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5th scil Trend Study 2015/2016

What are the trends for learning professionals in corporate learning?

EAPRIL Conference 2015

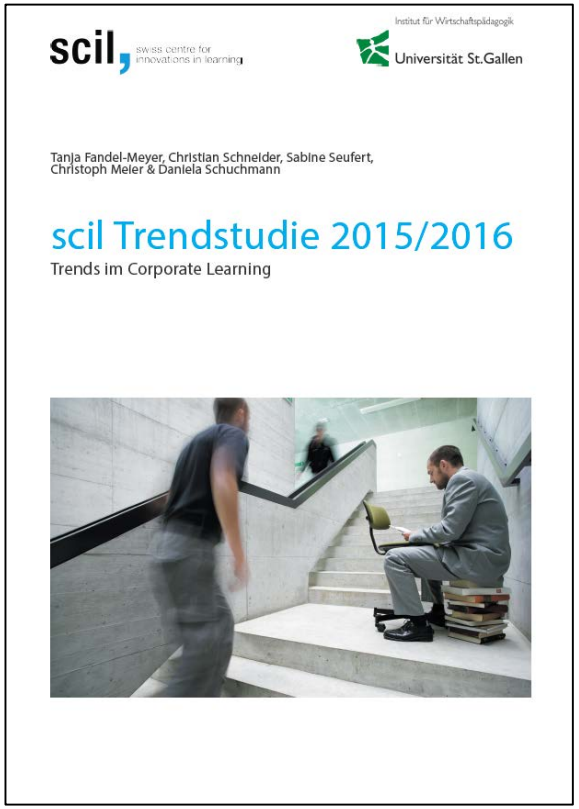
26 Nov 2015 / University of Luxembourg

Dipl.-Hdl. Christian Schneider & Dr. Tanja Fandel-Meyer

Institut für Wirtschaftspädagogik
Universität St.Gallen

Agenda

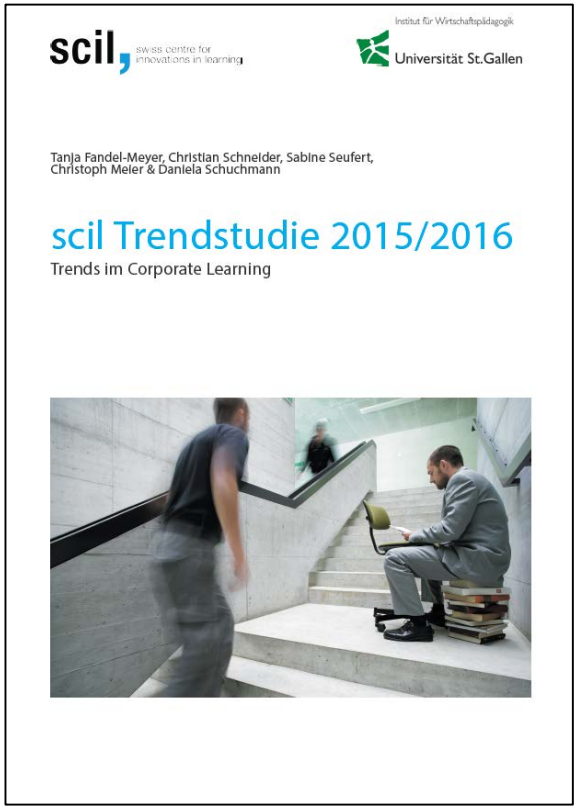
1. Introduction
2. Background information
3. Top 10 topics of 5th scil trend study
4. Changes in the area of learning professionals
5. New roles for learning professionals
6. Conclusion



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Who and what is scil?

The abbreviation scil stands for "Swiss Centre for Innovations in Learning":

The centre of excellence for corporate learning / education management at the University of St. Gallen.



- Our centre was initiated and has been supported by Gebert Rüf Stiftung.
- We have been successful on the market for 12 years.
- We focus on a consistent practical approach, as well as easy transfer and practical application of knowledge.
- Our portfolio consist of 4 central scopes of action: Further training, consultation, research, as well as innovation circles & events.



