

TRENDS IN LEARNING IN ORGANISATIONS 2024



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THE TIPPING POINT
Building Cultures of Dialogue



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SURVEY

May and June 2024

429 respondents

25 French answers - 25% Dutch answers



223 Internal L&D professionals

- 63% > 1,000 employees
- 15% > 10,000 employees
- 90% have only L&D as a task



106 Learning solution providers

9 CONCLUSIES

- #1 L&D as a strategy in a tight labor market
- #2 Change is the catalyst for lifelong learning
- #3 Job-focused and career-focused L&D
- #4 Removing barriers to higher training participation
- #5 Technology in the LeaD?
- #6 AI in L&D: beyond the wow
- #7 The labor deal ... good intentions, limited impact
- #8 The Federal Learning Account ... a red card for our government!
- #9 DEI and L&D: we recognize the importance, but are not yet implementing



CONCLUSION I

L&D AS A STRATEGY IN A TIGHT LABOR MARKET



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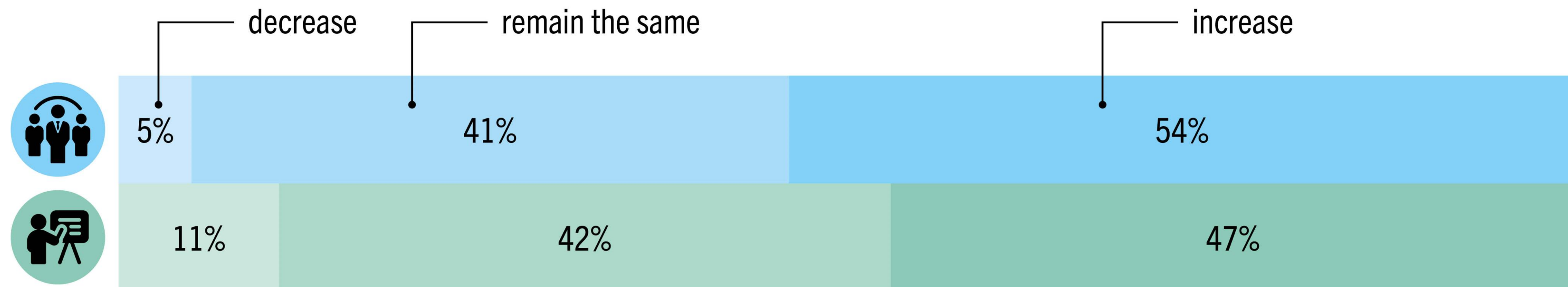
No growth in teams, budget and resources , but ...

 How many FTE is the L&D team in your organization?	2021	2022	2023	2024
Less than 1 FTE (part-time / L&D is part of wider remit)	10%	8%	10%	9%
1 FTE	8%	12%	16%	14%
Up to 5 FTE	43%	36%	35%	31%
Up to 10 FTE	15%	18%	16%	18%
More than 10 FTE	24%	26%	23%	28%

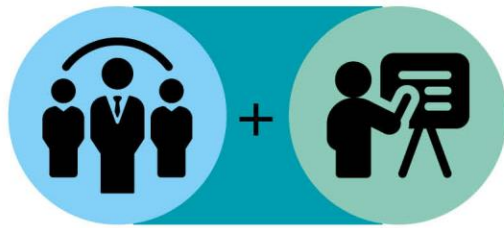
 How many Euros does your organization spend on L&D?	2017	2019	2021	2022	2023	2024
Less than € 250 per person / year	20%	14%	13%	16%	15%	17%
Between € 250 and 750 per person / year	28%	34%	25%	22%	28%	27%
Between € 750 and 1500 per person / year	12%	13%	27%	20%	14%	19%
More than € 1500 per person / year	7%	7%	4%	8%	6%	4%
The L&D department has no budget available / I do not really know	33%	32%	31%	34%	37%	33%

... the opportunities for learning do increase

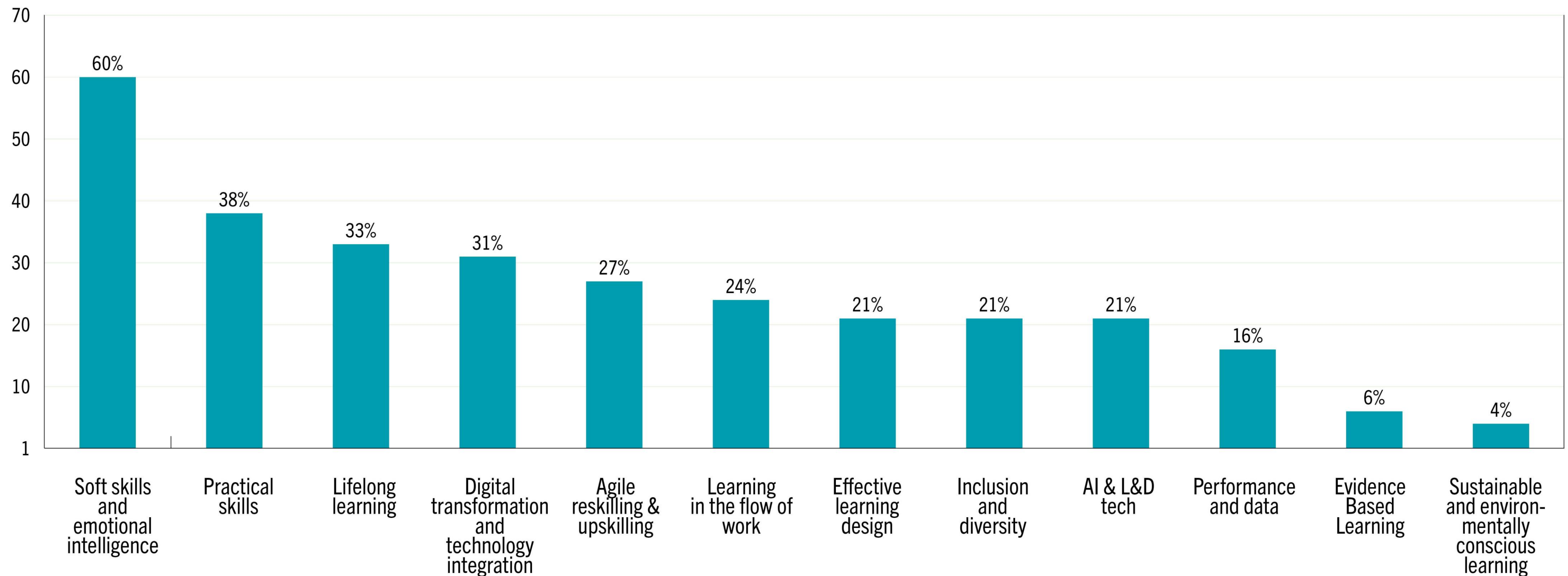
Do you see opportunities for employees to learn within organizations in the next calendar year ...



