

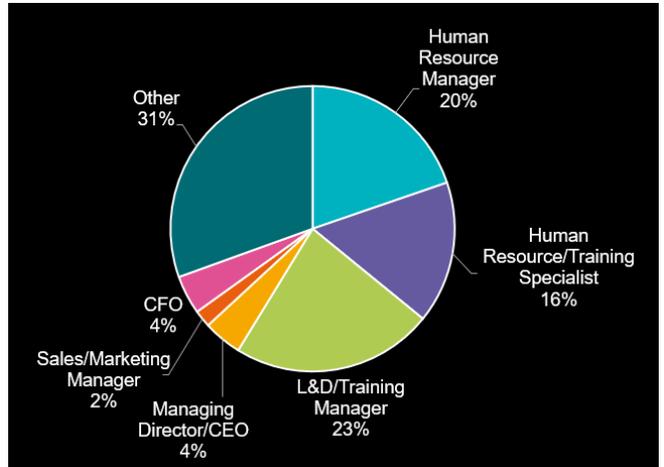
# 4 KEY FACTORS FOR EFFECTIVE L&D



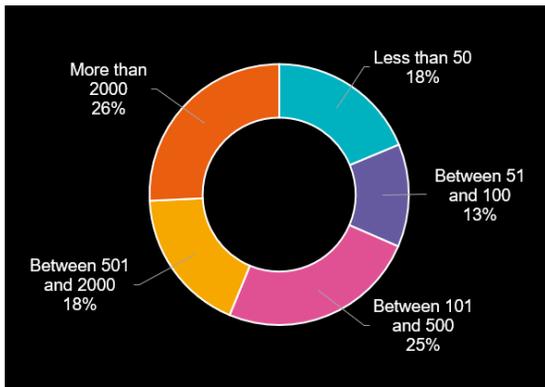
Throughout the autumn months Cegos offices across Europe conducted a Pan-European survey to identify how Covid-19 had affected L&D in 2020 and what the long term implications will be for the industry in 2021.

800 Companies took part in the survey from our Italian, Portuguese, French and UK offices.

Survey respondents came mainly from senior management roles within Learning & Development and Human Resources, although other managers outside of L&D did take part.

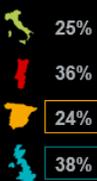


The distribution of the sample is heterogeneous in terms of company size



## BUSINESS STRATEGY In the current post lockdown scenario, how strategic is training?

91% of companies continue to consider training strategic to their business and will keep on investing in it during and after Covid restrictions.



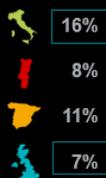
31% of companies...

Believe that training is a lever even more strategic to deal with and overcome crisis. **THEY WILL INCREASE INVESTMENTS ADDRESSED TO TRAINING.**



60% of companies...

Will address their budget to other priority challenges to restart or continue their business. **HOWEVER, THEY WILL NOT STOP TRAINING PROGRAMMES THAT BELIEVE ESSENTIAL.**



11% of companies...

Believe that the budget will be addressed to other challenges. **TRAINING WILL BE TEMPORARILY SUSPENDED.**

