

# The Future of Learning at Work

October 2, 2019



## Some of the critical questions and issues we will be answering today

- How consumer/employee expectations are changing
- Why the learning industry needs to be revolutionized
- How these changes will impact business and HR decisions
- Why it is vital that we should be thinking about this now



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# Today's Presenters



**Nick Goldberg**  
CEO  
*WorkLifeLabs*



**Chris Harrington**  
Senior Vice President  
*Lee Hecht Harrison*



**Amy Lui Abel, Ph.D.**  
(Moderator)  
Vice President, Human  
Capital Research  
*The Conference Board*



# WHAT IS WORKLIFELABS?

- As part of Lee Hecht Harrison, WorkLifeLabs is working to combine modern technological user experience with world class learning expertise that will change our industry for a generation.
- Our purpose is to enrich lives by creating solutions that make work a place people love to be



**1. Mastering the new trends in technology consumption globally**

**2. Exploring the consumer market for all LHH portfolio**

**3. Working on our first venture: Ezra**

# AGENDA

**01** The experience economy

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**02** Consumer expectations in a digital world

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**03** Learning in the past and present

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**04** Digitizing learning and development

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**05** The future of learning

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**“START WITH THE CUSTOMER  
AND WORK BACKWARDS”**

—Jeff Bezos on Amazon’s principle of the ‘customer obsession’ and how focussing on the consumer’s needs and wants has driven many of Amazon’s most profitable business moves

# WELCOME TO THE EXPERIENCE ECONOMY

*“While prior economic offerings—commodities, goods and services—are external to the buyer, experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual or even spiritual level.”*

- Harvard Business Review





# IMPLICATIONS OF THE EXPERIENCE ECONOMY

## *FINDING A WAY TO PERFECTLY CURATE THE CONSUMER EXPERIENCE*

- How can we make products a personal experience that consumers are emotionally invested in?
- For a product to succeed, creators need to think of ways to create products that have multiple levels of value.

# CONSUMER EXPECTATIONS HAVE CHANGED

- The customer experience today is highly customized
- You expect to get what you want, when you want it, just how you like it, i.e. on-demand



## COMMERCE

Amazon is the 'everything store' and AmazonPrime promises 1hr delivery. AmazonGo, Amazon Fresh, AmazonVideo



## TELEVISION

Netflix gives you entire seasons at your fingertips, not only that, every time you use it, it understands your preferences better and suggests similar shows to watch



## FOOD

Deliveroo, UberEats and FoodPanda serves you restaurant food right at your doorstep all within 15 minutes.

# CONSUMPTION IN THE DIGITAL WORLD

Technology has removed many consumer pain points...

Logos included: Amazon (a), foodpanda, recmart™, DiDi, Uber, Grab, CLASSPASS, deliveroo, KAYAK, Alibaba.com, ebay, ZALORA.

TRANSPORT | FOOD | SHOPPING | FITNESS

Logos included: talkspace, dr+, babylon, P=AK, HEADSPACE, LOD, lawyers on demand.

