

# Pack Your Bags:

## A LOOK AT 2018 LEARNING TRENDS



### JUST FOR YOU

Learning professionals and learners alike favor personally tailored learning programs that are relevant and timely.

“Learners expect content that is personalized and strongly prefer to see their teaching methods that are also personalized.”  
—**DEBBIE COOPER, LEARNING DESIGNER**

**Personalization Doesn't Have to Equal Expensive Technology**  
“The trend is the personalization of learning, but the methods may be old, which could be a lot of money.”  
—**ALAN WATSON, INSTRUCTIONAL DESIGNER**

“The exercise is to particularly create a learner's experience using an advanced module and provide additional resources or learning only when it's needed.”  
—**DAVID GIBBS, INSTRUCTOR**

- Personalization Through Technology**
- Admits learners to find the best resources available.
  - Enables location of learning resources, personalized to the individual learner's interests.
  - Gives learners the opportunity to decide what they need to know (as they select their own path to learn).



### MEETING LEARNERS WHERE THEY ARE

“With increasingly flexible schedules, learners are looking for ‘bite-sized’ or ‘snackable’ content.”  
—**DAVID GIBBS, INSTRUCTOR**

“Microlearning offers a solution to the lack of learning at the point of need.”  
“Microlearning makes the process of learning 17% more efficient.”

“Learning in segments of 3-7 minutes is the most effective.”  
“Microlearning is the most effective way to learn.”

**A Different Mindset**  
“Employees indicate interest in 3% of their workdays on microlearning, but spend 20% of their workdays with their mobile devices on average.”

“36.6% of employees have an interest in mobile learning, up from 23% reported by Training Magazine in 2016.”  
“Microlearning is the future.”

“The market worldwide is going to double or triple in size by the year 2018.”

**Mobile Learning is Shifting to Mobile-First Learning Design**  
“Phone and tablet are everywhere and people learn on their terms. That's why a mobile-first design is essential.”  
—**DAVID GIBBS, INSTRUCTOR**



### 2018, A YEAR FOR NEW REALITIES

Our experts predict learning programs will rely more on virtual reality (VR) and augmented reality (AR).

“The virtual and augmented reality market will reach \$162 billion by 2020.”  
“Augmented reality is expected to reach 1 billion users by 2020.”

“Augmented reality will give us more and more diverse content to use in order to get the most out of reality.”  
—**DAVID GIBBS, INSTRUCTOR**

“Medical professionals have tremendous potential to develop augmented learning modules and more mobile learning solutions.”  
—**DAVID GIBBS, INSTRUCTOR**



### VIDEO KILLED THE TEXTBOOK

“The average video is created every 30 days.”  
“Over 100 million videos are created in 30 days.”

“70% of Gen Z learners spend their learning time watching YouTube.”

**VIDEO + MICROLEARNING**  
“A 30-second video segment.”  
“On-demand video learning.”

**VIDEO + SOCIAL LEARNING**  
“Finding an instructor to be available to help the learner in other locations to participate.”

**VIDEO + INTERACTIVE**  
“Live video and documents that tell stories in a more engaging way.”

“Video is better now, to be able to keep it present through watching it with other forms of content.”

### ALL ABOUT THE NUMBERS

Applying data science to learning is key if you really care about making people smarter.

“Instead of costly training, collect data and report it, and use the learning to make it more effective.”  
—**DAVID GIBBS, INSTRUCTOR**

“92% of all business clients analytics as a key lever for success.”

### THE NEW CLASSROOM

Is instructor-led training declining? Not really. But new trends are shaping the classroom for years to come.

“14% of hours were delivered via virtual classroom in 2017, down a bit from 16.4% in 2016.”

“In 2017, 42% of training hours were delivered by instructors in classrooms.”

**Virtual Instructor-Led Training**  
“Lower costs (no need of travel, hotel accommodations, and meals).”  
“Offers live connection to instructors and peers.”

“Fewer distractions for interacting mobile devices during games and interactive activities.”

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### CLOSING THE CREATIVITY GAP

Shifting away from slide-based eLearning toward creativity means a rapid change in the day-to-day work of an Instructional Designer.

“Using the creative techniques of design thinking can build more engaging and impactful learning experiences.”

“Design thinking is all about creative problem-solving.”  
—**DAVID GIBBS, INSTRUCTOR**

“Close to 90% of leaders believe their design thinking investments will increase.”

“Design thinking is all about creative problem-solving.”

### REIMAGINE, REDESIGN, REDEPLOY

Rapid change means reimagining learning program shell life.

“Consider how all of these trends can breathe new life in existing programs, even technology instructional design to multimedia.”

**Go back to basics**  
“Review the audience, assess the knowledge, skills, and behaviors needed to be successful and then re-evaluate.”

“Think about the change of learning objectives and the audience and organizational performance.”  
—**DAVID GIBBS, INSTRUCTOR**