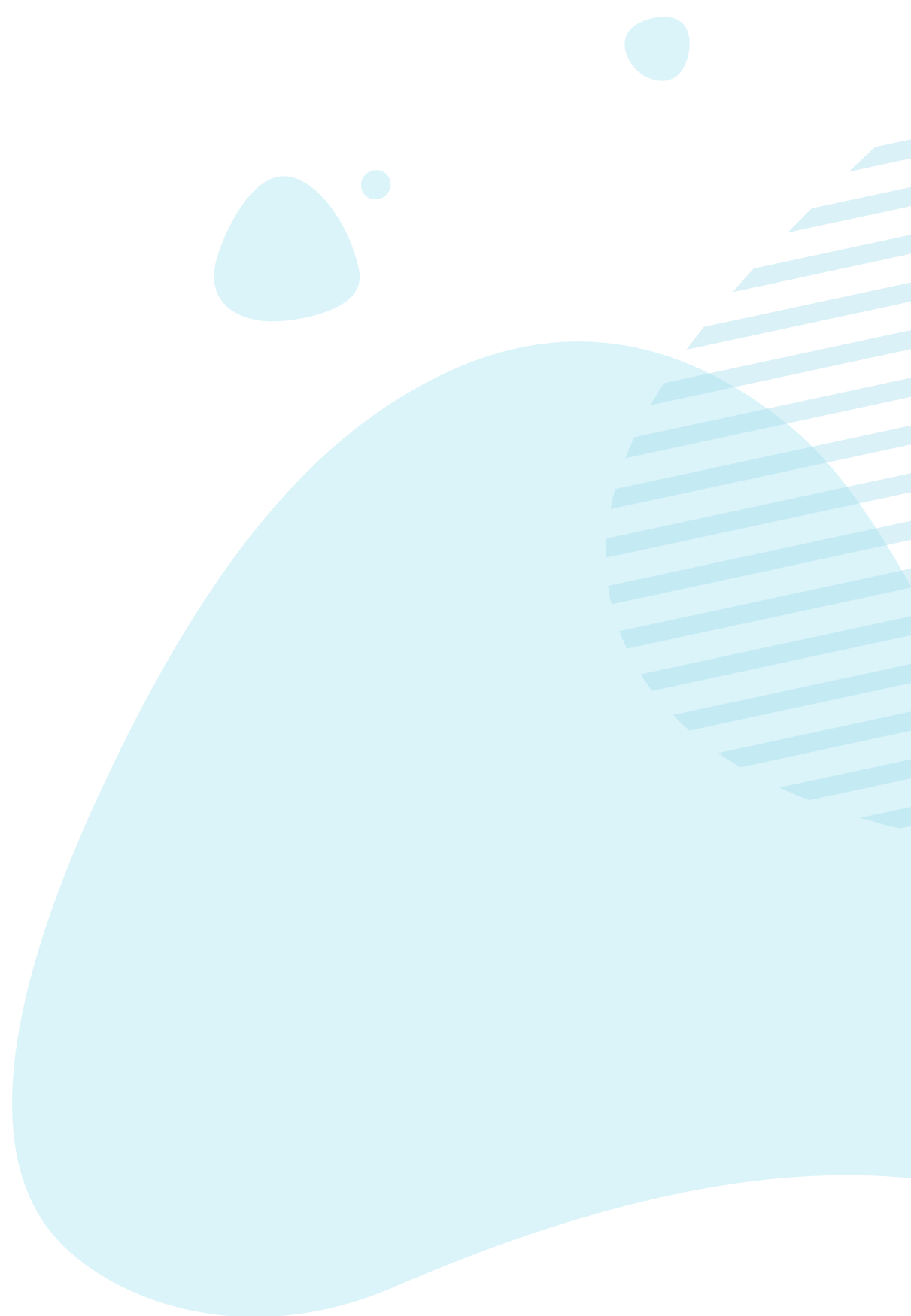
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# Introduction

# Closing the gap



## Background

The way people learn has undergone a significant transformation in recent years. Learners today are more tech-savvy and have higher expectations for their digital learning experiences. Unfortunately, elearning design often falls short of those expectations.

As a result, learning teams must do more to adapt their approach to cater to the needs of the modern learner. A shift is needed from dull and uninspired content to engaging and dynamic experiences that inspire learners to engage and learn. The key to achieving this is to be completely aligned with the specific needs of your employees; we call this people-centered.

## Report summary

In this research report, we delve into the minds of corporate learners to uncover the secrets to elearning engagement. Our findings indicate that elearning has improved significantly, but it still struggles to keep up with the preferences of the modern learner.

Therefore, it is essential to implement **new approaches** to learning content design that meet the needs of the modern learner and make elearning a more engaging and effective means of corporate training.

## The research

We surveyed **600** learners from enterprise organizations across North America and the United Kingdom with **1000+** employees to explore what they really think about the elearning they are being given. Including what works, what doesn't and what can be improved.

**600**  
*learners*

**1000+**  
*employees*

**US and Canada**

**UK**





## The research

This research report explores their experiences and preferences for learning in a corporate environment. We've taken the results of our survey and distilled it down to digestible key stats and insights in three key areas:

# #1

### Accessing learning

How is digital learning delivered, including its frequency, duration, location, and user-friendliness

# #2

### Meeting learning needs

What skills employees feel they need and how are these being met

# #3

### Providing quality learning experiences

What does and doesn't work with digital learning

This is your chance to go inside the mind of your learners to uncover what they're *really* thinking about your digital learning, and discover what they need to succeed. Read on to dive into the data.

