

# THE UNSUCKIFICATION OF LEARNING

A man with glasses is shown from the side, resting his head on the keyboard of a laptop. The scene is bathed in a warm, orange light, suggesting a late afternoon or evening setting. The background is slightly blurred, showing what appears to be a desk or office environment. The overall mood is one of weariness or frustration, which directly relates to the text about the 'unsuckification' of learning.

Corporate training is  
no longer something  
we merely endure

WE LEARN

# SOMETHING'S GOTTA GIVE

Talent markets are tight and getting tighter. This is bad news for employers in all sectors. In February 2020, [70% of U.S. businesses reported](#) experiencing talent shortages and, despite the whirlwind of change that filled the time between then and now, **we are all working harder and paying more for every hire we make.** When organizations are unable to find the right people with the right skills, strategic plans go unrealized, execution suffers, and employee engagement takes a nosedive.

This problem isn't limited to the short term either. [According to Pew Research](#), global population growth is already slowing and, if these trends continue, the human race will start shrinking in the year 2100.



In the current environment, effective corporate learning programs represent a major opportunity to close your talent gaps.

In 2020, World Economic Forum research found that employers estimate as much as **40% of workers will require reskilling** of up to six months. Upskilling and/or reskilling your people means not only filling current talent gaps, it also may help you prevent future retention issues and increase productivity. In a subsequent report, the [World Economic Forum's](#) economic modeling projects that investing aggressively in upskilling could boost the global economy by **\$5 trillion to \$6 trillion** by the year 2030.

In the current moment, investing in learning and development seems like a no-brainer, right?



Investing aggressively in upskilling could  
boost the global economy by

**5 to 6 TRILLION**

by the year 2030

# DOES ANYONE ELSE FEEL LIKE THEY'RE TAKING CRAZY PILLS?

However, if talent shortages really are ravaging the land in this way **(FACT CHECK: They are.)**, why does learning suck so bad? And more important, why do we tolerate it when there's so much at stake?

In the U.S. alone, organizations spent over [\\$357 billion on training in 2020](#) and yet [70% of employees](#) say they lack mastery of the skills needed to do their jobs. If you look further back in time, you can even find studies that suggest as little as 10% of training programs are effective.





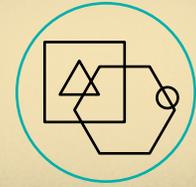
## WHAT'S CAUSING THE PROBLEM?

# SH\*\*\*Y LEARNING, THAT'S WHAT.

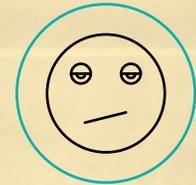
We believe that the root cause is not your tech stack or the fact that you used the wrong icebreaker to open up your training session. We believe that sh\*\*\*y learning is the cause, plain and simple.

**This useful term is a catchall for a variety of phenomena all too familiar in “modern” learning and development programs:**

- Learning that's one-size-fits-nobody and irrelevant to your workforce needs
- Learning that's boring — even painful — to sit through
- Learning that people don't retain
- Learning that's inaccessible or exclusive of those it's intended to help
- Learning that's ugly and unimaginative