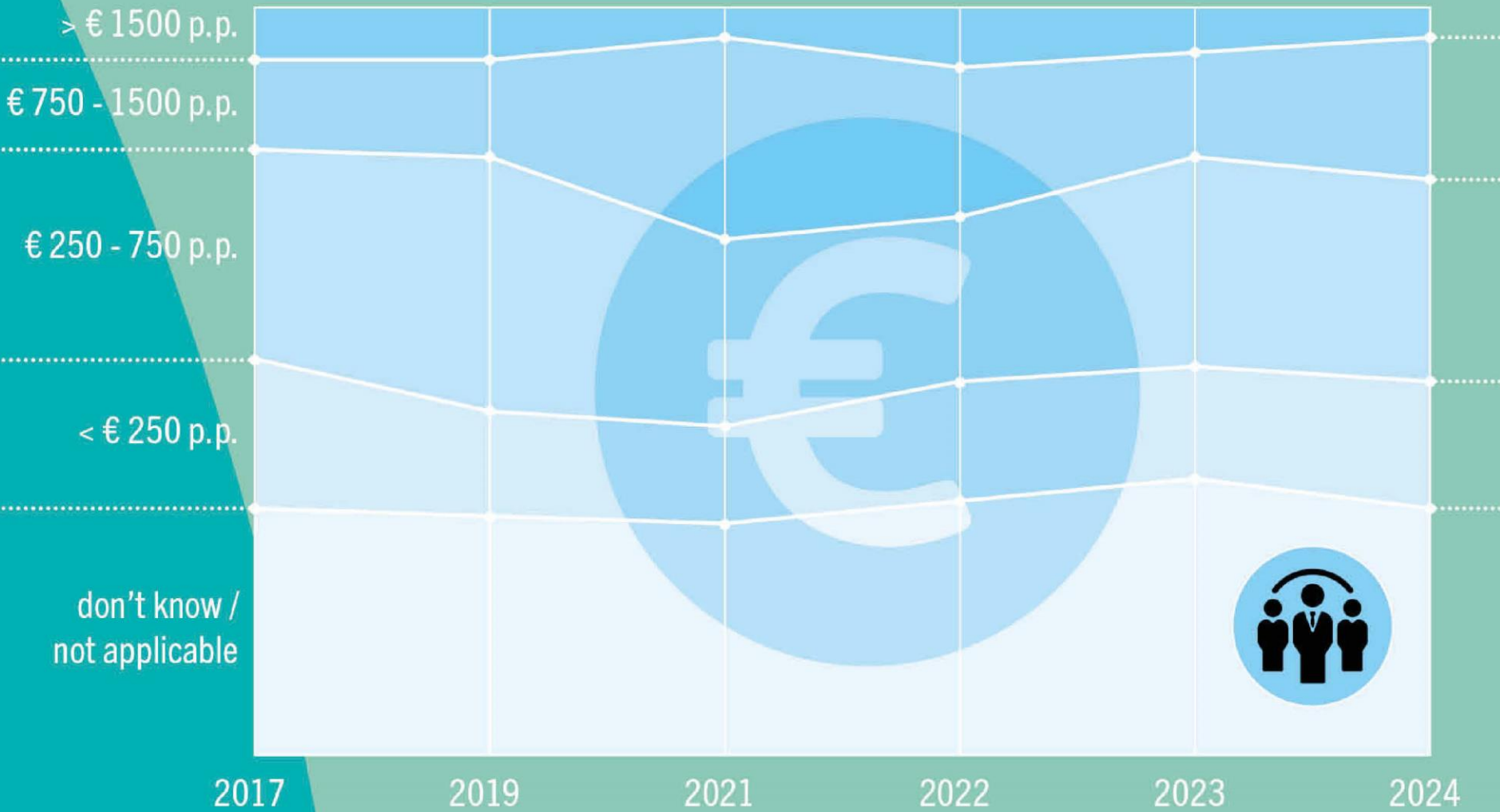
12 International trends in learning



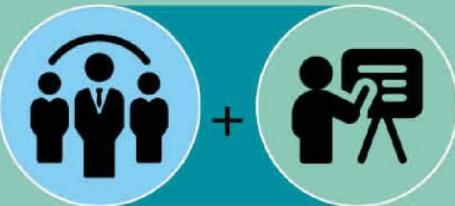
What internationally recognized trends will organizations work on in the coming year?



L&D BUDGET / YEAR



TRENDS IN L&D



CONCLUSION 2

CHANGE IS THE CATALYST FOR LIFELONG LEARNING



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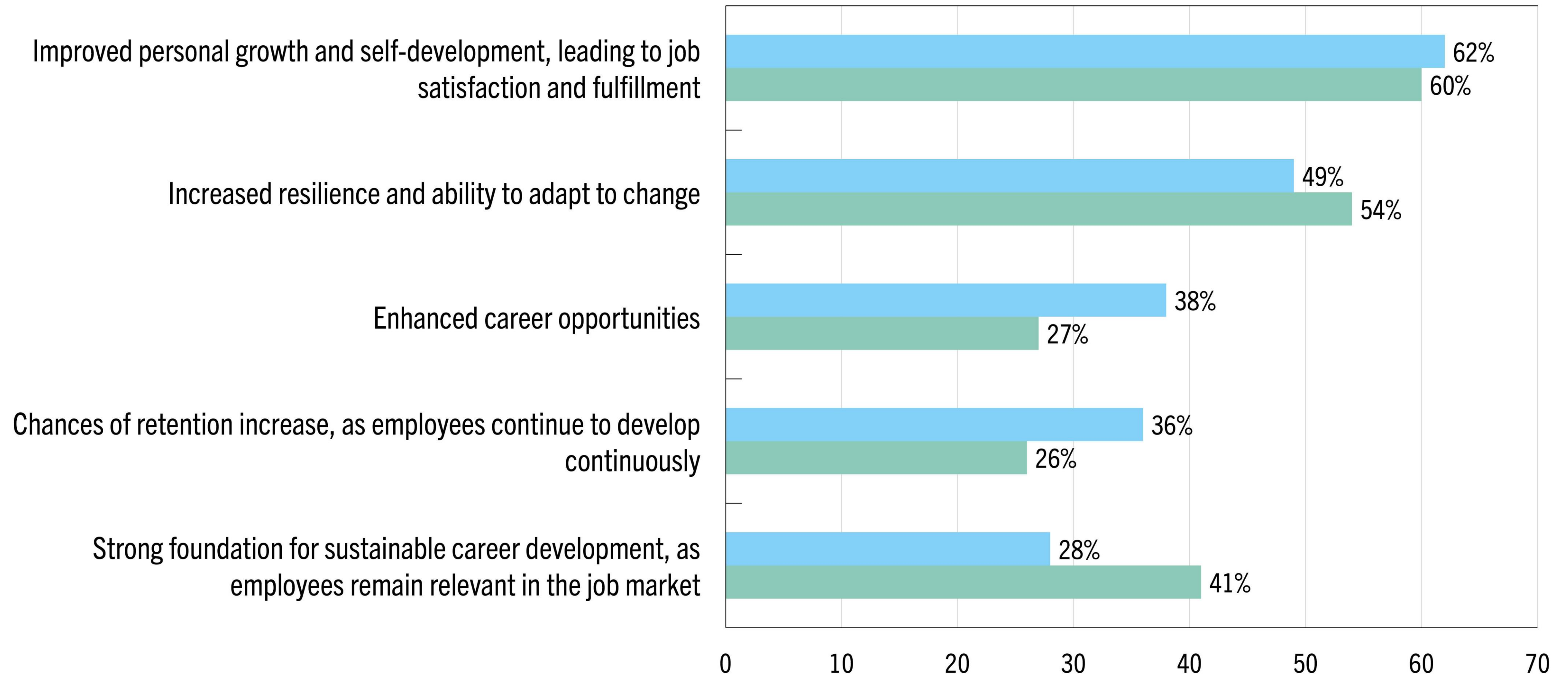
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Hogeschool van Amsterdam



What are key long-term effects of lifelong learning on employees' professional development and career paths?