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Expectation management

What I can give you today:

- Changes of corporate learning
- Transfer to practice
- Food for thought about the role of learning professionals

What I am not able to do:

- Explicit information about research process
- Statistical compultation in detail

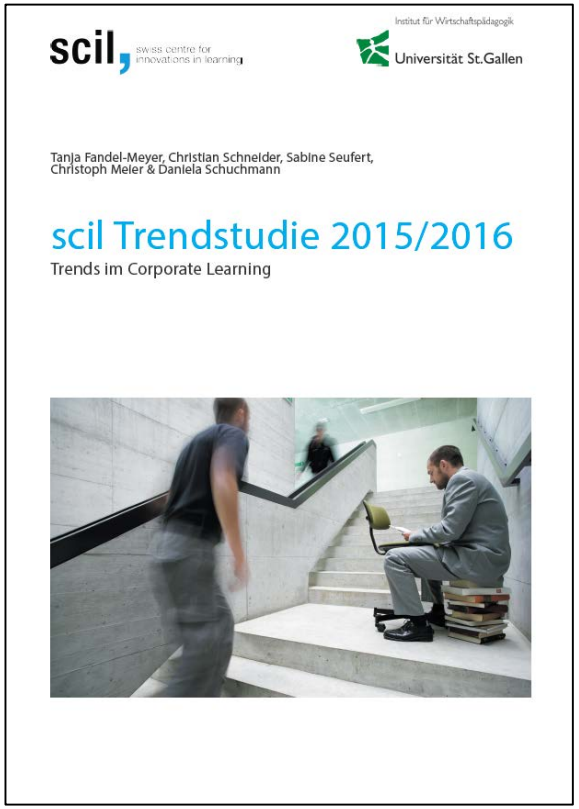
→ Reflection of trends in a heterogeneous group

→ Changes of the last years

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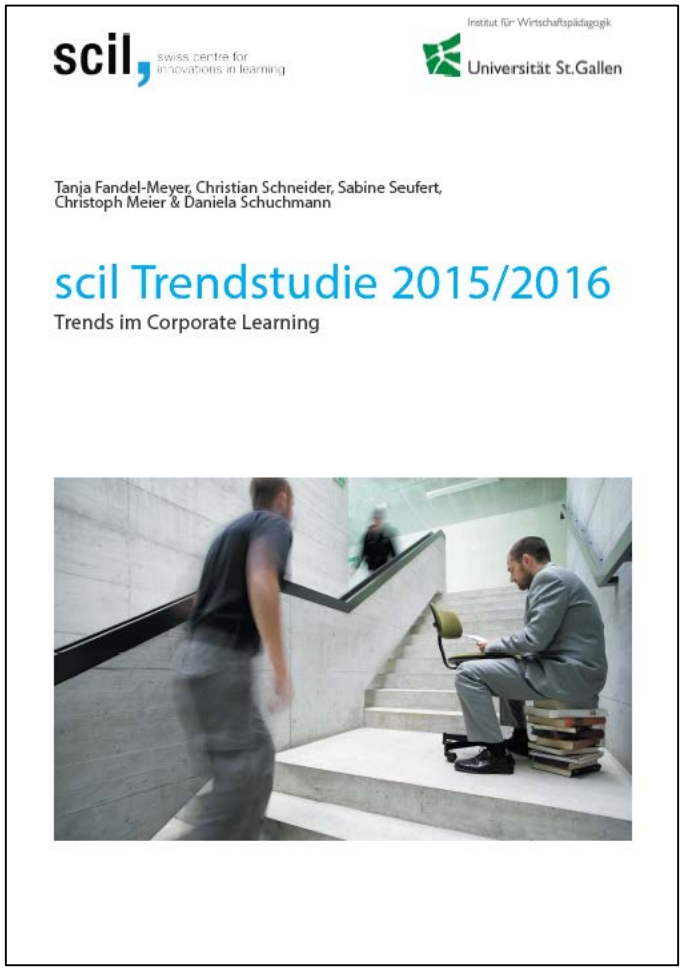
Background information











