

# BECOME A TRUE BUSINESS PARTNER BY CONNECTING LEARNING TO IMPACT



Learning management is a perennial challenge for L&D teams. Despite the emergence of more sophisticated learning and business analytics techniques, struggles with learning measurement persist at frustrating levels. Closing the gap between the boardroom and L&D around actual business or organizational impact is a required skill for learning leaders to master.

## CURRENT STATE



### WHY LINK LEARNING TO OUTCOMES?

Here are the top reasons



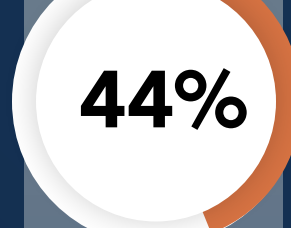
Become Viewed as More of a Strategic Partner in the Organization



Improve Learning Initiatives after Initial Results



More Easily Define Success or Failure of Learning Initiatives



Become More Apt to Get Requests for Technology or Modalities Approved



Gain Enhanced Acceptance inside Organization for Your L&D Teams



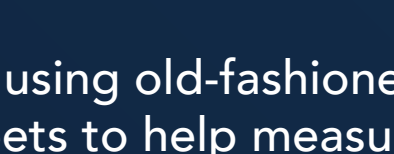
### BECAUSE YOU'LL GAIN MORE INSIGHTS

Here are the reasons why

## COMPLEXITIES

### What's Keeping Organizations from Measuring Learning Impact?

Nearly 50%



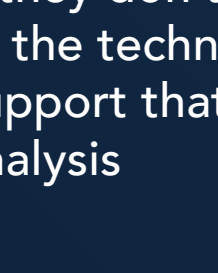
said they're still using old-fashioned Excel spreadsheets to help measure learning impact.

Nearly 40%



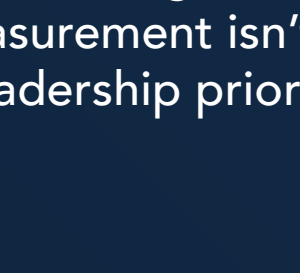
said they don't have the budget and/or staff.

30%



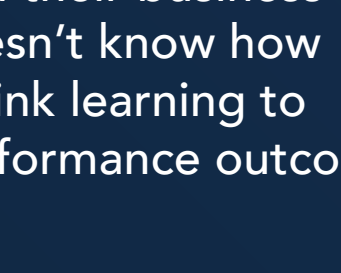
said they don't have the technology to support that type of analysis

1/4



said learning measurement isn't a leadership priority.