MEDICINE | MENTAL HEALTH | LEGAL

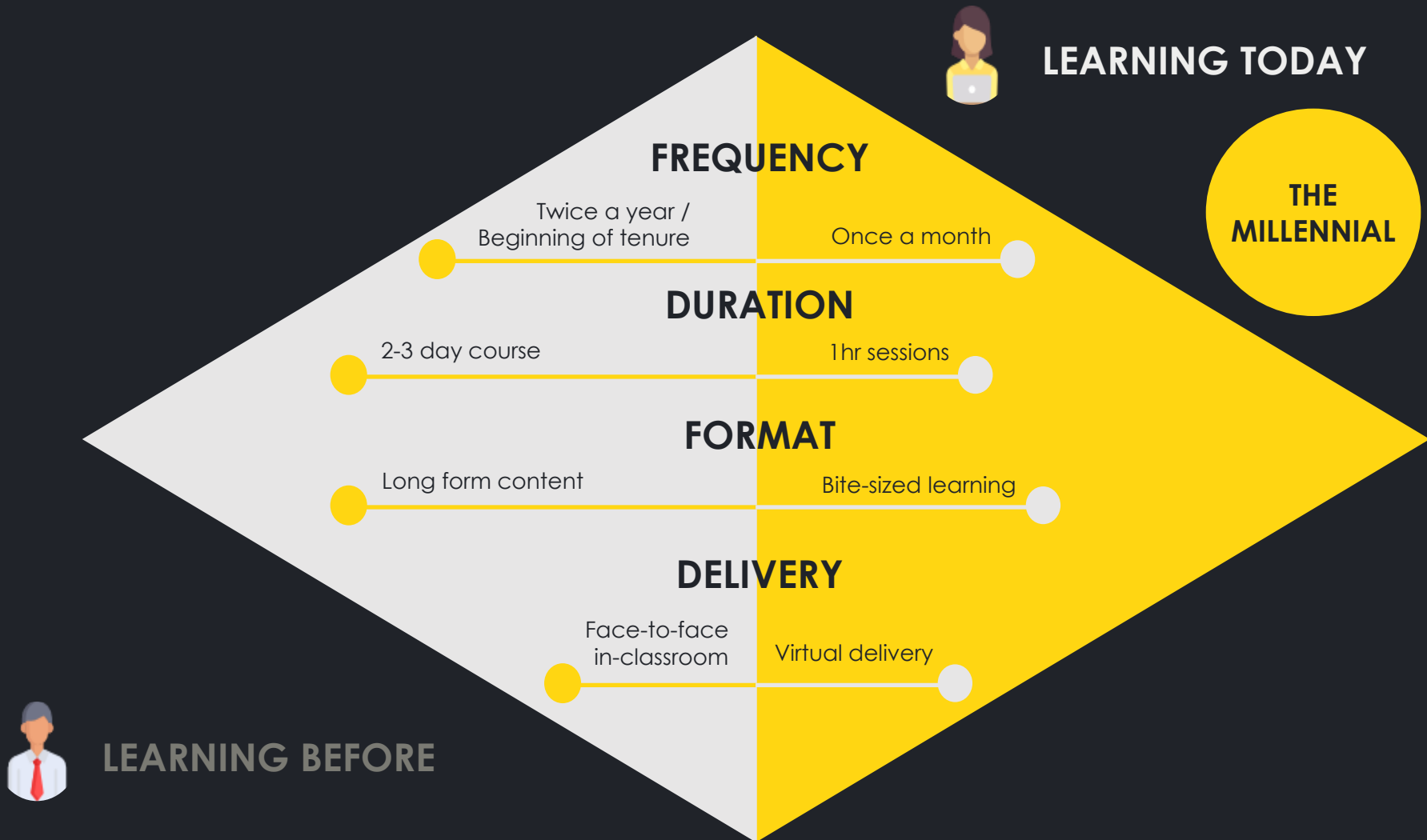


However, that transformation is lagging behind in Learning and Development

A photograph of a large, modern conservatory with a curved glass and steel structure. The interior is filled with lush greenery, including various tropical plants and trees. A curved walkway with a glass railing is visible, with several people walking on it. The sky is visible through the glass panels, and the overall atmosphere is bright and airy.

**HOW IS THIS REFLECTED IN THE  
LEARNING LANDSCAPE TODAY?**

# LEARNING PAST AND PRESENT





# **DIGITIZING LEARNING & DEVELOPMENT**



# DIGITIZING LEARNING AND DEVELOPMENT...



Peakon



Culture Amp



GLINT

Engagement tracking and analytics



E-learning and online training providers



Udemy



skillssoft



gnowbe



LinkedIn



TEDx



LEE HECHT HARRISON



Penna



Google



Kor

Search engines and thought leadership




D. accenture



# ...DIGITIZING LEARNING AND DEVELOPMENT continued...



These platforms, systems and content are overwhelming, cluttered and have clunky interfaces



This friction makes the use of digital tools inefficient, discouraging the user from using them



**THEREFORE,**

there still exists a gap between what is made available to the learner and what is actually used



# ...DIGITIZING LEARNING AND DEVELOPMENT



These platforms, systems and content are overwhelming, cluttered and have clunky interfaces

Designing high usability tools that complement human behavior makes digital platforms useful tools for everyday work.

*E.g. a smart e-learning platform, serving the learner exactly what they need and want in the right amount, anytime, anywhere.*

This new era is not only a shift in tools, it's a shift towards **employee-centric design**. Just as we use apps like Uber to locate a ride or like Doordash to order food, we need learning and information support to be **as easy and intuitive** to use.

- Josh Bersin of Bersin by Deloitte



The vision

Learning has to be more customized to the individual and have a personal touch.

# SO WHAT DOES THIS MEAN LEARNING NEEDS TO BE:



**1** An amazing User Experience



**2** Relevant to the individuals context



**3** Given to the individual exactly when they need it

# COACHING

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WHY IS IT SO EFFECTIVE?

