

CORPORATE TRAINING

Subscription learning is not a new concept, but some organizations have not yet made this a part of their training process. We completed a survey of over 1,000 businesses from over 20 industries to get their point of view on how corporate training is viewed in their organization, how performance is evaluated and if they are prepared to build important skills of their teams via subscription learning.



WHAT RESULTS ARE EXPECTED FROM TRAINING?

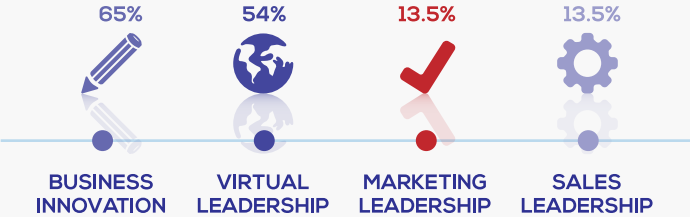
The bottom three competencies were **improved consistency**, **cross-functional employees** and **heightened innovative thinking**.



FAST FACT:

B2B companies preferred **compliance**. B2C companies demonstrated a preference for **productivity**.

When surveyed about their level of interest in subscription learning subject areas, corporate leaders listed the following as their top priorities:



LMS BENEFITS

Subscription learning has increased in popularity over the past 12 months because it provides **EIGHT** new opportunities to bring more value to a business:



FAST FACT:

What is the **total loss** to a business from **ineffective training**? It's staggering: **\$13.5 million per year**, per 1,000 employees according to Grovo.

RETENTION

Training and development opportunities will encourage employees to stay.

REPETITION

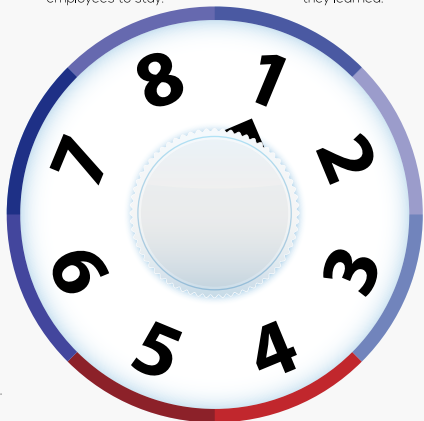
Training intervals help teams remember what they learned.

TRANSFER

Increase knowledge transfer by taking learner needs into account.

TRACKING

Assess progress to ensure employees are reaching their full potential after learning.



REAL-TIME

Subscription learning provides opportunities for learners to practice real-world tasks in real-time.

SHARING

Witness an increased likelihood for learning to be discussed with team members.

ENABLING

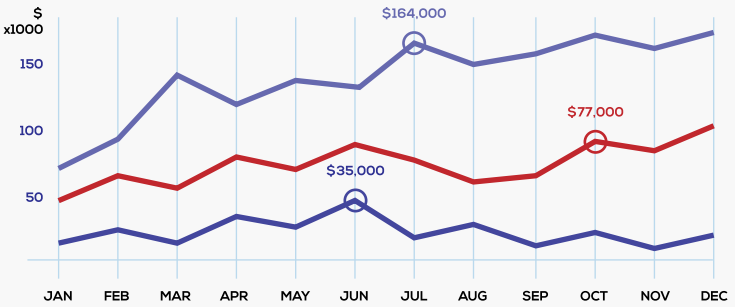
Learners are more prepared to execute tasks, as they have a greater connection to the material.

VARIETY

Multiple learning methods are great for adapting to learning styles of teams.

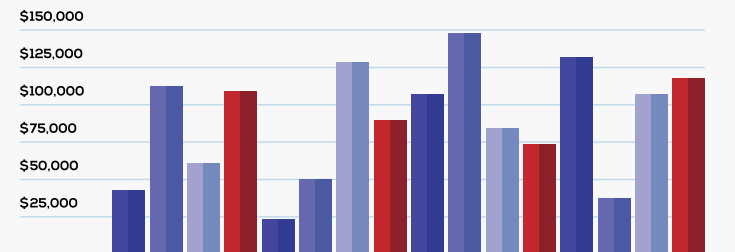
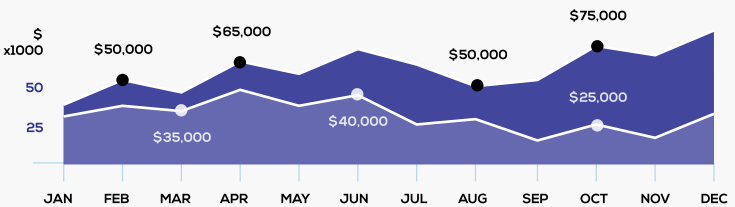
ANALYZING THE DATA

How much are companies spending on traditional internal corporate training? Survey says **single training courses** can run as low as \$35,000 and as high as \$164,000!

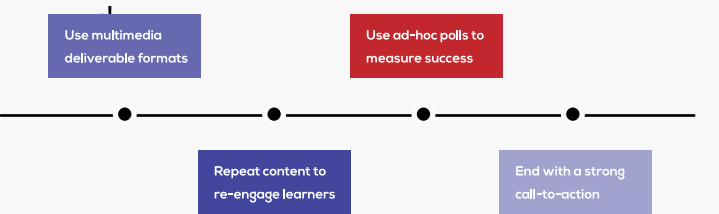


Subscription Learning is Different

The learning management system used for subscription learning is scalable, and you can enroll team members into courses as needed, making your training budget more predictable.



When asked how much of the budget is allocated toward internal training, **50%** of corporate leaders estimated their training budget to be **upwards of \$100,000 per year**.



4.69



Who's In?

The industries that are likely to get engaged in subscription learning first are **healthcare, technology, insurance** and **finance**.

3.27



Who's Waiting?

The industries that are warming up to the idea of subscription learning are **consumer goods, education** and **professional services**.



CEO/CFO/
PRESIDENT



HR/
DEPT. HEADS

2017 ATTITUDES ON CORPORATE TRAINING

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THEORY
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