Key insight #1

# Accessing learning



# 86%

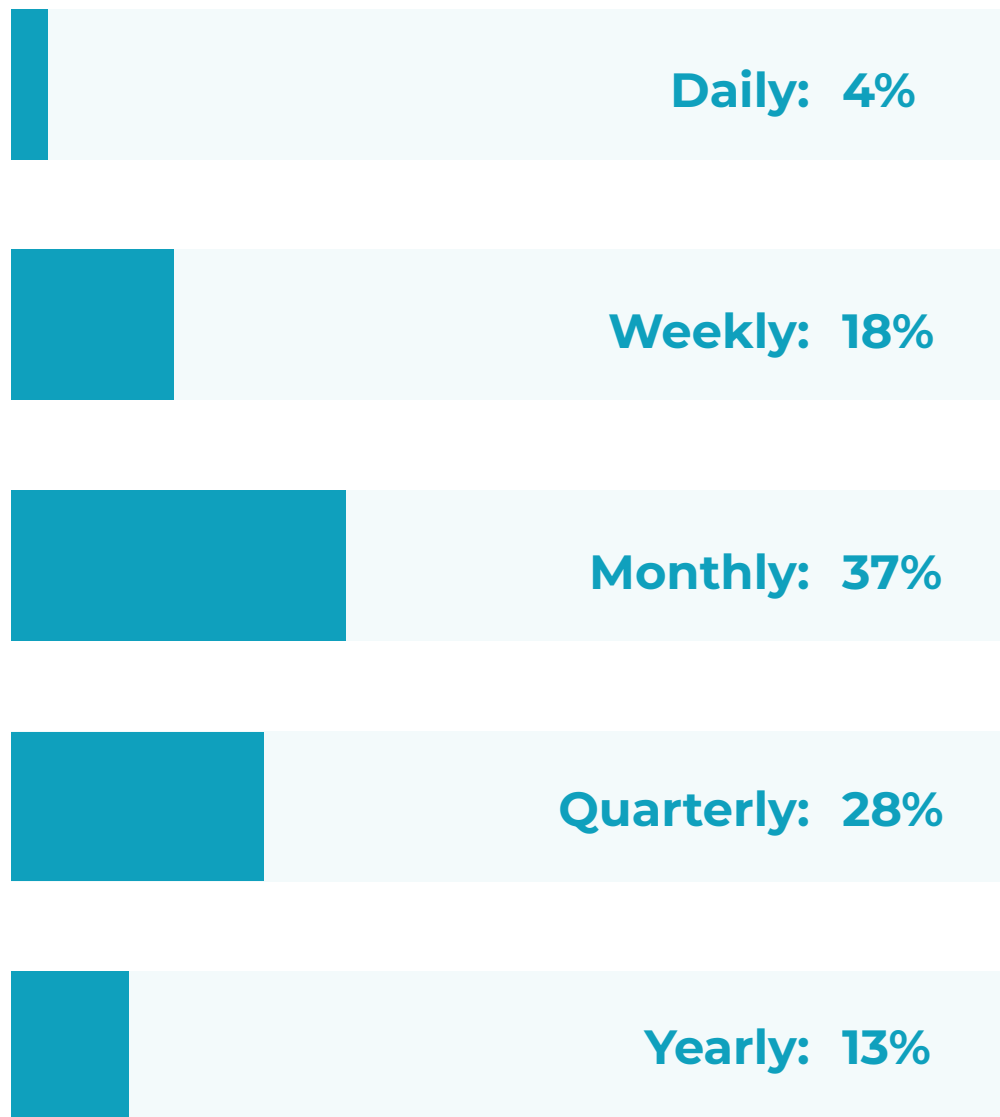
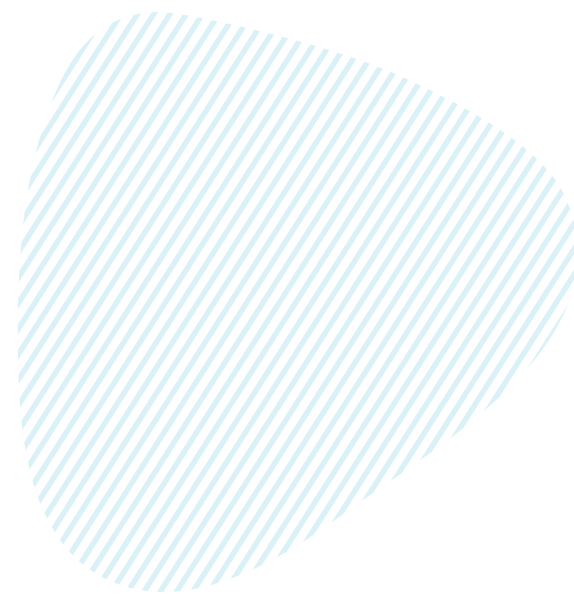
of training in large organizations is either all online or has an online element.

So, where and how are these employees completing all this online training?

We asked corporate learners where, when and how they access their learning.