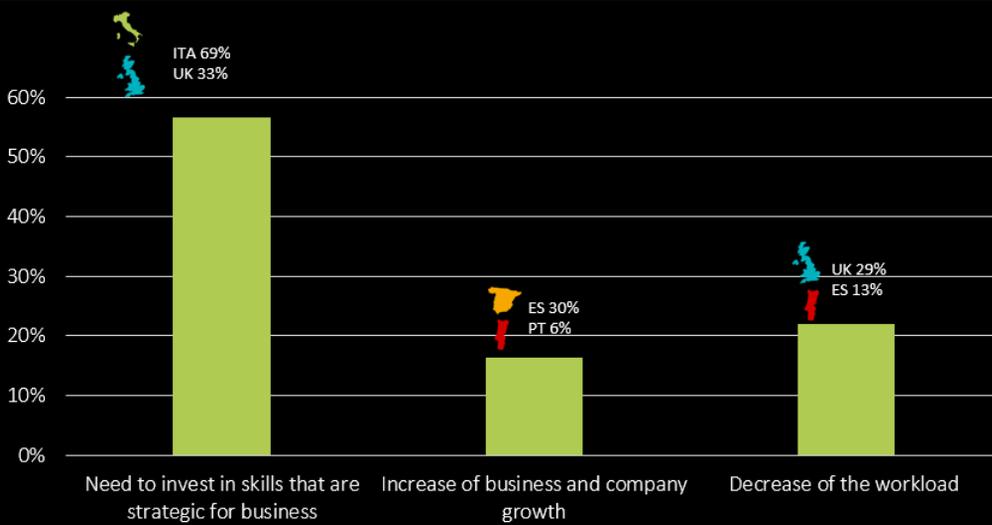


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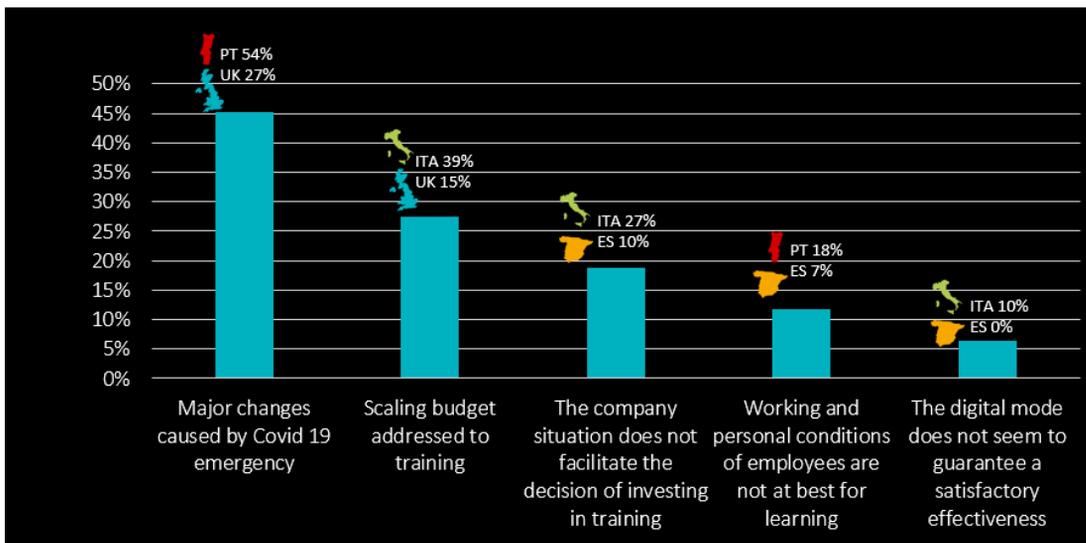


## BUDGET In times of crisis it can be helpful to increase the investment

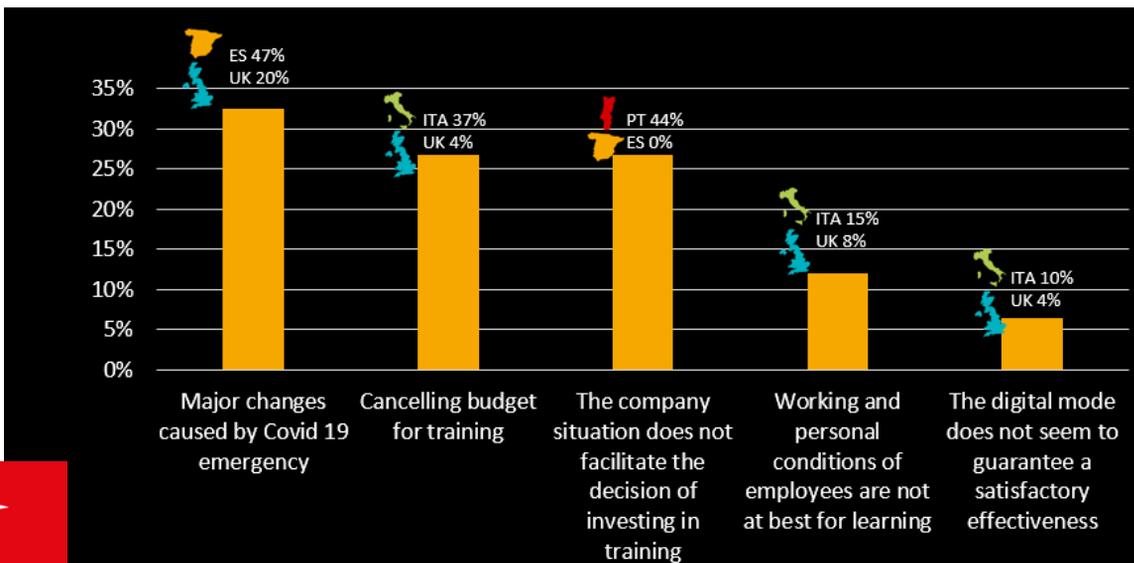
### A. The reasons for Increasing L&D Budgets



