



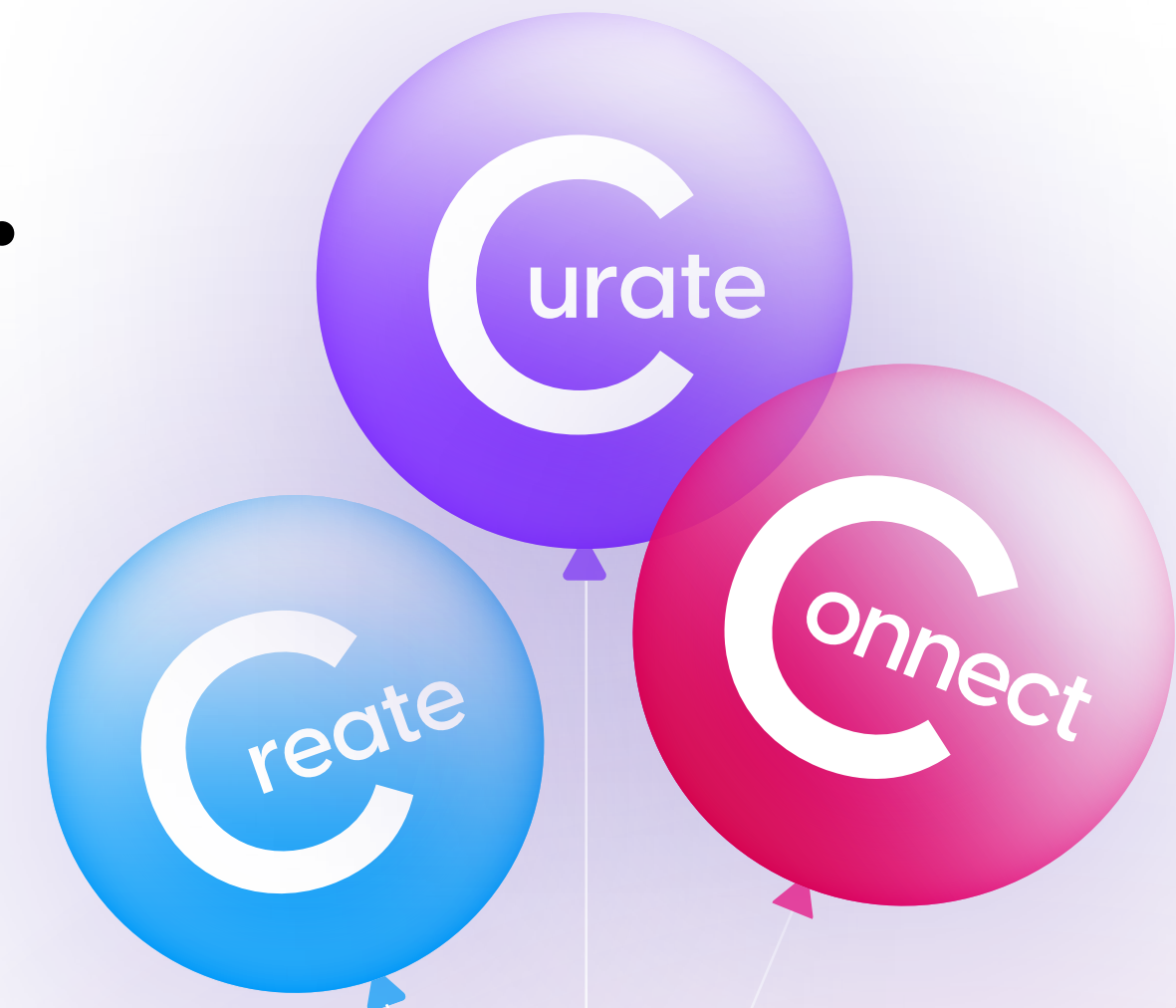
Create. Curate. Connect.

The New Necessities  
of eLearning.

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# The New Necessities of eLearning.

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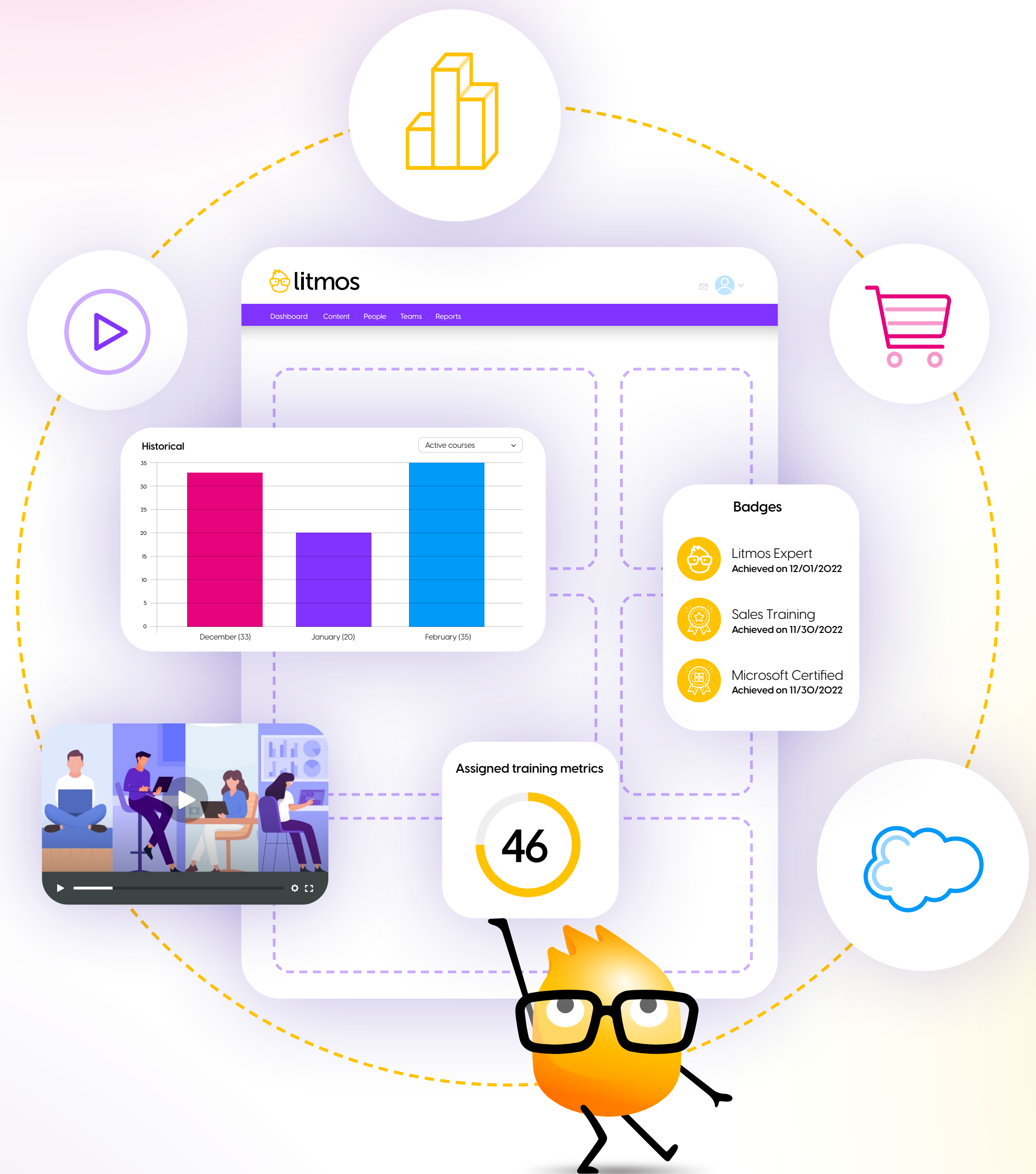




# From a technology perspective, your LMS sits at the center of your eLearning strategy.

While this is certainly required for successful programs, it's not the full story. To empower people and performance, and to drive and track business outcomes directly tied to learning, you need more than rudimentary LMS functionality that only serves to deliver training in a one-to-all fashion, using the "old-school" mass push method.