# MAKING COACHING AVAILABLE TO ALL LEVELS

We spoke with 60+ HR Leaders

We took our 50 years of coaching experience

We drew on our global bench of 2000+ accredited coaches

We married it with world-class UX and consumer psychology

And we created something that works for **the modern world**

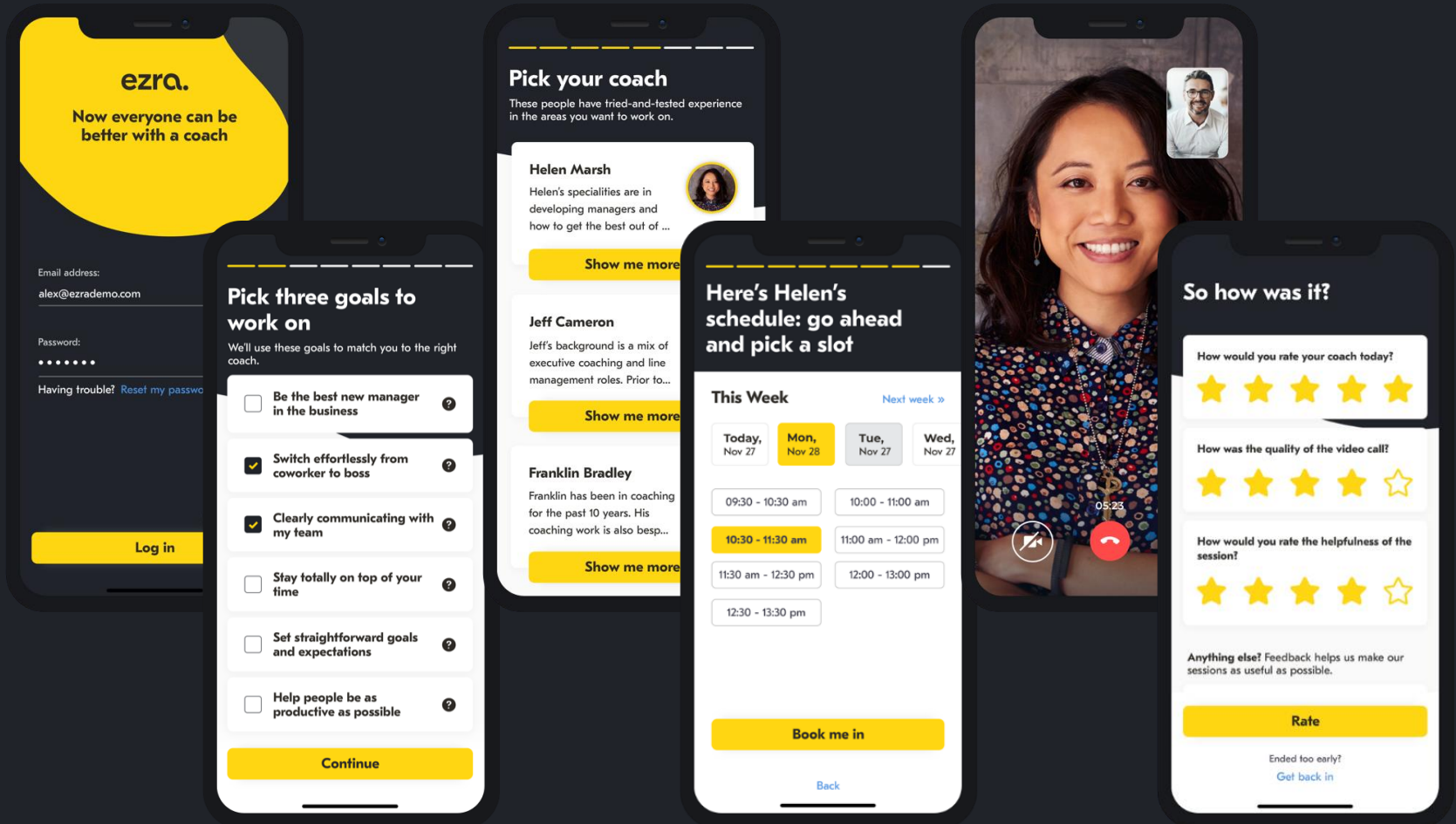


**ezra.**

POWERED BY LHH

**Now, everyone can be  
better with a coach**

# EZRA: USER MOBILE-APP

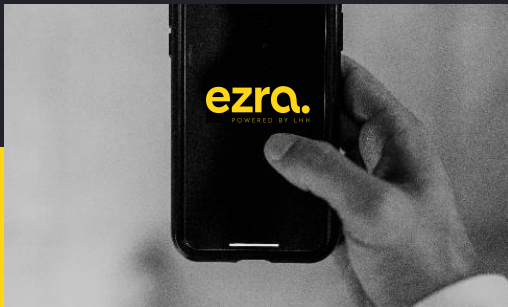


# WHO IS EZRA AIMED AT?

- First line leaders
- High Potentials
- Onboarding
- Career management
- Graduate program
- People going through change
- Specific group programs e.g. Women in Leadership, returning to work



# EZRA SUMMARY:



**1** Combination of world class coaches with the latest technology



**2** 2000+ trusted Coaches in 53 countries, speaking 11 languages



**3** Reporting to measure utilisation and development of coachees





# QUESTIONS

# THANK YOU FOR LISTENING



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[LEARN MORE AT WWW.HELLOEZRA.COM](http://WWW.HELLOEZRA.COM)

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