CONCLUSION 3

JOB-FOCUSED AND CAREER-FOCUSED L&D



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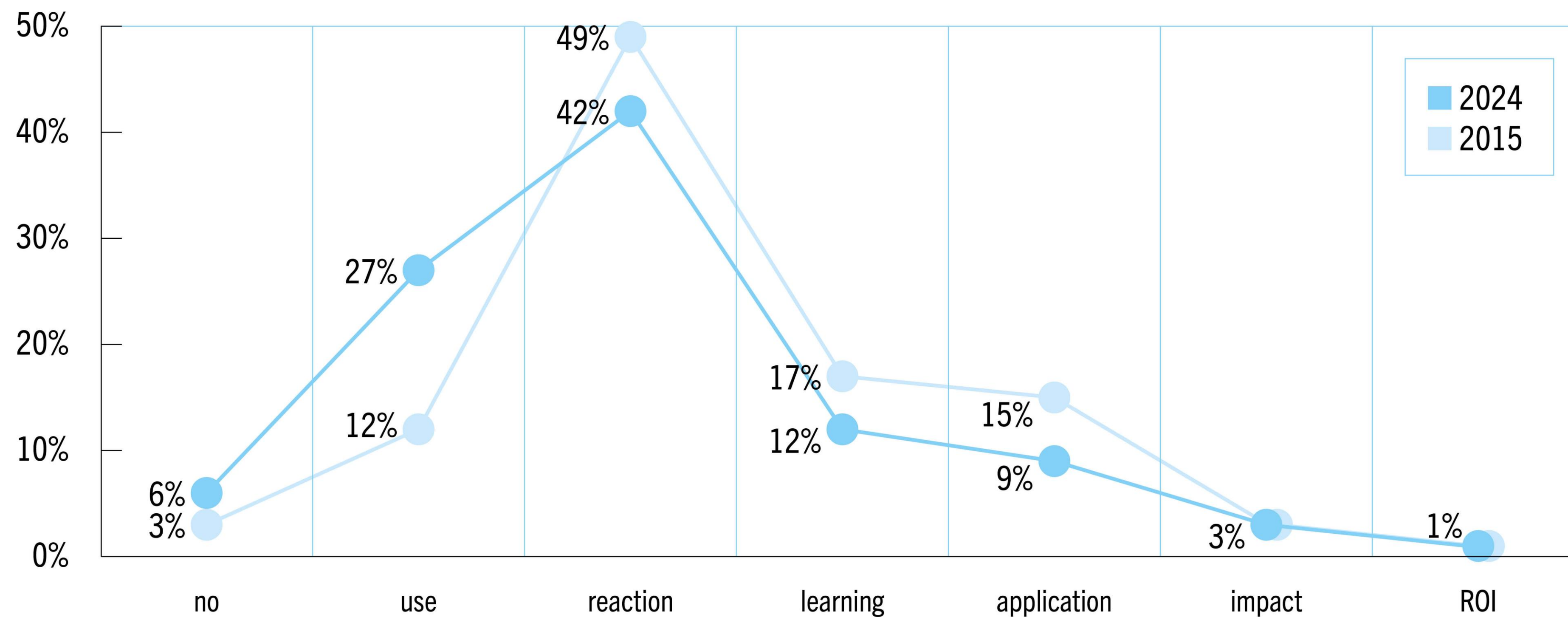
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What are the main reasons organizations offer training to their employees?		
To increase the productivity of the organization	68%	46%
To provide opportunities for personal development	45%	28%
To improve the quality of work	44%	51%
To improve performance within the job	31%	42%
To increase employee well-being and job satisfaction	25%	16%
Because it is an obligation for certain positions	23%	30%
Because it is a legal obligation	18%	23%
For the sake of safety and prevention	18%	14%
To learn how to deal with new technologies and digitalization	17%	13%
To clarify the importance of one's job in the organization as a whole	12%	34%
To improve customer orientation	4%	5%