This is not to say that your current LMS doesn't offer plenty of useful features that allow you to deliver learning across your enterprise. However, in this era of modern corporate learning, where people expect professional training to be continuous, mobile, engaging, and embedded into their day-to-day workflows, it might be time to consider a more sophisticated approach. Note that "sophisticated" does not imply "difficult to use"—in fact, quite the opposite.



We've all grown accustomed to business-to-consumer (B2C) technologies that wait at our fingertips for immediate interaction. We love our apps and sites because they're smart; they know what we want before we know what we want. They serve up content like magical mind readers. Business-to-business (B2B) solutions have tended to lag – being less intuitive, less attractive, less fun.

**Corporate eLearning  
technology is catching up.  
It's getting cooler, more  
capable, more intelligent.**

How do you make sure you as a training professional are ahead of the curve or at least cognizant of what's possible now and in the near future?

Amid a slew of questions L&D and training-tasking people can ask themselves today: Why is a basic, standalone LMS no longer enough? Why does your organization have multiple LMS and third-party authoring tools to get the job of company-wide learning done? Why are the solutions you're using now perhaps not going to keep pace with changes coming around the corner? Will you be asked to do more with less as companies face unstable economic times and fears of an impending recession?





# A flashback in time

Before we delve into those questions, let's look at some history of how we got to where we are now, and briefly examine how quickly things have progressed in the eLearning space. If the past is an indication of the future, we can naturally assume that things will continue to evolve at a breakneck pace, so it's time to be forward-looking, if you haven't come to that viewpoint yet.



Let's start by going back in time. Some of you may recall a period when eLearning was called computer-based training (CBT), an activity that involved dedicated computers with special software that enabled users to view content played off a CD. It sounds primitive today, but back then the idea was practical because people worked in an office all the time, so when their day jobs allowed, they could switch gears to "do training."

This old CBT scenario most likely required learners to go sit in a training room, where the special computers lived, and which may not even have been in their home office building. All these years later, we can speculate about whether this was perceived as a major inconvenience or a pleasant break from the usual daily grind.

**Either way, it pulled people away from their "real jobs" and positioned learning as an isolated activity.**

Now fast forward about 30 years. (Yes, we're going to gloss over those years in between by simply saying that CBT evolved into eLearning, the internet was born, and companies widely began offering some form of eLearning as a standard for training employees whether through a homegrown system or a purchased LMS).





# How times have changed

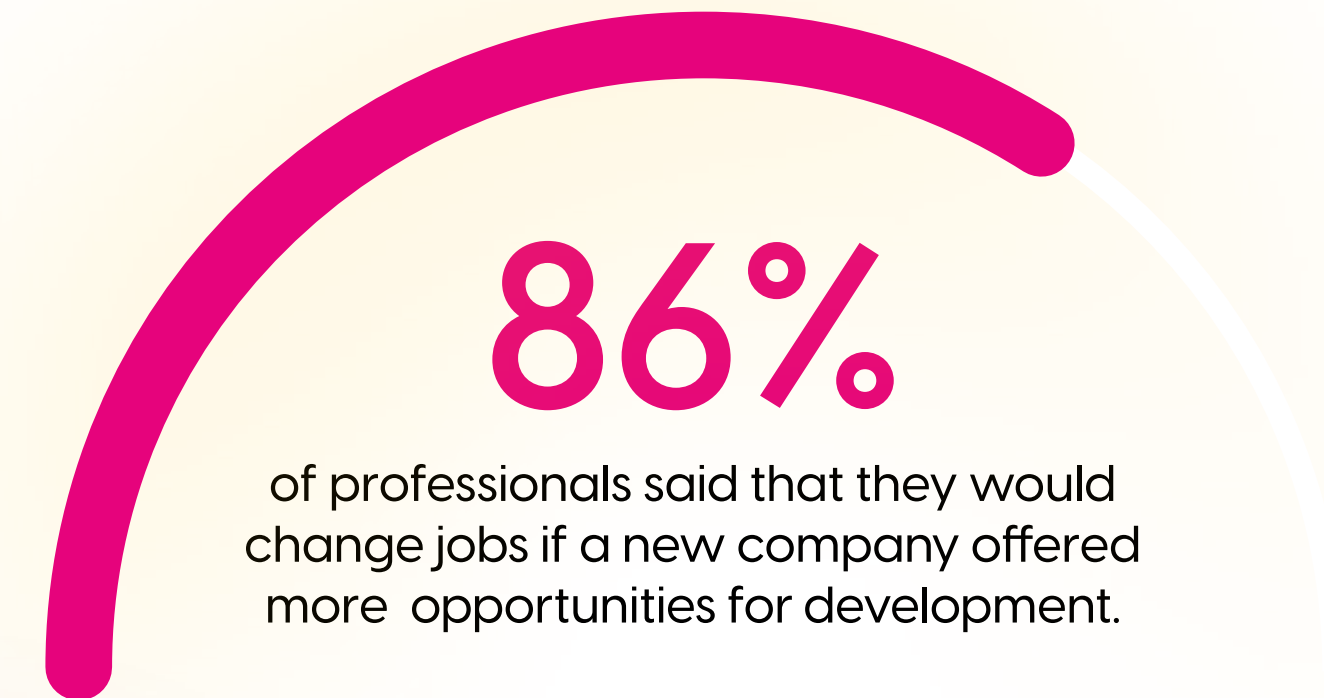
So, here we are. LMS technology has become ubiquitous in the business world, but learners' needs have never been so different and so unprecedented. Who can set aside large blocks of time for training on a regular basis? Who would have imagined the persistent presence of mobile devices? Who would have predicted the pace of technological development? Who would have guessed the high percentage of remote employees?



The last of those rapid changes was due to the COVID pandemic, which pushed L&D leaders who'd been lagging when it came to adopting digital technology. Until fairly recently, live, in-person training still represented a big piece of many organizations' training strategies. Brandon Hall Group found that pre-pandemic, about 96% of organizations used in-person, instructor-led training to deliver at least some of their workplace training. That came to a halt in 2020 when lockdown sent workers home, and L&D had to go remote.

While some in-person training has returned, eLearning is simply part of the new normal. Consider the companies who have become entirely comfortable with remote workforces; they will be using distance learning to reach all their employees. At other organizations, eLearning has been incorporated into blended L&D programs. In fact, according to research from the [Ken Blanchard Companies](#),

**just 17% of companies are considering returning to a fully in-person training model.**



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Market growth confirms these trends. The corporate eLearning market was valued at [\\$100 billion in 2021](#) and is growing fast. According to [Technavio's market research](#), the corporate eLearning industry is expected to increase by \$37.8 billion between 2020 to 2025 at a CAGR of 13%.

