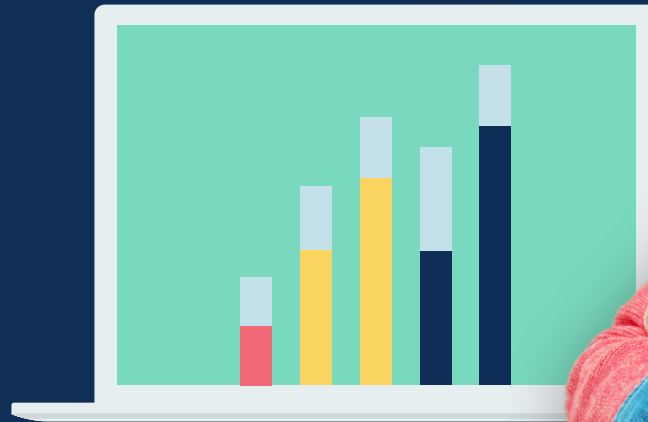


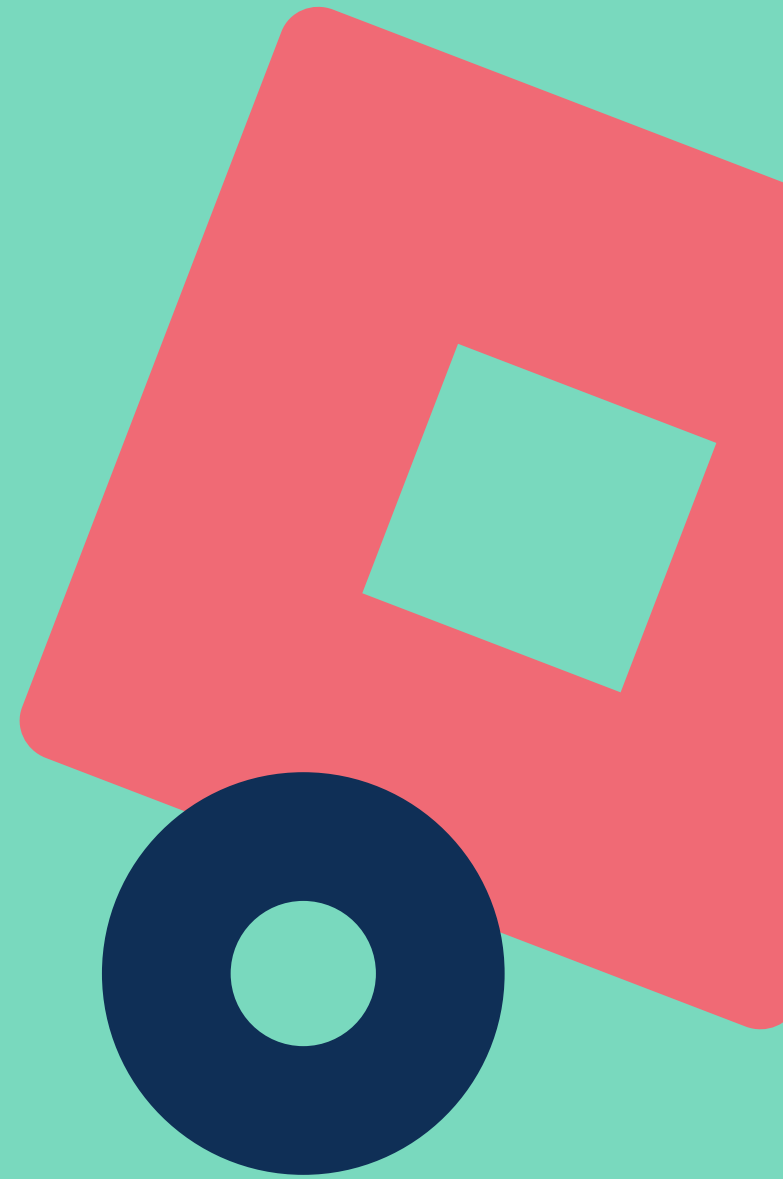
Nordic Learning Trends 2021/22

The Trends and Solutions to Elevate
Your Learning Strategy



Executive Summary	3	Personalized Learning	41
Introduction.....	9	Learning Outcomes & Measurement	43
Challenges & Top Priorities.....	12	Happy Employees = Thriving Company	44
Top 3: What Are Your Biggest Challenges?	13	To Measure, or Not to Measure	46
Strategizing and Thinking Long-Term	15	How to Get Straight Results of Your Learning Efforts	47
Change Management Due to Business Disruption.....	16	Summary	48
6 Tips to Create a Hybrid Workplace Your Employees Will Love	17	Overview - The Stats.....	50
Most Time Spent on Administration	18		
Top 3: What Are Your Top Priorities?	19		
Reskilling and Upskilling the Workforce.....	20		
Creating More Competent and Modern Managers.....	21		
Increasing Employee Satisfaction.....	22		
HR & Technology	23		
New Budget Restraints?	24		
LMSs and Learning Platforms.....	25		
The Top Learning Platform Features	27		
The Must-Have Features Are Still on Top	29		
Learning Activities & Trends.....	31		
Hours of Training and Activity Types	32		
Digital Learning Elevates the Learning Process	34		
Most Popular Learning Formats.....	35		
The Power of User-Generated Content (UGC).....	39		

Executive Summary





Biggest Challenges and Top Priorities

Challenges:

Time, change management, and, once again, time. These are the primary challenges (however, in different shapes) for HR & L&D professionals today.

Stats:

1. Not enough time to strategize and thinking long-term – **35.6 %**
2. Change management due to business disruption – **21.9 %**
3. Most time spent on administration – **21.9 %**

Solutions:

For 1 & 3: Evaluate your daily tasks and ask questions like: What processes can be automated, and what can be digitized (and/or handled in a learning platform) to make your days smoother and fun?

For 2: COVID-19. What more can we say? But before you jump headfirst into the deep pool of cool hybrid workplaces, you need to consider your employees psychological well-being. What do they want? Think, for example, the right tech, transforming training into digital learning, reinventing the open office, and methods for focus work.

Priorities:

Skills and happy employees. These are the primary priorities on the tables of HR & L&D professionals in this year's Nordic Learning Trends report.

Stats:

1. Reskilling and upskilling the workforce – **32.2 %**
2. Creating more competent and modern managers/executives – **31 %**
3. Increasing employee satisfaction – **31 %**

Solutions:

All the stats are correlated one way or another. When people learn new skills employee satisfaction rises, and to create more competent and modern managers, you need to upskill. Mix up your learning activities with a blended learning approach, where you send digital learning content to the people who's in need for upskilling and reskilling. Use an LMS or other learning platform with a smartphone feature, where the learners can access the learning content, wherever and whenever it suits them.



HR Technology

HR Technology Investments:

We saw a little poof in HR tech investments in this year's survey, but not as significant as in the 2020-survey.

Stats:

Q: Have you experienced an increase or decrease in HR tech investments?

Increase – **47.6 %**
The same – **45.6 %**
Decrease – **6.8 %**

Elaboration:

Learning Management Systems (LMSs) and other learning platforms are still popular HR technology investments. 58.3 % of respondents have a learning platform. Some learning platforms can handle the changes in the workforce with features like automated learning journeys, curated learner catalogues, interactive authoring tools, and next level analytics.

Top Features for the Perfect Platform:

We have a new winner this year: 'Better integration of learning data with real business performance data (Sales, Customer Satisfaction, Growth, Profitability, etc.)'



Stats:

Q: What are your top 3 features for the perfect learning platform?
(Choose more answers)

1. Better integration of learning data with real business performance data (Sales, Customer Satisfaction, Growth, Profitability, etc.) – **46.6 %**
2. Great user experience and design – **43.7 %**
3. Easy follow-up on employees – **42.7 %**

Elaboration:

In times of trouble, HR needs to be a must-have and not just a nice-to-have in organizations. This explains the new first place in this year's report. However, the good old features are still runner-up's, because, without those, you lose the point of having a learning platform, when the admins and employees cannot figure out how to use the platform. Learning digitally, should be a nice experience for both admins and learners.





Learning Activities & Trends

Hours of Training and Activity Types:

We have some lucky employees out there, who get plenty of training, and a lot of digital training too.

Stats:

Q: How many hours of training does an average employee have a year?

5-25 hours – **52.4 %**
25-50 hours – **22.3 %**
Less than 5 hours – **17.5 %**
50-100 hours – **5.8 %**
100+ hours – **1.9 %**

Q: How much of your training is digital?

Digital 75 % / physical 25 % – **40.8 %**
Digital 50 % / physical 50 % – **23.3 %**
Digital 25 % / physical 75 % – **18.4 %**
Digital 100 % – **10.7 %**
Physical 100 % – **6.8 %**

Most Popular Learning Formats:

Not a lot has changed in the most popular learning formats this year, except from gamified learning having a clear decrease and webinars are stepping up. That is, however, when we do not look at what learning content HR & L&D professionals plan to give to their employees. Furthermore, they are still very ambitious this year with the content they plan to give to their employees.

Stats:

Q: What kind of learning formats do you give to your employees right NOW?

Traditional elearning – **71.8 %**
Webinars – **57.3 %**
Classroom Training – **50.5 %**
Microlearning – **24.3 %**
Mobile learning – **18.4 %**
UGC (User-generated Content) – **13.6 %**
Podcasts – **12.6 %**
Virtual Reality or/and Augmented Reality – **11.7 %**
Gamified Learning – **9.7 %**

Q: What kind of learning formats do you PLAN to give to your employees?

Traditional elearning – **58.3 %**

Webinars – **58.3 %**

Classroom Training – **49.5 %**

Mobile Learning – **35.9 %**

Microlearning – **31.1 %**

Gamified Learning – **29.1 %**

UGC (User-Generated Content) - **26.2 %**

Podcasts – **20.4 %**

Virtual Reality and/or Augmented Reality – **18.4 %**

Stats:

Empower individual performance - **66.7 %**

Increasing employee engagement - **61.1 %**

Upskilling employees to respond to market - **40.5 %**

Q: Do your employees have the opportunity to create their own learning content?

No – **52.4 %**

Yes – **31.1 %**

No, but we plan to do more in the UGC-area – **15.5 %**

Q: What kind of UGC (User-generated content)?

Presentations – **64.3 %**

Videos on how to solve specific tasks – **53.1 %**

Interactive participation in Q&A-sessions/webinars – **44.9 %**

Blogs/other written materials – **24.5 %**

Sound bites – **9.2 %**

Other – **7.1 %**

Personalized Learning:

Only a small percentage of learners in Nordic organizations get bespoke digital learning content, even though some learning platforms can create learning journeys related to certain job roles and departments. That is a shame because, with more personalized elements in digital learning content, completion rates will raise due to increased learner involvement.

Stats:

Q: To what degree do you offer user-centric, personalized digital training for your employees?

We mostly offer generic content (for example, business strategies & GDPR courses) – **45.6 %**

To some degree – **44.7 %**

A high degree – **9.7 %**



Learning Outcomes & Measurement

Happy Employees = Thriving Company:

Employee engagement was on top when respondents were asked about the most important outcomes of their learning programs. Learning something new is always a great motivational booster, and when employees at the same time can use their new skills to elevate the company, the link is complete.

Stats:

Q: What are important outcomes from your learning programs?

Increasing employee engagement – **62.1 %**

Upskilling employees to respond to market – **57.3 %**

Empower individual performance – **52.4 %**

Revenue Growth – **28.2 %**

We haven't defined our outcomes – **10.7 %**

Q: How do you measure the learning outcomes?