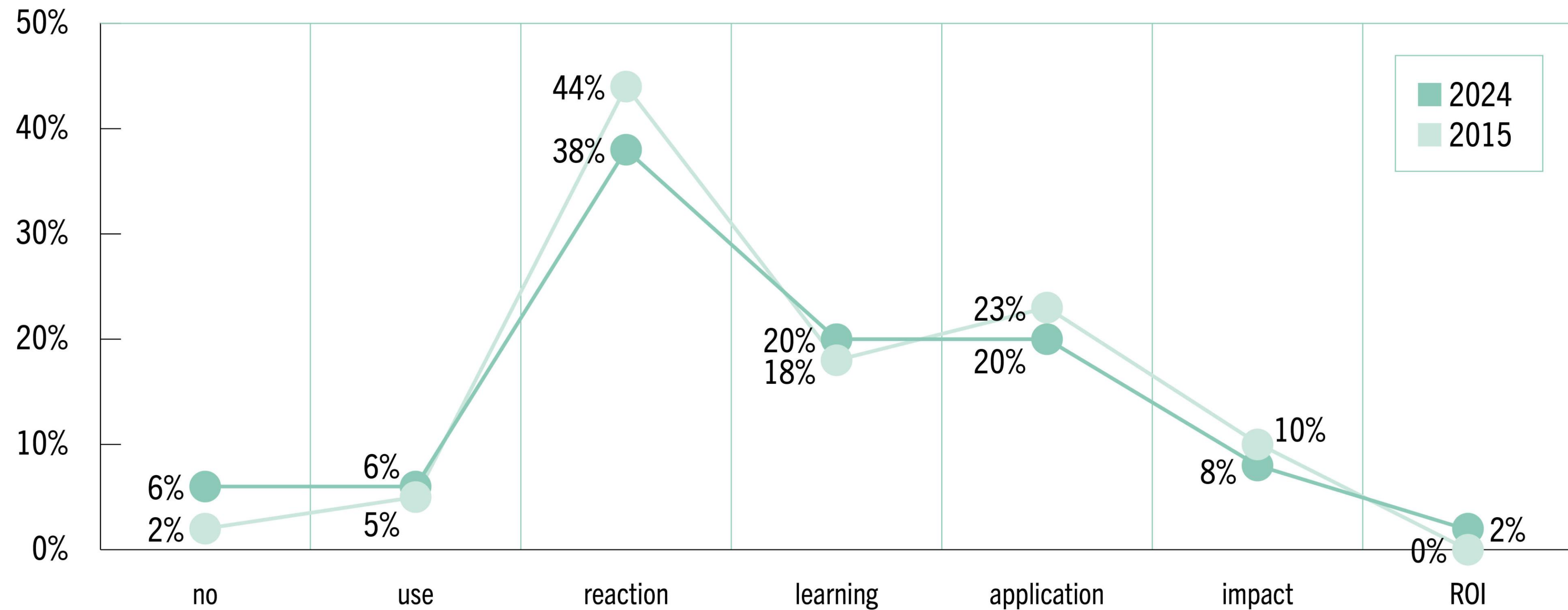


Does your organization measure (the effect of) L&D

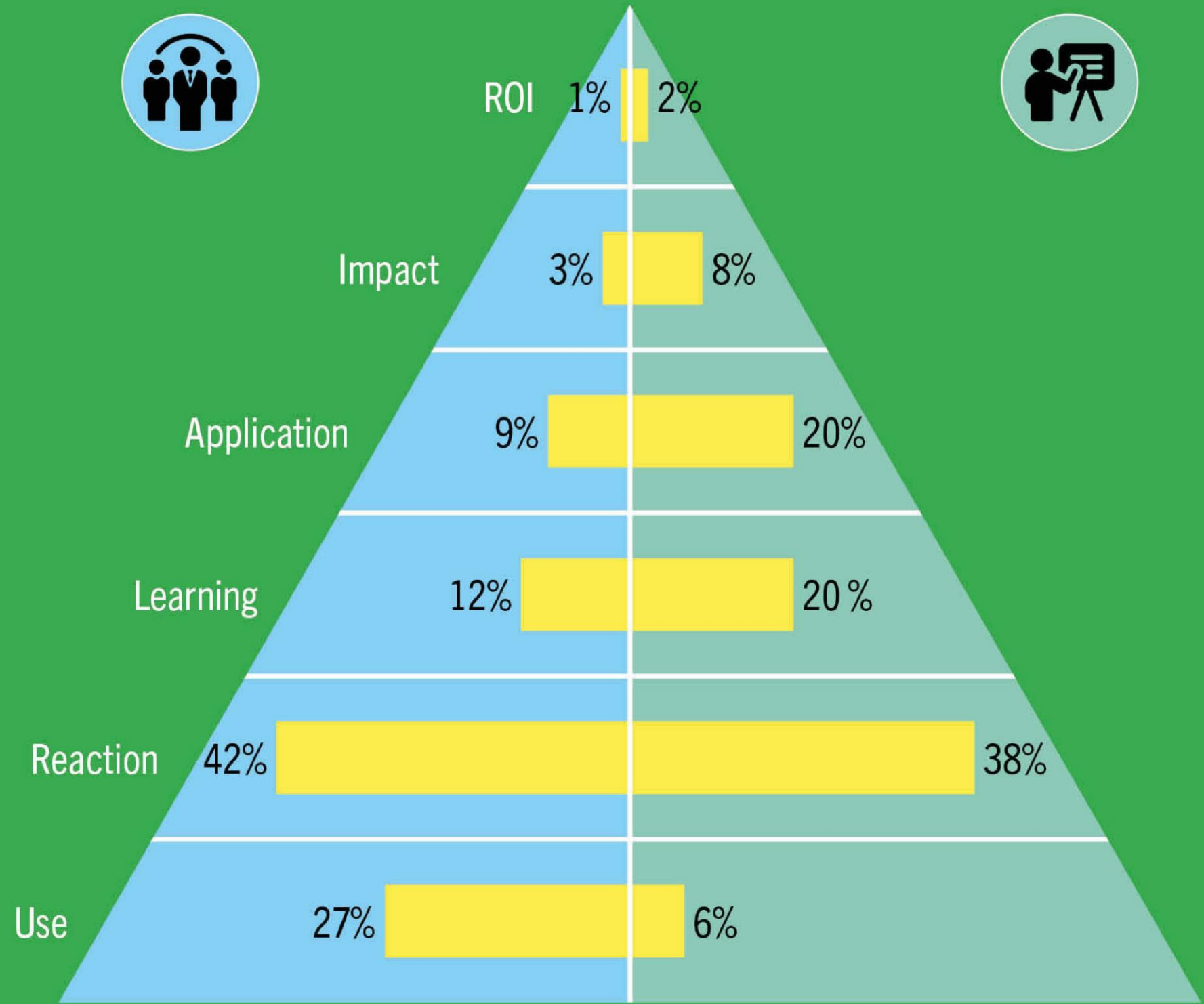




Does your organization measure (the effect of) L&D



EVALUATION



70%
40%
37%
34%
22%
22%
15%

adapt learning solutions / evaluate trainers
accountability for external standards
evidence for management
allocate resources better and more effectively
link with business objectives
gaining insight into learning behavior
set up individual learning paths

74%
12%
30%
28%
48%
27%
22%

CONCLUSION 4

REMOVING BARRIERS TO HIGHER TRAINING PARTICIPATION



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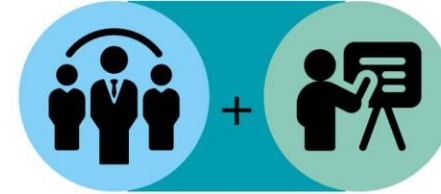
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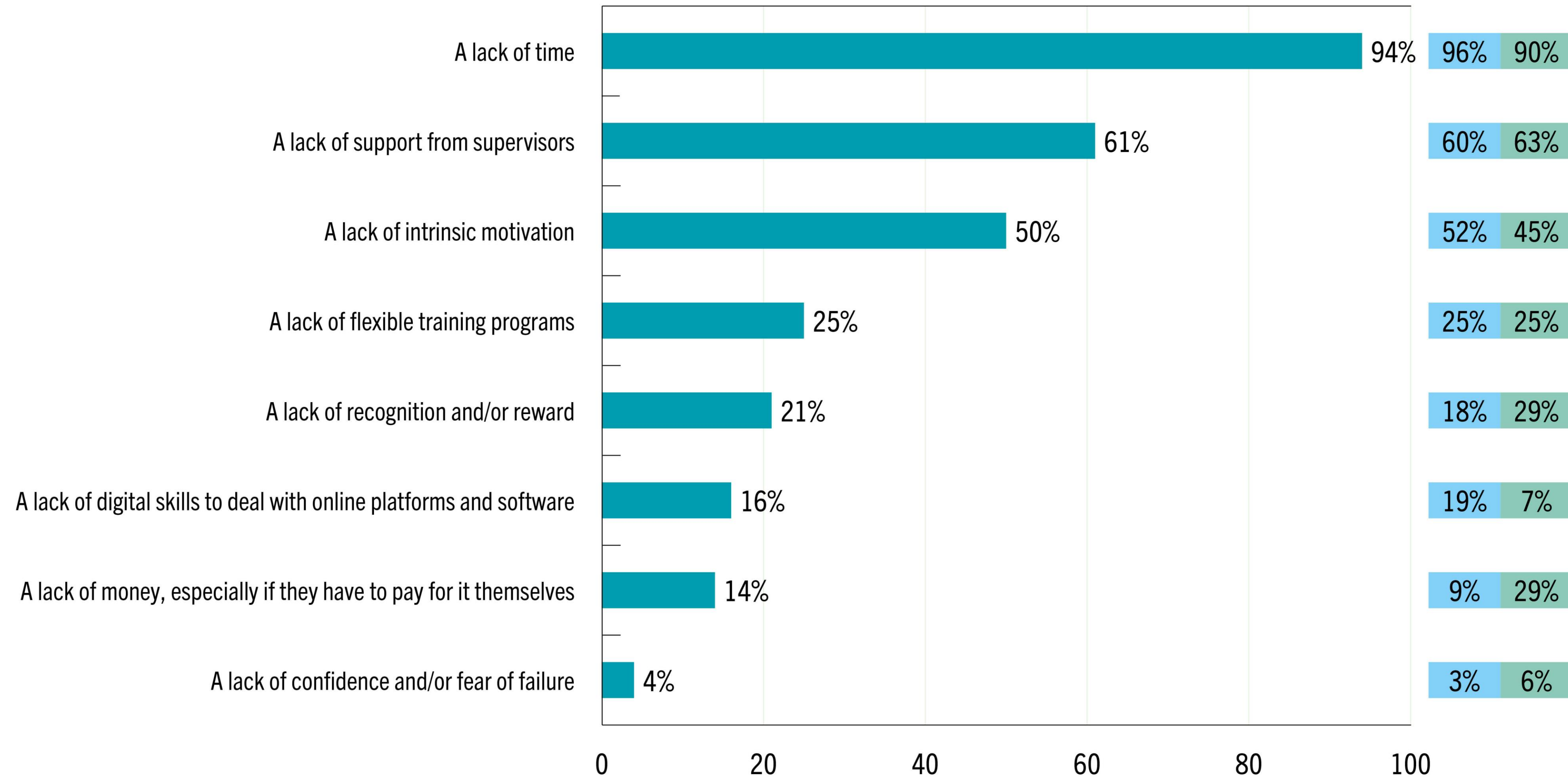
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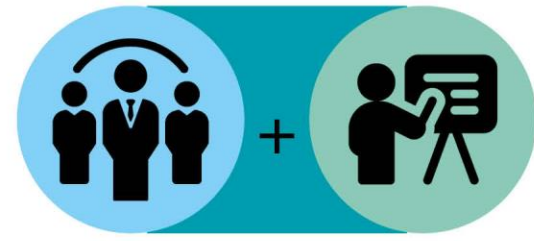
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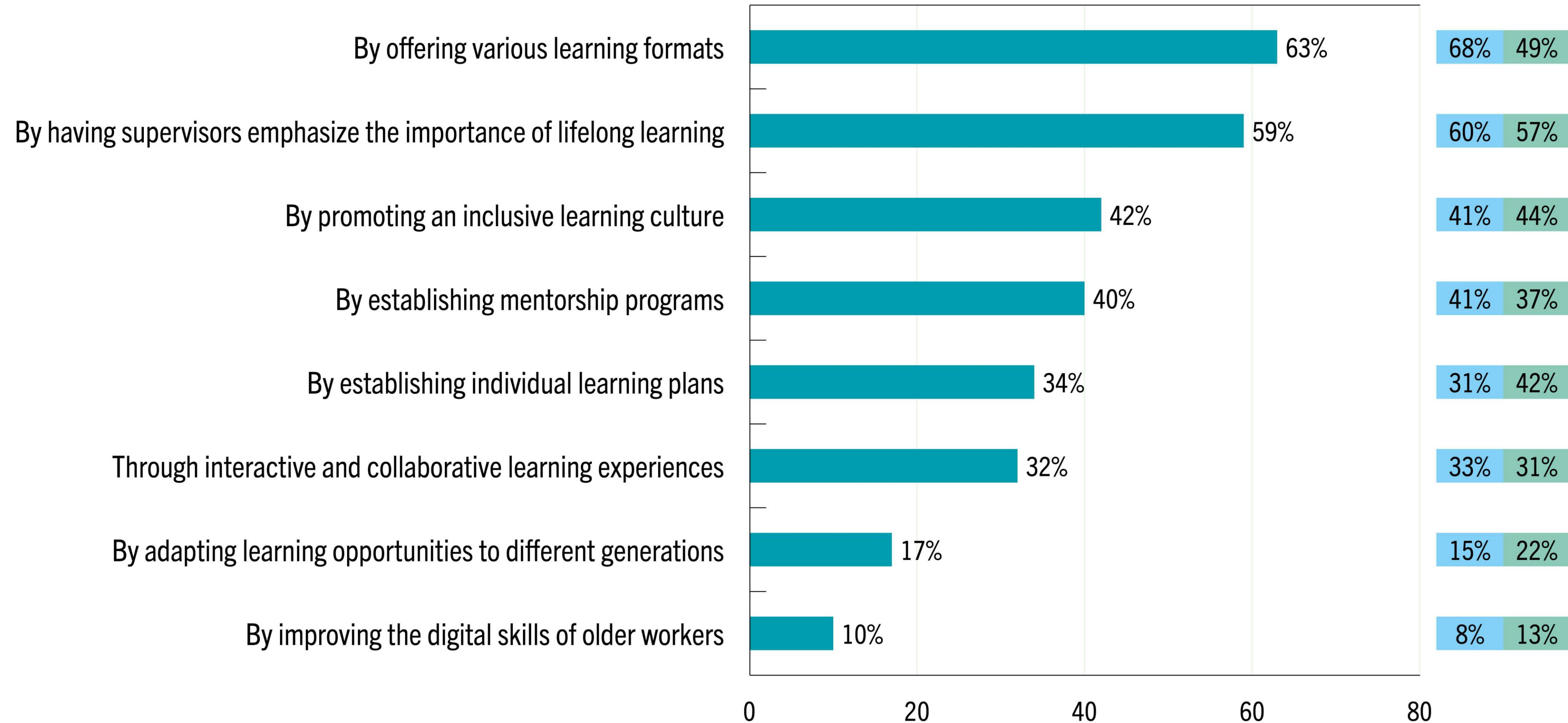