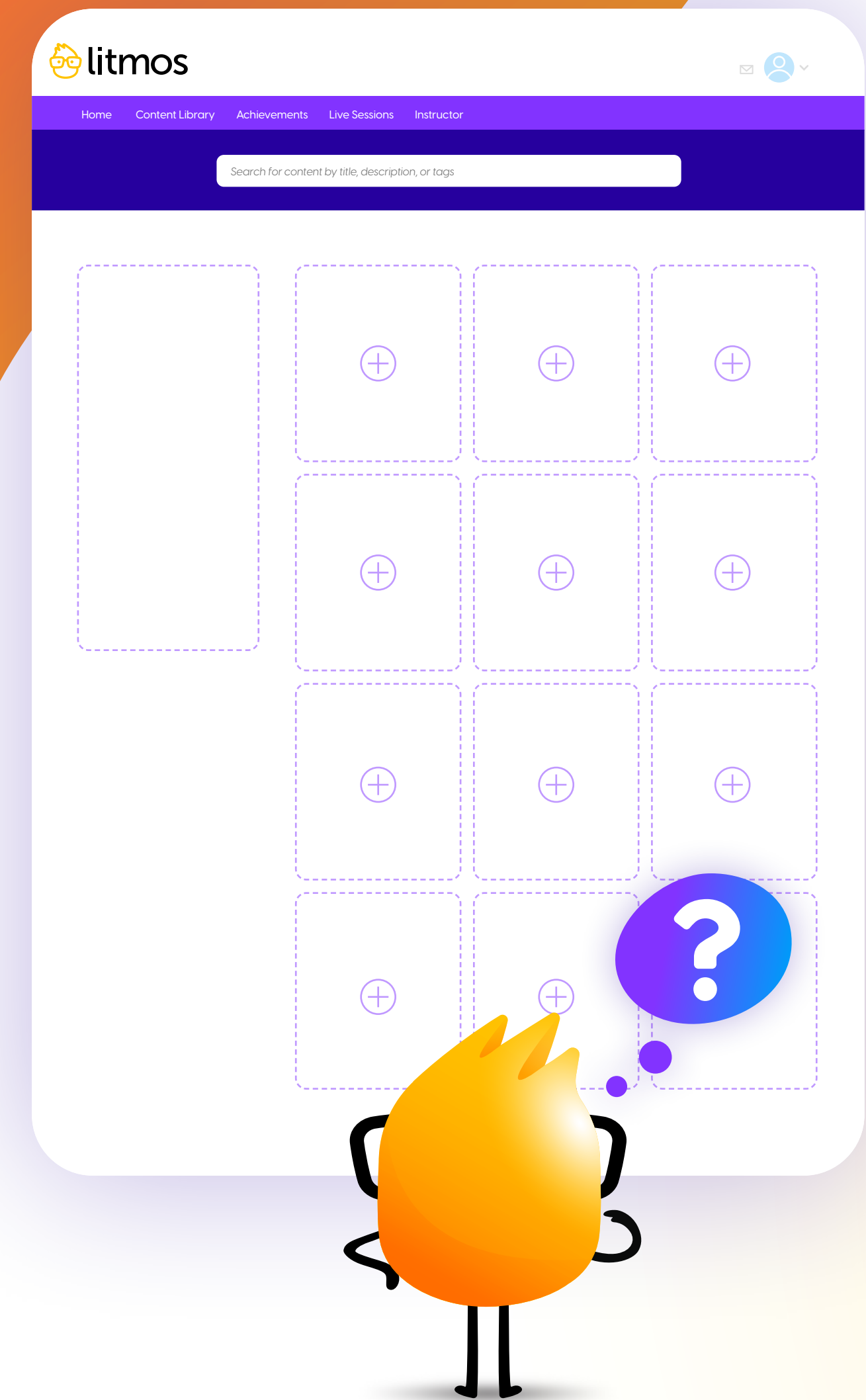
What do these numbers have to do with your training programs? A lot. As stated in the introduction, corporate eLearning is expanding and changing for the better at lightning speed, so aligning your strategy with what's possible technically, is critical. Even if you're not there yet or the pace of change seems overwhelming, now's the time to start hammering out the plan.

The corporate eLearning industry is expected to increase by **\$37.8 billion** between 2020 & 2025



# What's an empty LMS?

An empty LMS is one that's void of valuable content. It's like a car with no gasoline or no plug-in station. In other words, it's practically useless. It might even look good but it's not going anywhere – or more importantly, it's not taking anyone anywhere.

