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SUMMARY

Learning & Development Impact Survey

In our 2024 Learning & Development Impact Survey we surveyed 766 L&D, HR and talent professionals across the UK and North America from a variety of different sectors and organisation sizes about the latest changes in the learning and development landscape.

35% HR/PEOPLE

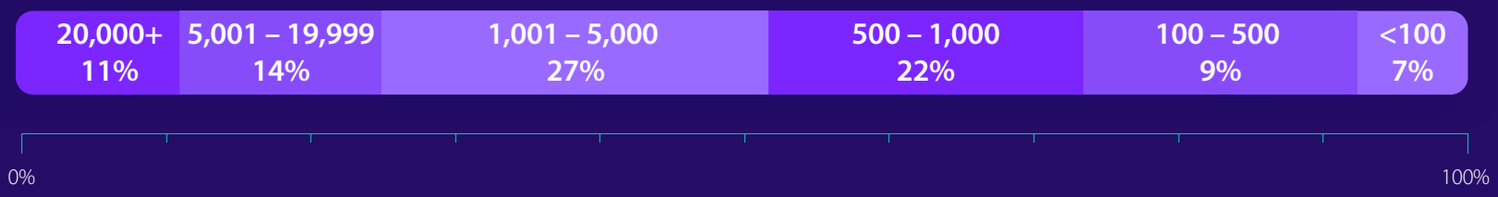
37% L&D

14% ORGANISATIONAL DEVELOPMENT

9% OTHER

5% TALENT

How many people does your organisation employ?



2024 findings

Hybrid working has settled down as the norm, but with enterprise organisations having a slight bias to office-based

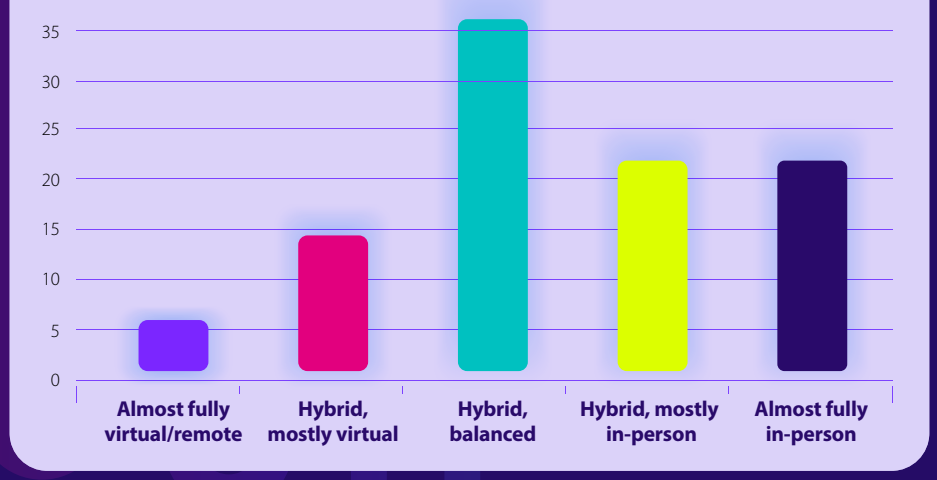
How would you describe the current work situation for the majority of your organisation?

Top L&D challenges:

Budgetary & resource constraints
Engaging learners & stakeholders
Adapting to tech advancements

Top business challenges:

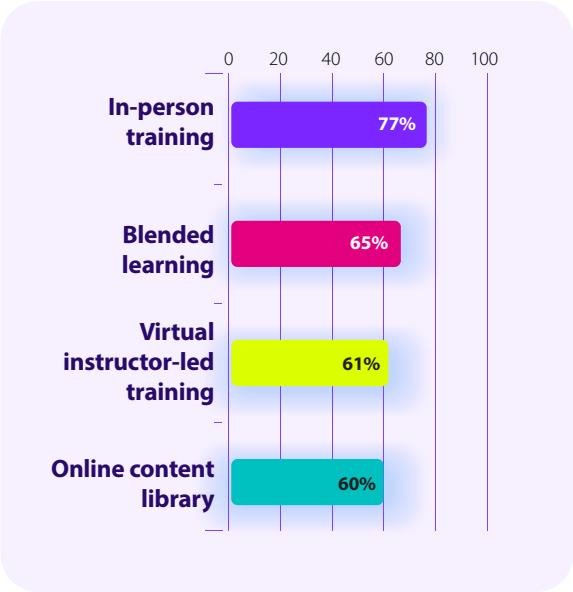
Working structures
Economic uncertainty
Digital transformation