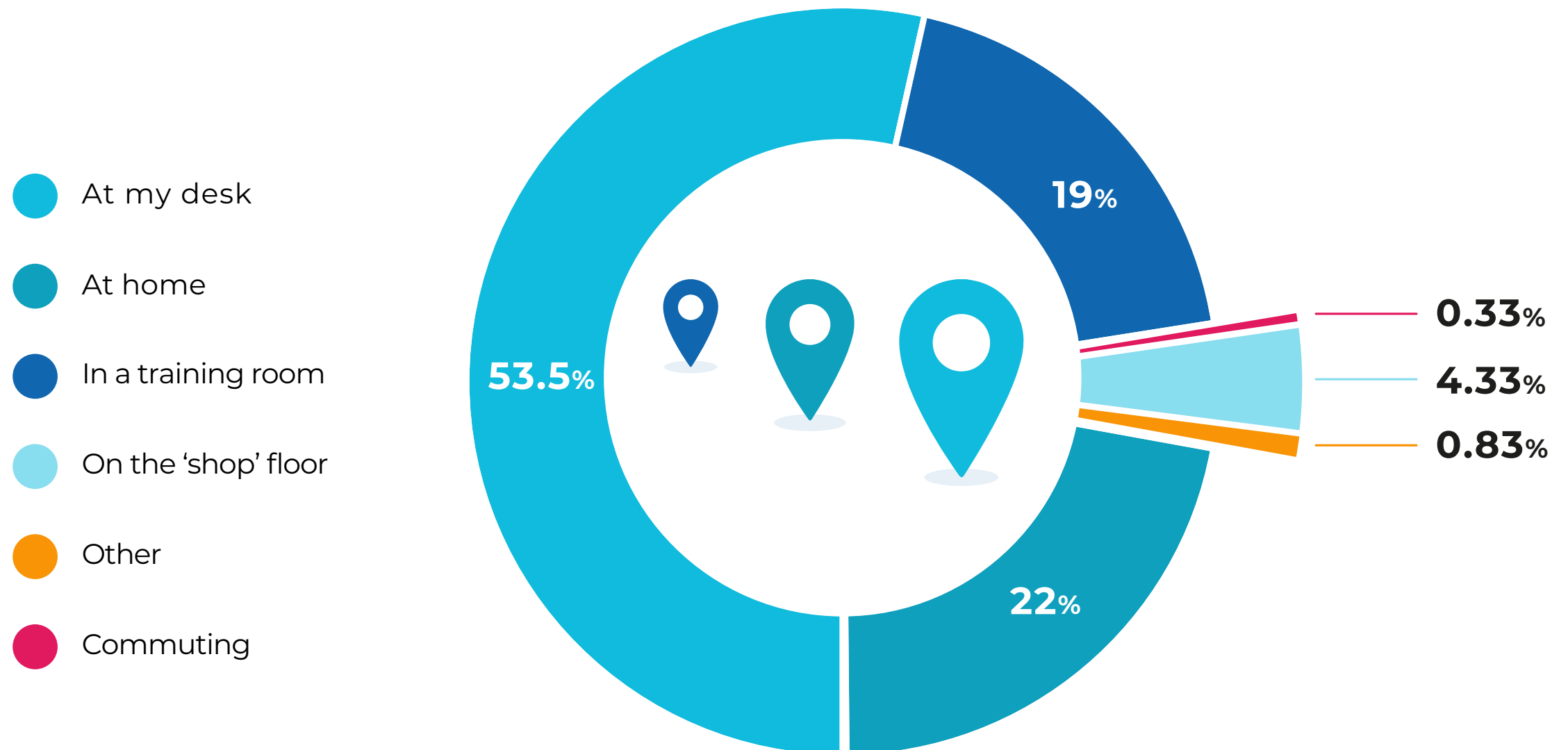
## How frequently are employees engaging with elearning courses?

Although few people complete digital learning every day, it's an increasingly regular part of everyday work life.



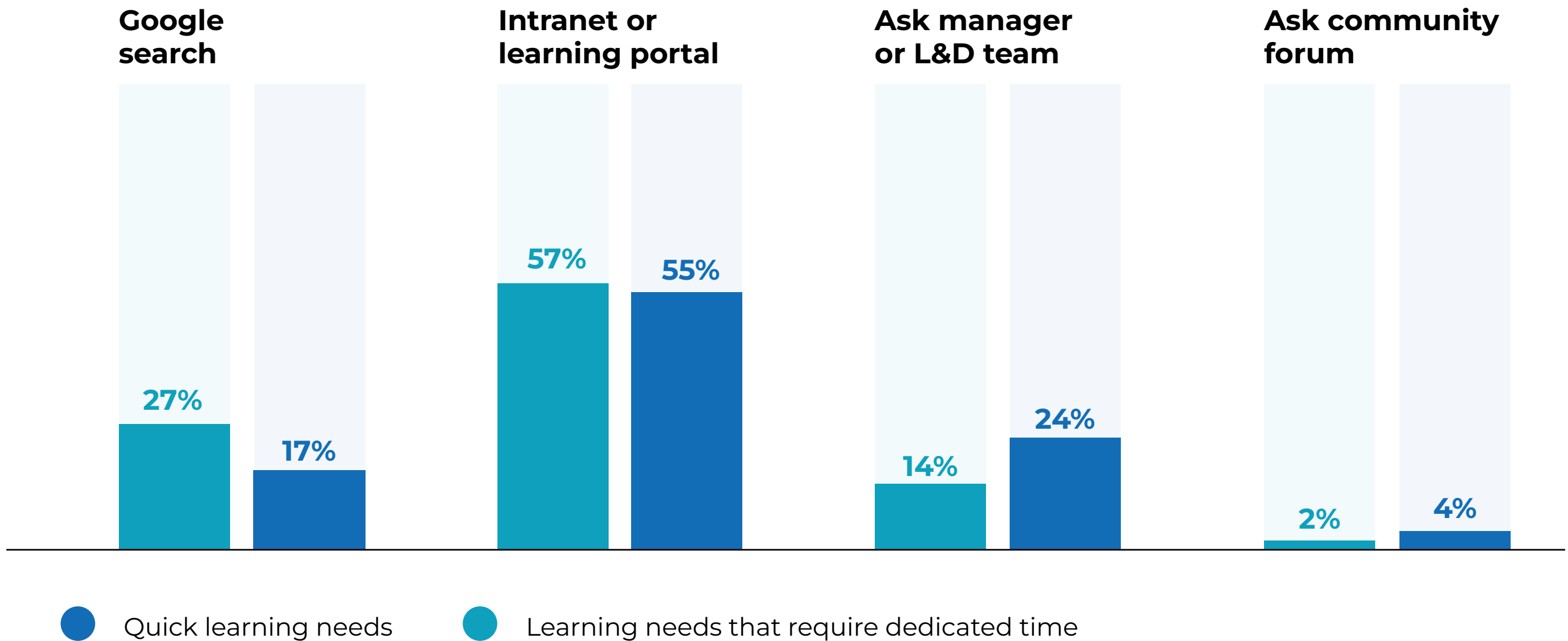
## Where are employees when they complete elearning?