What barriers do employees in organizations experience in participating in lifelong learning?





What adjustments do you see as successful in making lifelong learning a success?



CONCLUSION 5

TECHNOLOGY IN THE LEAD?



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State of L&D Tech in Belgium

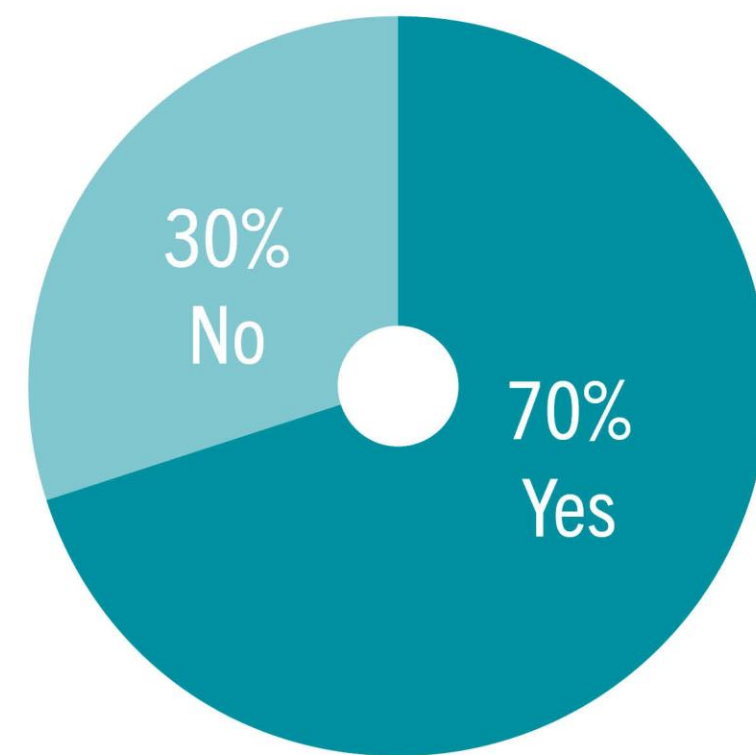
What estimated share does L&D Tech take in the L&D budget?



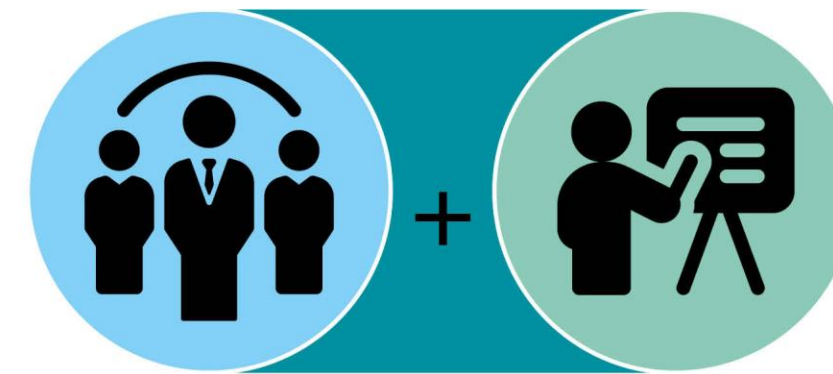
What are the main reasons for using L&D Tech?

		
Flexibility to participate	40%	38%
Larger and wider range of offerings	40%	28%
Monitoring & analysis capabilities	39%	27%
Efficiency	35%	41%
Time savings	33%	41%
Individualization	30%	33%
Greater reach	29%	24%
Higher quality	21%	21%
Cost reduction	17%	32%
Interactivity	13%	14%
Higher performance in the workplace	10%	11%
Higher engagement	6%	6%

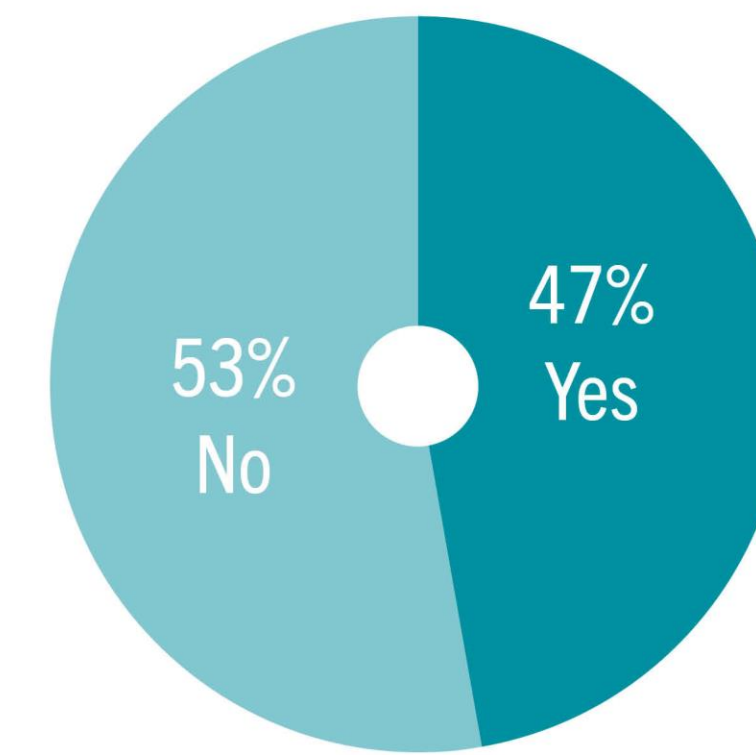
Do people have enough digital skills to use L&D tech?