### B. The reasons for reducing L&D Budgets



### C. The reasons for suspending L&D Budgets

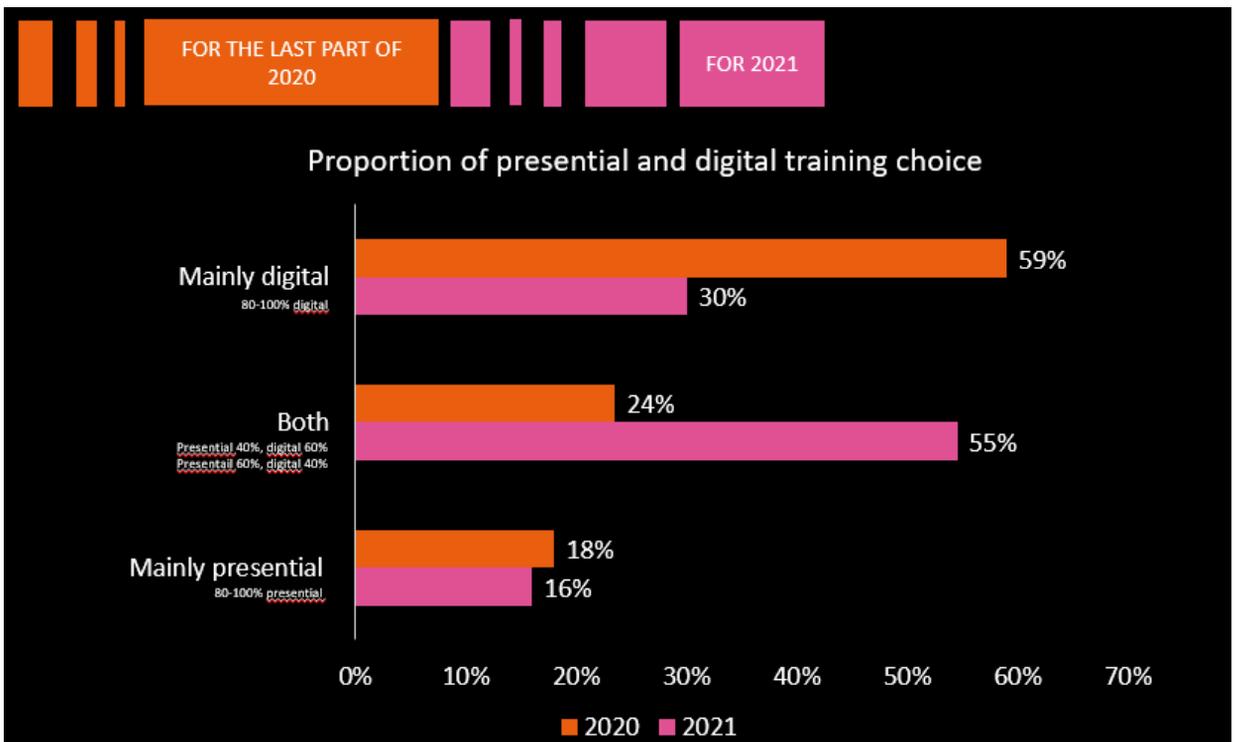


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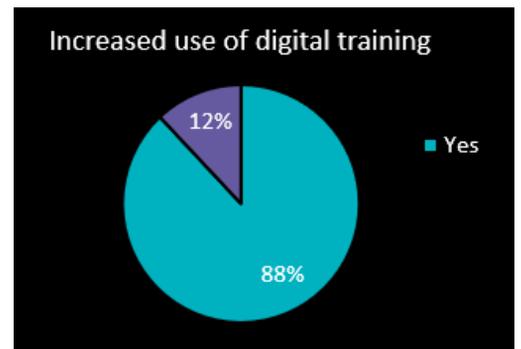