73% of training is still taken from a desk or training room. With [Mindtools reporting that remote working has increased by 138% since March 2020](#), is L&D still not meeting learners where they are, and where they want to learn?





## When employees have a learning need, where do they go?



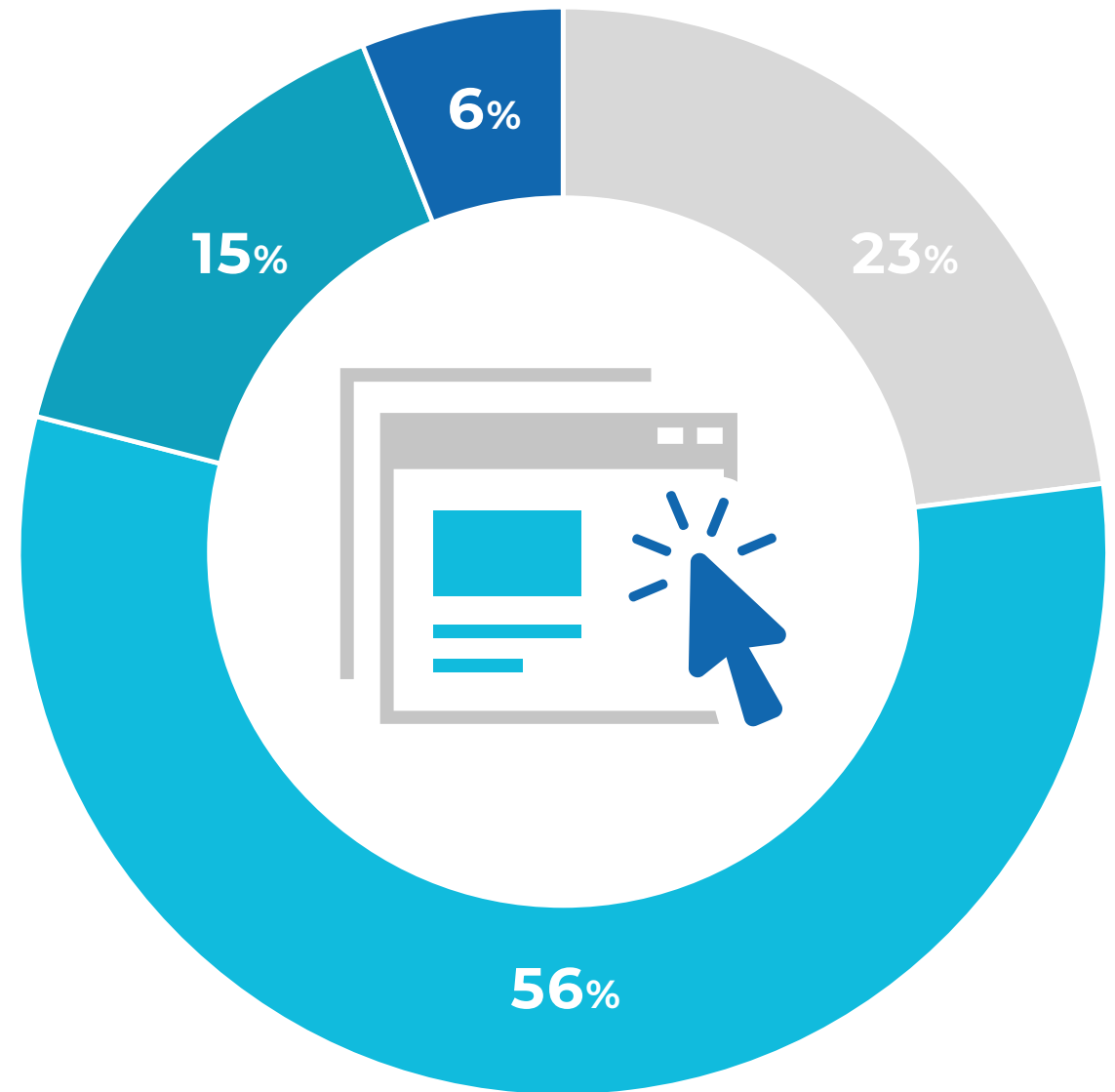
The majority of employees look to their online portal or intranet for all their learning needs. However, with **27%** resorting to Google Search for quick results, does L&D need to make it easier for learners to meet their immediate needs?

This opens up the risk of learners using poor quality, or even incorrect information, if L&D aren't able to provide accurate company-specific information in the moment of need.

## How easy is it for employees to find online learning courses or resources within their organization?

With the majority of employees having no problems accessing digital learning, there's been great progress in making online resources easily accessible.

However, a significant percentage still face challenges. So, organizations need to go further in improving their learning resource management.