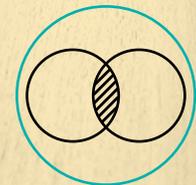
**One-size-fits-nobody**



**Boring and Painful**



**No Retention**



**Inaccessible or Exclusive**



**Ugly and Unimaginative**

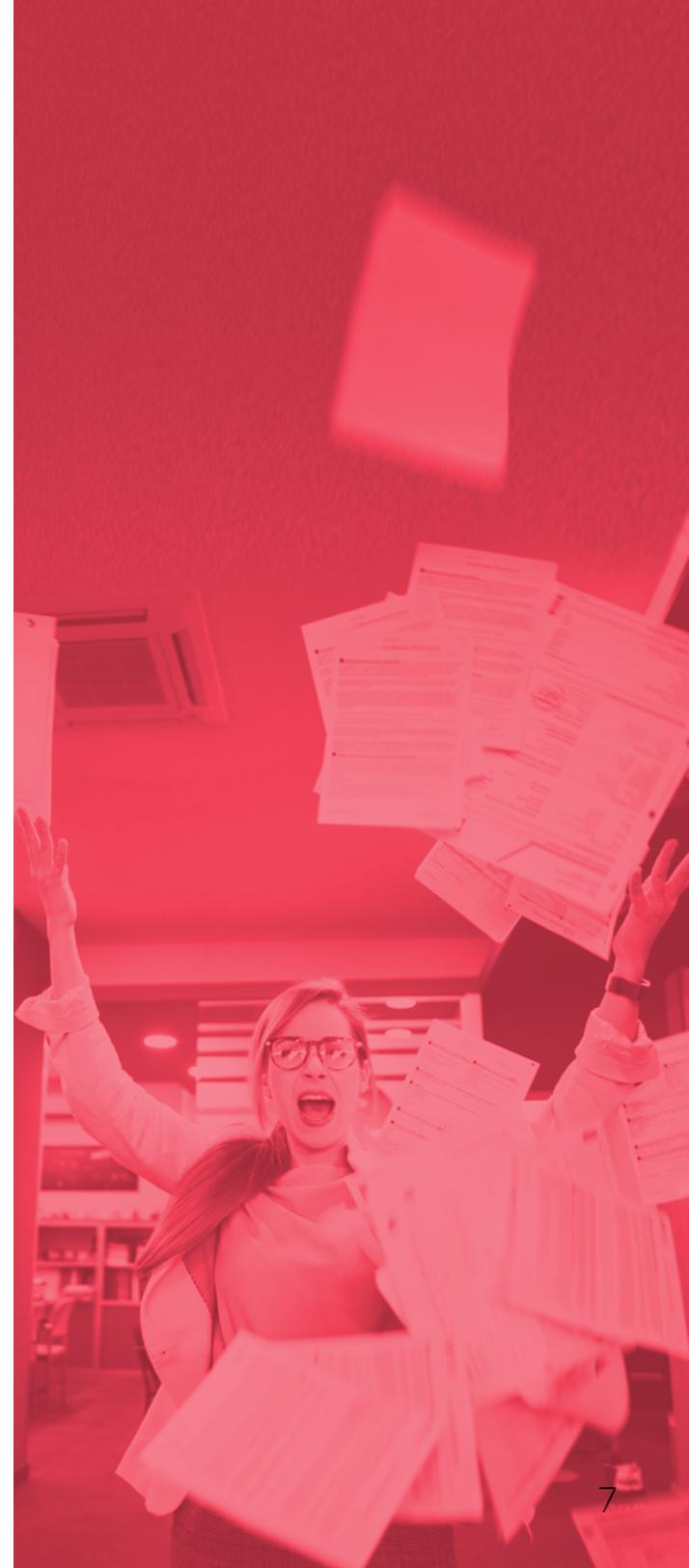
# LET'S PUT AN END TO SH\*\*\*Y LEARNING

We've all sat through a terrible corporate training video or two; [sometimes they're so bad they're funny](#). But mostly, they're just boring, anodyne, and you usually don't retain much that's useful to your job. WeLearn is changing all of that.

We believe learning should be relevant, personalized, and effective. And we believe that learning can be all of the above, without sacrificing anything. We're raising the bar, leading the way, and putting an end to sh\*\*\*y learning.

You're used to depressingly low learning retention rates and nonexistent application on the job. At WeLearn, we believe that if you aren't doing it, you aren't learning it. Every experience we build is full of opportunities to practice, play, and experiment with new skills.

You're used to straining to see tangible results from your learning program. WeLearn believes you and your leaders should be having real conversations about the relationship between business results and training investments.



We don't create learning just to check the box and move on. We want to be part of transforming your workforce, closing key talent gaps, and investing in your people's careers.



# MEET LEARNERS WHERE THEY ARE.

**LET'S SAY IT AGAIN:** ONE-SIZE-FITS-ALL  
LEARNING IS OVER.

We make learning experiences easier and more inclusive, and we do that by meeting them where they are.

We believe maximum impact depends on letting the audience's needs guide the content. That's why we're rethinking learning and pioneering the creation of inclusive, flexible content.



Not all your learners have the same levels of flexibility, time, or technology to participate in learning programs. We start by considering the realistic human factors of our learning audience and building customized solutions to fit their needs. We dropped one-size-fits-all learning like a bad habit a long time ago and we're educating people better than ever before.