## METHODS The balance of Face-to face and Digital training

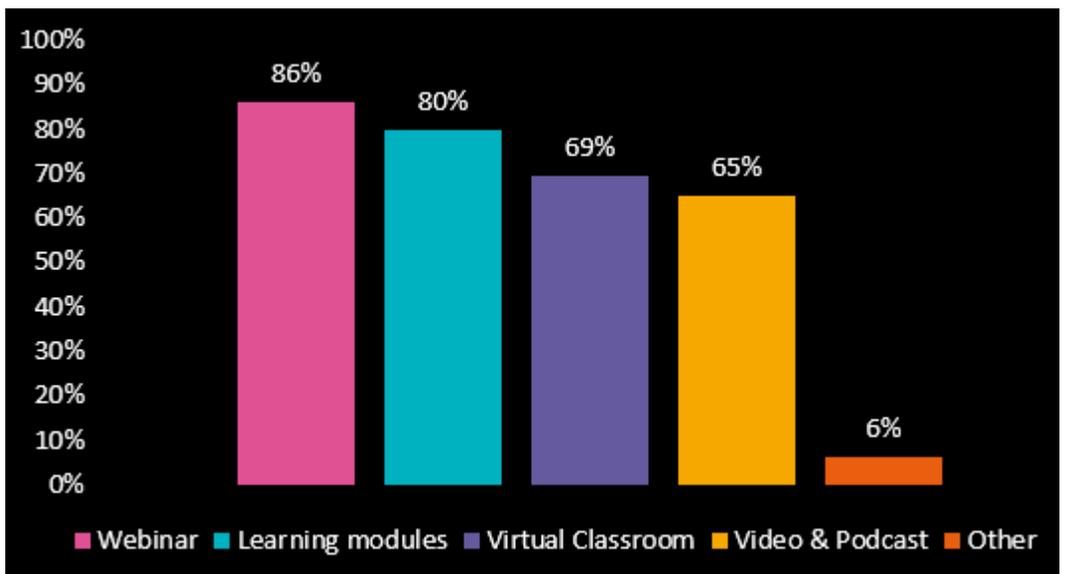
How the mix of methods combining the advantages of traditional with new innovations of digital training.



Most companies (88%) have chosen to increase the use of digital training



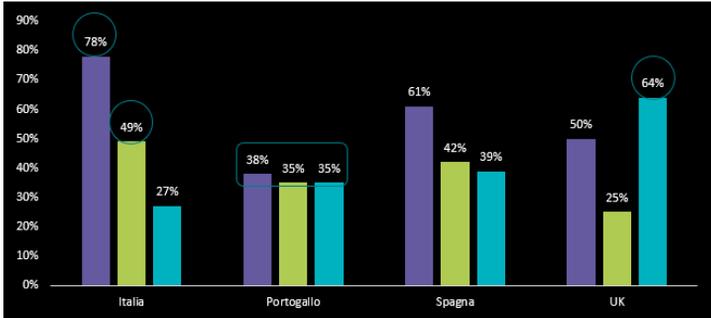
The adoption of digital training methods



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## CONTENT Changes see due to the needs arising from the pandemic