Oral feedback from users and executives – **45.6 %**

Stats and analytics from our learning platform – **35 %**

Evaluations with metrics – **33 %**

We don't measure the outcomes – **24.3 %**

Solutions:

Almost a fourth of our respondents do not measure their learning outcomes, and that is simply not good enough. We need to take learning seriously, and not just create it for the sake of the learning, but use it to actually achieve our goals. A solution to those who do not measure is to **(1)** get clear learning objectives, **(2)** connect the objectives to the business strategy, **(3)** use a learning platform or other evaluation tool to get the insights, and **(4)** connect your learning platform to your BI-tool to get business data incorporated with your results.



Introduction



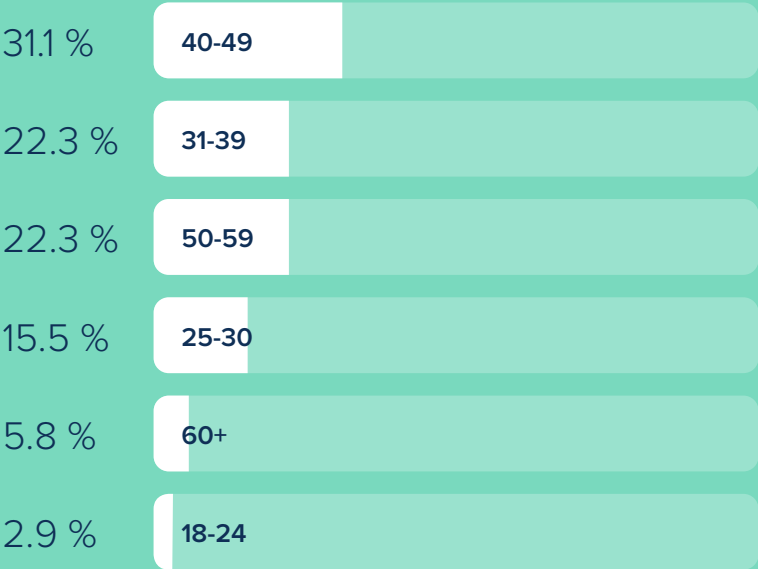
Introduction

Did you reach your targets for this year? And are you ready for the next? Let the Nordic Learning Trends 21/22 be your guide and inspiration to plan and making an impact with your learning efforts for 2022.

This year, we once again asked more than 100+ HR & L&D professionals in the Nordics about their challenges, priorities, and learning strategies. The majority of our respondents are between 31-59 of age (75.7 %) and come from either an enterprise-sized company (34 %) or a smaller start-up-sized company (32 %).



What's your age?

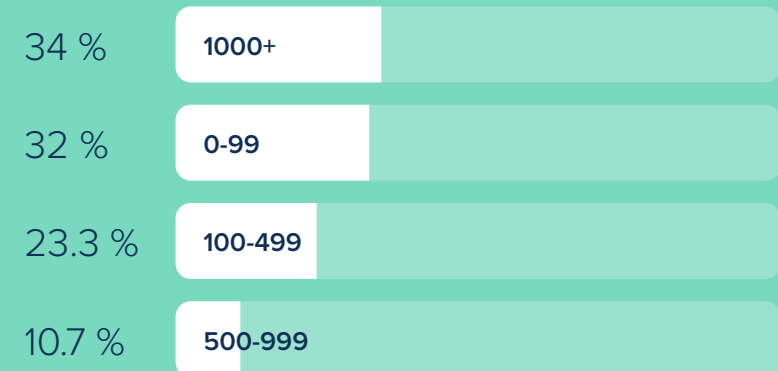


In this report you can gain insights about:

- The biggest challenges and priorities for HR & L&D professionals in the Nordics – and how to handle them
- Investments in HR tech, and especially how our respondents use LMSs and learning platforms, for example, what they think are the most perfect features in a learning platform
- The split between digital vs in-person training activities and the most common number of training hours
- The most popular learning formats today, and what formats are planned in the future
- Whether User-generated content (UGC) gained more praise this year
- Personalized learning and how HR & L&D prefer to learn themselves
- The most important learning outcomes and how they are measured

Enjoy.

How large is your workforce in your organization?



The background features a solid teal color. In the top right corner, there is a dark blue, wavy, organic shape. In the bottom right corner, there is a large pink circle with a smaller teal circle inside it.

Challenges & Top Priorities

Challenges & Top Priorities

A major shift and something new arising. This is what a tiny sentence can tease us about the challenges and top priorities for HR professionals in 2021/22. Other words to describe this headline are: Busy HR professionals, COVID-19, and automation - and they are all combined as a cause or a solution to each other. Let's dig a bit deeper into the topics.

Top 3: What Are Your Biggest Challenges?

As something new we asked specifically people working in HR, but not on C-Level, about their challenges and top priorities and how they connected learning to these. And their top 5 of their biggest challenges are:

1. Not enough time to strategize and thinking long-term – **35.6 %**
2. Change management due to business disruption – **21.9 %**
3. Most time spent on administration – **21.9 %**

What are your biggest challenges?

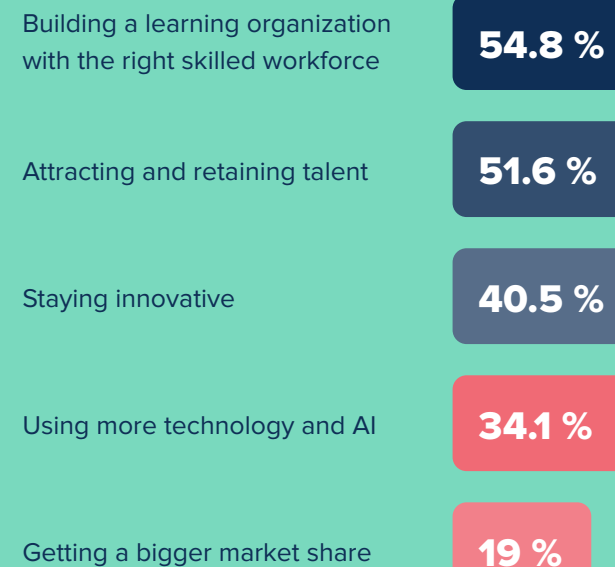


The respondents also got completely new answers they could pick this year, and that is why it differs a lot from the top 5 in the Nordic Learning Trends 2020, where both C-Level and HR & L&D professionals answered the same question. Back then, building a learning organization with the right skilled workforce was the number one challenge:

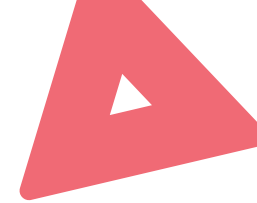
However, the 2020 challenges might reflect on the top priorities we now see for 2021/22. More about that later. Let's start by digging into the number one challenge for HR professionals in the Nordics.

2020

Top 5 - What are your organization's biggest challenges?



Source: Nordic Learning Trends 2020, Learningbank



Strategizing and Thinking Long-Term

The HR professional today is wearing many different hats. We talked about this **in the report from 2020**, and it is still valid today. Responsibilities like recruitment, **learning and development (L&D)**, employer branding, internal communications, **preboarding, onboarding, reboarding**, and **offboarding**, are just some of the tasks that HR professionals deal with on their daily desks. No wonder that strategizing and thinking long-term can be difficult and is the major challenge for the Nordic Learning Trends 2021/22.

Furthermore, COVID-19 showed us that a solid plan can be tossed right out the window when an unforeseen pandemic hits the globe and changes everything - also at our workplaces.

But strategizing is key for business survival in the long run, and it is important for HR professionals to set aside time for this in their daily workflow. **A solution** is thinking about how other tasks are managed today. Can the digital part of the pre- and onboarding phase become **automated**? And the same goes for multiple other L&D-initiatives? Some **learning platforms** are capable of handling these tasks, and, in that way, you release time to strategize and thinking long-term, when digital automation tools handle them for you.



Change Management Due to Business Disruption

This one might not come as a shock. Unless you expected it would take first place. Anyway, the shared 2nd place of challenges for HR professionals in 2021/22 is 'Change management due to business disruption'.

Change management can be a lot of things. It can be implementing a new strategy across the company. Or it can be changing the organizational culture, like **creating awareness of diversity and taking actions towards more inclusion (D&I)**. But this year the biggest change management exercise will probably be creating **hybrid workplaces post-COVID-19**. This can be a struggle to juggle (no pun intended), even though a lot of us have tried to work more remotely than ever before. At this time, we learned what worked, and what didn't. And if we want to avoid the stuff that didn't work, we need to step up and take specific actions.



6 Tips to Create a Hybrid Workplace Your Employees Will Love



1. To create more **psychological well-being** for your employees in the future, you need to be aware of their actual wants and needs. Studies show that if some employees are forced to go back to work full time, **they will quit their jobs**. Furthermore, a Danish study from the union DJØF show that 52 % of employees now want to work remote 1-2 days a week. Start by mapping out how hybrid your workplace should turn out.



2. Make sure that the employees flash their availability. Both when they are in the company office space and when they work remote. Give them tools to share their calendars with close team-members or the entire organization for all to know when to book in person meetings with one another, for example.



3. The Tech Stuff: **Only 65 % of Americans** had internet connections that were fast enough to handle video calls during the lockdown in 2020. And even though it might be different in Nordic organizations, this stat says it all. The right tech must be in place to handle the daily tasks in the hybrid workplace. Microphones, webcams, WIFI connection, online whiteboards, digital planning tools, and all the rest. Ask yourself: Does each and every employee has the stuff they need to make their work-day flow?



4. Transform parts of your training events into digital learning. **Upskilling** is a need there will go nowhere. So, keep that in mind, when moving into a more hybrid workplace. You can use **an LMS or other learning platform** to create digital learning for your employees - both those who work remotely and those who do not. Digital learning is a tool that elevates your learning efforts and if done right, you can wrap a lot of the information from the classroom training into a beautiful package of interactive learning elements, or **microlearning** that your learners can unwrap whenever it suits them.



5. The open office space is a good idea when we want to get answers quickly from our co-workers. But it can also be a burden when we need to focus and instead get interrupted. These interruptions do not occur in the same way, if we work somewhere with no sight of co-workers (we can, however, get interrupted by other stuff, more about this in tip 6). The open office space might need some rethinking in the hybrid workplace. Here, partition walls that block out distractions can be useful, as well as Pomodoro clocks, and lights.



