Do you really know the Modern Learner?
Tips on developing today's diverse workforce

True or False:
Modern learner describes younger members of the workforce, especially Millennials and Gen Z.

Answer: FALSE. *Modern learners* span all generations in today's workforce.

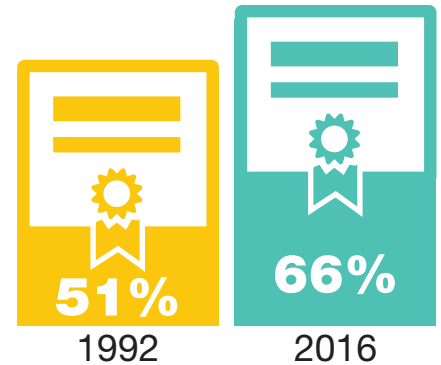## Characteristics of Modern Learners

■ **Motivated**
Whether it's actively contributing to their organizations, building legacies, disrupting industries, or facilitating cultural exchange, many modern learners are working toward a larger purpose. This appreciation for setting and reaching meaningful goals is the very thing that motivates members of today's workforce to put their best work forward.

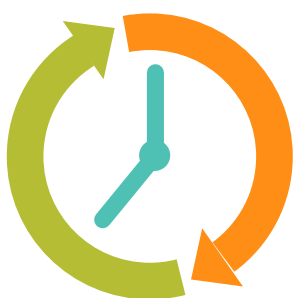■ **Educated**
Today's learners are better educated.
- In 2016, over **66%** of the workforce attained an education status of 'Some college' or above (vs. only 51% in 1992).
- The percentage of the labor force with associate, bachelor's or advanced degrees has risen more than **14%** since 1992.

51% 1992   **66%** 2016

■ **Flexible**
Modern learners appreciate flexibility.
- **74%** of Millennials report they want flexible work schedules.
- **94%** of Baby Boomers value special work arrangements such as flexible hours or telecommuting.

■ **Mobile**
70% of learners use their smartphones to learn.

47% learn in the evenings and on weekends.

27% learn while commuting to and from work.

■ **Collaborative**
- **77%** of employees prefer to learn in a collaborative setting where they can interact with other learners, L&D professionals, their managers, etc.
- **66%** of employees prefer manager support for their learning. Yet gaining manager support is the #2 challenge for L&D professionals.

■ **Self-Directed**
Despite their collaborative nature, *modern learners* like to direct their learning experiences.
- **66%** of employees prefer self-paced eLearning.

https://www.bls.gov/opub/reports/race-and-ethnicity/2016/home.htm
https://www.forbes.com/sites/davidsturt/2016/08/16/generational-differences-when-they-matter-and-when-they-dont/2/
https://www.elucidat.com/blog/modern-learner-profile-infographic/
https://learning.linkedin.com/elearning-solutions-guides/workplace-learning-report-2018

How to Cater to the Modern Learner

■ **Make Learning Personal**
- **69%** of learners want their learning to be timely and relevant.
- Over **70%** of on-the-job learning occurs informally, enabling employees to customize content and delivery.
- **57%** of learners want to earn qualifications and certifications.

■ **Prioritize Quality Content**
- **76%** of learners want a quality online learning experience.
- **1 out of every 3** employees report that uninspiring content is a barrier to their learning.
- **40%** of employees who receive poor training (non-specific, boring, cheesy/preachy, etc.) leave their positions within the first year.

■ **Make it Accessible**
- **43%** of learners want downloadable content.
- **52%** of learners learn at the point of need.

■ **Be Specific**
- **63%** of learners want to know key takeaways upfront.

CLEAR OBJECTIVES + **ATTENTION TO DIFFERENT LEARNING STYLES** = **EMPLOYEE ENGAGEMENT**

■ **Empower Personal Fulfillment**
- **68%** of employees say training and development is the most important workplace policy.
- **74%** of employees feel they aren't achieving their potential at work.
   - Yet 80% of learners can see how learning can help further their careers.

https://blog.clearcompany.com/5-surprising-employee-development-statistics-you-dont-know
https://www.shiftelearning.com/blog/statistics-on-corporate-training-and-what-they-mean-for-your-companys-future
https://elearningindustry.com/top-4-things-new-employees-hate-training