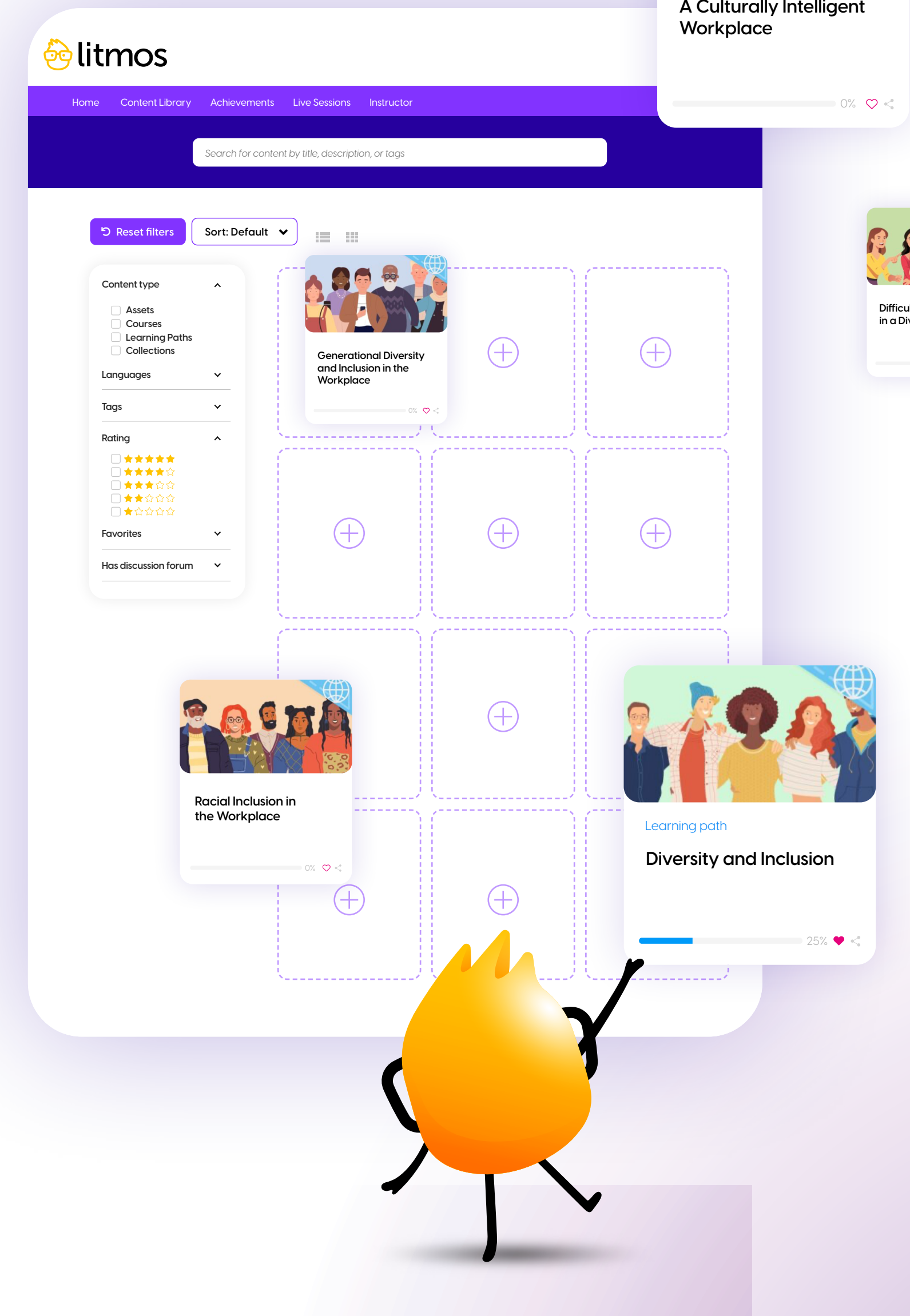




The LMS is the structure, but it requires a diminishing resource to function – a resource that needs to be refilled regularly. The refueling process is ongoing to keep the car doing what it’s meant to do. Trite but true – content is still king.

**The good news is that you now have readily available tools within the LMS to conquer the content challenge.**

There are resources that must be accessible within your LMS environment to make it easier to make your own bespoke content and to buy courses that aren’t specific to your business.



# The content balance: create & curate

The primary element to support and derive greater value from your LMS is content. Before we discuss the classic question for training professionals – to build or to buy – let's first address the modern conundrum of content and how the fast-paced digital world has made old models obsolete.





Our world changes too fast these days for most companies to create all their own original content. By the time you produce it from scratch, it may already need a version update. Learning needs change faster than what creators can prepare for and plan. The course you're working on today may not be finished before it's out of date.

Also, if the content your learners need is not proprietary, but instead focuses on general business skills, compliance, or topics such as soft skills, health and safety, personal development, etc., why would you use your resources to build it from the ground up? Your development resources are precious and there's no sense in reinventing the wheel.

The more important point is that regardless of whether you're creating or curating, those capabilities are both available under the same hood as the rest of your LMS vehicle.

**Increase employee engagement & retention: Employees who get development opportunities are 15% more engaged and have 34% higher retention than those who don't.**

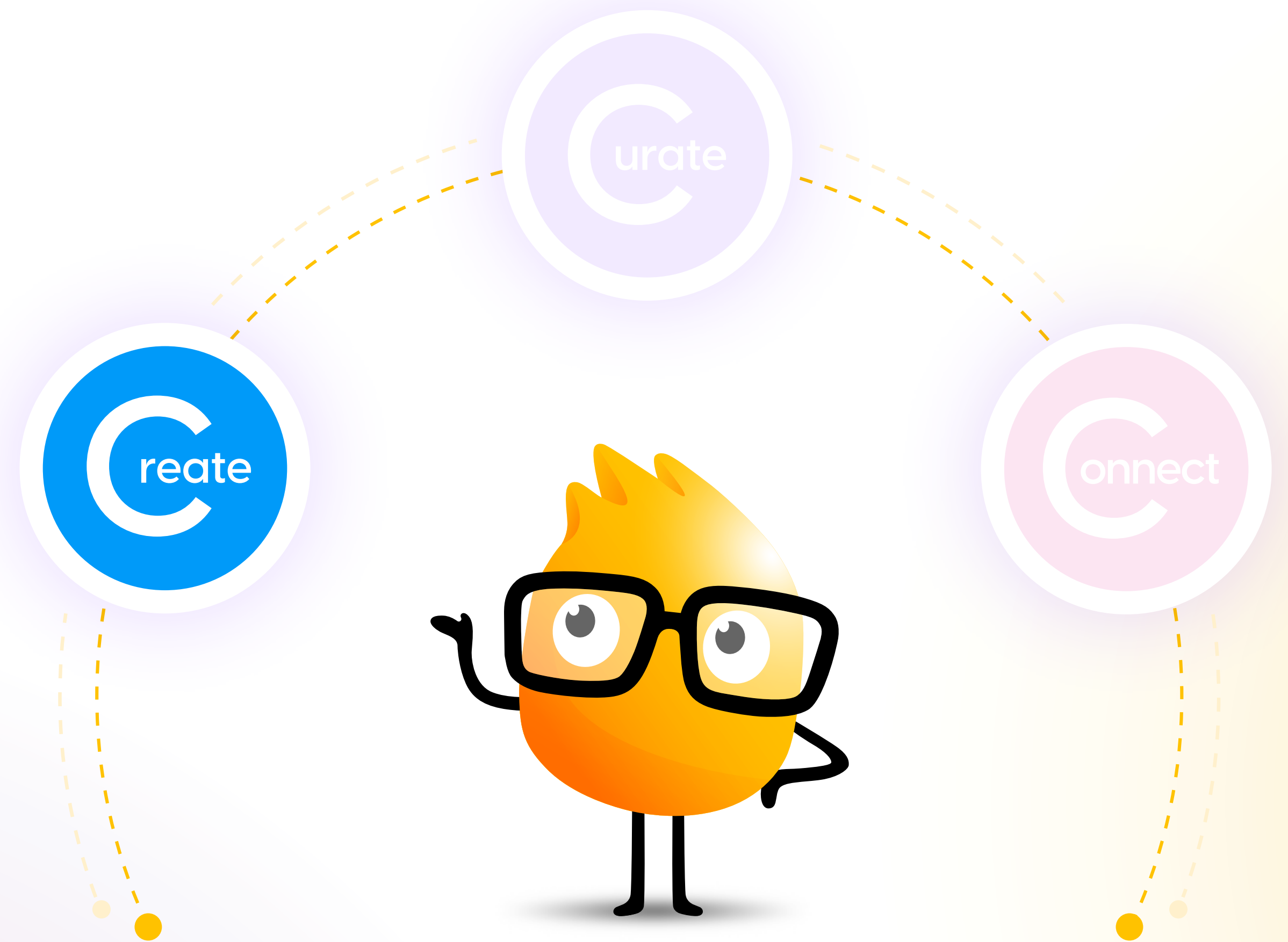
[betterbuys.com](https://betterbuys.com)



# Create

## Leverage built-in content authoring

There's no longer a need for third-party content authoring tools that make it cumbersome and more expensive to build your custom-made courses. You can now quickly and easily create (and edit and publish) your bespoke content within the "four walls" of your LMS. Keep it under one roof and you not only save yourself the effort associated with having to import and/or integrate, you also save money on not having to buy or subscribe to multiple solutions.