L&D TEAMS



**DIGITAL
SKILLS**



EMPLOYEES

CONCLUSION 6

AI IN L&D: BEYOND THE WOW



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A logo featuring a stylized lightning bolt in blue and red.
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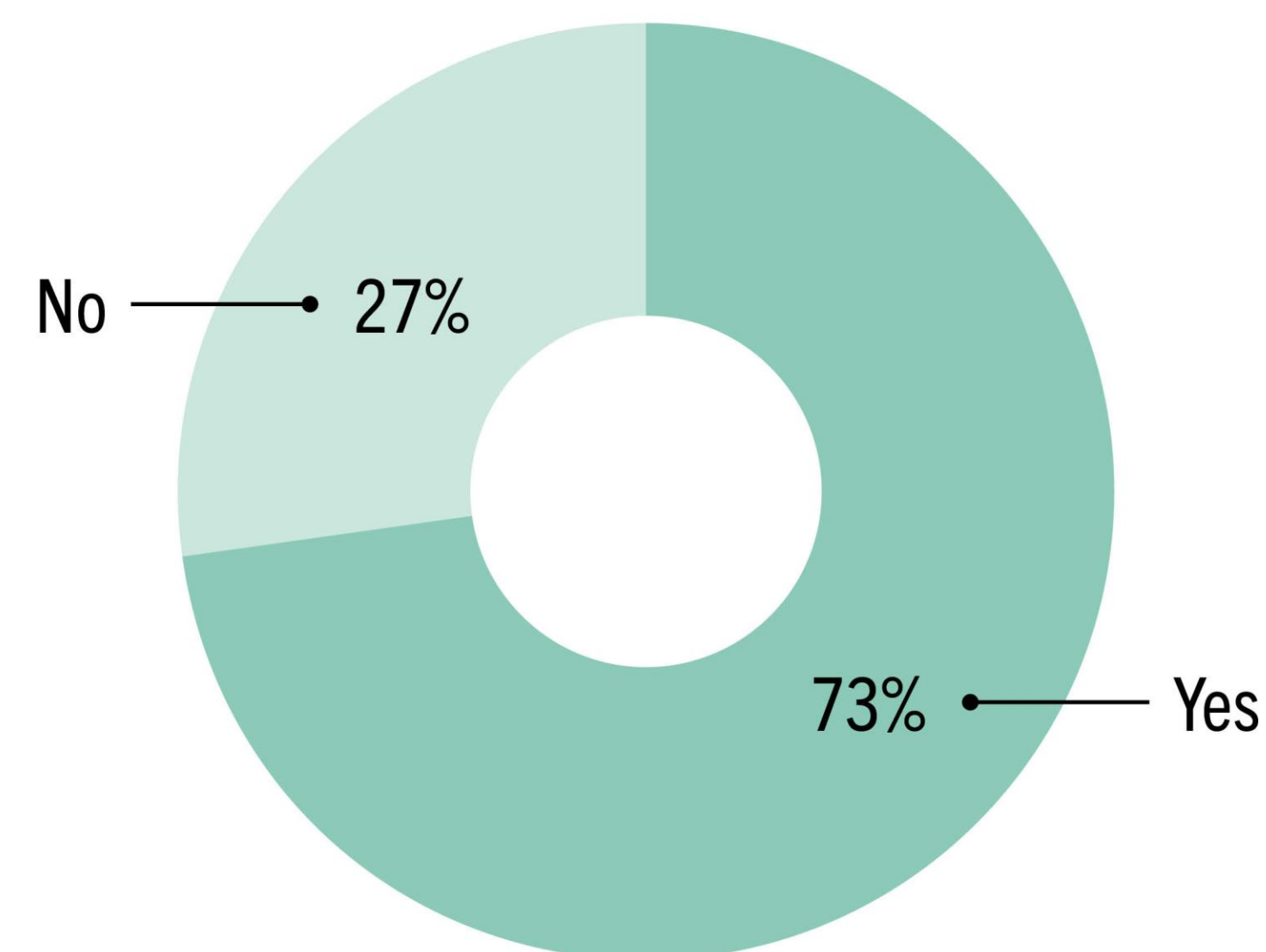
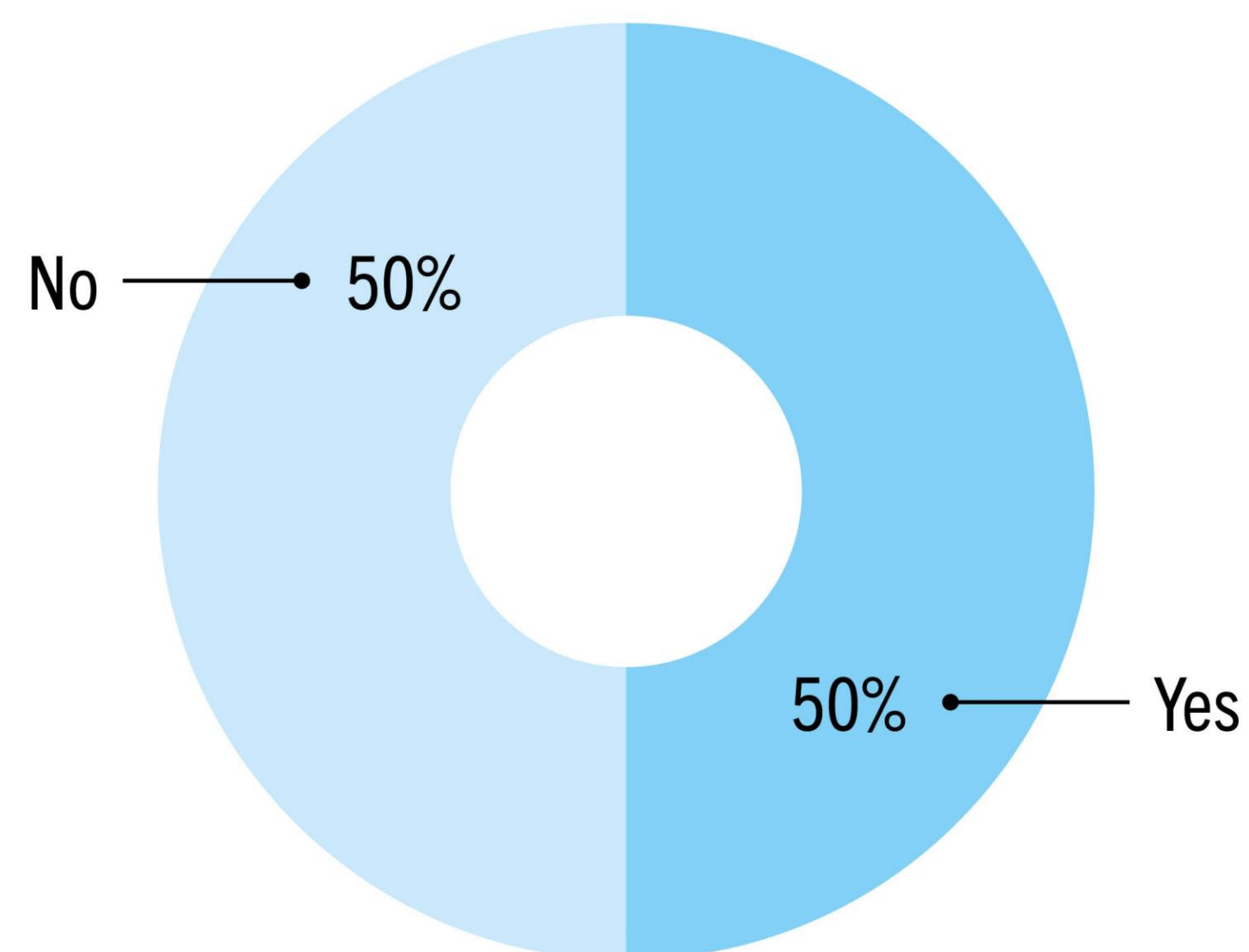
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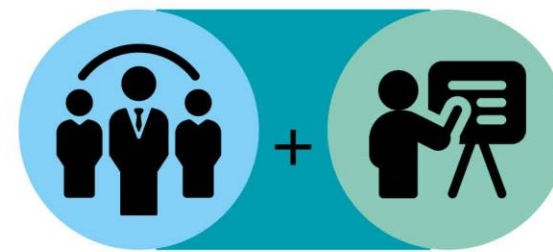
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A logo featuring a stylized lightbulb or torch.
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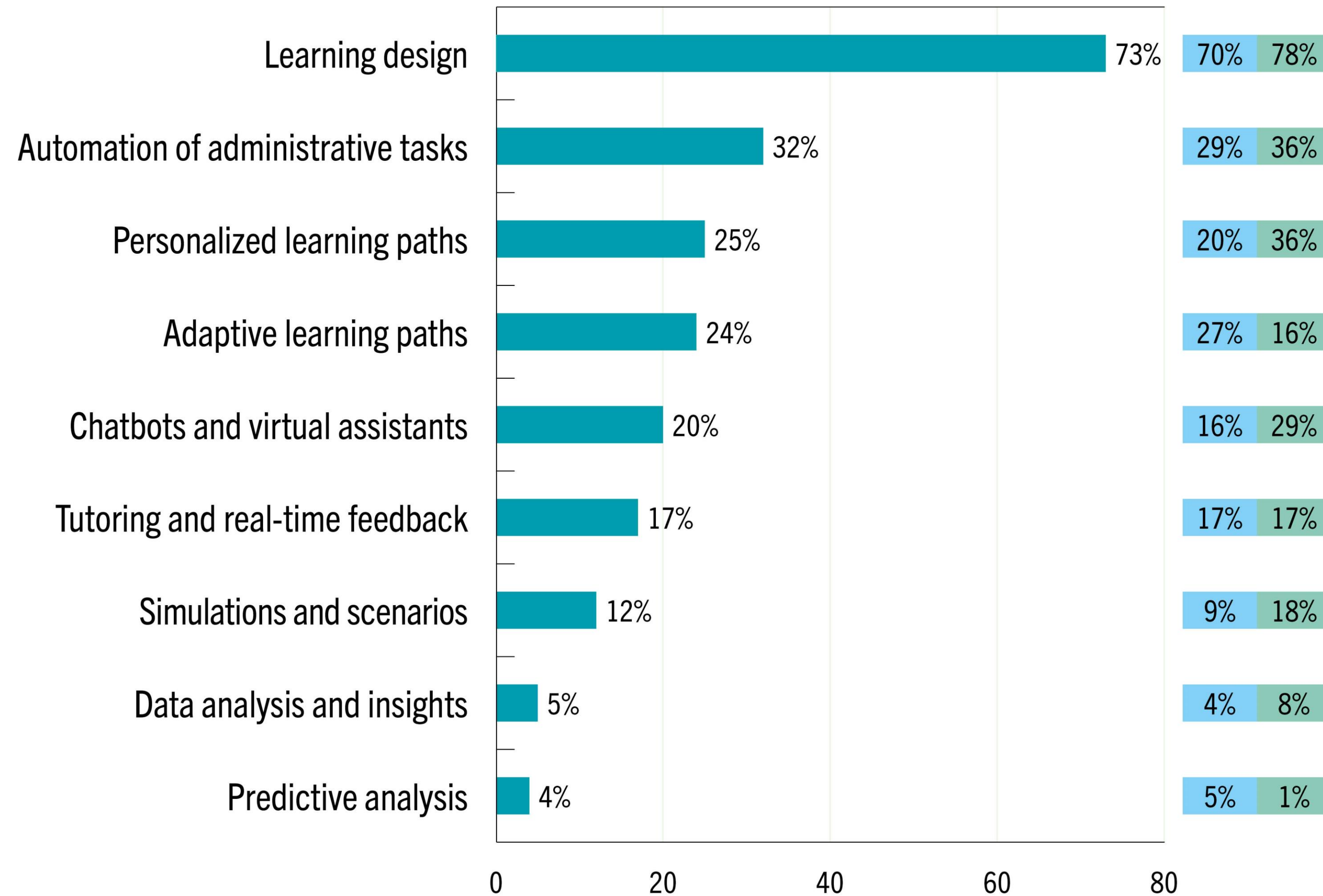