Content trends show across country

**57%** of the time companies state they wish to...

Update/align **SOFT SKILLS** linked to management and personal development

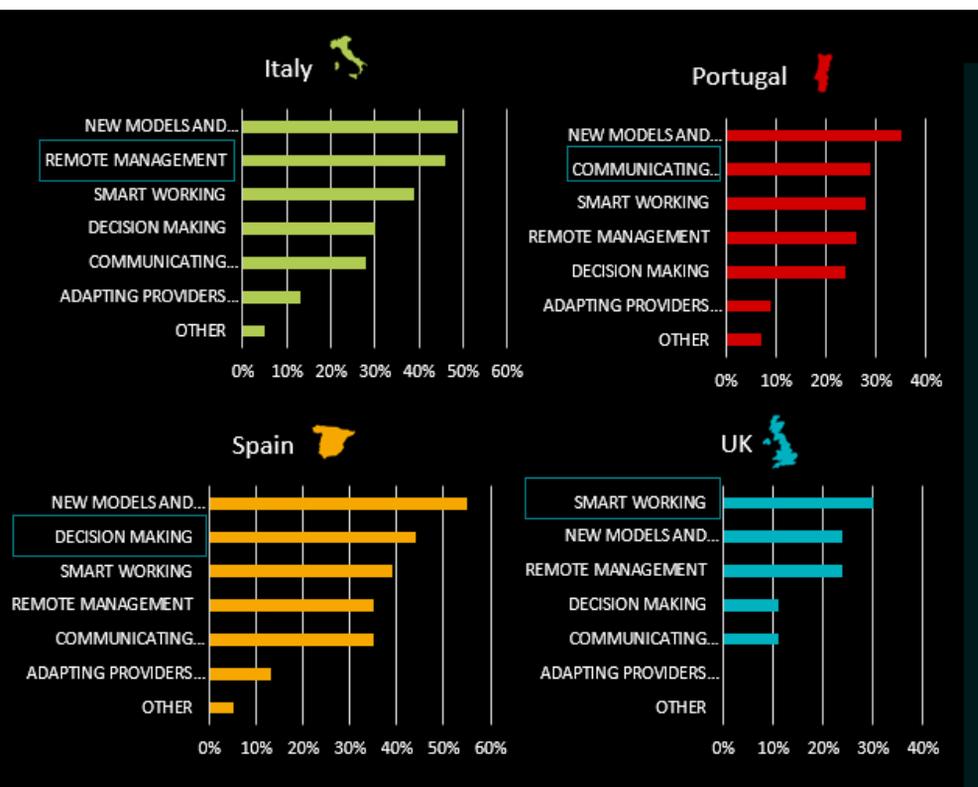
**38%** of the time companies state they aim to...

Update/align **HARD SKILLS** linked to roles

**41%** of the time companies state they would like to...

Update **SKILLS** in regard to the challenges linked to **COVID 19 EMERGENCY**

The pandemic has forced some changes in term of the most urgent topics to be covered.



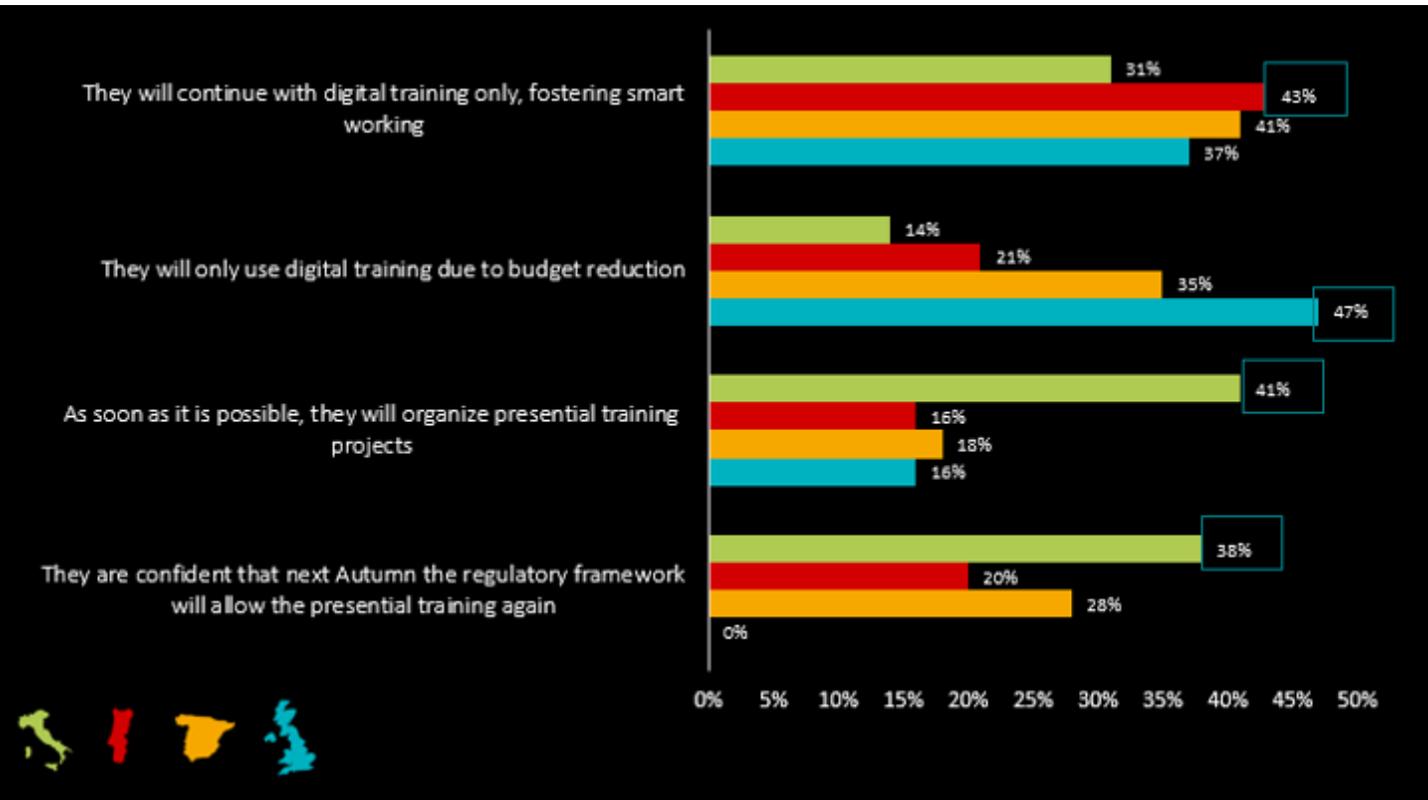
The content that organisations believe their employees should acquire differs across countries. However all areas included: content specifically Covid related, communication distance related and relational training, also smart working and remote management.