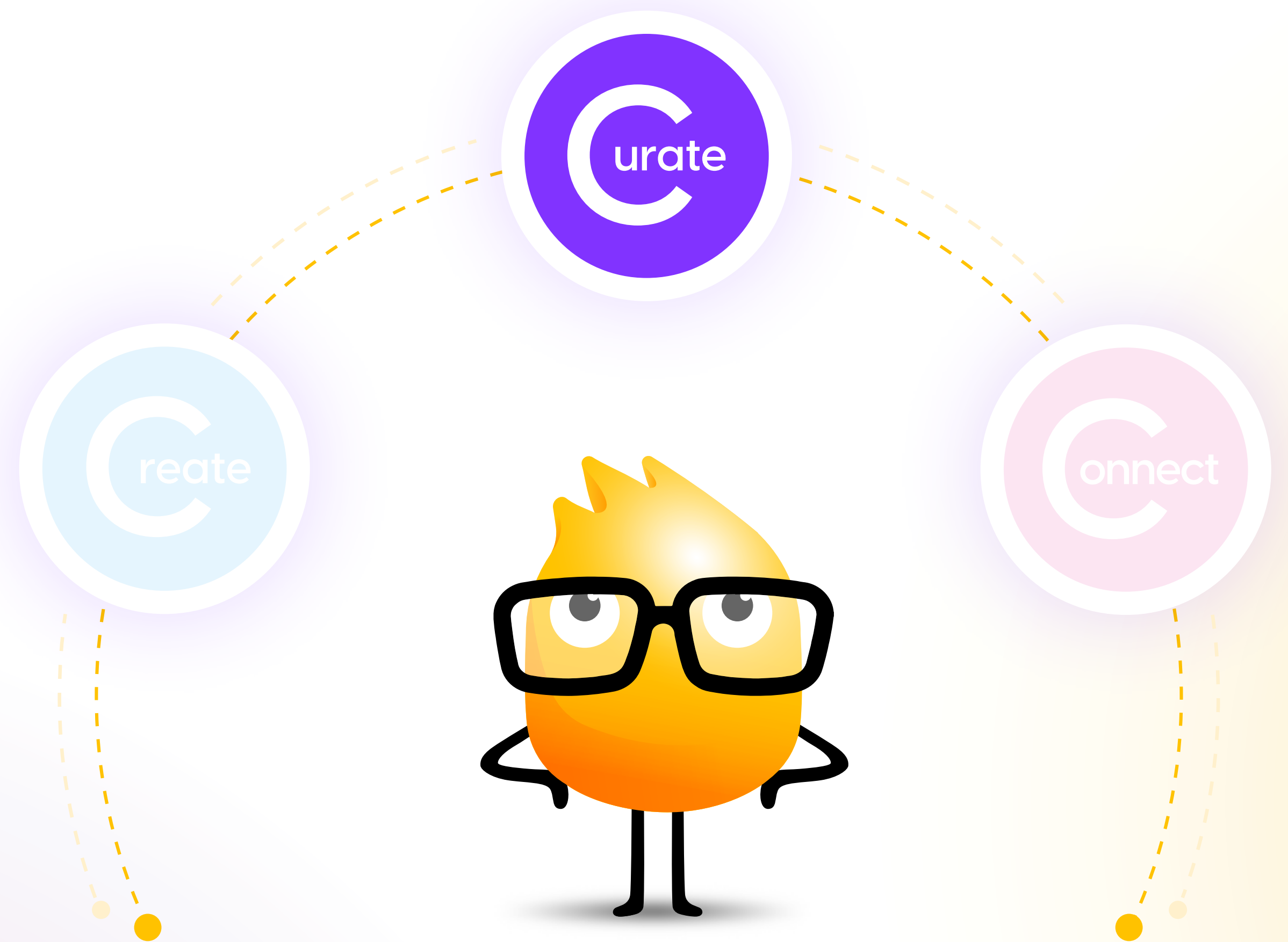




# Curate

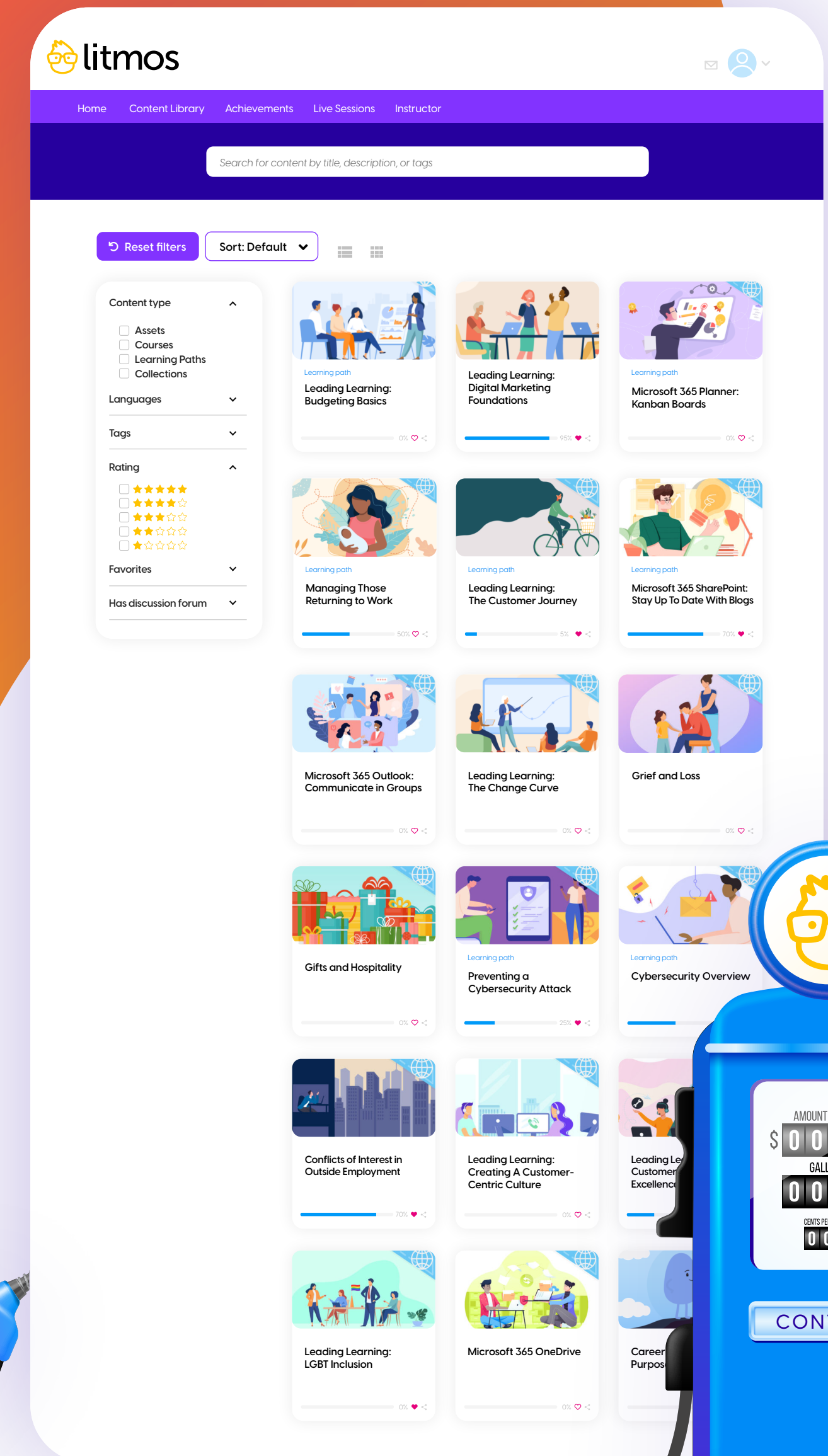
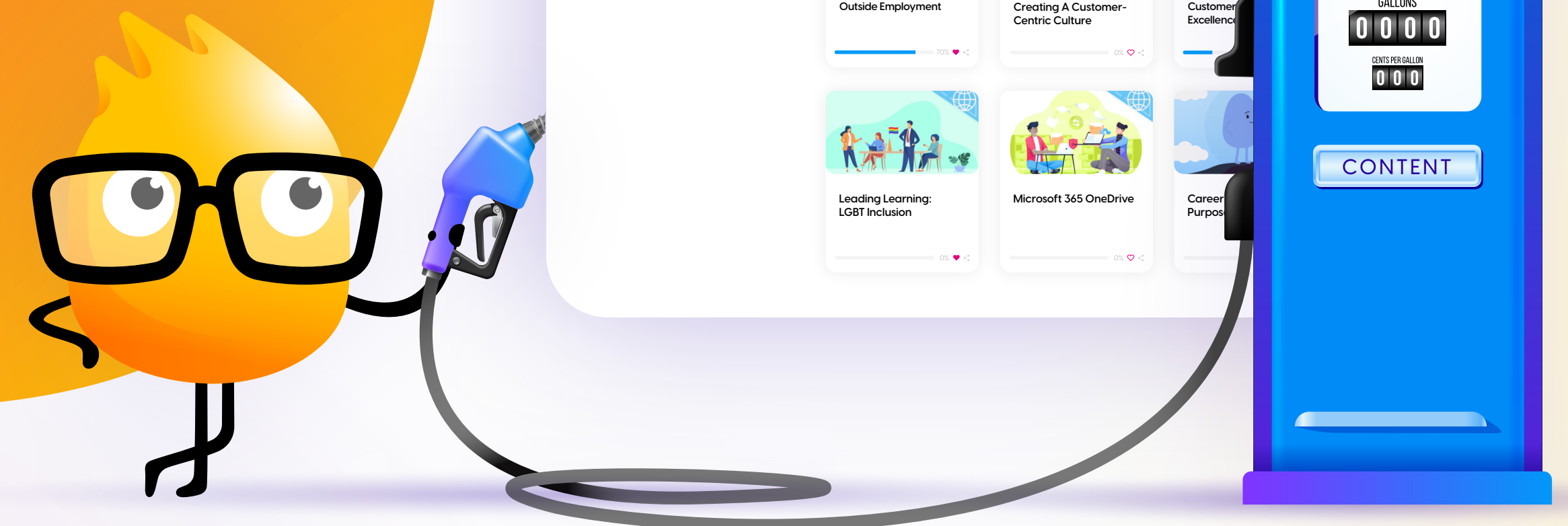
## Access an off-the-shelf content library

