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The Nordic Learning Trends Report

Insights on corporate learning trends in the Nordics

2023

Executive Summary

Organizations Top 3 Biggest Challenges:

56.6% Attracting and retaining talent

42.1% Building a learning organization with the right skilled workforce
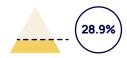
28.9% Staying innovative

Short Tips for Attracting & Retaining Talent:

When employee satisfaction is high, you retain the talent too. 41% and the number one reason why people quit their jobs in 2022 was a lack of career development. A few pointers to increase employee satisfaction and build a learning organization:

⚡ Improve your pre – and onboarding

🩴 Be transparent

🤓 Listen to your employees

🚀 Upgrade your L&D programs to support continued learning

⚒️ Providing employees with the right tools & learning

💬 Give more feedback and attention

HR and L&D Professionals Top 3 Challenges:

28.9% Not enough time to strategize and thinking long-term

27.6% Not enough time to upskill and reskill employees

21.1% Most time spent on administration

Short Tips to Win More Time:

Use an intuitive digital learning platform to make it faster to create & distribute learning throughout the organization

Ready-made content that can be plugged and played directly in your learning platform can also be a big time-saver

Integrating systems with each other to avoid doing double work. That way, you will save valuable administrative time that you could use to strategize and plan for long-term goals

Automate processes with your learning platform. Set up automatic learning journeys for your employee learning

Top 3 Priorities:

43.4% Supporting the entire employee journey with relevant learning

36.8% Reskilling and upskilling the workforce

36.8% Increasing employee satisfaction

Short Tips for Supporting the Employee Journey with Relevant Learning:

⚓ Anchor your learning strategy in your business strategy

📈 Plan your onboarding well

🧠 Look into digital types of learning and microlearning to better fit the training into the flow of work

🧑‍💼 Connect learners to the skills they need to succeed in their roles for the benefit of the learner and the organization

🤓 Involve subject matter experts in the content production to make sure the learning is relevant

💬 Dare to ask for feedback on all learning shared with your employees

🌍 Create a strong learning culture with knowledge sharing and the use of blended and social learning – in a digital setting as well

HR & Tech:

51.3% 51.3% of respondents see an increase in investment in digital learning tools.

73.7% 73.7% of respondents use an LMS or another learning platform for training employees

51.3% 51.3% say that the most important feature of their learning platform is great user experience. Easy-to-follow up and being able to measure learning impact comes in second and third.

Comment:

Learning Management Systems (LMSs) and other learning platforms are still popular HR technology investments.

In uncertain times when many need to cut costs, investing in a learning platform can help reduce resources spent in the long run and at the same time support both employees, and the business develop.

"Use digital tools to prepare the learner for the physical training to avoid unnecessary time spent on repetition and heavy information on the physical trainings."

Ann-Katrine
Learning expert at Learningbank

Time to Learn & Learning Activities:

39.5%

give their employees 5-25 hours of training a year

19.7%

give their employees 25-50 hours of training a year

This year, 31.6% say they give their employees 25% digital training and 75% physical training.

Compared to last year digital training made out a bigger part where the majority gave their employees (40.8%) 75% digital / physical 25%.

75%	25%
Physical training	Digital training

72.4%

Many returned to the office in 2022 and it's reflected in the type of learning given to employees. On-the-floor/classroom training increased from 50.5% last year to 72.4% today. And e-learning has dropped to a second place with 68.4%.

Digital learning is still at the top of planned activities, with 61.8%, but in classroom/ on the floor training is close on a second place with 56.6%

61.8%

Learning Measurement & Outcomes:

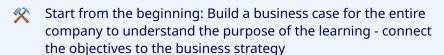**47.4%** Still measure learning outcomes orally

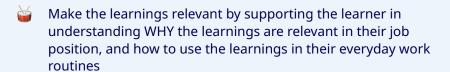**28.9%** Do not measure their learning at all

This gives a lot of room for improvement and could be supported and automated with the help of a learning platform.

Employees are still the main focus for learning outcomes. According to **63.2%** of respondents, empowering individual performance together with increasing employee engagement are the most important learning outcomes.

Short Tips to Measure Learning Outcomes:

⚒️ Start from the beginning: Build a business case for the entire company to understand the purpose of the learning - connect the objectives to the business strategy

🥁 Make the learnings relevant by supporting the learner in understanding WHY the learnings are relevant in their job position, and how to use the learnings in their everyday work routines

💬 Dare to ask for feedback on all learning shared with learners

📈 Use a learning platform or other evaluation tool to get the insights

🔗 Connect your learning platform to your BI tool to get business data incorporated with your results

Learn more about how to measure your learning here.

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