The percentage of respondents using AI by mid-2024





How do you or your team use AI in L&D?



CONCLUSION 7

**THE LABOR DEAL ... GOOD INTENTIONS,
LIMITED IMPACT**

CONCLUSION 8

**THE FEDERAL LEARNING ACCOUNT ...
A RED CARD FOR OUR GOVERNMENT!**



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LABOR DEAL & 5 DAYS TRAINING ENTITLEMENT

DO YOU TOTALLY AGREE?



The labor deal is an opportunity for L&D in organizations	11%	12%
The labor deal will contribute to training participation in organizations	5%	8%
The labor deal will contribute to the learning culture in organizations	4%	4%
The labor deal was the trigger to create a training plan	2%	10%
The 5-day individual training right is a good thing for the employee	21%	38%
The 5-day individual training right is a good thing for the employer	14%	24%
The 5-day individual training right is a good thing for L&D providers	24%	37%

FEDERAL LEARNING ACCOUNT



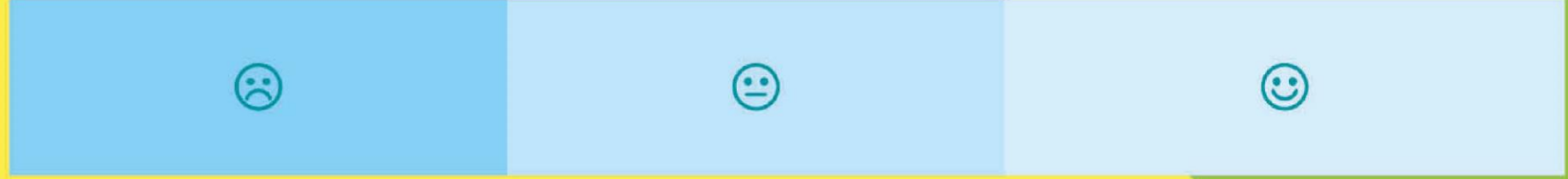
The FLA creates a disproportionate workload and administration