- 23% Very easy
- 56% Somewhat easy
- 15% Difficult
- 6% Very difficult

## Key insight #2

# Meeting learning needs

In the current fast-paced business landscape, organizations and individuals need new and evolving skills to keep up. LinkedIn reported that

# 89%

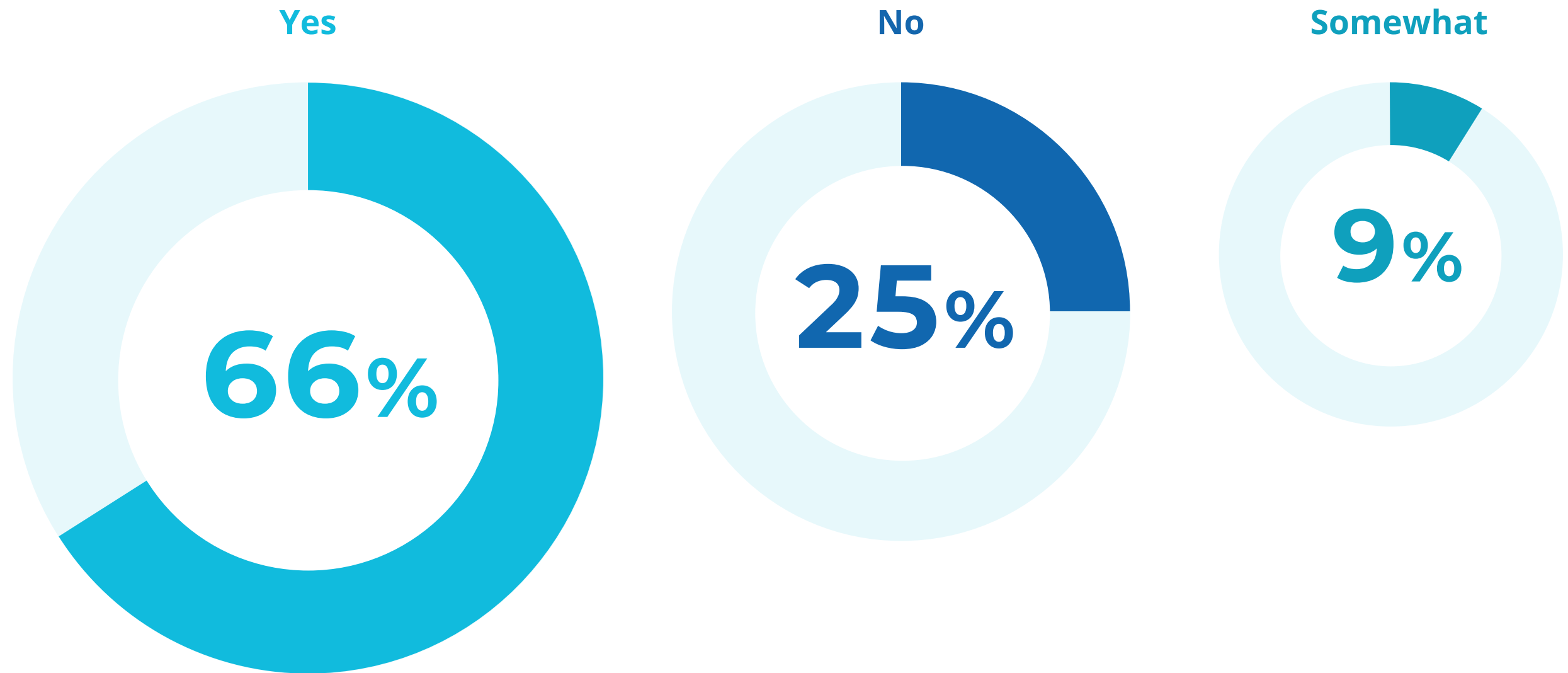
of L&D professionals agree that proactively building employee skills will help navigate the evolving future of work.

But, in reality, do employees feel that training helps them bridge skill gaps and meet business needs?