6. And now, we are talking Pomodoro and focus, it is a very good idea if you hand over tips for your employees, so they can keep up their efficiency, even though they are not in the company office space. Because

even though we may not get interrupted by our co-workers waving at us or tapping our shoulders, they can still interrupt us digitally by mail, chat, and over the phone. And please do not get us started with all the red notifications from social media and other apps on our smartphones. Some tips you can hand over are:

- Turn off notifications
- Check mails at specific times of day, for example, 8.30 in the morning and 13.30 in the afternoon, and shut down your mail software the rest of the day
- Do not put your smartphone next to you. Preferably, you should keep it out of the room you are working in
- Don't multitask - Multitasking is for computer brains not human brains
- Think of your mind as a muscle - it needs training too. Ask for focus exercises or find them yourself to get your brain into shape and be more efficient in your daily work

Most Time Spent on Administration

As we just mentioned, HR professionals today oversee a lot of tasks. And that is why it can be a bit sad to see, that the shared 2nd place of biggest challenges also goes to 'Most time spent on administration'. A lot of the same solutions go for this one as the number one challenge: "Not enough time to strategizing and thinking long-term", because these two challenges are combined. To lower the volume of administrative tasks, it is a good idea to look into:

- Automating processes with help from your learning platform, for example, digital pre- & onboarding
- Integrating systems into each other to avoid working twice as much
- Start **UGC-initiatives** and ally with **SME-experts for content creation**

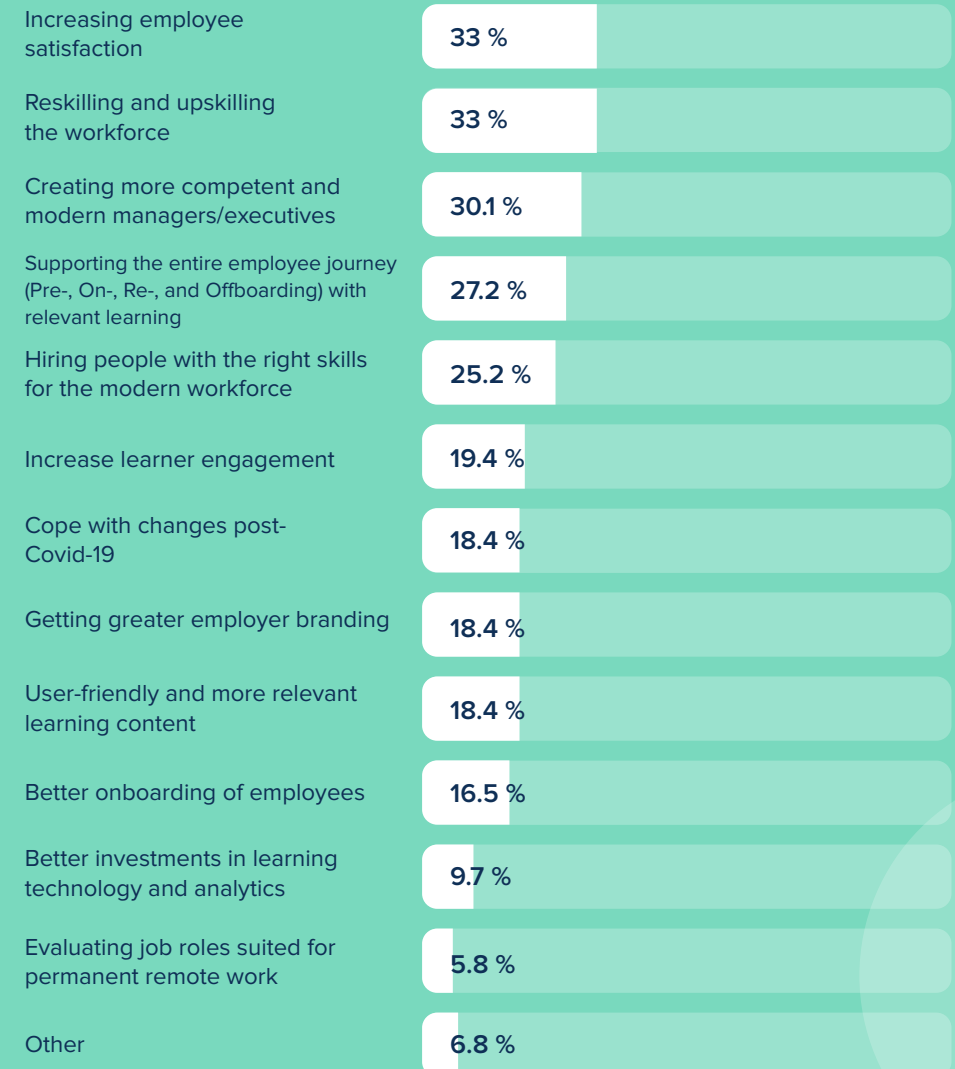
Top 3: What Are Your Top Priorities?

As we mentioned, there is an overlap, when we look at the top challenges from the Nordic Learning Trends 2020 and compare it to the top priorities in 2021/22. Let's look at the three top priorities for HR professionals in the Nordics:

1. Increasing employee satisfaction - **33 %**
2. Reskilling and upskilling the workforce - **33 %**
3. Creating more competent and modern managers/executives - **30.1 %**



What are your top priorities for 2021?



It is both similar to the priorities from the report from last year, but also according to the challenges from last year. Here are the top priorities from Nordic Learning Trends 2020:

Creating more modern and competent managers and increasing employee satisfaction are new on this year's survey top 3. And it makes sense when we look at the year that has passed. Employees need to get a positive wave into their **psychological wellbeing post-COVID-19** and we need managers who are able to kickstart that wave. Let's move on to the top priority of this year's Nordic Learning Trends 2021/22.

Reskilling and Upskilling the Workforce

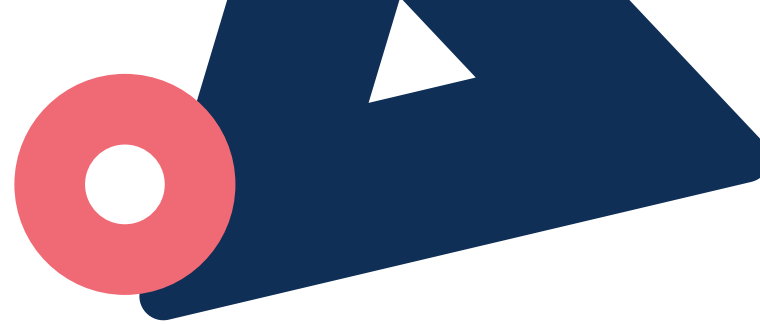
They say it in the Nordics, but they definitely say it too on a global scale. **Reskilling** and **upskilling** is the absolute top priority for HR professionals worldwide. Two-thirds (66%) of L&D pros globally now agree that they are focused on rebuilding and reshaping their organizations - according to **LinkedIn's Workplace Learning Report 2021**. Also, 59 %, have made upskilling and reskilling their top priority. A 15 % increase from June 2020.

And if we stay in the reskilling area, an interesting fact occurred in the LinkedIn report. If you invest in reskilling and internal mobility, employees are likely to stay at your company for almost 2x longer. On average

2020 Top 5 - Priorities

Reskilling and upskilling the workforce	42.9 %
Better onboarding of employees	41.3 %
User-friendly and more relevant learning content	30.2 %
Getting greater employer branding	27.8 %
Supporting the entire employee journey with relevant learning content	26.2 %

Source: Nordic Learning Trends 2020, Learningbank



an employee stays with your company for 2.9 years if you have low internal mobility and 5.4 years if you have high internal mobility. Why is upskilling and reskilling so important? Well. You might have heard it. But the workforce is changing fast. In the next couple of years, **85 million jobs will be displaced and 97 million new jobs** will get created. Both the displacement and creation are especially due to **automation and robot evolution**. That's why we have to think about up - and reskilling. We need to adapt the workforce to the changes and build new career paths that tap into the future of work - both for the individual employee, but also for our companies and organizations to win new markets and stay on top of the game.

Creating More Competent and Modern Managers

This might be a no-brainer. But when we have to stay on top of our game, we need competent and modern managers who can lead the change. **Soft skills**, like adaptability, empathy and inspirational leadership, are key for managers in the future of work. Furthermore, managers need to be equipped to foster a **learning culture**, that can drive innovation and increase employee satisfaction.



Increasing Employee Satisfaction

Grumpy employees are not exactly something to wish for. And if they are truly unhappy, it might not be long before they go somewhere else to become happy again. When employee satisfaction is high, you retain the talent too, and you **gain higher revenue growth**. Win-win-win.

A few pointers to increase employee satisfaction are:

- Improving your pre – and onboarding
- Be transparent
- Upgrading your L&D programs
- Providing employees with the right tools
- Give more feedback and attention

Read more in-depth about the five tips in the blogpost: **Boost The Mood: 5 Tips to Get Better Results in Engagement Surveys**.

One of the tools that can aid all three priorities, **(1)** reskilling and upskilling the workforce, **(2)** creating more competent and modern managers, and **(3)** increasing employee satisfaction, is getting a learning platform – or upgrading the one you already have, if it cannot handle your daily learning struggles. Rethink your learning and development with new engaging digital learning content, that is nothing like your average dull elearning. In that way, you can both efficiently reskill and upskill your workforce, you can skill up your managers with ease, and you can give a little kick to the employee satisfaction when employees get the chance to learn something new, whenever it suits them. **Read more about the power of digital learning in the HR & Technology chapter.**

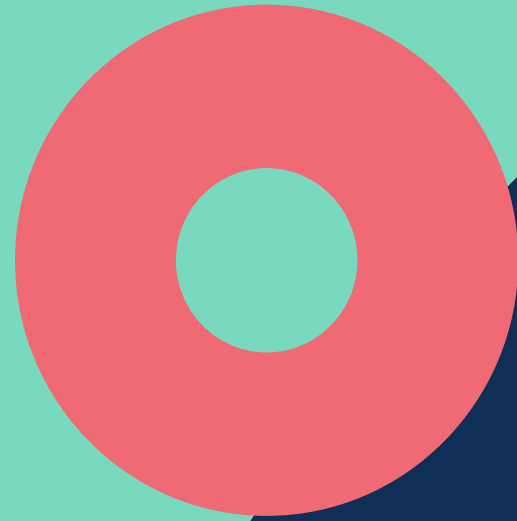
The Link Between Learning, Challenges and Priorities

How do HR and L&D Professionals think 'learning' when it comes to priorities and challenges?

1. We made a learning strategy to upskill and reskill employees due to our specific challenges and priorities (28.7 %)
2. We are still reflecting and planning how to cope with our challenges and priorities and create learning which relates to these (27.6 %)
3. We feel somewhat ready to develop future skills due to our challenges and priorities (25.3 %)

This is a new question in the Nordic Learning Trends Survey, and the good news is that most people have made a clear learning strategy to cope with the changes or reflect and plan to cope with them. So, even though we learned that HR professionals in the Nordics are busy, this past year has still started some thoughts about how to tackle challenges going forward. And that employees in the Nordics can look forward to great upskilling and reskilling challenges in the future.

HR & Technology



New Budget Restraints?

A quiet poof is more descriptive for the investments in HR technology, than the loud boom we saw in 2020. Back then 61.1 % experienced an increase, whereas this year it is 'only' 47.6 %. In fact, almost the same number of respondents say that the investments are 'the same' (45.6 %). Multiple factors can cause this, but the sinner is probably budget restraints due to COVID-19, which has knocked down the possibility for investments in new HR technology.

Nevertheless, the little poof must be addressed. Even though COVID-19 might have blocked spending on HR technology, still, a lot of companies saw the need for further digital transformation during the same time. After all, in person meetings and interactions such as classroom-training were no-go. Hence why we probably see the poof in new digital investments. And the respondents who, on the contrary, experienced a decrease in investments in HR technology was only 6.8 % this year.

Have you experienced an increase or decrease in investment in HR technology in your organization?

Increase

47.6 %

The same

45.6 %

Decrease

6.8 %

LMSs and Learning Platforms

Learning Managements Systems (LMS) and other learning platforms are still popular technology investments in HR. 58.3 % of our respondents have a learning platform today to handle their internal learning challenges more smoothly. Furthermore, if you look closer at the numbers, it is only 23.3 % of our respondents who do not have an LMS or learning platform who explain it with that it will not make sense in their type of organization. The rest say that they do not know why they do not have an LMS or learning platform (51.2 %) or it is due to lack of resources (25.6 %).



Do you use an LMS or other learning platform for digital training of employees?

Yes **58.3 %**

No **41.7 %**

Why?

I don't know **51.2 %**

Lack of resources **25.6 %**

We don't have the need for an LMS/Won't make sense in our type of organization **23.3 %**

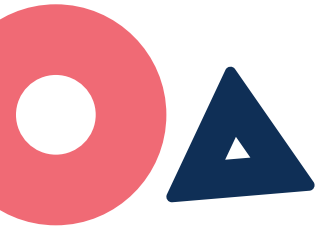
Speaking of the power of learning platforms. The workforce is changing, especially with new types of jobs, **hybrid work forms**, and the need for **upskilling** and **reskilling** due to **automation**. However, a lot of our respondents are unsure whether their LMS can handle the modern workforce (40 %), while 36.7 % say yes and 23.3 % say no. This tells us that learning platforms need to step up and provide new features that can aid HR professionals, or be more vocal about existing features that can already do the job. Examples of features that can equip HR professionals to handle the changes in the workforce are:

- **Automated learning journeys**
- A higher level of personalization
- Curated learner catalogues
- Interactive authoring tool that hits more **learning styles**
- Engaging admin – and learner interfaces
- Next level analytics and data reports

And now that we have already entered the talk about learning platform features, let's unveil what the most desired features in the perfect learning platform are in the Nordics.