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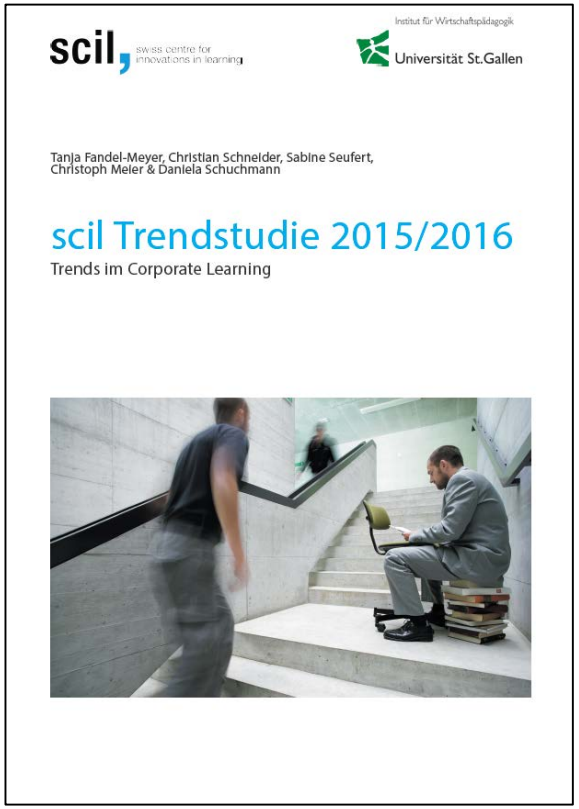
Background information

- Participants: 121 learning professionals
  - 4 countries (D-A-CH-LI area)
  - 8 industry sectors
  - Different company sizes (based on number of employees)
  - Various management levels
- Survey period: March – June 2015
- Instrument: Online questionnaire with open and closed response possibilities (134 items in 6 fields).

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Top 10 topics of 5th scil trend study

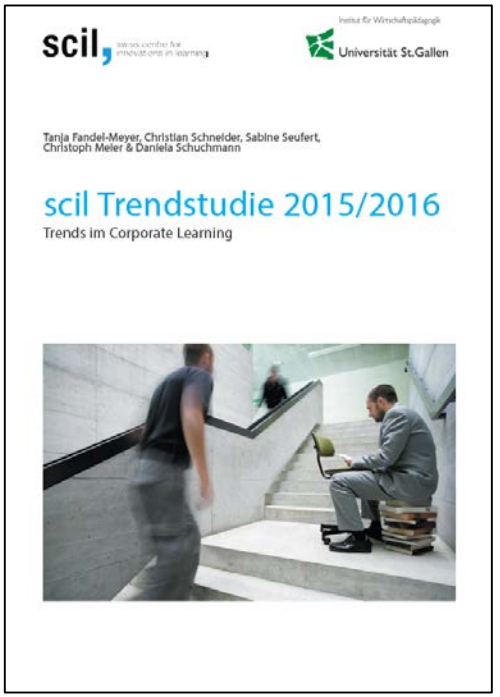
Rank	Topic	M
1	Designing learning and development initiatives so that they are easy to transfer and apply in practice.	2.21
2	Gearing learning and development initiatives proactively towards the corporate strategy.	2.22
3	Leaders who create/facilitate framework conditions that support learning.	2.30
4	The importance of the learning culture to learning and development initiatives.	2.39
5	Showing leadership commitment to the topic of "learning guides“.	2.40
6	Linking formal and informal learning phases in a meaningful manner.	2.45
7	Incorporating the education management in the implementation of the strategy process.	2.46*
8	Performing analyses of educational requirements strategically with stakeholders.	2.46*
9	Developing companies into learning organisations.	2.46*
10	Leaders with an active role in both formal and informal learning methods.	2.48

n = 121
* Discrimination possible because of statistical skew

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Current hot topics in corporate learning