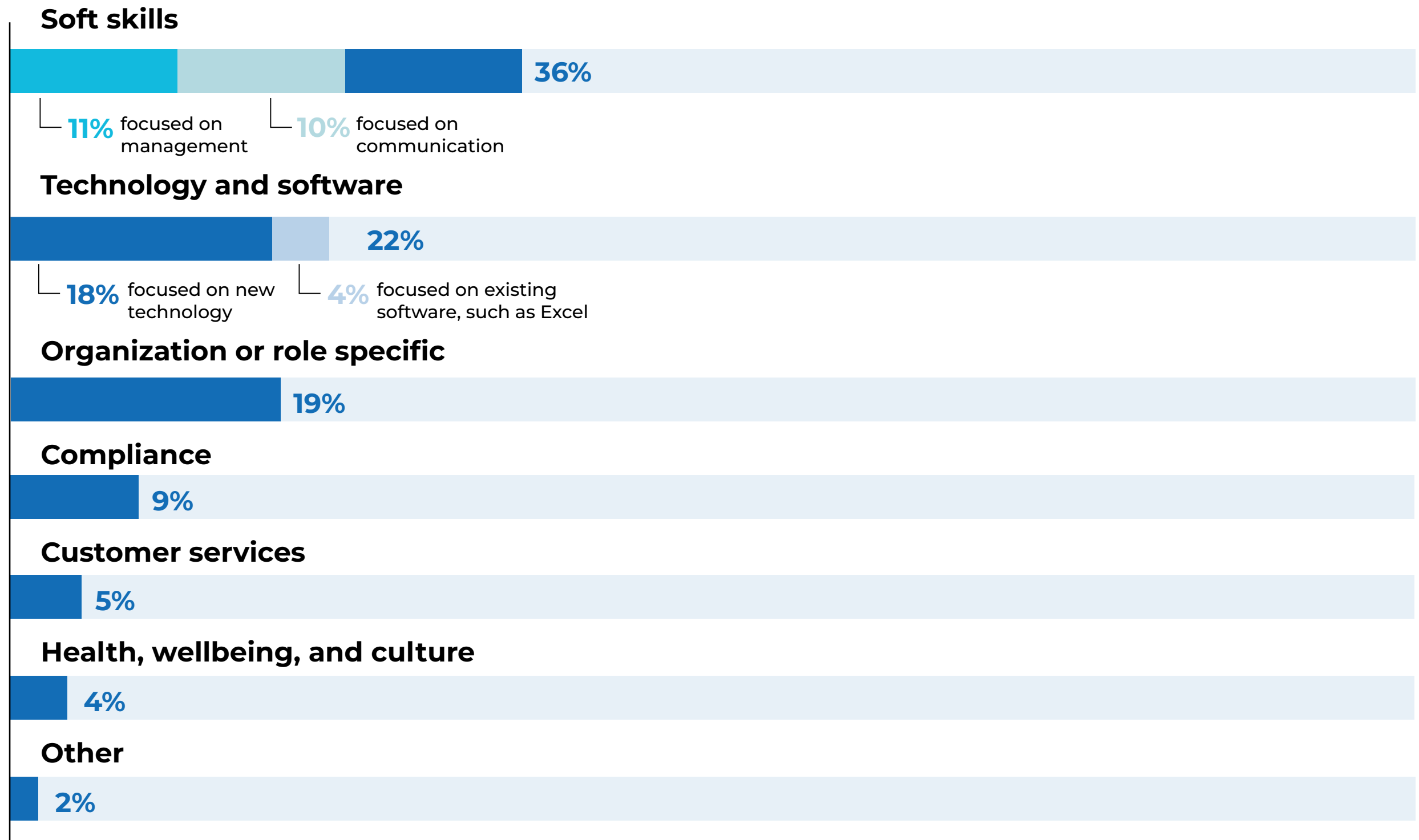


## Do employees feel that their organization's elearning aligns with the company's overall goals and objectives?

Around a third of employees feel that their digital learning does not align, or only partially aligns, with their company's goals.



# What skills would employees most like to be learning about to help them in their job?





# Top three skill focuses

Here are the top skills learners are looking to build on.

## #1

### **Soft skills:**

From teamwork to networking, a wide variety of soft skills were highlighted as essential to empowering employees to do their jobs efficiently and effectively. Management and communication skills were the most popular.

## #2

### **Technology:**

Employees are keen to learn new dynamic technology, such as Artificial Intelligence, and to get more from existing software, such as Microsoft Excel.

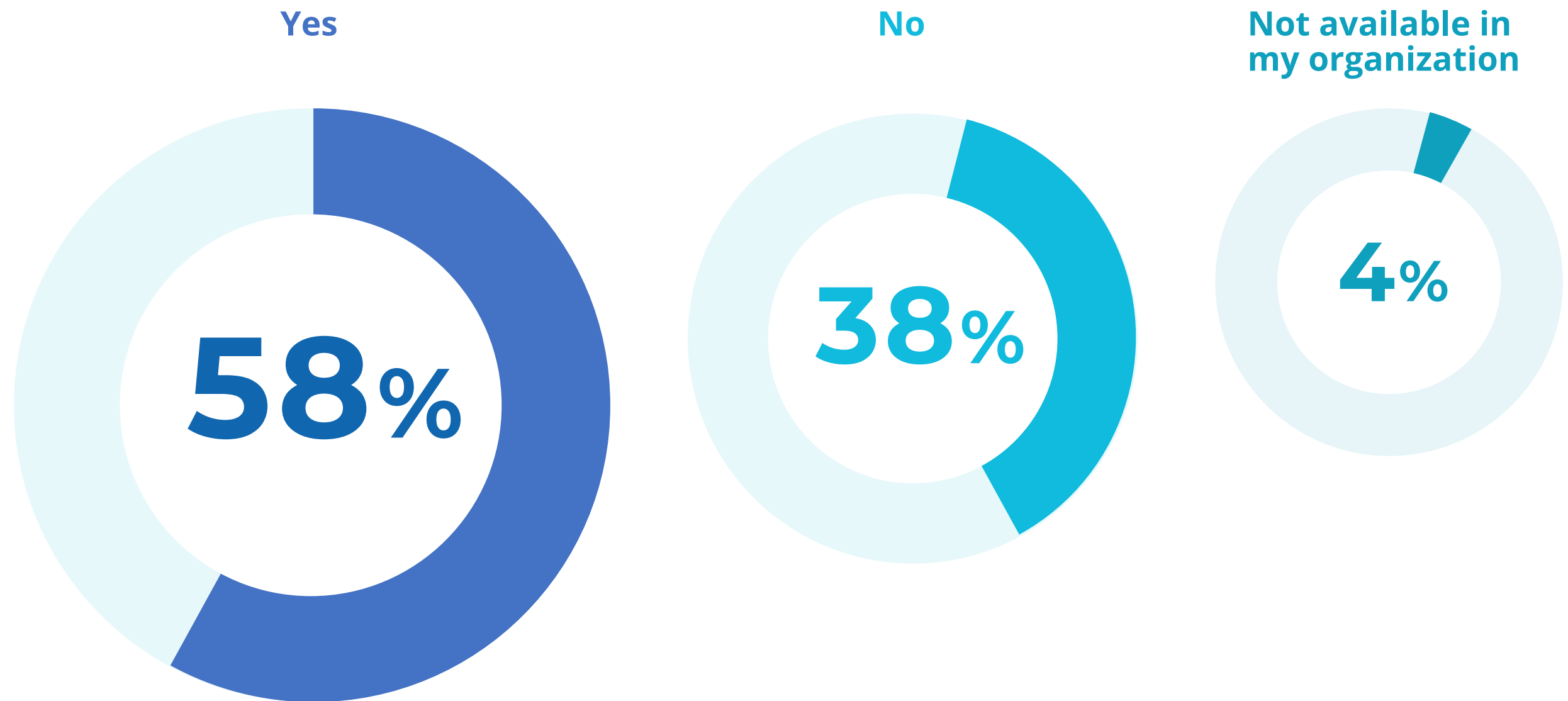
## #3

### **Specialist:**

Employees want to learn skills that are specific to their work and enable them to do their jobs more efficiently.