Is your system ready for the modern workforce?

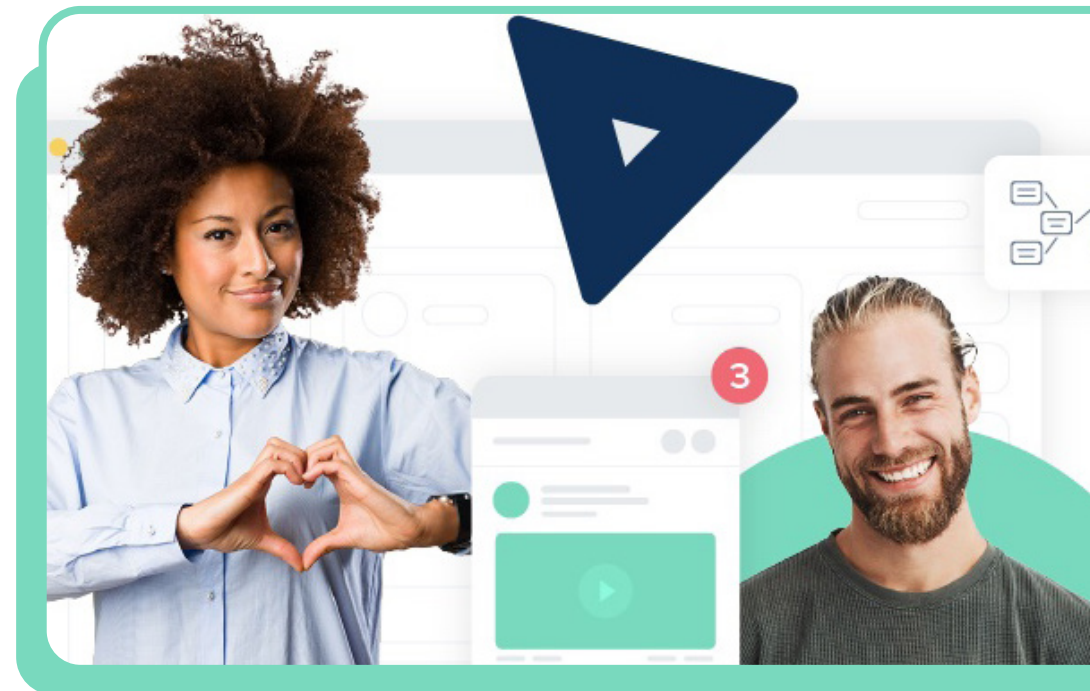




The Top Learning Platform Features

Great user experience and design has been knocked off the throne this year and a new one has taken the top seat – moving up 4 spots to be exact – when looking at past year’s Nordic Learning Trends report. This year’s number 1 in the question of the top features for the perfect learning platform is: “Better integration of learning data with real business performance data (Sales, Customer Satisfaction, Growth, Profitability, etc.)”.

The need for HR to be a close business partner with the C-suite is not something new. But this year the need shines even more bright and clear. A way to the C-suite’s hearts is often handing over the right numbers and metrics to show that the HR & Learning strategy actually have a positive impact on the business. Especially, in times of trouble and uncertainty (do we have to mention the global pandemic again?), when management are looking closely on what department can cut away fluffy stuff.



Fortunately, some **learning platforms can already integrate the other systems** you use (or other departments use). And this will surely smoothen up the link between your learning efforts and the overall business performance.

However, it is interesting that such a data driven feature for learning platforms is the number one this year, when data is not highly prioritized when actually measuring the learning outcomes. More about that in the chapter about **Learning Outcomes & Measurement**.

Digital Learning Kicks up Sales Numbers

The lingerie franchise Change uses Learningbank's Learning Lifecycle Platform to send out digital learning videos about new products, and this is something they can measure directly on the bottom line:

"When the product videos are released, we can see that sales numbers at the specific products get higher. Furthermore, we can see that our efforts are working, because we also send out videos about visual merchandising (ed. how stores can display the products in a more efficient way). Here, we have seen a clear improvement in how the stores do it, and, at the same time, the stores are more aligned and have the same visual outlook. There are more elements to it but combined we have seen that the processes have succeeded in that wishes from the headquarters have been met to a higher degree," Emil Solhøj Nørgaard, International Retail Coordinator in Change, says.



**Read the full case about
Change right here**



The Must-Have Features Are Still on Top

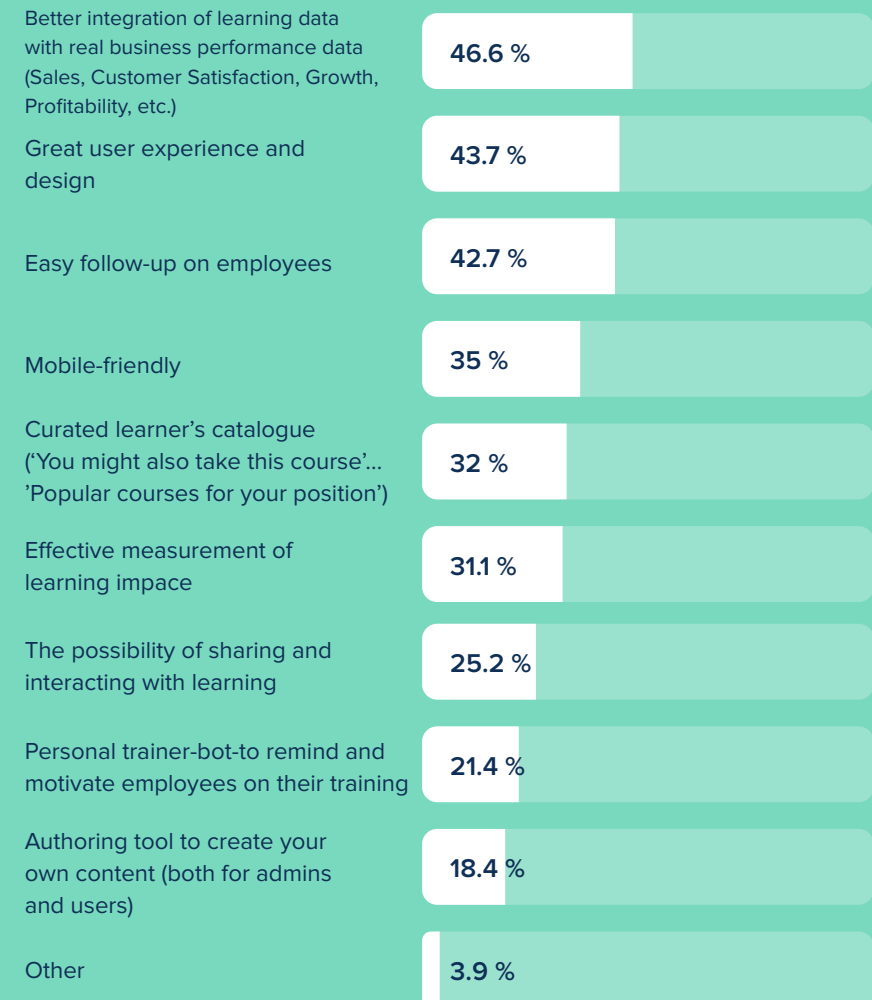
Yes, great user experience and design was knocked off the throne, but only to the chair standing just next to it. When looking at this year's survey data about the top features in a learning platform, the must-have features are still very close to the top. Besides the great user experience and design, we also see 'easy follow-up on employees' at the same spot as last year. No doubt that these features are key for every learning platform's success. Both learners and admins need to find their way around the learning platform easily, or they will, no doubt, have a hard time using it, and probably not use it at all. And if admins and managers cannot track and follow-up on their employees' progress, then they could just as well step back and spend multiple hours on in-person training events only.

Furthermore, user experience is not just about how to navigate the platform, but also about experiencing the content within. If you only receive digital text chunks, when you learn something new, you will fall asleep in a second. But if admins do not have the possibility of creating more engaging and interactive learning content with ease, it is also hard to provide anything else.



Maybe next year, these two important features will once again raise their swords and scare away 'Business data integration' from the first place. But this will surely depend on whether the C-Suite continuously see the need for getting more numbers from HR or whether the C-Suite will lean back into their former ways of dealing with HR. Only time will show whether the global pandemic just becomes a bad part of our memories or has ever changed the way we see work and business performance.

What are your top 3 features for the perfect learning platform?



Learning Activities & Trends

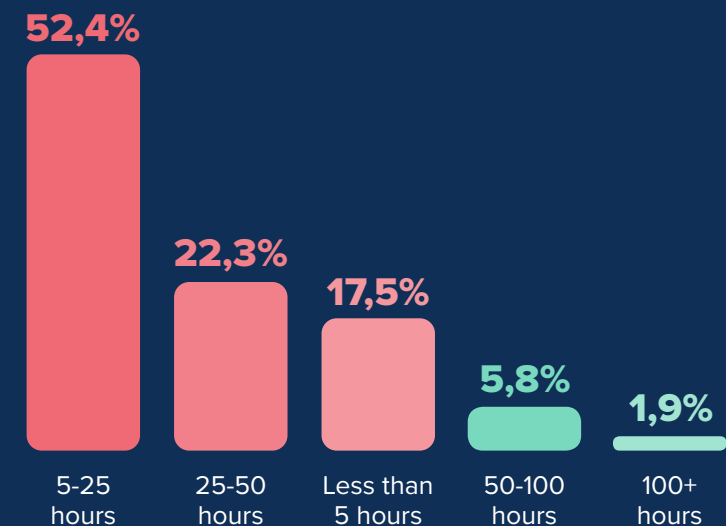


Hours of Training and Activity Types

As something new in this year's Nordic Learning Trends, we asked about how many hours of training an average employee has a year. And yes, even though 17.5 % have less than 5 hours, we are still pleased to see, that 52.4 % have 5-25 hours of training a year and 22.3 % have more than 25-50 hours.

We also asked about how much of this training was digital versus physical training activities on the floor. And (surprisingly) most of our respondents have indeed taken the plunge out in the crystal blue sea of digital learning.

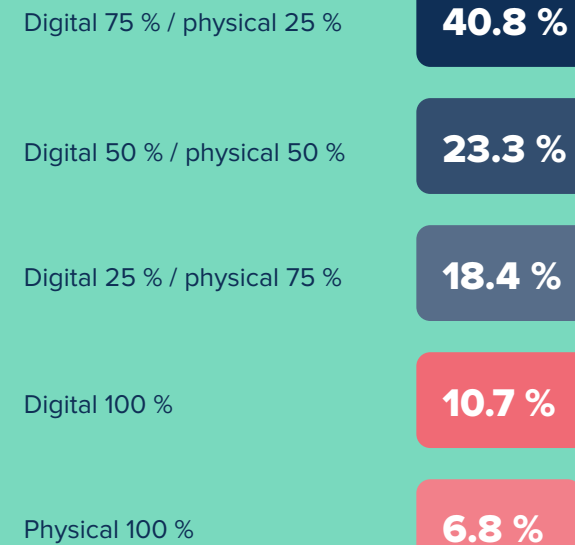
How many hours of training does an average employee have a year?