25%

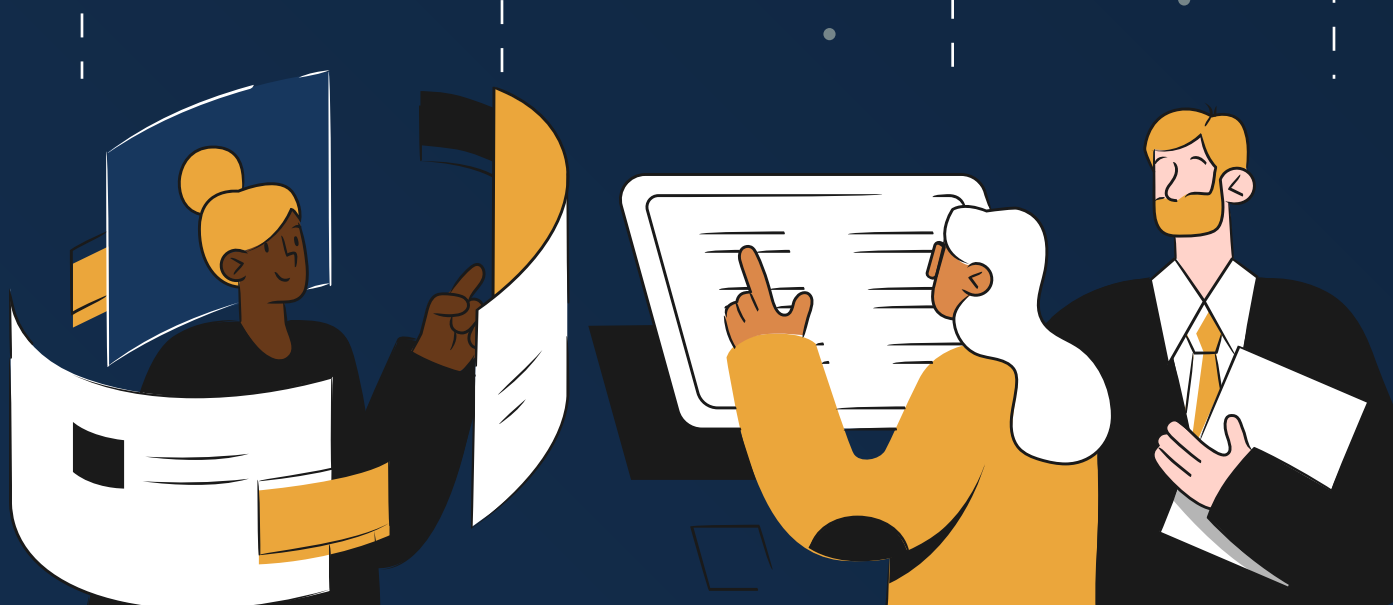
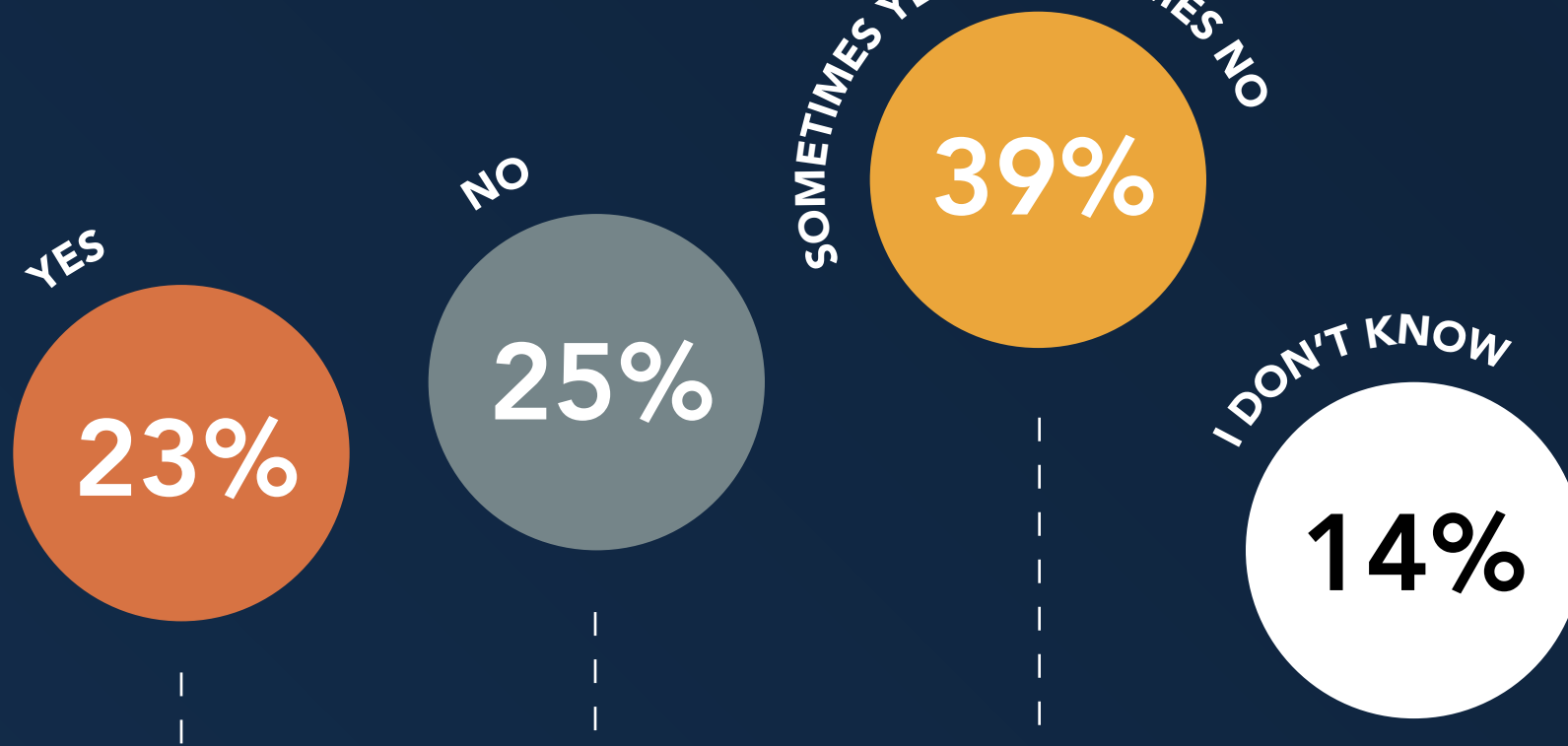


said their business doesn't know how to link learning to performance outcomes.

## CONSEQUENCES

Taking the minimal steps necessary to connect learning to outcomes leaves learning leaders unsure if they're even making an impact.

### Does your learning measurement strategy include a definitive focus on linking learning or individual or organizational performance?



## 3 CRITICAL QUESTIONS TO CONSIDER

ARE WE BECOMING MORE PROFICIENT AT MEASURING LEARNING YEAR AFTER YEAR?

WHAT BUSINESS METRICS ARE WE USING BESIDES JUST COMPLETION RATES AND SMILE SHEETS?

HOW CAN LEARNING USE ANALYTICS TO GAIN THE RESPECT OF LEADERSHIP AND BECOME A TRUE PARTNER WHEN IT COMES TO BUSINESS PERFORMANCE?

## 4 ACTIONS TO IMPROVE YOUR LEARNING MEASUREMENT

LEARN TO SPEAK THE LANGUAGE OF BUSINESS INSIDE THE LANGUAGE OF LEARNING.

MAKE YOUR CASE FOR TECHNOLOGY, INCLUDING LOOKING INTO THE LATEST IN AI AND MACHINE LEARNING.

MAKE SURE YOUR LEARNING STRATEGY IS ALIGNED WITH BUSINESS STRATEGIES.

START WITH THE DESIRED BUSINESS OUTCOME AND WORK BACKWARD.