There are fantastic options for buying access to pre-built libraries, where you can incorporate professionally designed, regularly updated content right into your LMS. As your learning programs evolve in this way, your learners will too, and they may start to want training on their own terms (i.e., to look for courses that interest them professionally and personally). A highly effective way to allow for self-directed exploration and development is to make a huge library of courses available to all learners.

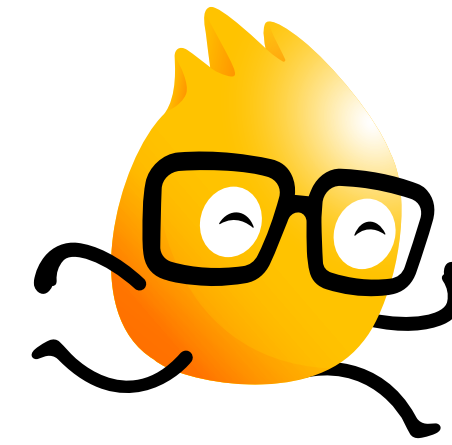


# Content to fuel your LMS

What makes great content in today's mobile, multi-screen world? The standards have changed (for the better) exponentially in recent years, but there are critical factors that combine to create the kind of fuel you need to accelerate the vehicle of your LMS and elevate learner experience to one that is engaging, enriching, and effective.







## Make it so you'd want to take it.

Don't settle for boring learning. If you wouldn't want to take the course, neither will they. Your learners deserve a positive experience that captivates their attention. Make sure any content you create or curate is designed to engage and possibly even entertain, as long as the entertainment factor doesn't distract from the content's effectiveness.



## Make mobile-friendly a must.

If part of your L&D motto isn't "mobile first," it needs to be. The reasons for doing so have been laid out every which way by analysts and vendors alike, so we won't re-cover that ground. Suffice it to say that every progressive learning professional would agree that mobile is simply the way of the world and that's not going to change. Your learners expect (rightfully so) to be able to train from anywhere, on any device.



## Make it as short as possible.

Set the goal to have your LMS be the central source of content before Google. You can control the information there and track activity. Also, with micro-learning, you have better ease-of-management (i.e., you don't need to replace huge chunks of content at once to update) and greater delivery flexibility. Plus, it's more appealing to most learners to tackle smaller pieces of training, rather than be committed for long periods of time.



# Connect to learners & learning outcomes

In this brave, new world, you need to meet people where they are or maybe we should say “where they aren’t” (i.e., at a desk at the headquarters). Today’s learners expect to be able to get training to-go, training “lite,” training in-the-flow, etc. Call it what you will, but successful adoption of your program means meeting certain criteria – all of which have to do with connection.