When they had to tell us about their split between these two types of learning activities the majority (40.8 %) had the split: Digital 75 % / Physical 25 %. In fact, only 6.8 % had exclusively physical training activities. Of course, COVID-19 can be a factor for this split. Classroom training of multiple people has simply not been allowed in most periods during 2020 and 2021. Yet another reason could also be that HR & L&D professionals are truly capable of coping with change and jumping onboard if they see something work well – which is the case for digital learning. A thundering applause to you.



How much of your training is digital?



Digital Learning Elevates the Learning Process

Digital learning or elearning has been around the block for quite some time. Floppy discs and CD-ROMS might still be a part of some people's memory, but these formats containing digital learning content are not, however, the forms we usually spend time with today. We watch a quick how-to video online to learn how to cook pasta arrabbiata or to solve a task in a more efficient way. We listen to podcasts to get new knowledge about astronomy, politics, or our own field of work. And we receive learning from an **LMS (Learning Management System)** or other platform to continuously **upskill ourselves** or to become more aware of **GDPR**, **IT security**, or maybe a new company strategy.

Unfortunately, the classic elearning has over time earned itself a bad reputation. And that might have been foreseen, when a lot of elearning is dull, full text-on-text slides or PDFs with not much else going on, except from outdated WordArt or another 50 shades of the grey colour scales. We have all been through these types of elearning - and we have yawned all the way. That is also why digital learning types like **gamified learning**, **AI recommended learning**, **microlearning**, and **User-Generated Content (UGC)** are crawling up the steps of the learning evolution ladder to stir the pot. And this is evident in our survey too.



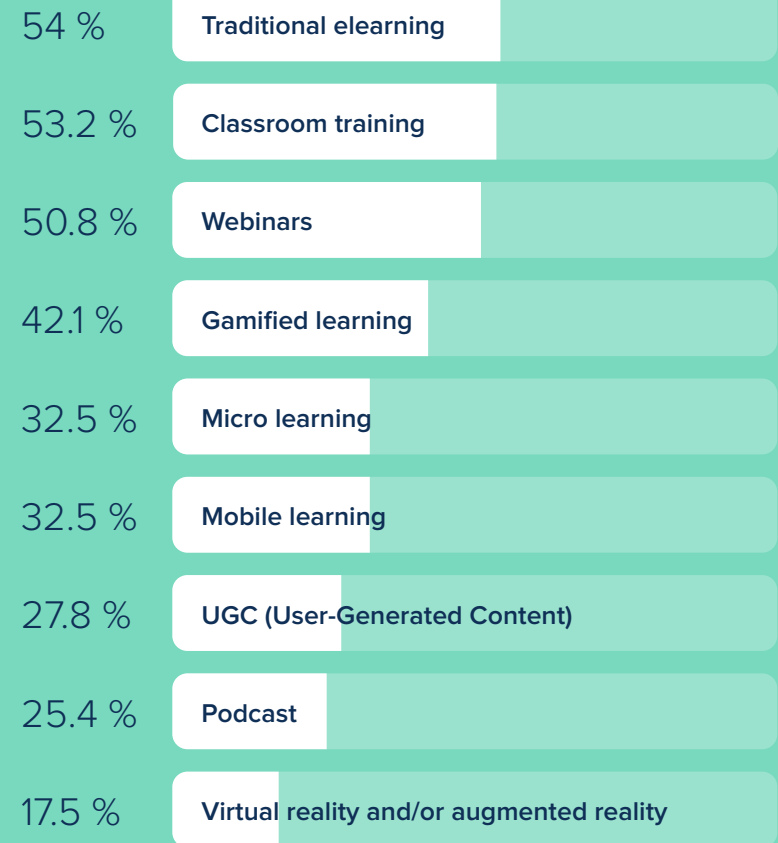
Most Popular Learning Formats

In the 2020 survey we saw a lot of ambitious HR & L&D professionals who had a lot of stuff cooking in the learning pot. They planned to give more of almost all kinds of learning content to their employees, except from the traditional elearning and classroom training. So, it is interesting to see, how that in fact got executed when looking at the year 2021, and what they now plan for 2022.

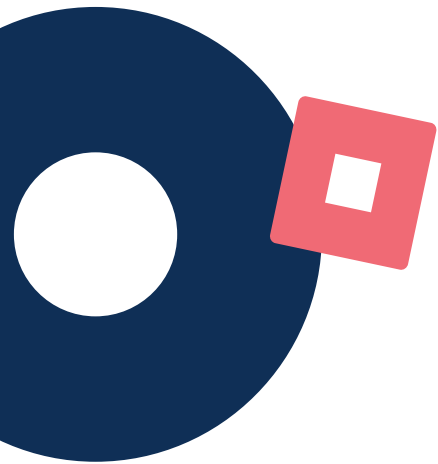


2020

**What type of learning content do you
PLAN to give to employees?**

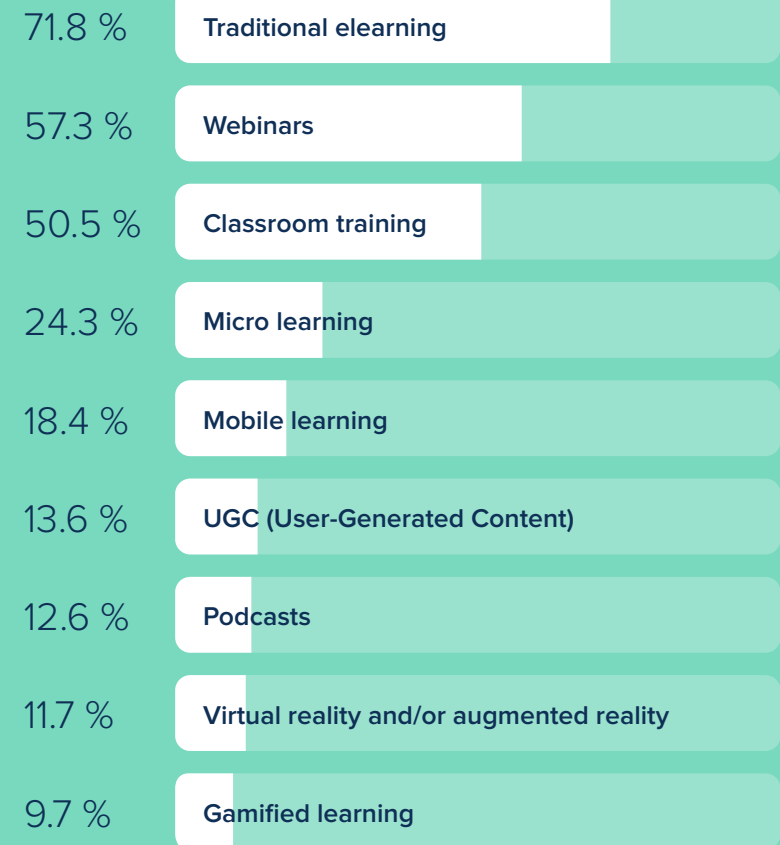


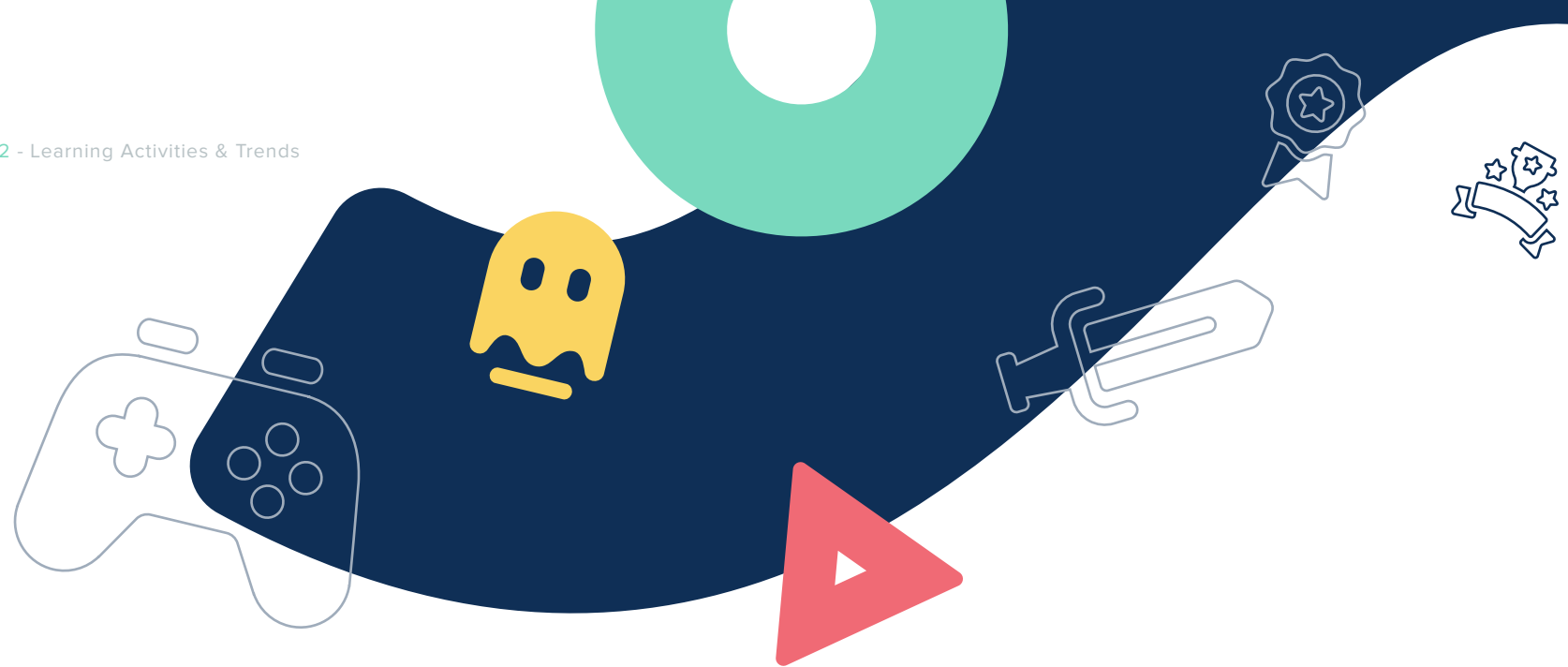
Source: Nordic Learning Trends 2020, Learningbank



Ambitions were high. But not a lot has changed. Traditional elearning and classroom training are still in top three of the most popular learning formats. But webinars have climbed the ladder and knocked classroom training off the second place. Once again, this might relate to the global pandemic, and that classroom training has not been an option at all. However, it is interesting to see that microlearning bumped down gamified learning to the very bottom of the list. This can be explained by **microlearning when done right** can hold a lot of interactive and gamified elements as well. But the explanation to this can also be that large gamified learning universes are expensive, and budgets restraints in 2021 can have put a stop to developing these universes. So, even though 42.2 % said in 2020 they wanted to give more gamified learning content, only 9.7 % give it today.

What kind of learning formats do you give to your employees right **NOW**?



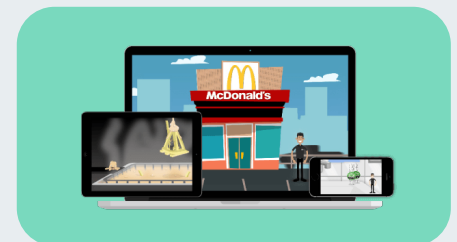


Gamified learning has, however, a lot of benefits for the learners both due to the interactive perspective and the personal factor. **67 % of students** say that gamified learning is more engaging and motivational than traditional classroom training. Furthermore, **88 % say** that gamification makes them happier at work. There are plenty of stats out there about the benefits of gamification in learning, but the important here, when looking at the drop from 4th place to last place in the Nordic Learning Trends Report, is that gamified learning does not necessarily have to cost a lot of resources. It really depends on the scale of your learning projects. Gamification is not about creating the next 'Angry Birds' for your employees or huge learning universes. It is about using game mechanics in a learning context, and motivating learners to go from passive to active in a safe learning environment.