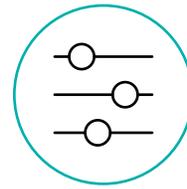
## WE MAKE LEARNING:



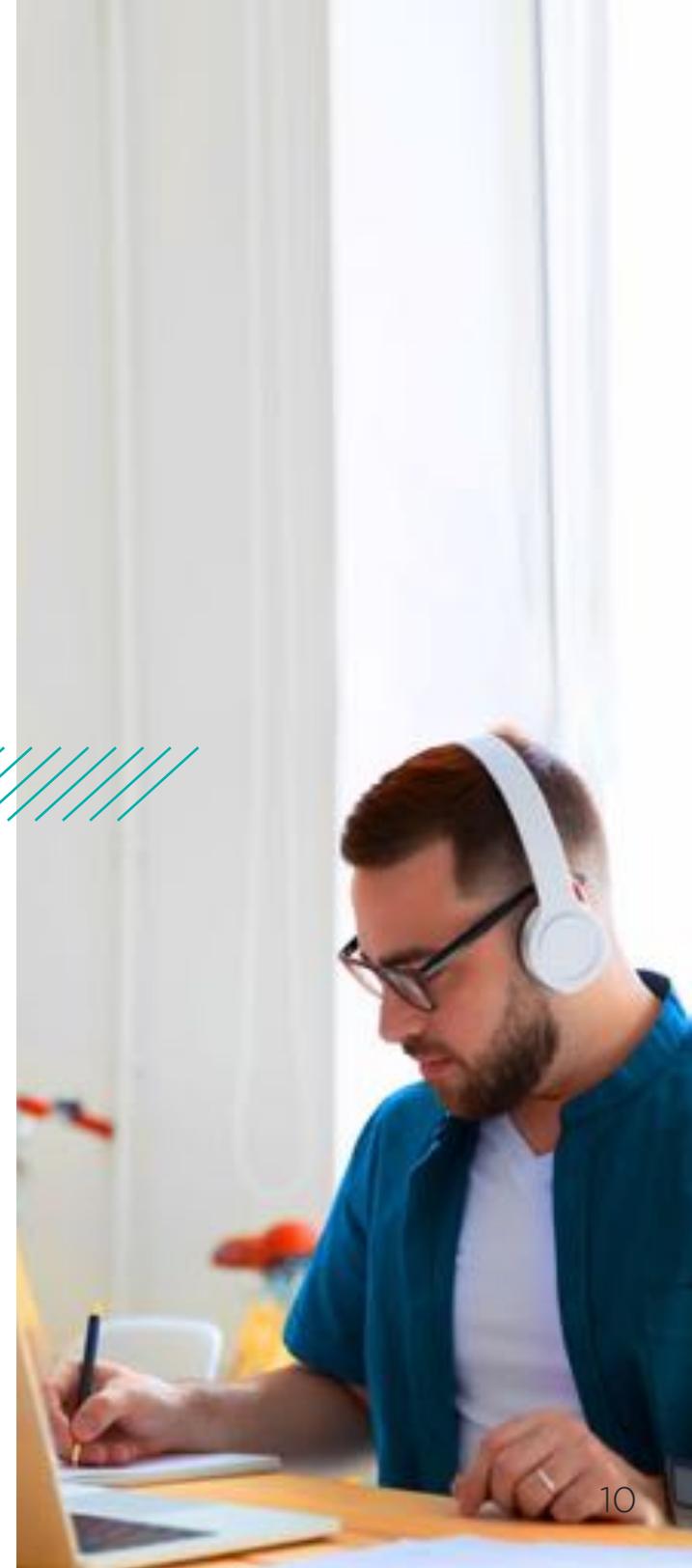
**Inclusive for  
all learners**



**Relevant to your  
workforce's individual  
needs, interests, and  
knowledge gaps**



**Flexible and  
customizable**



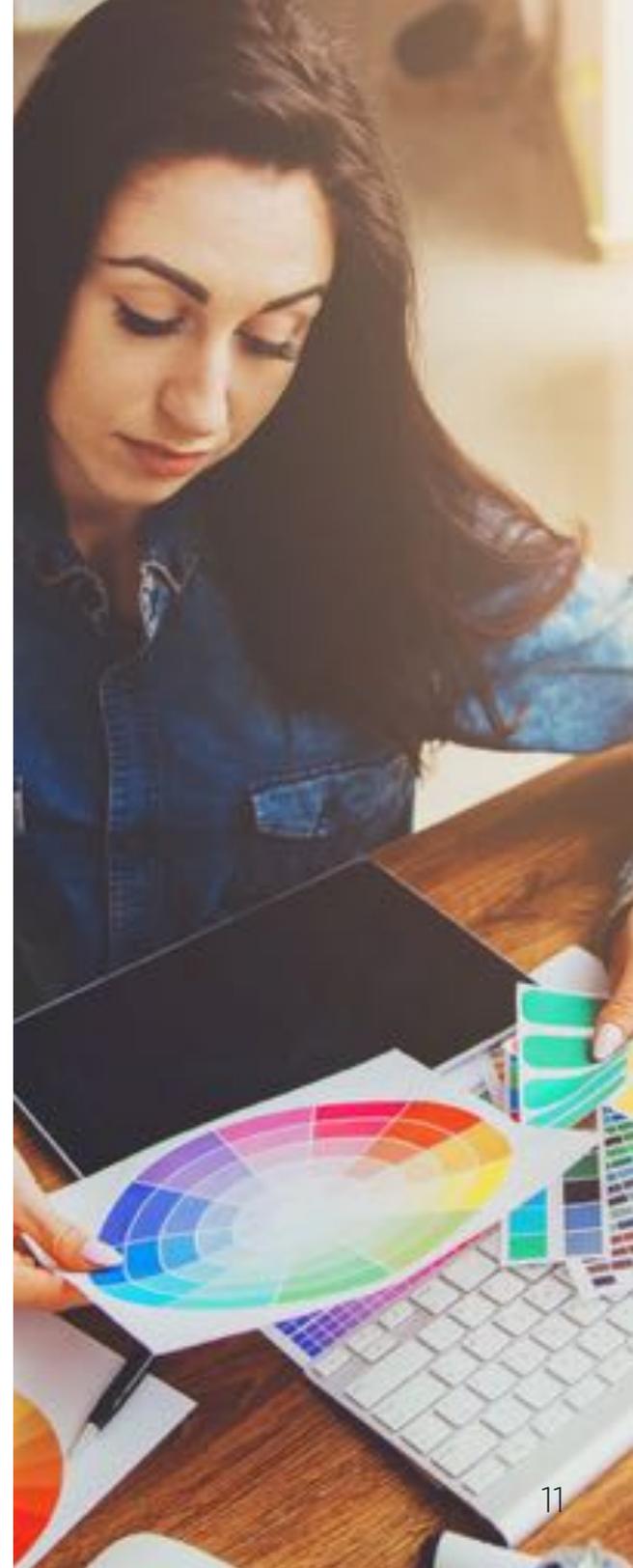
# BEAUTY IS NON-NEGOTIABLE.

In the course of human history, the written word as a method of knowledge transfer is a relatively new development. From the beginning, however, we learned by stories and images. Why? Beauty catches the eye and lifts the human spirit.

In the world of learning content, aesthetics are often sacrificed in exchange for lots of dense information. In other words, a lot of learning is ugly.

This phenomenon doesn't just make learning ineffective; it's dehumanizing. If you want engaged learners, whether it's on phones, laptops, in person, or AR/VR, you need beauty. The best teachers deliver insight through parables and fables. We believe that just like any great story, learning content should show, not tell.

We don't do content dumps or word walls. We believe in learning solutions that are a delight to behold and driven by compelling narratives.



# STOP PAYING FOR SH\*\*\*Y LEARNING.

At the end of the day, you have to ask yourself: Do we care about cranking out learning on an assembly line? Or do we care about the business results?

**If you want to make progress, you have to abandon old approaches to corporate learning and focus on delivering learning experiences that:**

- Aren't sh\*\*\*y, but engaging and impactful
- Meet learners where they are with inclusive, flexible content
- Start with an eye for beauty that lifts the human spirit





W E L E A R N