Top learning approaches

In-person, blended, virtual & content libraries

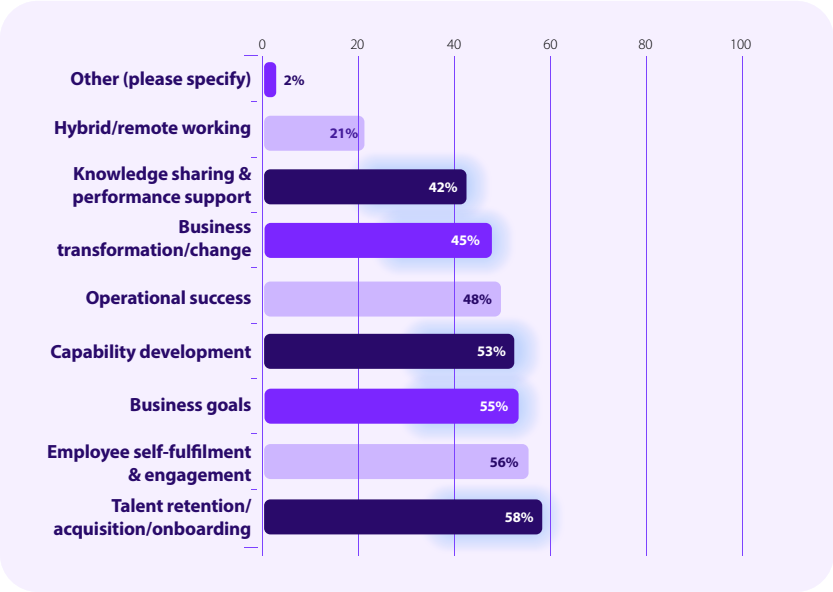
Which learning approaches do you currently use in your organisation?



Top drivers for L&D

Talent retention, employee engagement/ fulfilment, business goals & capability development

Which of these is driving your learning and development strategy?

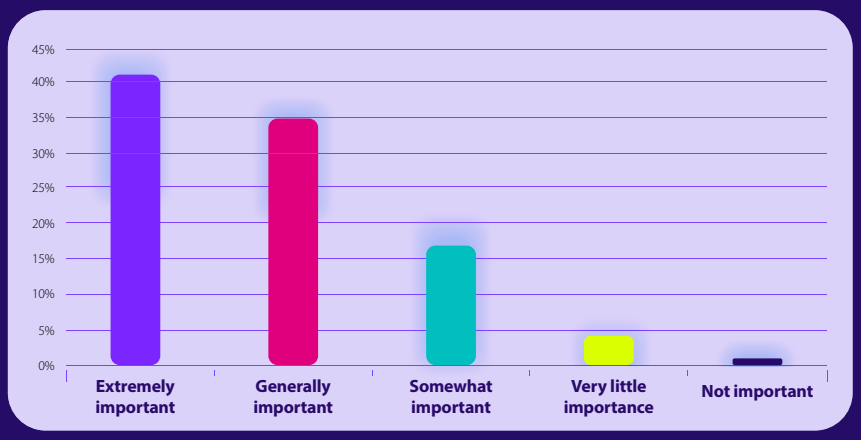


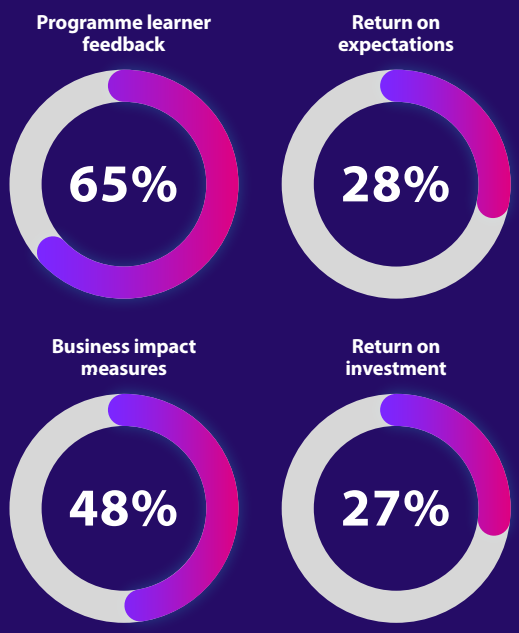
Learning measurement

Important, but still mostly learner feedback

How do you currently measure the impact of learning provision in your organisation?