You can pick and choose from gamification elements to add more sparkle to your digital learning. And the now sparkling content is not

just for show. By adding a few elements, you can boost completion rates and make learning stick more easily than adding just another text-slide. A simple, interactive drag'n'drop-module can be just it. Rewards and confetti can be another motivational factor. And if you can spice it up with a personal element such as selecting a certain character or avatar the learning really takes off. In general, just by creating a personalized path in the learning content that relates to the employee's job role can be efficient and elevate completion rates.

Learn how McDonald's created a next-level employee experience by using extended, gamified learning universes right here

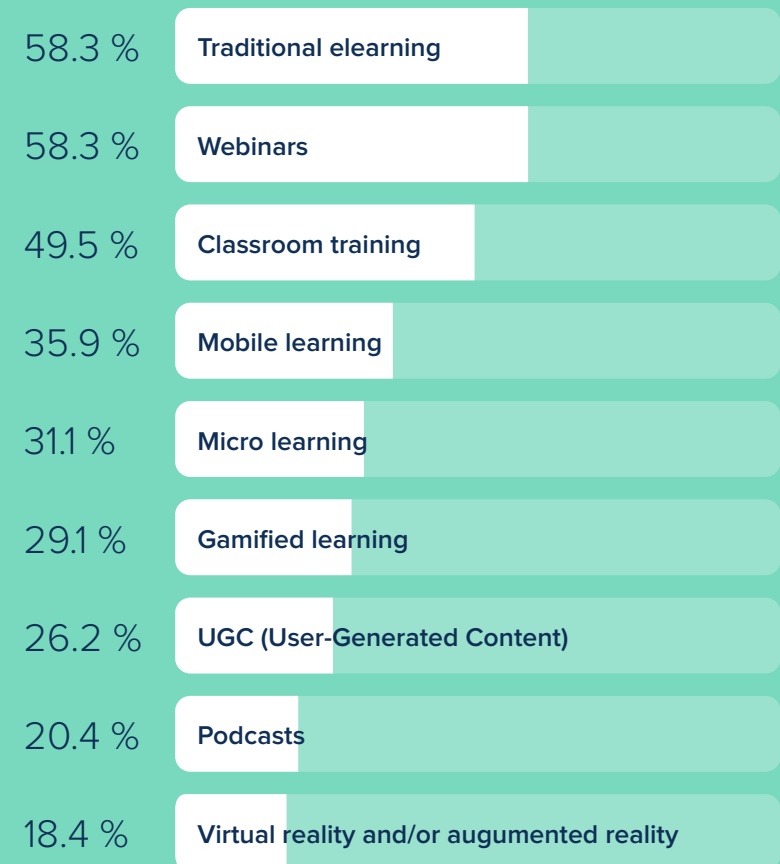


2022 looks like 2021. The only spots which switch places are gamified learning moving up to 6th place and mobile learning bumping micro-learning down one place. And once again, like in the 2020 report, 'traditional elearning' and 'classroom training' decrease in percentage from what HR & L&D professionals give today to what learning formats they plan to give. Regardless of that, they are still on top.

This tells us, that gamified learning is still a priority, and it is something that HR & L&D professionals really want to give to their employees. The blockers for the execution may be budget restraints, restructuring, or the like due to COVID-19, and it will be interesting to see, whether gamified learning will return in 2022 as planned. Or whether it will share the same destiny as the gamified learning planned in 2020 – and not be happening at all.

The important thing about learning formats is that you should not just go with one or the other or pick a format just because it is hot right now. It is about knowing your learner audience and investigating their needs. Are they very digital capable and truly want more mobile learning – then of course, this format should be considered, but in a combination of more formats that your learners want and need to hit multiple **learning styles**.

What kind of learning formats do you **PLAN** to give to your employees?



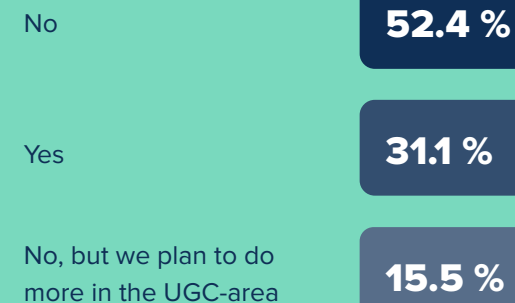
The Power of User-Generated Content (UGC)

The level of User-Generated Content (UGC) was a question, once again, in this year's survey. UGC is when the learners themselves get the opportunity to create their own learning content and share it with the rest of the organization. 31.1 % of respondents say yes, while 15.5 % say no, but they plan to do more in the UGC-area.

In the 2020-survey, it was only 15.1 % who said yes, so this is a massive increase over just a one-year period. However, it is still more than half (52.3 %) who gives a straight up 'NO', when asked about their employees' opportunities to create UGC. So, UGC is a trend, yes, but there's still a little way for it to go mainstream in the Nordics.

We definitely understand why UGC is becoming a larger trend. The benefits are many, so why shouldn't it? When learners create their own content, HR & L&D professionals in a lot of cases can settle with only reviewing before the content's release to a wider audience. Meaning, there's more time to do other tasks. Furthermore, when a learner creates UGC or re-uses existing knowledge used in another context and re-model it into a learning platform, then more people can wise-up – thanks to the content. An example is when a person creates a presentation to share with her own department, and then nothing else happens after this. If this presentation, for example, was about creative thinking and how they can optimize their external communication, then why shouldn't other departments could use this knowledge too?

Do your employees have the opportunity to create their own learning content? (User-generated content (UGC))

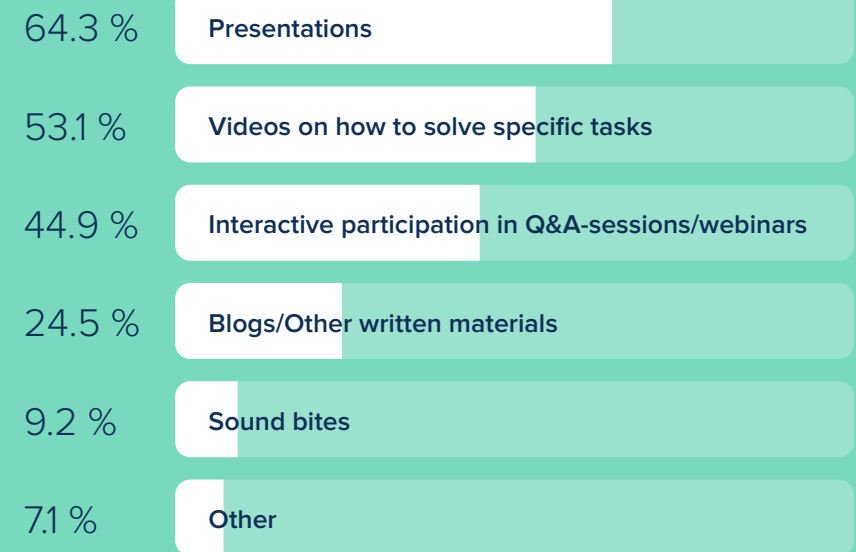


When learners **share knowledge** and the rest of the company has the opportunity to comment, provide feedback, and add valuable inputs as well, then we really see **the magic of UGC and social learning combined**. This kicks up the maximum output of the learning. Not only you get more angles and reflections about the learning, but you also create an incentive to make even more UGC, when learners get a little kick out of the praise and feedback from their peers.

However, we, of course, also understand why it is not a trend yet, because L&D might have concerns about the quality of the UGC-content. If you want success with a UGC-strategy it is important, that you guide the new UGC-creators and take on the editor-hat to avoid that you end up with a huge library of useless content.



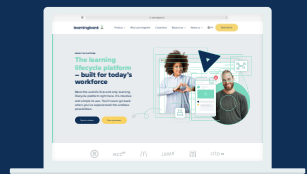
The Most Popular Types of UGC



Personalized Learning

And now, that we are talking about the learners and handing them the learning content creation-wand, then we once again asked about how many of these learners get personalized, bespoke learning. Only 9.7 % of learners in companies in the Nordics receive personalized digital training to a high degree. 44.7 % receive it to some degree, but 45.6 % of HR & L&D professionals mostly offer generic content, such as content about business strategies and GDPR.

This is a slightly improvement from last year's survey, where 6.3 % received personalized learning to a high degree. And we get it, personalized learning can be tricky. It is very time-consuming for HR & L&D professionals to create or find the right digital content for each and every employee. That is, if the HR department only consists of a handful of individuals in a quite large organization. Then they would not do much else, if giving personalized, digital learning was the main strategy to follow. However, personalized, digital learning should not grow your hair grey just by thinking about it. In some learning platforms, you have the opportunity of creating bespoke (and automated) learning journeys for your employees, that relate to specific departments, job roles or maybe a third definition of your choice.



Book a demo of Learning-bank's Learning Platform and see the magic of sharing, personalized learning journeys yourself.



To what degree do you offer user-centric, personalized digital training for your employees?

We mostly offer generic content (for example, Business Strategies & GDPR courses)

45.6 %

To some degree

44.7 %

A high degree

9.7 %



Preferred Learning

Even though, personalized learning is not on top of most HR & L&D professionals agendas, it is interesting to see, what kind of learning they prefer to get themselves. And, in fact, 48.5 % prefer to take charge of their own learning process with self-directed learning. So much for the not-so-personal-aspect, right? The second place goes to soft skills with 28.2 % and third goes to tech training with 21.4 %.

What kind of learning would you prefer to get?

Self-directed learning
(You take charge of your own learning process)

48.5 %

Soft skills (Creativity, Conflict Management, etc.)

28.2 %

Tech training

21.4 %

Learning Outcomes & Measurement



Happy Employees = Thriving Company

You want your employees to be happy. That's clear when looking at this year's most important outcomes of your learning programs. Increasing employee engagement is number one with 62.1 %. Last year this was not the case. Here, empowering individual performance was on top, but it has crawled down to a third place in our 2021/22-version of the Nordic Learning Trends Report.

This twist around may not come as a shock to you. Of course, increasing employee engagement has always been important, but this year in particular it might have been even more significant due to the uncertainty created by COVID-19.

Psychological well-being is key for employees today. The global pandemic changed everything we knew about work, and now that many of us has returned to the company office space, we also want to make sure, that we are cared for and that we are certain about our workplace. HR & L&D clearly know this too, when they have made increasing employee engagement a top priority, when it comes to learning outcomes. And no doubt about that, when learning new skills can kick up motivation for the individual employee, while it, at the same time, also is a stamp of appreciation to receive learning.

What are important outcomes from your learning programs?



The runner-up is 'upskilling employees to respond to market' with 57.3 % of the votes. Last year it had 40.3 % of the votes. So, once again, we see an increased demand for upskilling, probably due to automation and the rapid pace of change we see in our **workplaces**.

Still, however, 10.7 % have not even defined their outcomes, and just make learning for the sake of the learning. This approach can be damaging. Imagine that you as an employee get tapped on the shoulder with a course catalogue with the words: "It is that time of the year.

Please pick whatever you want to learn more about". Great, right? Yes, in mind, but not so much in reality. The case here is often, that employees will, of course, pick something they find interesting, but without the right guidance, they can pick something they cannot use in their current role. Meaning, they will find some other workplace where they can use their new skills instead. Without the right learning strategy, you can lose talent to another employer – or worse: competitor. Therefore, it is the absolute best idea to have a main objective with the learning, you want to give to employees. And let's be honest, upskilling employees will also be positive for your company growth and bottom line too.