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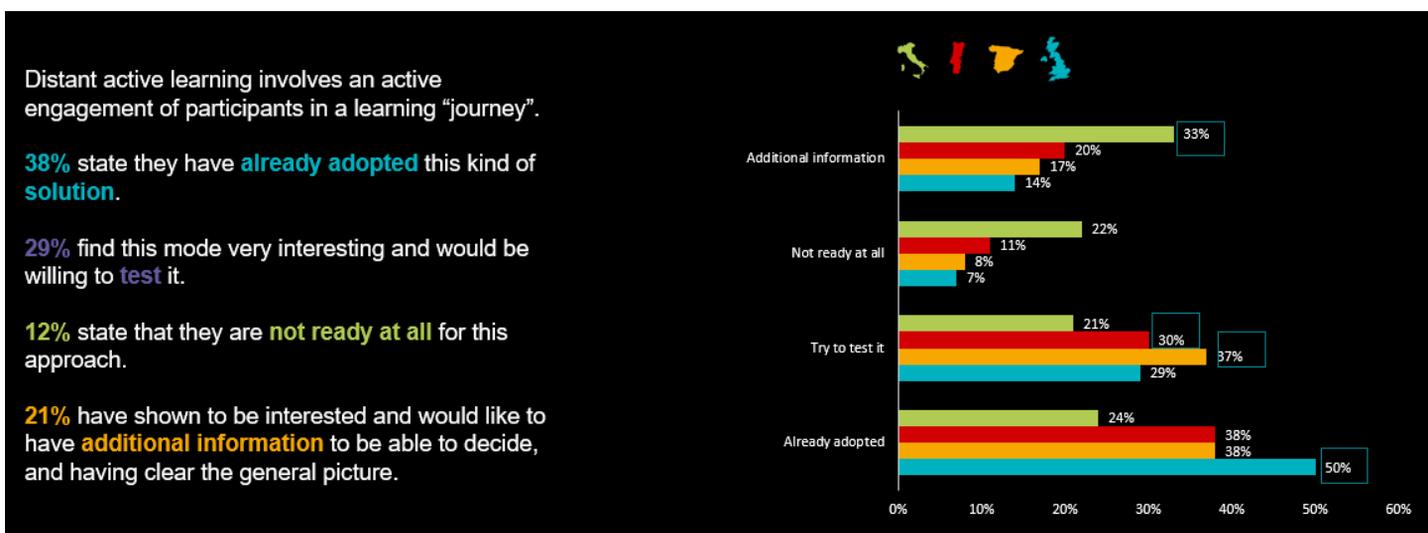


## PROPENSITY FOR TRAINING IN THE IMMEDIATE FUTURE

Predicting a L&D strategy for the next 15 months will not be easy, the trends below give an indication of the probabilities from our surveyed 800 companies.



The latest generation digital training is no longer expressed through the use of e-learning modules or by joining virtual classrooms. Trends point towards distance approaches combining synchronous and asynchronous (hybrid) moments, alternating working and training phases.



Distant active learning involves an active engagement of participants in a learning "journey".