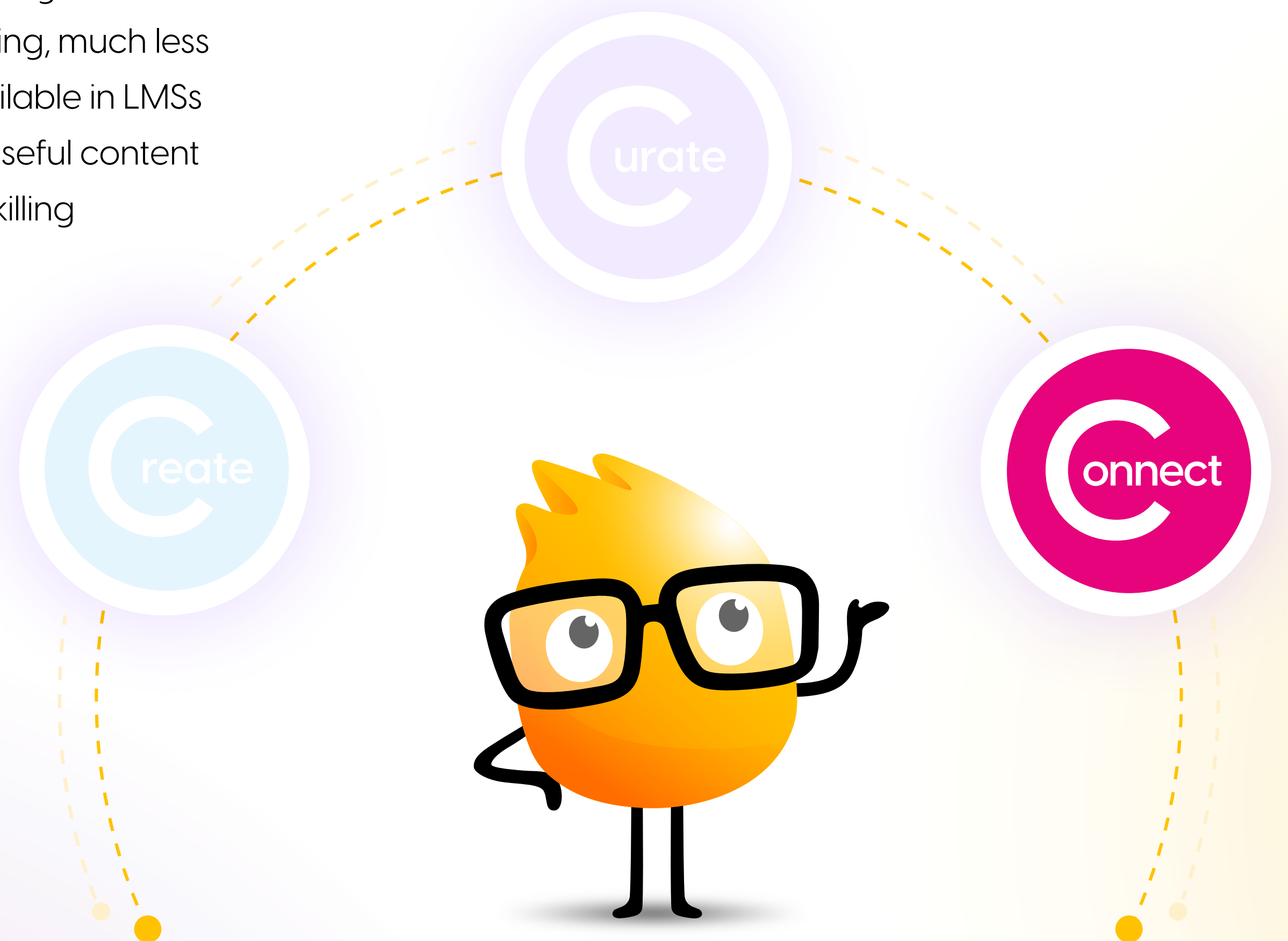
# Connect

## Connect learners easily to what they need

The key word here is “easily.” If the LMS is difficult or cumbersome to use, its efficacy becomes a secondary concern. Your learners will be too busy trying to figure out basic navigation and functionality to actually learn and retain something, much less like it and want to come back. Take advantage of AI engines now available in LMSs to create a more personalized, “consumer experience” that suggests useful content based on a person’s role, interests, and past behavior. Also, design upskilling paths to enable professional development and internal promotion.

41% of CEOs said that their upskilling program has been “very effective” in creating a stronger corporate culture and engaging employees.

[pwc.com](https://www.pwc.com)



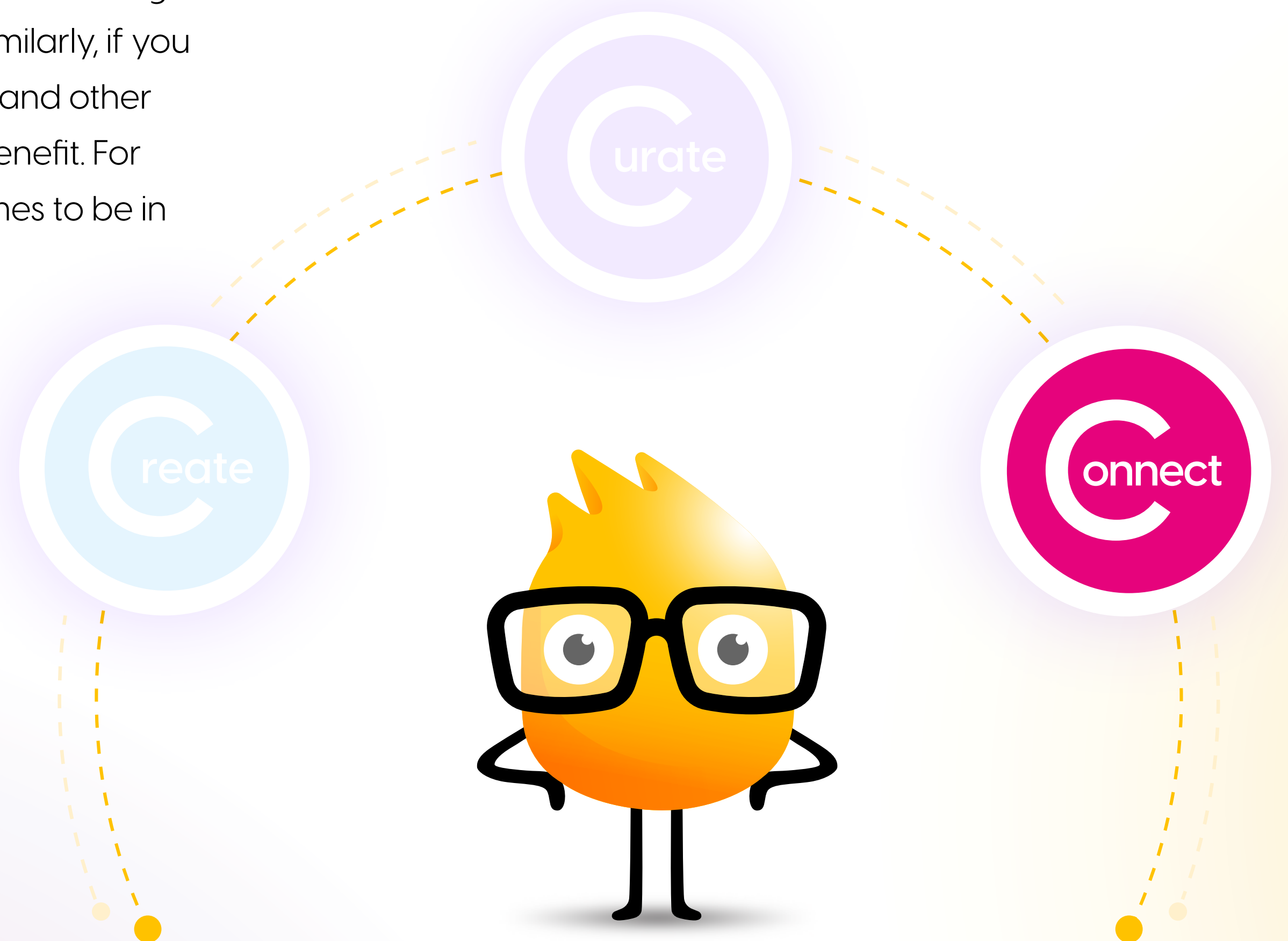
# Connect

## Connect learning to business outcomes

The new approach to learning is to start with the end-goals and work backward from there. If you do departmental training, speak to the heads and build training based on specific goals (i.e., what do their people need to succeed). Similarly, if you do extended enterprise training, consider whether partners, suppliers, and other groups are able to maximize training opportunities to their and your benefit. For customer training, work backward from what you want those outcomes to be in regard to loyalty, upsells, repeat purchases, etc.

## Connect the LMS to a broader ecosystem

Integrating the LMS with other “non-learning” solutions helps to maximize its power. When the LMS is connected to other enterprise applications such as CRM, HR, web conferencing, eCommerce, and others, you make the learning experience seamless for users already comfortable in those environments. Learning is simply woven into day-to-day workflows and not perceived as a disruption or isolated activity. Also, your LMS should offer an API that makes integrations possible if they’re not available in a prepacked format.