Rank	Hot topic 2015	Will be an important topic in 2016 (in %)	Not familiar with this (in %)	No potential in this (in %)
1	Learning in Online Communities	37.61	> 1	13,7
2	Mobile Learning	36.44	0	7,6
3	Offerings for generation X/Y/Z	33.04	3.5	26
4	Big Data	23.73	23	22,8
5	Gamification	23.28	11	26,7
6	Flipped Classroom	18.58	39	12,4
7	xMOOCs	18.18	17	33
8	Agile design Methods	17.54	31.6	14
9	cMOOCs	17.39	42.6	20
10	Talent Management	15.38	1.7	8.5
11	Augmented Reality	15.25	34	36.4
12	Blended Learning	7.56	0	2.5

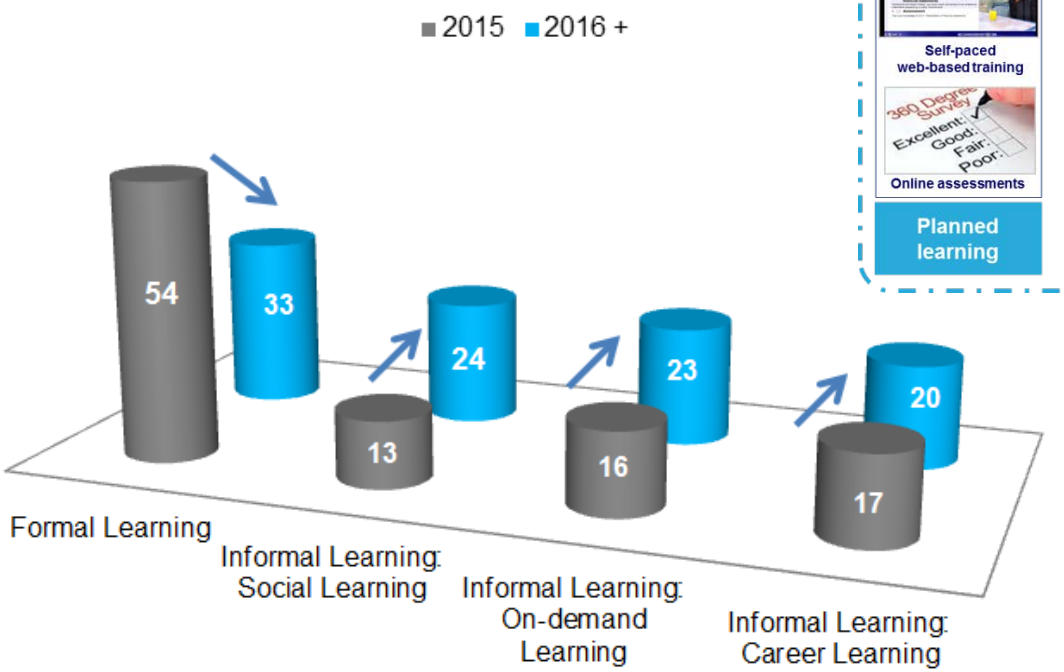
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Learning Portfolio

What does your learning portfolio look like today?

What is it supposed to look like in the future (2016+)?



