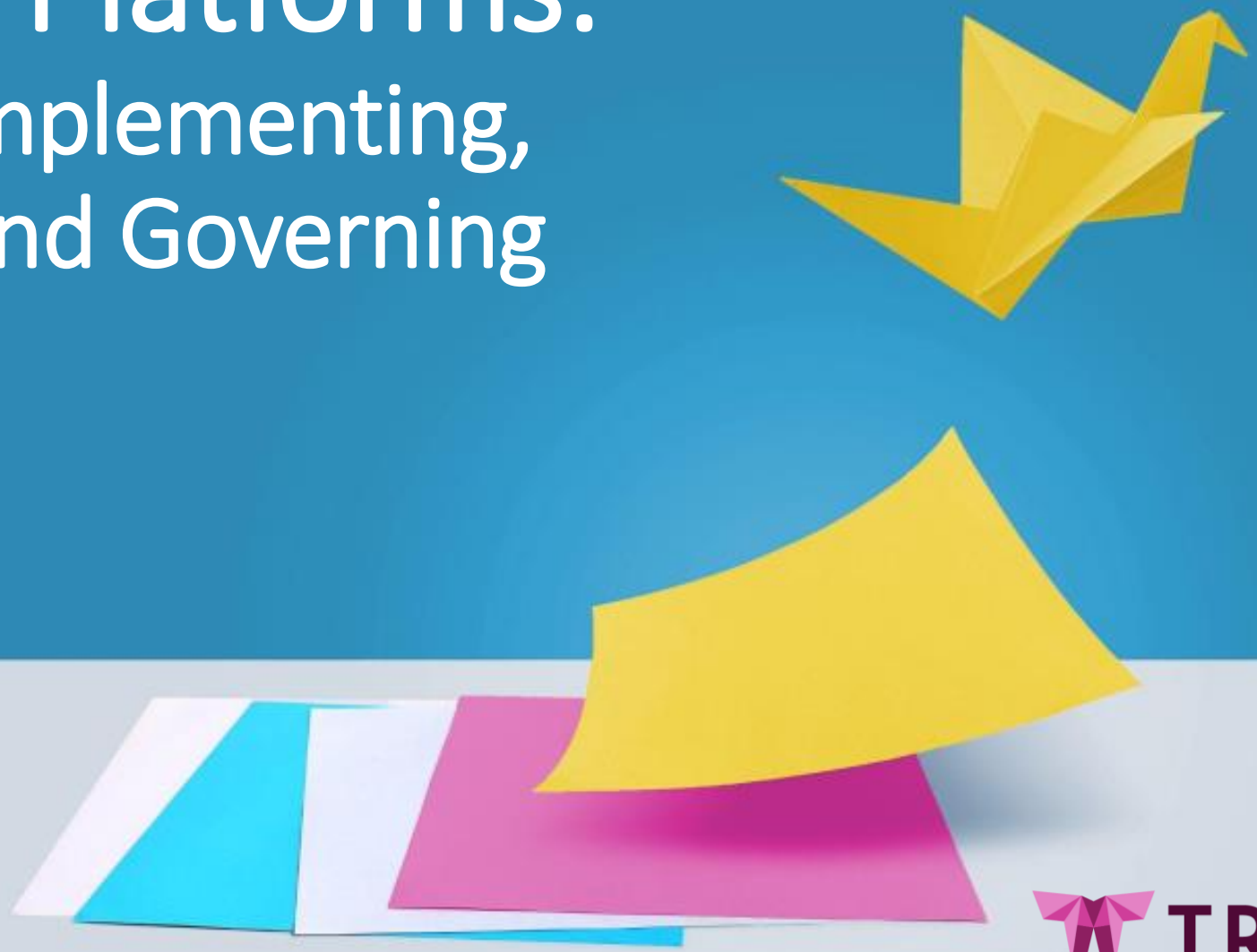
Learning Platforms:
Selecting, Implementing, Managing and Governing



Becky Willis
Chief Learning Officer

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WHY CHANGE & OUR CHALLENGES

- **30-40%** of companies are looking to **change** their learning platform (**45%** dissatisfaction)
- **38%** of organizations plan to **switch** their LMS within the next 18 months
- **56%** say that their current learning platform is **not a fit** for the modern workforce
- Only **17%** of L&D teams feel that their learning strategy is very effective

WHAT IS HAPPENING IN COMPANIES TODAY?

- Talent shortages
- Skills focus
- Poor employee engagement
- Constant change
- Need for agility
- Digital Transformation
- Employee demand for growth

L&D's CHALLENGES TO CHANGE

- Legacy mindset
- Vendor promises
- L&D desire for control
- Time involved
- Complexity
- Budget

CONSIDERATIONS

SELECTION

Process
Who do you trust
Needs analysis
Alignment w/Biz
Solutions
Value
Role of AI

CHOICES

LMS
LXP
Both
DAP
TM
Skills
Etc.

