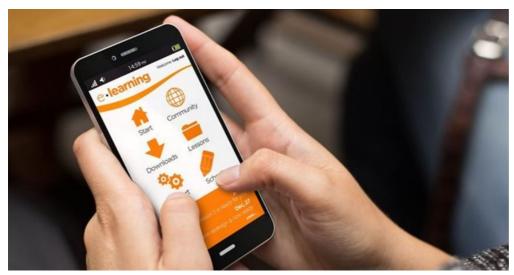# Why digital training is increasing globally

Digital learning is the future. As more organisations implement technology to make learning and training more convenient for their employees, the shift from classroom to online is well on the rise. Even before Covid-19 swept across the globe and forced organisations to work from home, some businesses started increasing their digital learning and training budgets to keep staff upskilled, engaged and motivated.

© georgejmclittle – 123RF.com

The World Economic Forum reports that in 2019, more than US$18 billion was invested in language apps, virtual training, video conferencing tools and online learning software, to improve digital training. And since the pandemic erupted, digital training has become even more crucial as organisations quickly realised the key benefits digital learning and training offers employees and stakeholders. These include:

- **More flexibility**
  Employees can learn in their own time, at their own pace with tools they already have.

- **Increased information retention**
  With learning moments presented interactively, learning is more fun and easier to remember than static workbooks and traditional testing strategies.

- **Less time**
  Digital learning means no travelling or all-day learning sessions, which are time-consuming, costly, demanding on staff, and which can, in the short term, reduce productivity.

- **Cost-effective**

    Digital learning cuts expenses linked to in-person learning and training such as printing of material, travelling and accommodation costs. Organisations can save money and enjoy the benefits of increased employee productivity, ultimately resulting in higher profitability.

"We have seen the increased demands for digital learning and training, and the G&G ADVC solution meets these needs," said Michael Gullan, co-founder and managing director of G&G ADVC. "Recognising that people are time-strapped, we've introduced learning moments, or Content Capsules, that can be digested in bite-sized experiences. This empowers employees and stakeholders to personalise their learning opportunities, to decide how much they want to learn at any particular time," he added.

Although access to internet services still lacks in many parts of the developing world, the popularity and effectiveness of digital learning and training will continue even after the pandemic is over.

Here are the top trends creating a surge in digital learning and training:

Platforms are easily accessible

It's crucial for employees to access digital learning and training opportunities easily. Platforms that offer flexible access from any device, at any time, meet the needs of employees with busy schedules. Digital learning considers that individuals learn at different paces and accommodates employees to learn at their own pace.

Interactive content is a must

Informative content is no longer enough. Content has to be interesting and interactive so that employees can have an engaging and better learning experience as they navigate through the material. This interactive content can include quizzes, polls, audio clips and videos.

Learning analytics

While employees and stakeholders navigate digital learning and training platforms, organisations can monitor their progress and engagement across the programme. This will offer valuable insights and allow organisations to evaluate the success of the platform. These insights also inform decisions on how to improve learning opportunities to achieve business outcomes.

Digital learning and training trends are focused on making the experience easier and more valuable for employees and organisations. As technology advances, digital learning will only get better as technology-based learning solutions respond to market needs.