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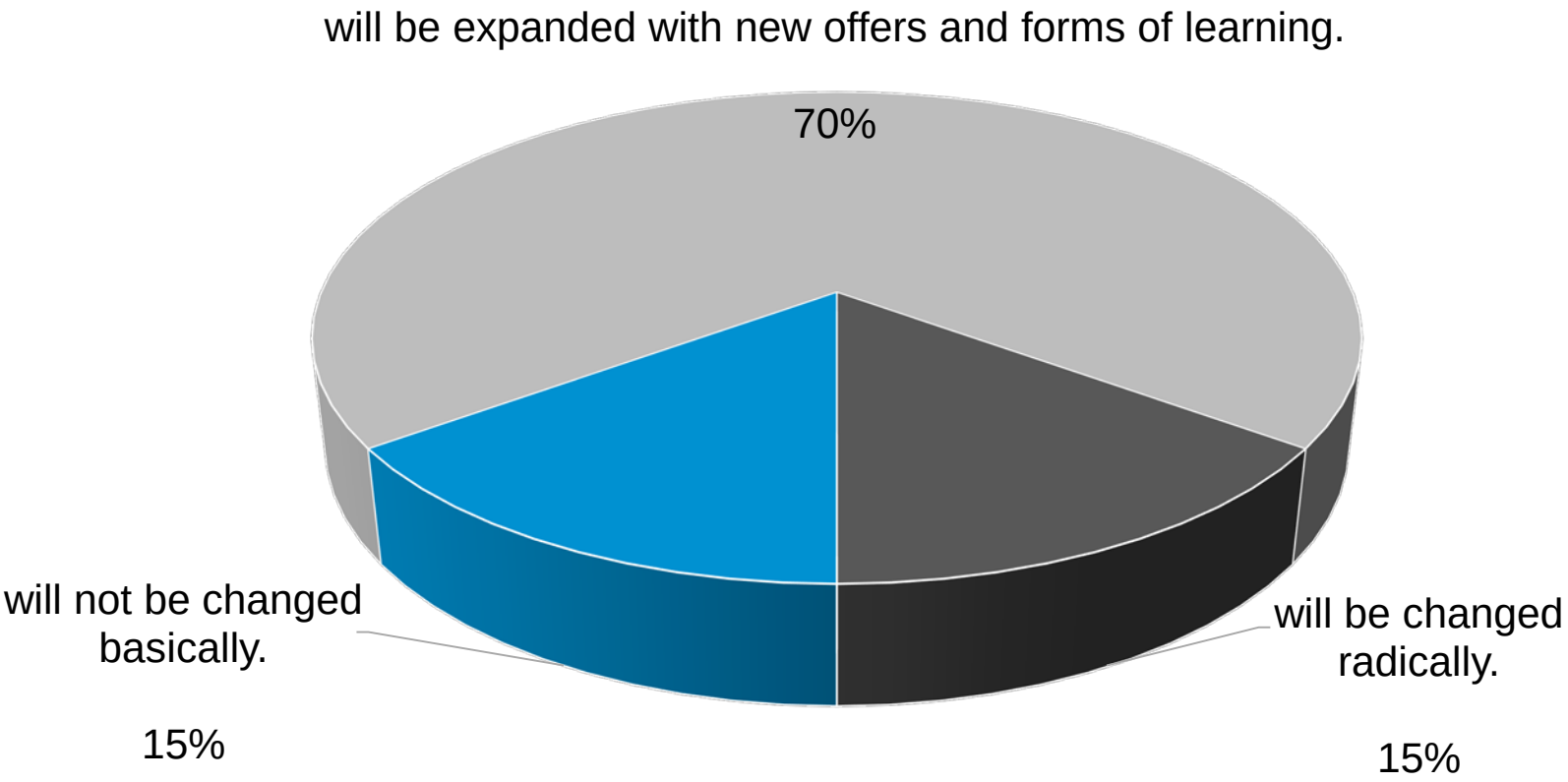
van Dam (2011)
Institut für Wirtschaftspädagogik