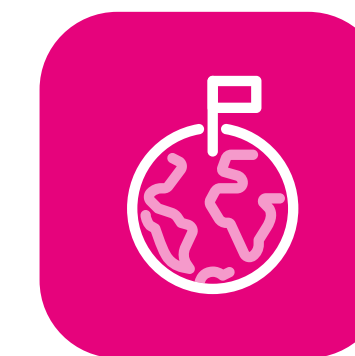




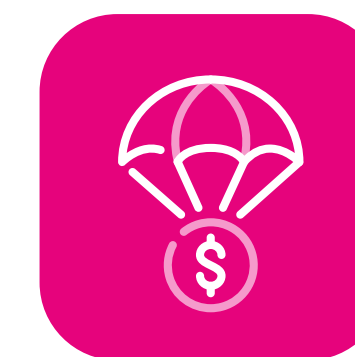
# Litmos Success Story:

# celigo

Celigo is the leading enterprise-wide Integration Platform as a Service (iPaaS) provider for the mid-market. Celigo's unique process-centric approach to automation enables IT and business users to discover, automate, and continuously optimize every business process, freeing teams and individuals to innovate at scale. They enable breakaway growth, controlled cost management, and superior customer experiences by ensuring that every process – at any level of the organization – can be automated in the most optimal way.



**2,000** active global monthly users and four core administrators



**\$1.8M** cost savings in the first 18 months



**1,600+** active courses and 115+ learning paths for consumption

## Celigo uses Litmos to create, curate, and connect.



**The company takes advantage of the flexibility** with different types of modules and the ability to upload SCORM files. They've created hundreds of proprietary courses and content pieces, currently with 1600+ active courses and 115+ learning paths for consumption. This breadth of content enables them to deliver an exceptionally robust learning experience.



**Litmos courses are a critical part** of the company's broad professional development strategy, global new-hire onboarding program, and compliance/security training. They make all Litmos courses available to employees and encourage managers to recommend classes as a quick training or refresher. As part of a professional development initiative, Celigo developed content and combined it with existing Litmos courses to create a holistic learning path for employees to take as practice to be applied to their roles.



**Celigo leverages the Litmos tagging feature** to track across sales processes. By combining insights from Salesforce reports, they can look at stages in the sales cycle and cross-reference those with training. For example, if they see a sales rep lose deals at a particular stage, that information is tied to specific courses, so they're able to offer immediate training. Additionally, Celigo has been able to supplement Litmos' prebuilt, out-of-the-box solution with 20+ custom integrations to automate key activities.



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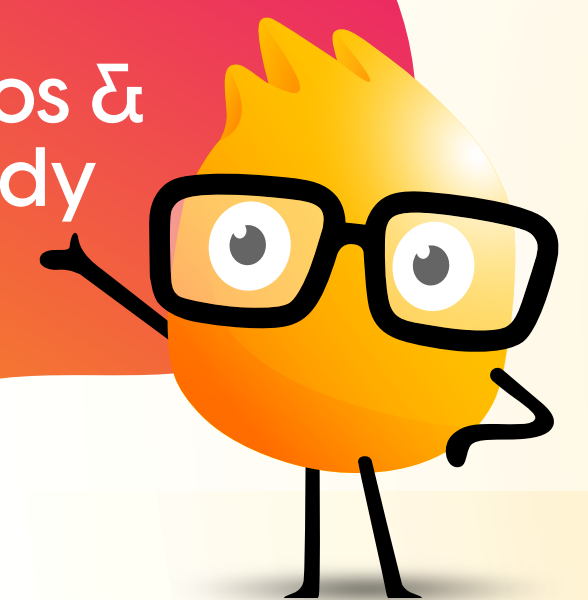
Litmos has been  
wildly popular with our  
learners and has increased  
learner engagement.

Emilee Johnson  
VP, Corporate Enablement & Global Sales Transformation



Watch the Litmos &  
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Watch now



# See for yourself how Litmos can dramatically change how you create & manage online learning.

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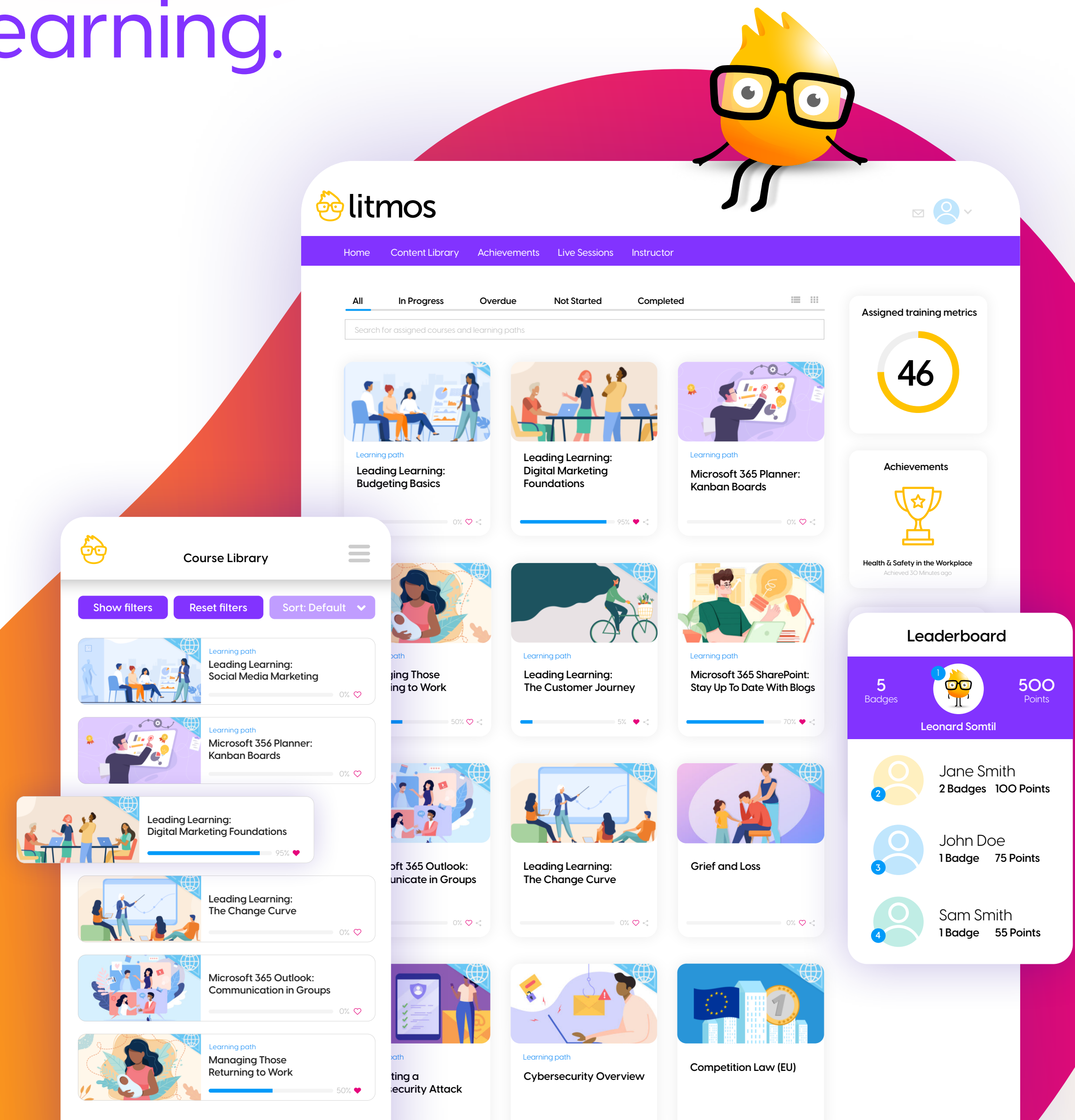
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