To Measure, or Not to Measure

Is the right measuring process lacking? Or are HR & L&D professionals just lazy, when it comes to measuring learning outcomes? We would rather not think the latter, but when we look at the results about how to measure learning outcomes, we frown a bit.

Oral feedback from users and executives are still the main source for measuring learning outcomes with 45.6 %. Last year this number was 54 %. So, a bit of a decrease. The surprising result in this year's report is that the bottom place last year 'Stats and analytics from our learning platform' has gained superpowers and knocked down all the other choices – except from number one. It now has 35 % of the votes and takes 2nd place. This tells us that learning platforms have levelled up and provided their admins with greater tools for measuring their learning efforts. And what's not to like, when you already use your learning platform to send out digital learning, and you can measure a direct outcome of that specific learning? Win-win. Furthermore, 33 % say that they use evaluations with metrics as a tool for measuring their learning efforts, which also is great, when you want to link your efforts to a tangible metric.

How do you measure the learning outcomes?



Unfortunately, almost a fourth of our respondents do not measure the effect of their learning outcomes. This is a shame, because there goes the incentive for keeping up the learning efforts at all. When not evaluating and/or measuring then what's the point? This does not go for learning efforts exclusively. This goes for all tasks you are handling in your daily work, because if you do not see some kind of effect or result, then (once again) why do the task at all?

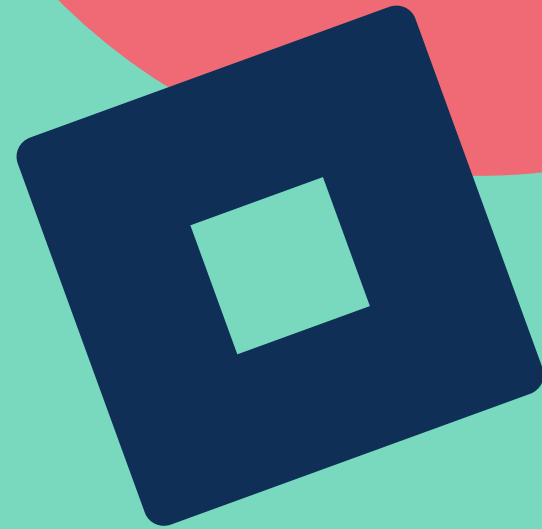
How to Get Straight Results of Your Learning Efforts

- Rewind. Did you have a clear objective when you created the learning in the first place? Be sure to have at least one and likely more, when creating learning content.
- Connect the objectives to the business strategy. Do you want to lower data breaches, and there by fines? Do you want to skill up on the tech-side to handle new software crucial for your company's success? Or, maybe, do you want to suit up your managers with the right soft skills to increase employee satisfaction?
- Use a learning platform or another evaluation tool to get the insights of the learning efforts. If you send an evaluation for your employees, it is a good idea to test their skills prior to completion of the learning content too.
- Connect your learning platform to your BI-tool or do quarterly, semi-annual analysis combining your business data and learning data.

Do you want straight results too? Try our Learning Lifecycle Platform and see the analytics and data reports. [Book your personal demo right here.](#)



Summary



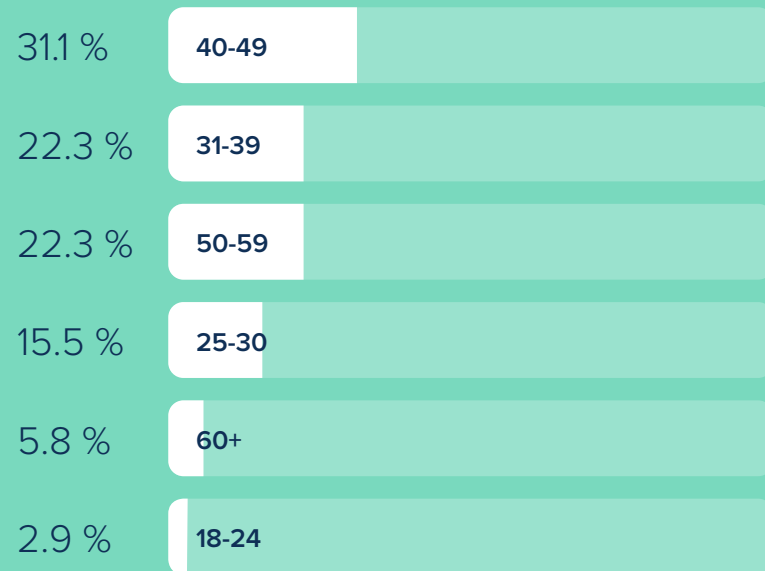


Summary

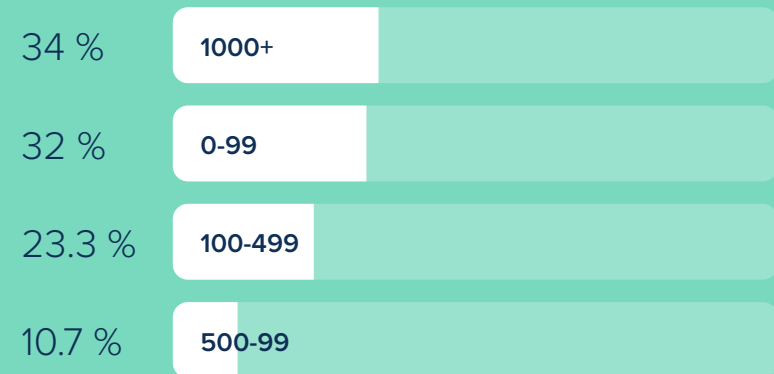
- The biggest challenge for HR & L&D professionals today is: “Not enough time to strategize and think long-term”
- The top priority is: “Reskilling and upskilling the workforce”
- The investments in HR tech have increased (a tiny bit) but a lot is still the same
- 58 % of HR & L&D professionals in the Nordics use an LMS or other learning platform, but 40 % do not know whether it can handle the modern workforce
- The top feature for the perfect learning platform is: “Better integration of learning data with real business performance data (Sales, Customer Satisfaction, Growth, Profitability, etc.)”
- 52.4 % of our respondents’ employees have 5-25 hours of training a year
- Most respondents (40.8 %) have the following split between training activities: Digital 75 % / Physical 25 %
- The most popular learning format right now is traditional elearning
- The most popular learning format to be planned is also traditional elearning shared with webinars
- 52.4 % do not give the content creation-wand to the learners themselves and let them do User-generated Content (UGC) - but this is an aspiring trend
- The most popular type of UGC is presentations
- Only 9.7 % of respondents provide personalized learning for their audience to a high degree. A slight improvement from last year’s report
- If we focus on the HR & L&D professionals themselves, 48.5 % want to take charge of their own learning process with self-directed learning
- Increasing employee engagement is the most important learning outcome
- Oral feedback from users and executives is the preferred tool for measuring learning outcomes

Overview - The Stats

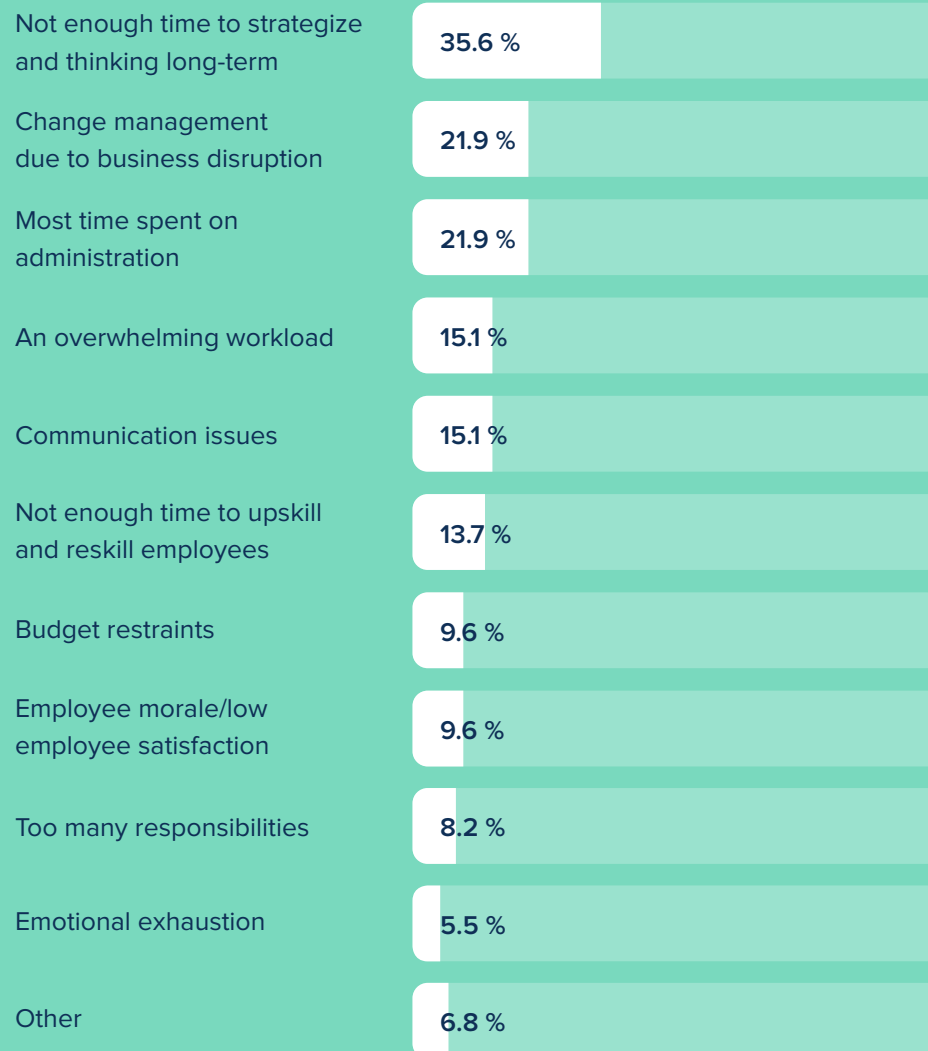
What's your age?



How large is your workforce in your organization?



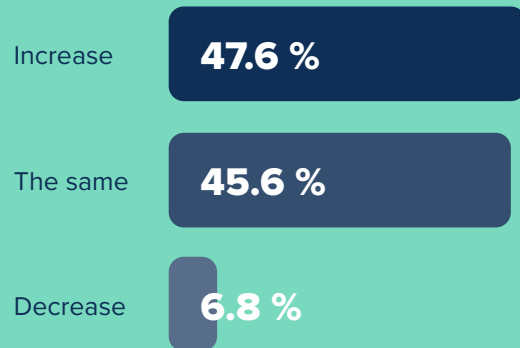
What are your biggest challenges?



What are your top priorities for 2021?



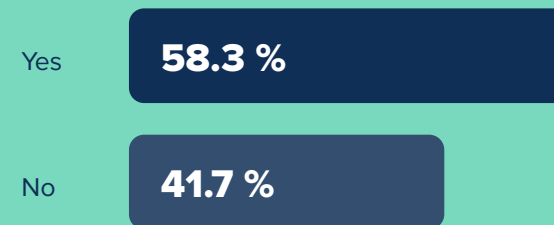
Have you experienced an increase or decrease in investment in HR technology in your organization?



Is your system ready for the modern workforce?