## Have employees been provided with training in the skill areas they feel they need in the last 6 months?

42% of employees have **not** been provided with learning on the skills they most wish to develop over the last 6 months. Organizations need to do more to ensure the learning they provide meets business goals and is what their employees want and need.



Key insight #3

# Providing quality learning experiences



The standard of digital learning has been improving over recent years, but there's still some way to go.

More than **50%**

of elearning in large organizations is rated fair to poor. So, how can this be improved?

The survey asked learners to give their thoughts on what good & bad elearning looks like to them, as well as what could be improved. Here are the clear themes that emerged:

## What does good and bad elearning look like for learners?

Engaging elearning is...

**Relevant**  
**Visual** Easy to access and user friendly  
**Accurate**  
Short and focused **Interactive**  
**Interesting**

Unengaging elearning is...

**Lacking relevance**  
**Passive** Hard to find and use  
**Out of date**  
Long and overloaded **Text heavy**  
**Boring**

## Relevance

*"I actually want to get something out of it, so it's not a waste of everyone's time."*

**33%**

of learners were engaged when elearning was relevant to their region and role

**62%**

said having relevant content was the most important factor



### Interactivity

*“Digital learning keeps my attention when it stays active and keeps me focused on the task.”*

**20%** of learners said they switched off when elearning lacked interactivity and opportunity to apply new knowledge and skills.

**20%**  
of learners said they switched off  
when elearning lacked interactivity

## Visuals

*"For me, it is interactive rather than simply reading lots of text, as this won't keep my attention."*

**24%** of learners highlighted that visual content was important to them.

**16%** specifically mentioned video.

**24%**  
of learners said that visual  
content was important to them

### Focused

*“The material or subject presented should be concise and well ordered. Also the graphics should be presented in a format that is not just informative but easy to understand and engaging.”*

**17%** of learners reported improved engagement when elearning was concise, useful, easy to understand, and well-organized.

**17%**

of learners reported improved engagement for concise elearning

### Access

*“When everything is all over the place and the right learning is hard to find, it’s time consuming and time wasting.”*

**22%** of learners said learning engagement increased when it was easy to access at the point of need.

**22%**

of learners said their engagement increased when their learning was easy to access

**32%**

recommended personalizing  
the elearning

### Top improvements learners suggest

**32%** recommended personalizing learning to region, role, experience, and preference by offering more options. For example, providing a range of content, from basic to advanced.

### Other suggested improvements included...

**More interactive**

Less content

More practical

**Easier to**

**More find/access**

Greater flexibility

**visual**

**More relevant**



### Relevance

*"I've noticed that some training modules do not relate to the ever-changing nature of my work. I must learn things that don't relate to my department, which is time-consuming and inefficient."*

**18%** asked for content that is more relevant to their job roles or department. A recurring theme across the survey.

**18%**

asked for more relevant content to their job roles

### Interactivity

*"I would make sure that there are more videos and interactivity to make you practice what you are learning"*

**14%** suggest that more interactive content could help provide a better learning experience. Including quizzes, video and scenarios.

**14%**

suggested more  
interactive content

## Practicality

*"Offer more hands-on and relatable courses."*

**17%** asked for more practical content so employees can see how a particular skill is done as well as practice it themselves.

**17%**

asked for more practical content

## Conclusion

# Unlocking the potential of elearning



### Embracing new approaches for modern learner engagement

There's no doubt that the modern learner has evolved, and elearning must adapt to meet their needs. Although we've come a long way since the rapid adoption of digital learning during the pandemic, there's still more to be done. Learning teams must embrace more **consumable learning content** to cater to the modern learner's preferences and expectations.

To bridge this gap, learning teams must shift their focus from traditional approaches to elearning and create **people-centered, engaging, and meaningful** learning experiences.

Don't know where to start? Check out our [Ultimate Guide to Designing Quality Elearning](#).

## Here are four key takeaways from the research that employees want to see:

### 1. Personalize:

Provide learning content that's relevant, accurate, and tailored to a learner's region and job role, with real-world examples and opportunities for application.

### 2. Make it interactive:

Incorporate more visuals, audio, video, and interactive elements, as well as text, to keep learners engaged.

### 3. Be concise:

Make sure that content is clear, concise, and easy to understand.

### 4. Make it easy to access:

Ensure your learning platform or website is user-friendly and easy to navigate and technical issues are minimized.