Is learning measurement important to your business?





Top 5 things that will accelerate impact of learning strategies on business success

60% Better alignment to organisational goals

60% Better communication and engagement strategies

50% Better overall experience for learners

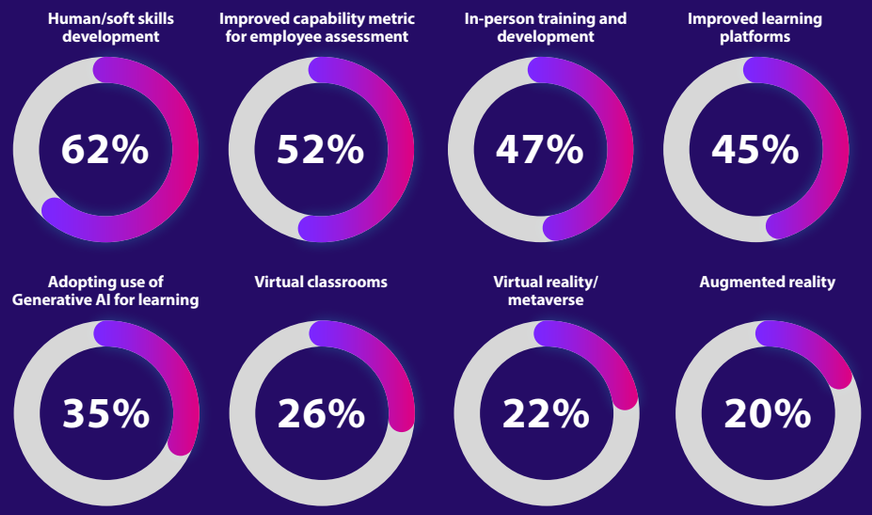
48% Better measurement of learning impact

41% Better learning and skills/capability provision agility

Top learning innovations

Soft/human skills, improved capability metrics & in-person training

What learning innovations would you like to see in 2024?



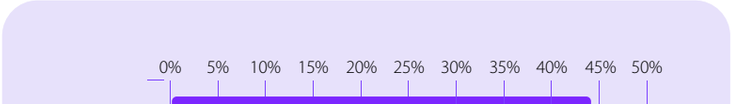
Top future skills

- Leadership & management skills
- Critical thinking & problem-solving
- Emotional intelligence
- Communication & collaboration
- Adaptability & resilience
- Digital skills & technology
- Change management
- Coaching & mentoring
- Creativity

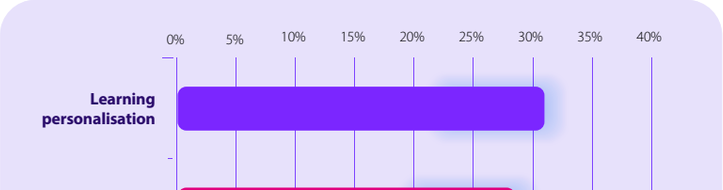
Use of Gen AI in learning

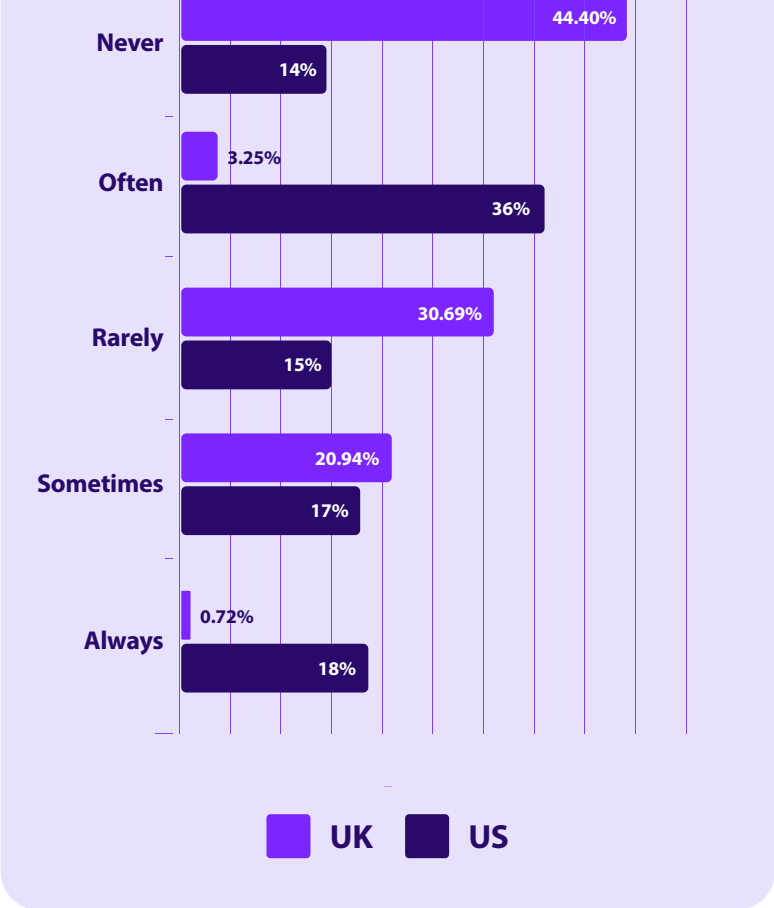
US are further along in terms of adoption than the UK & the use cases appear different currently - US is more focused on learning personalisation, simulations & translations, whereas in the UK it's mostly being used for content creation & curation.