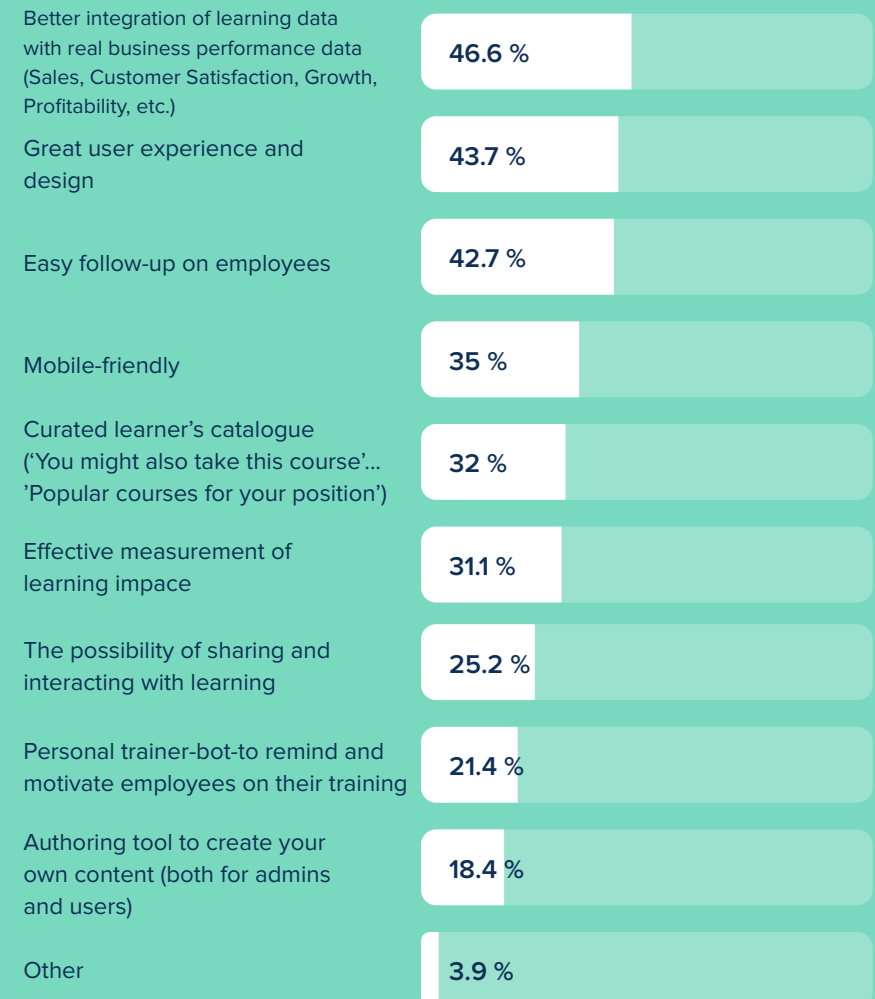
Do you use an LMS or other learning platform for digital training of employees?



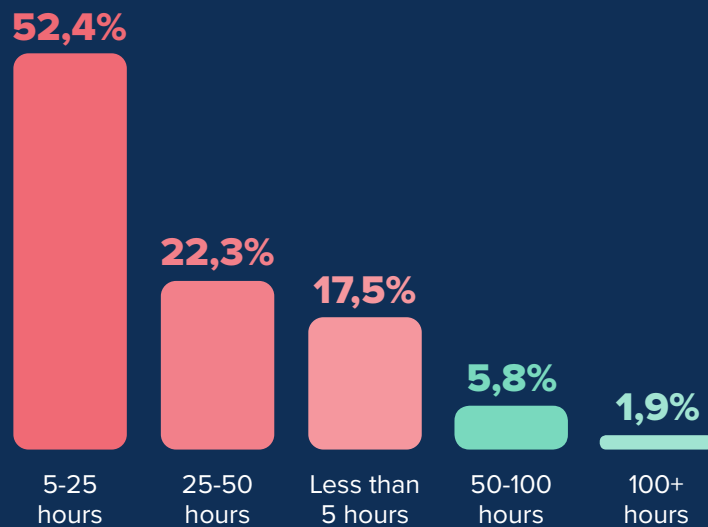
Why?



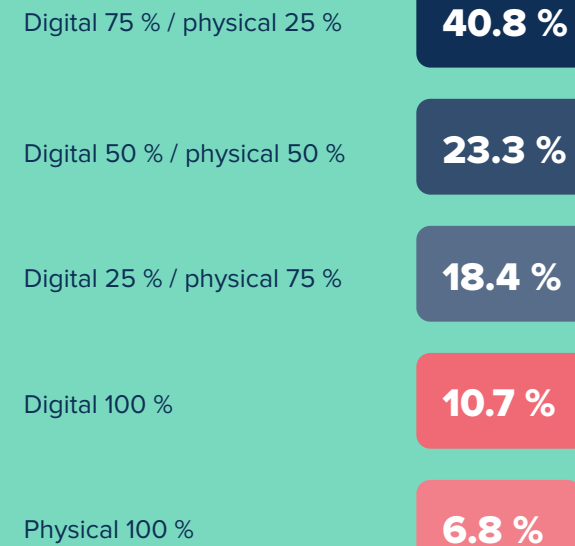
What are your top 3 features for the perfect learning platform?



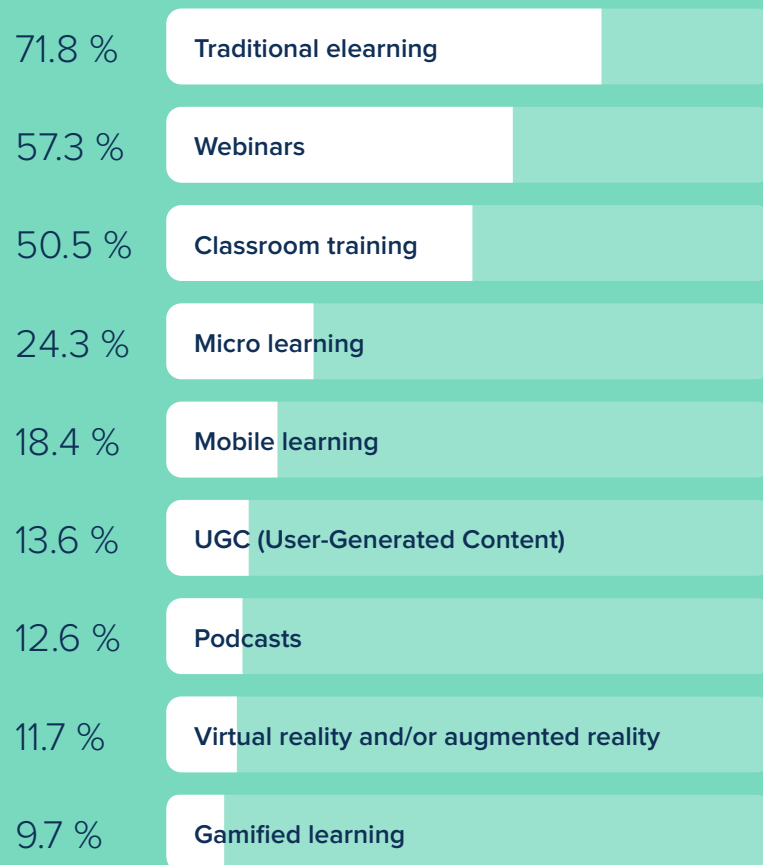
How many hours of training does an average employee have a year?



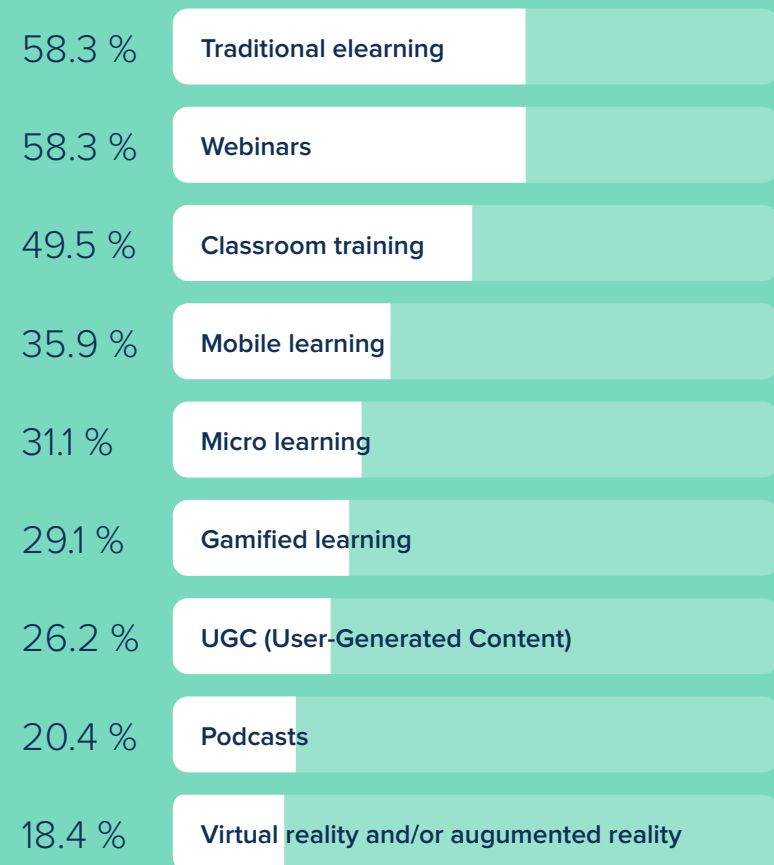
How much of your training is digital?



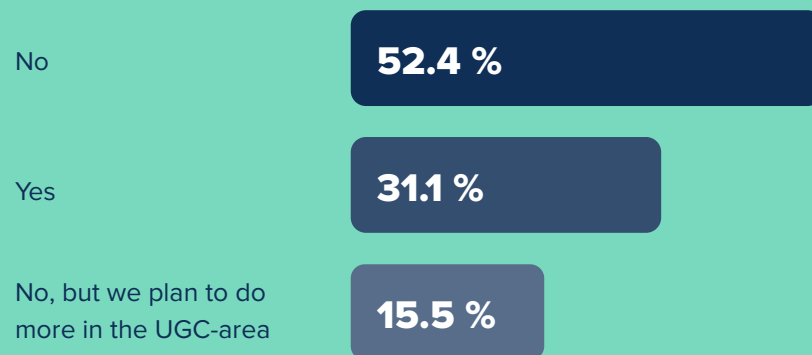
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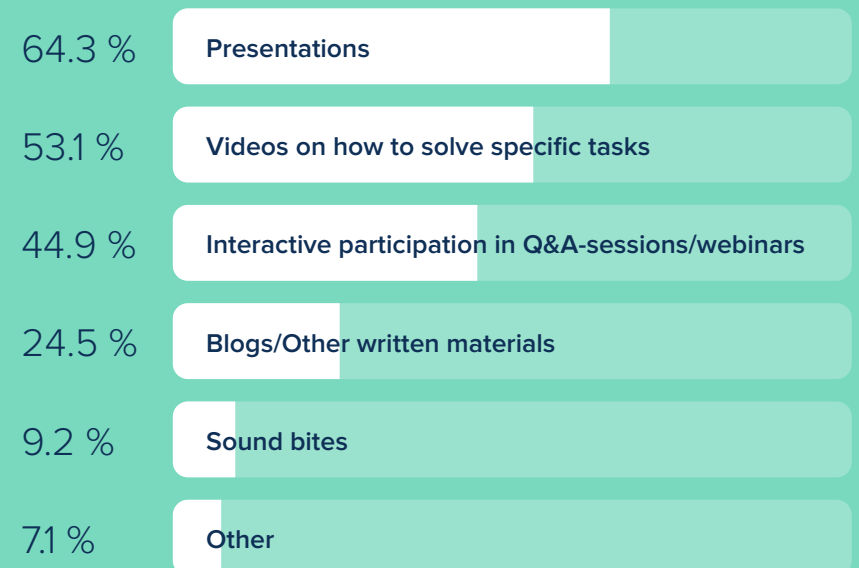
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The Most Popular Types of UGC



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What are important outcomes from your learning programs?



How do you measure the learning outcomes?



**Make people happier
by making them better**

learningbank 

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