**38%** state they have **already adopted** this kind of solution.

**29%** find this mode very interesting and would be willing to **test** it.

**12%** state that they are **not ready at all** for this approach.

**21%** have shown to be interested and would like to have **additional information** to be able to decide, and having clear the general picture.

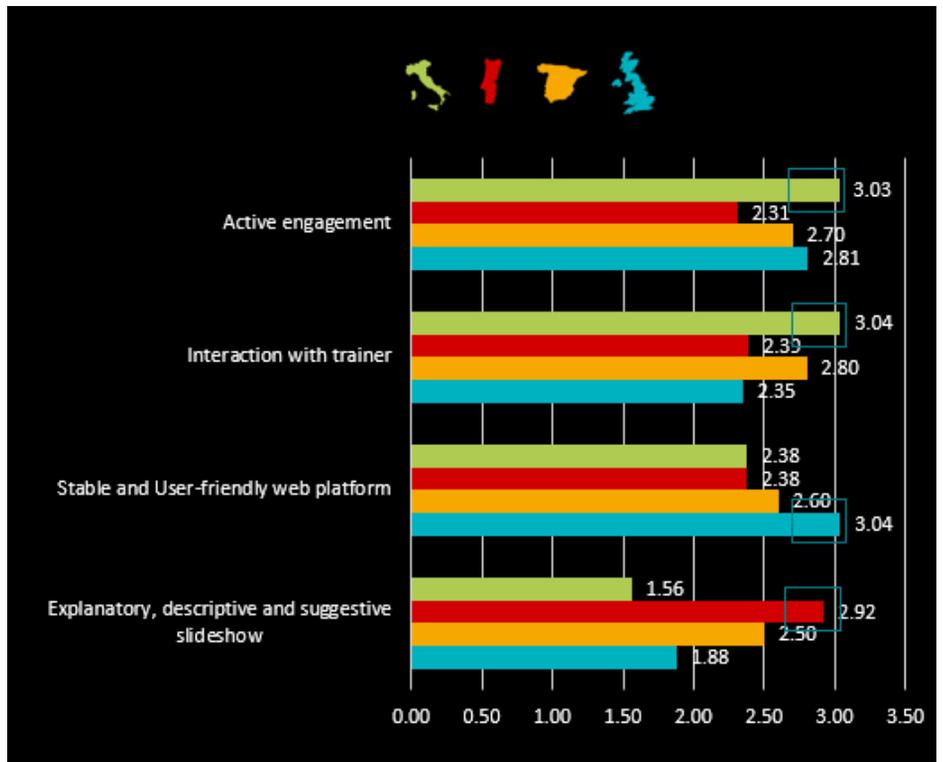


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## PROPENSITY FOR TRAINING IN THE IMMEDIATE FUTURE

Virtual classrooms combine the advantages of digital training with the benefits of face-to-face training. Our survey looks at which are the most important aspects in determining an effective training experience.



Active Engagement of attendees in classroom activities ranks first and it is considered essential. The same results are evident for Interaction with the Trainer and also the use of a Stable and User-friendly Web Platform. Ranked last was the use of slideshow presentation (Explanatory Slideshow).

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## PAN-EUROPEAN KEY TAKEAWAYS FROM THE SURVEY

- Training is considered a strategic lever in the new normal.
- During the lockdown, organisations have accepted the digital learning challenge.
- The digital maturity of companies will be translated into a growing mix of training methodologies.
- Companies will focus on soft skills, to better tackle the challenges of the new scenario.
- The active engagement of participants through an accurate design of the training and the interaction with the trainer are considered to be fundamental aspects for the success of digital learning.

## UK SPECIFIC TAKEAWAYS FROM THE SURVEY

- 50% of UK companies surveyed have already adopted hybrid learning i.e. a mixture of virtual classroom and online training
- 30% of UK companies surveyed are now including Smart Working in their soft skills curriculum
- 25% of UK companies surveyed are now including topics related to long distance relational styles due to the current pandemic
- This is how the UK Companies surveyed ranked the top 3 aspects in determining an effective hybrid training experience:
  1. A stable and user-friendly web platform
  2. Active engagement
  3. Interaction with the trainer

*We would like to thank everyone who participated in our survey. We look forward to further discussion on the evolving trends and invite you to connect with us on [LinkedIn](#) and join in the chat.*