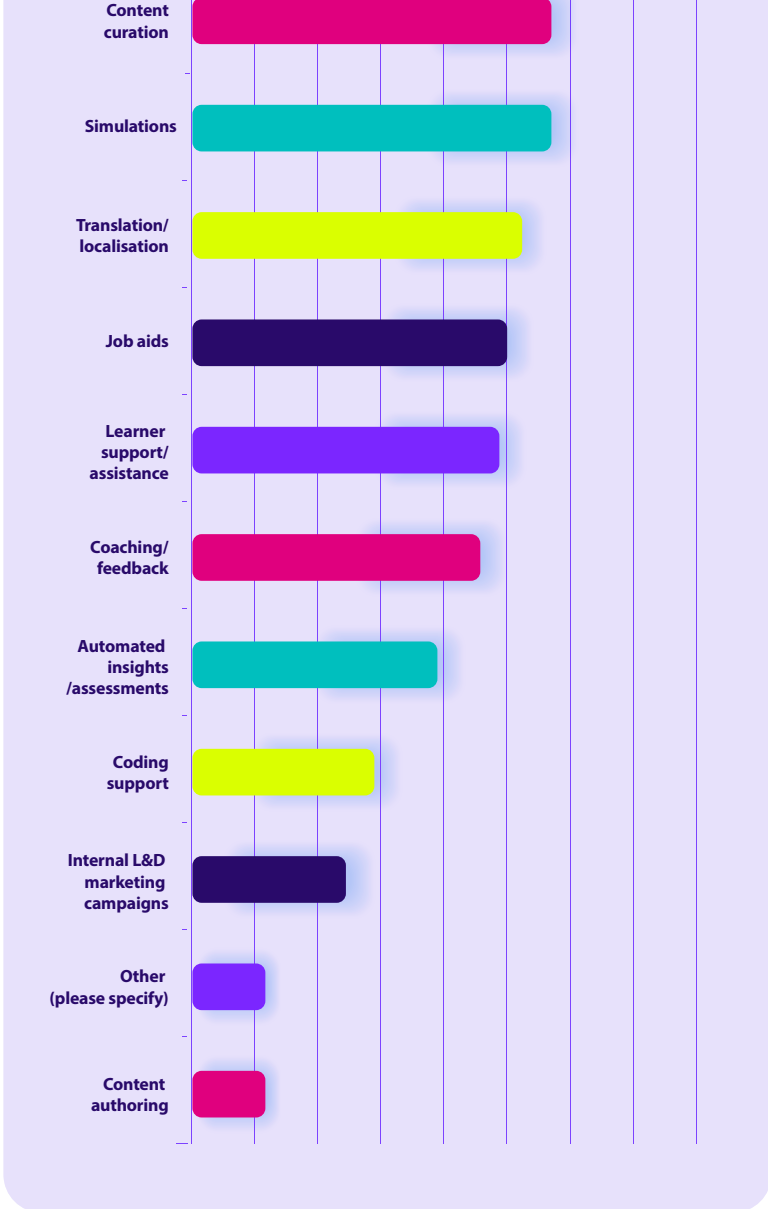
Are you using generative AI for learning and development?



What are you using generative AI for?







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