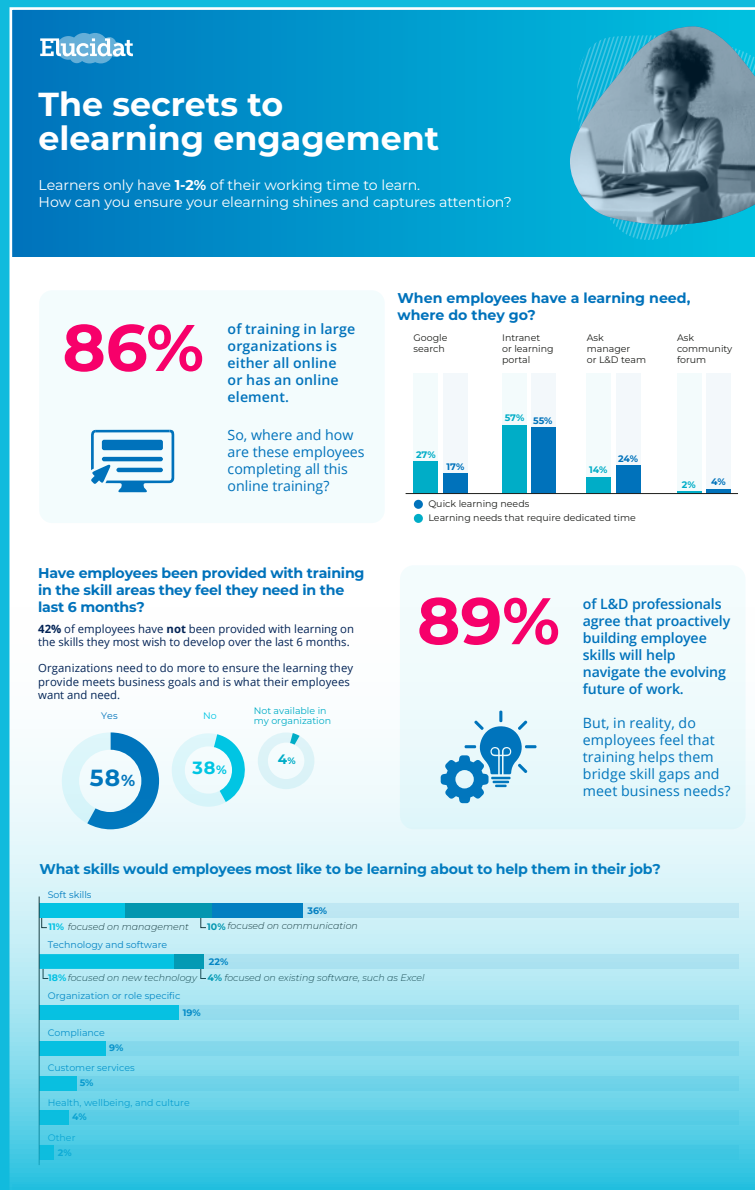
By implementing these strategies, organizations can unlock the potential of elearning and empower their employees to acquire the skills they need to succeed in the digital age.

# Secrets are for sharing

Empower your colleagues with knowledge!

Share this insightful infographic based on the report you just read, and give your team the secret recipe to elearning engagement.

[Click here to download a copy.](#)



# Elucidat

## About Elucidat

Founded in 2013, Elucidat's vision is to enable impactful elearning experiences at scale for the world's leading companies.

Elucidat's elearning authoring platform helps people to create impactful elearning by unlocking expertise from any employee. They have won a Brandon Hall Group Award for Best Advance in Content Authoring Technology for three years in a row. More than just an authoring tool, Elucidat is a partner of choice for some of the world's leading companies. Elucidat's team of experts offers unrivaled support to customers to ensure long-term success.

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## Resources

*Elucidat: State of Digital Learning 2023*

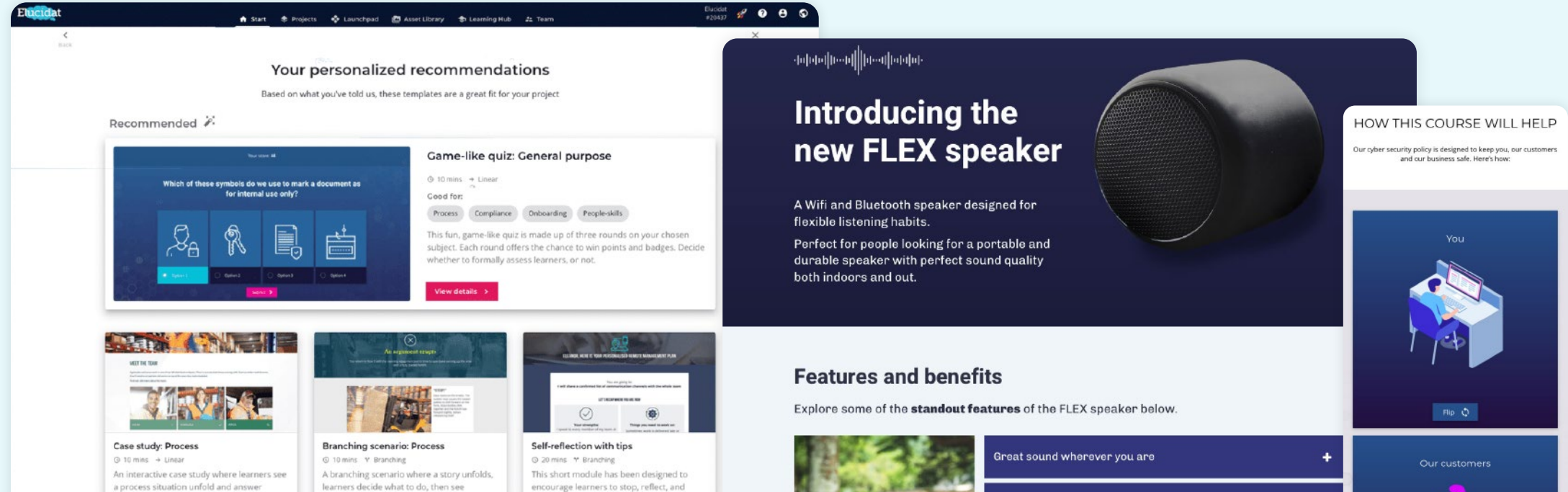
*Brandon Hall: Creating a Comprehensive Hybrid Learning Strategy*

*RedThread Research: The Learning Content Dilemma*

*LinkedIn Learning: 2023 Workplace Learning Report*

*Mind Tools: Learner Intelligence Report: Engaging with learning in the reimagined workplace - 2022*





## Explore how Elucidat can help you create impactful elearning experiences

**Ready to put some of these new ways of working into practice and produce more cost-effective learning to meet the complete learning needs of your organization?**

To learn more about Elucidat's authoring platform and how you can create engaging, personalized digital learning book a demo below.

[Book A Demo](#)