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Universität St.Gallen

Offering portfolio

In the future (2016+) our offering portfolio …

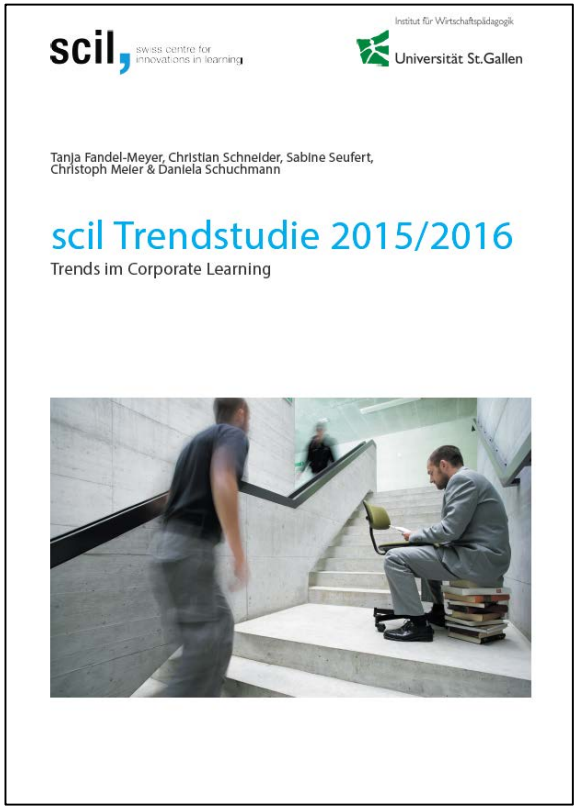


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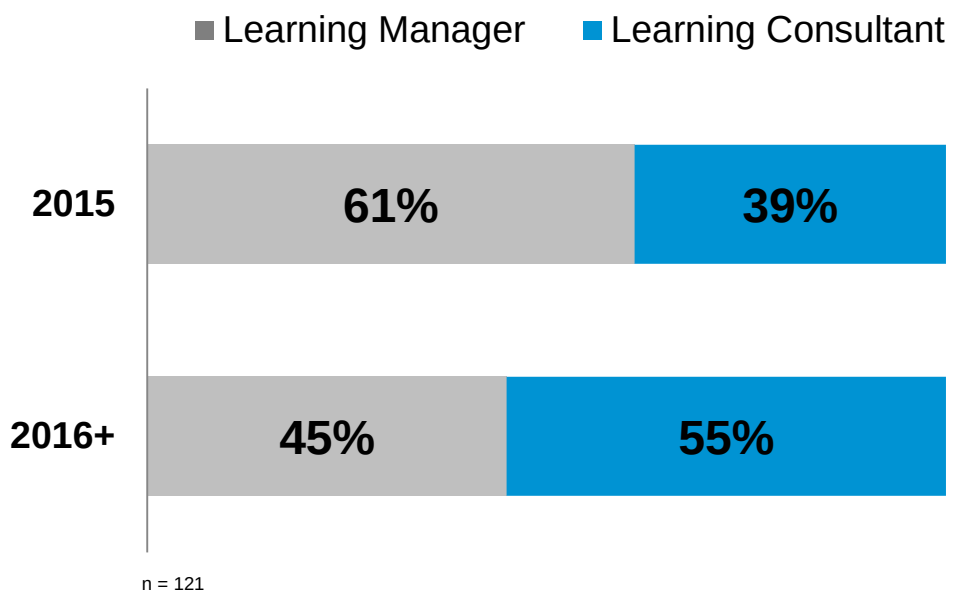
Changing roles of learning professionals

Jane Hart (2014) differentiates 2 roles:

LEARNING MANAGERS
Designing, delivering & managing training initiatives

LEARNING CONSULTANTS
Advising & supporting continuous learning and performance improvement of teams and individuals

In our scil trend study we asked how these roles are distributed within the companies both today and in 2016+:



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Hart (2014)

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Top 5 future learning professional competences

Task: Select the top 5 future competences from 11 competences.



