WELEARN

The Unsuckification of Learning

Corporate training is no longer something we merely endure.

INTRODUCTION

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?

In 2020

of workers will require reskilling of up to six months.

Investing aggressively in upskilling could boost the global economy by

5 to 6 trillion

by the year 2030

SECTION 1

Something Doesn't Add Up

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.

If learning is ever going to have a prayer of addressing your talent gaps, we need a fundamental shift in how it gets done.

SECTION 2

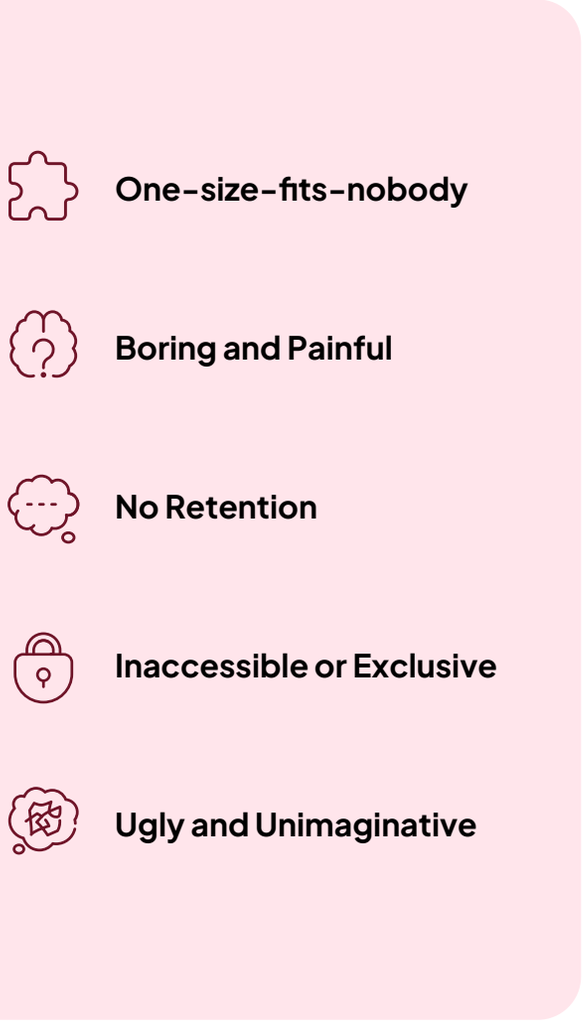
What's Causing the Problem?

INEFFECTIVE 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 ineffective, not-so-great 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



SECTION 3

Let’s Raise the Bar for 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.

And with AI tools making it easier than ever before to churn out content at scale, we're seeing more produced faster — but not better. Technology has commoditized content creation, but it hasn't solved the fundamental problem: most learning still doesn't work. Speed and volume mean nothing if learners aren't engaged and can't apply what they've learned.

At WeLearn, 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 ineffective 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.

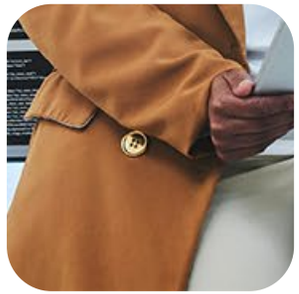
SECTION 4

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.



Understand your learners' real needs, map clear outcomes, and design meaningful experiences first.

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.

Tools like AI can help scale personalization and adapt content to individual learners. But it can't replace strategy and sound instructional design. AI can amplify great learning design — but it will just as easily amplify poor design at scale.

We Make Learning:

Inclusive for all learners

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

Flexible and customizable

SECTION 5

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.

SECTION 6

Invest in What Works

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 ineffective, but engaging and impactful**
- **Meet learners where they are with inclusive, flexible content**
- **Start with an eye for beauty that lifts the human spirit**

About WeLearn

WeLearn is a learning services, consulting, and custom content provider that creates behavior-changing solutions alongside you. Our commitment? Exceptional partnerships and exceptional learning experiences. No matter what. Based in Chicago, WeLearn serves global corporations including Fortune 500 companies.

Learn more at: www.welearnls.com