We expect significant development and management costs



We have the necessary competencies



The FLA will lead to improved training participation



The government communication is clear and user-friendly



CONCLUSION 9

**DEI AND L&D: WE RECOGNIZE
THE IMPORTANCE,
BUT ARE NOT YET IMPLEMENTING**



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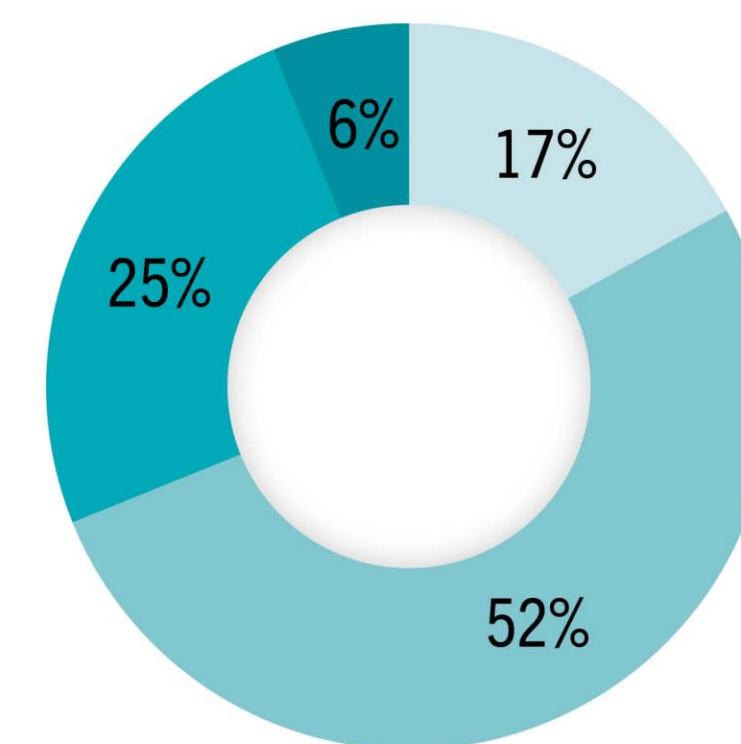
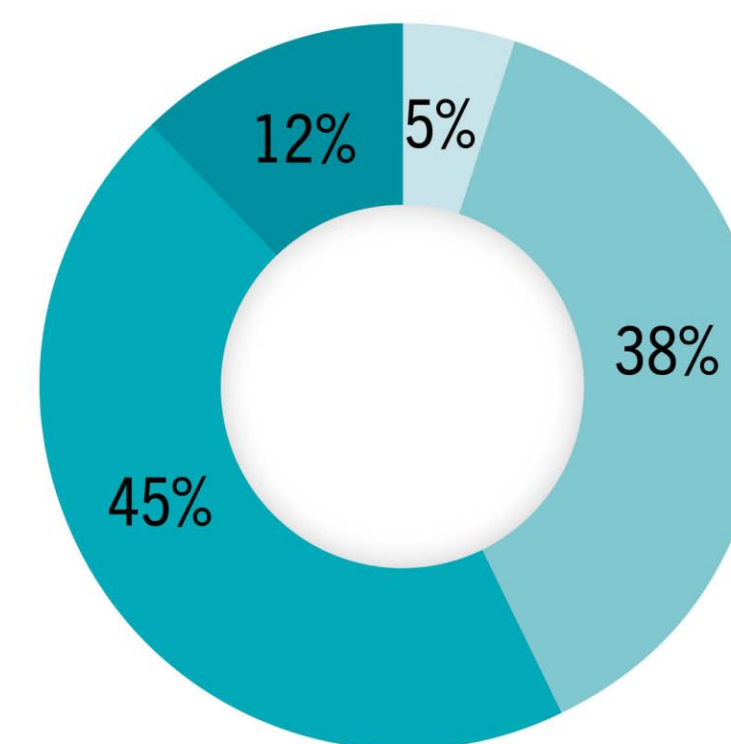
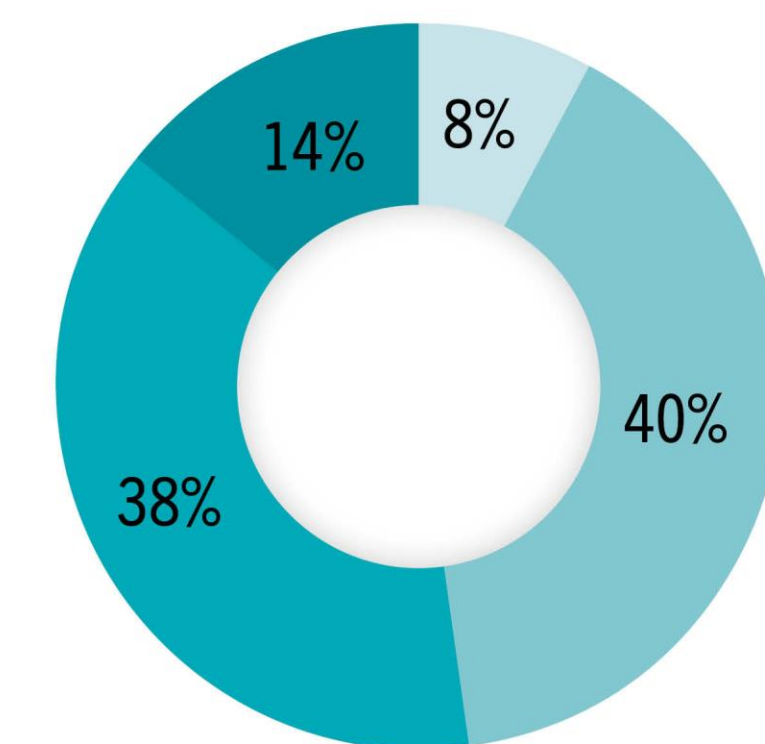
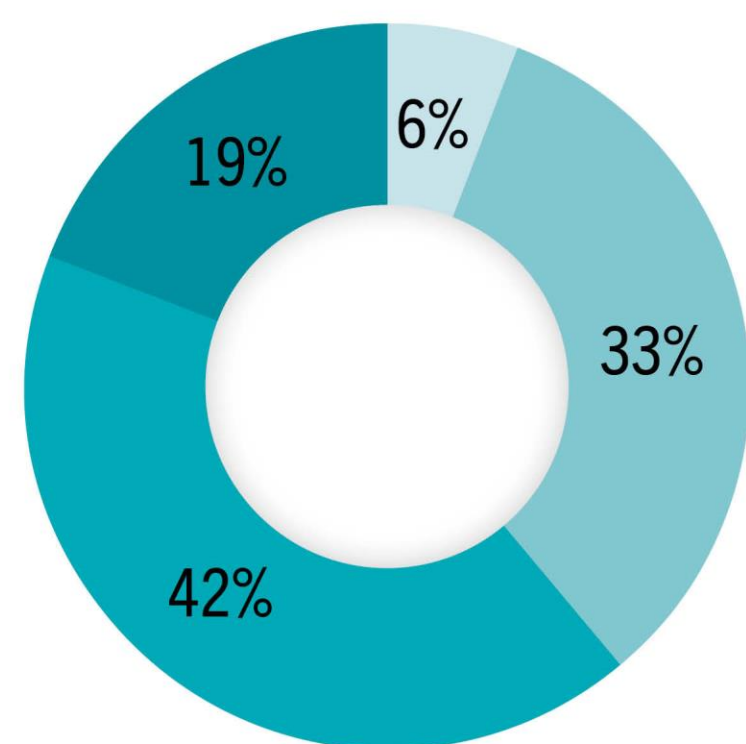
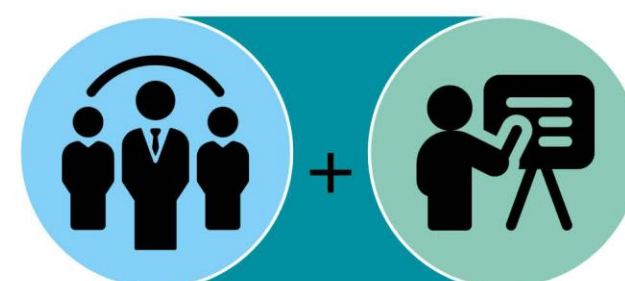
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Are you aware of how DEI factors influence training access/success?

Do you consider DEI in planning and budgeting?

Do you consider DEI in design and implementation?

Do you evaluate the DEI of training programs?

THANK YOU

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	Keynotes	Best of Proeverijen 2024
10h00	Mandipa Ndlovu (ZAF) - The Future of Learning	Ruud Dullens (NL) - Doe-Het-Zelf Gamificeren
10h50	koffiepauze	
11h00	Lavinia Mehedintu (ROM) - Ditch Needs Analysis. Embrace Strategic Research	Lisa Hilte (BE) - Boost je medewerkers met AI
11h50	koffiepauze	
12h00	Nelson Sivalingam (UK) - From Buzzword to Business Impact: Using AI for Skills First L&D	Frederik Imbo (BE) - Presenteren met impact: hoe blijft je boodschap langer hangen?
12h50	lunch	
14h00	Ingeborg Kroese (NL) - Inclusive L&D, long overdue	Katrijn Steenbeke (BE) - Team Smile
14h50	koffiepauze	
15h00	Julie Dirksen (USA) - Designing Learning for Behavioral Change	Sofie Willox (BE) - Unlock Learning Superpowers: 5 evidence-based hacks die leervermogen laten pieken
15h50	koffiepauze	
16h00	Ajay Pangarkar (CAN) - Learning Metrics: How to measure the impact of Organizational Learning	Christophe Jacobs (BE) - AI, jouw nieuwe collega in het maken van e-Learning?
16h50	netwerkdruk	