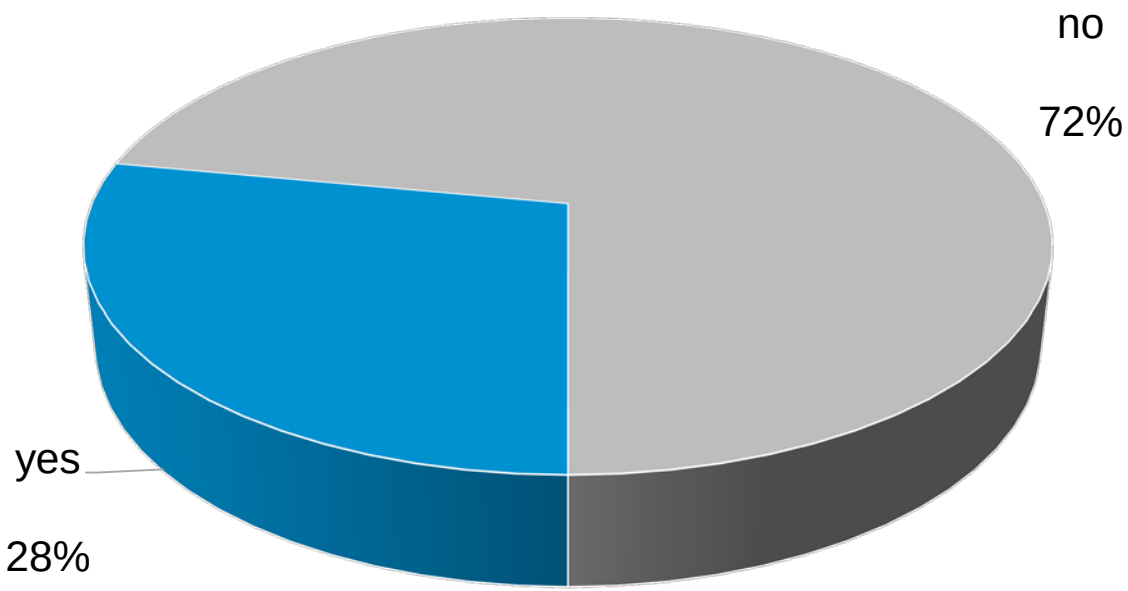
Rank	Competence	Points	Δ
1	**Coaching** and **consulting** competences.	283	62
2	Being able to **plan** and **implement learning and development initiatives**, guided by the corporate strategy.	221	2
3	Being familiar with **social media tools** and being able to use them specifically to support learning.	218	30
4	Being able to **work** on an equal footing with the relevant **stakeholders** within the organisation.	189	8
5	Being able to initiate, modify and accompany **processes of change**.	181	22

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Offerings for competency development

Do you have special offerings for the competency development of learning professionals in your company?

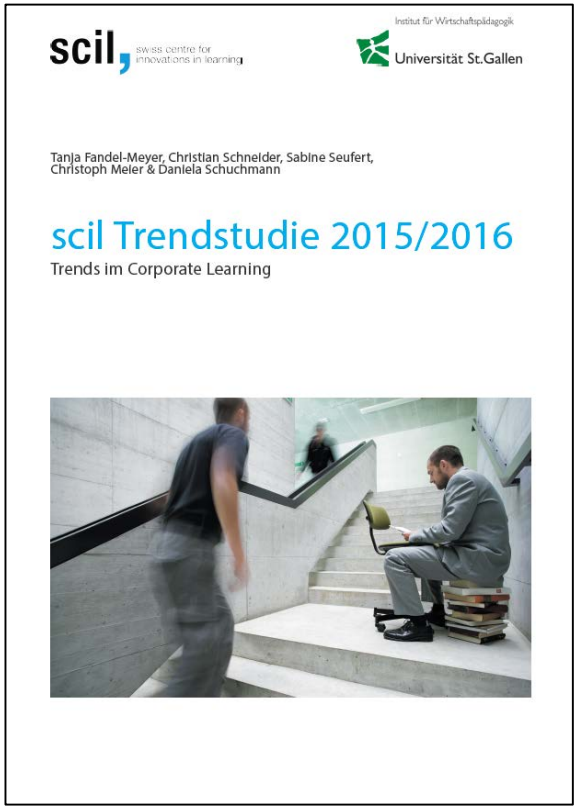


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Questions

1. How do estimate the swift of the role from a learning manager to a learning consultant?

2. Do you think thoughts about the role change of learning professionals are important?

3. What are important competences for learning professionals in the future?

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Hart, J. (2014) *The TWO roles for L&D in the modern workplace: Learning Managers & Learning Consultants*. Bath (UK): C4LPT

van Dam, N. (2011). *Next Learning, Unwrapped* (First Edition). Raleigh (NC).

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