Why businesses are shifting their training to digital

By Michael Gullan   9 Jul 2019

Think of the world's most successful businesses, not only do they pursue growth through innovation, they constantly evolve through adopting modern techniques to upskill their employees.

Image Supplied.

Does this mean the trusted tradition of long in-classroom presentations and training programmes are now defunct?

The answer is a resounding yes. Digital online learning platforms are replacing impractical and expensive training lessons. It not only saves on costs but also appeals to millennials, who, according to a recent study by Forbes, will make up 50% of the workforce by 2020.

What's more, millennials are inclined to learn better through interactive platforms that include video content and gamification, easily accessible on their mobile devices.

Here are 4 reasons you should go digital with your training.

Personalisation

As with retail and on-demand services, millennials seek content and products that are personalised for them. This echoes the old adage that not everybody absorbs information the same way.

When it comes to employees, each brings a different skillset to the table, it makes sense that complete educational content should align with their role in your organisation. Personalised learning goes a step beyond digital teaching. It allows employees to consume information that is meaningful and relatable, much like online shopping tailored to search algorithms.

Update content faster

There's nothing more annoying than learning from content that hasn't been updated in years. The content you teach should be relevant to the growth you wish to achieve. Through eLearning, you're able to update content regularly and inexpensively as the world evolves and keeps up with trends.

This saves your business money, time and creates a team of employees that are in tune with the progression of your industry.

Performance tracking

In the past, the performance of employees was tracked through exams or seeing the learned skills implemented in your organisation, so how do you know if your digital training is successful?

Digital, by its nature, is measurable with built-in analytics, you'll be able to receive reports on the following:

• Percentage of employees that have completed the programme.

• The amount of time spent on the training material.

• Which sections were difficult and easy.

• What the reasons for abandoning their training were.

• This data allows you to further improve your digital training programmes and ensure employees obtain the most from them.

Millennials hate traditional learning programmes

As with everything else millennials have strong opinions on, what works for them and how learning programmes should be adapted.

Ignoring feedback poses a tremendous disservice to your organisation, simply because millennials are the future. When they're not working, they're absorbing information from a variety of platforms or devices and will switch between types of mediums at least 25 times an hour.

What's vital with online learning is to create learning content that is interactive, diverse and includes videos, gamification and even a small amount of traditional content. This keeps them engaged and results in information being absorbed at their pace.

Before your organisation gets left behind, digitise your training and benefit from a team that is perfectly skilled to perform at their best so you can achieve organisational results.

ABOUT THE AUTHOR

Michael Gullan is co-founder and managing director of G&G Digital.