Mind Tools
What is Happening in Learning Right Now?
Top 3 L&D Challenges for Learner Engagement

- Not Enough Time
- Development Not Seem as a Priority
- Lack of Resources
Are We (L&D) Successful at Achieving Our Goals?

- **Increase self-directed learning**: 24%
- **Improve learner engagement**: 26%
- **Integrate learning into the workflow**: 17%
- **Facilitate new ways of working**: 24%

Source: Towards Maturity Learner Voice, 2017
## How do Modern Learners Feel About Learning at Work?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>L&amp;D Professionals</th>
<th>Learners</th>
<th>Manager Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>L&amp;D professionals believe that learners put what they learn into practice quickly.</td>
<td>Learners say they are able to quickly put into practice what they learn.</td>
<td>70%</td>
</tr>
<tr>
<td>21%</td>
<td>L&amp;D professionals believe that individuals engage with professional self-development without prompting.</td>
<td>Learners believe that they are responsible for managing their own learning and development.</td>
<td>87%</td>
</tr>
<tr>
<td>21%</td>
<td>L&amp;D professionals say that their people understand how to find the information they need for their job.</td>
<td>Learners say they know how to access the learning they need.</td>
<td>62%</td>
</tr>
<tr>
<td>16%</td>
<td>L&amp;D professionals believe that their people engage in online learning without prompting.</td>
<td>Learners say they are happy to do online learning without prompting.</td>
<td>74%</td>
</tr>
<tr>
<td>13%</td>
<td>L&amp;D professionals report that managers provide active support in the application of learning in the workplace.</td>
<td>Managers report that they do this, and 61 percent of learners report that their managers do this.</td>
<td>75%</td>
</tr>
</tbody>
</table>

Source: InFocus: Bridging the Divide report
How People are Learning in Reality
Where do People go to Learn New Skills?

<table>
<thead>
<tr>
<th>Every Day</th>
<th>Every Week</th>
<th>Every Month</th>
<th>Every Quarter</th>
<th>Once a Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>L&amp;D Led</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-directed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Web Search
- Peer/Team Interaction
- Articles & Blogs
- Videos
- Coaching & Mentoring
- Books
- Apps
- E-learning Courses
- Instruction-led Classes
- Podcasts & Audiobooks
- Live Classes (External)
- Online Networks
- Live Networking
- Webinars
- Online Courses
- Conferences & Trade Shows
The Opportunity – People Are **Spending 8+ Hours Each Month on Self-Directed Learning**

Source: Mind Tools survey, 2016/17
How Do They Want to Learn? – They Want Control.

84% Self-Directed

16% Prescribed Training

Source: Mind Tools survey, 2016/17
Challenge Yourself to Think Marketing
The Mind Tools Journey

1996
Mind Tools was established.

Staff: 1

2000

2003
1 million visits to the website. Mind Tools Ltd was formed.

2007
Mind Tools Club was created.

2007

Staff: 6

2002
Staff: 4

2003
Staff: 6

2007
Mind Tools Club was created.

2009
Staff: 37

2010

2011
The first Mind Tools Corporate client.

2012
Awarded the Queen's Award for Enterprise.

2014
Staff: 37

2016
Certified as a carbon neutral organization.

2017
Earned an Investors in People Gold award.
Awarded the Queen's Award for Enterprise again.

2018
Staff: 56

2019
Acquired by Emerald Group.
Trusted by Companies Worldwide

BBC | HARLEY-DAVIDSON | Mastercard
AstraZeneca | Bloomberg | Metropolitan Police
Major League Baseball | Facebook | Walmart
And in Australia and New Zealand