IMPLEMENTATION

Steps
Pilot
Considerations
Options
Timing
Communication

ONGOING MANAGEMENT

Content
Champions
Audit
Feedback
Marketing
Engagement

GOVERNANCE

Content mgmt.
Delete
Analytics
Users
Continuous
Improvement

THE LANDSCAPE HAS CHANGED

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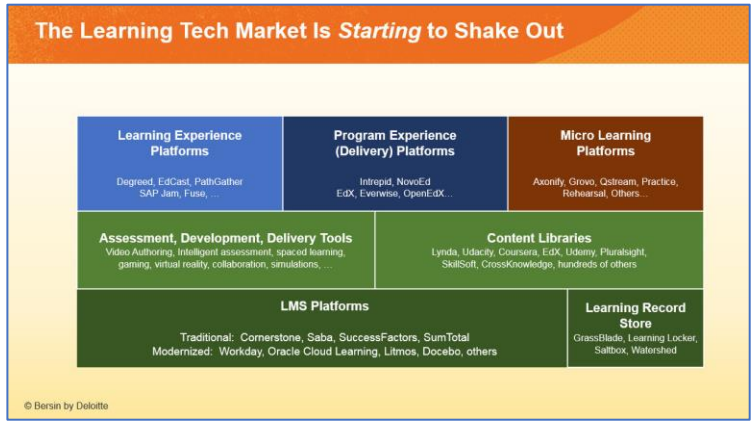
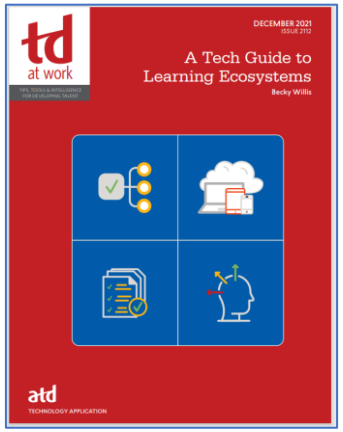
6 YEAR HISTORY OF CHANGE



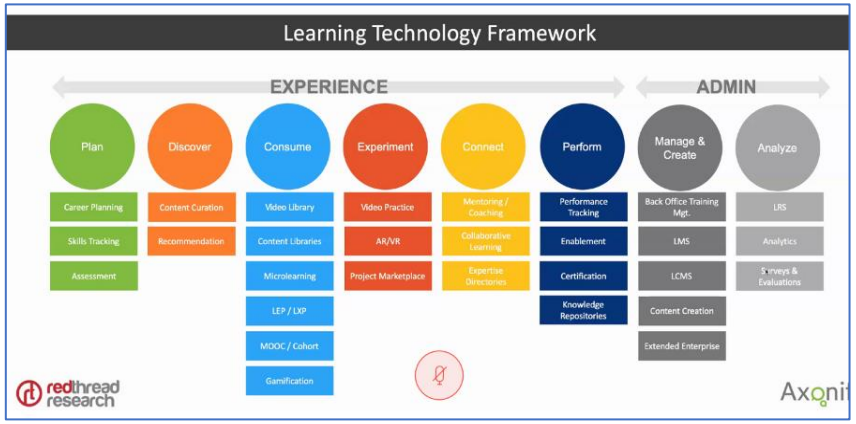
2018



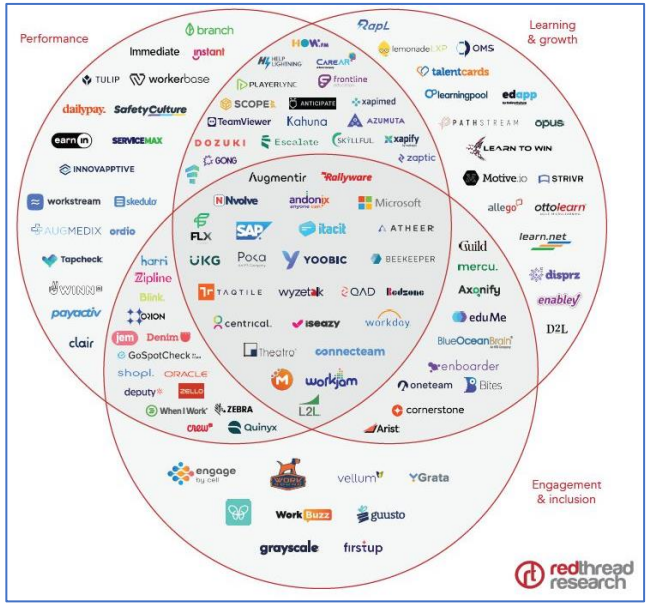
Manage	Platform	Content	Point Solutions
LMS	LXP	Aggregator	DAP
LCMS	Digital LP	Library	Modality
TMS	Collaboration	Content portal	KB
	Performance		Video
	Adaptive		

2021

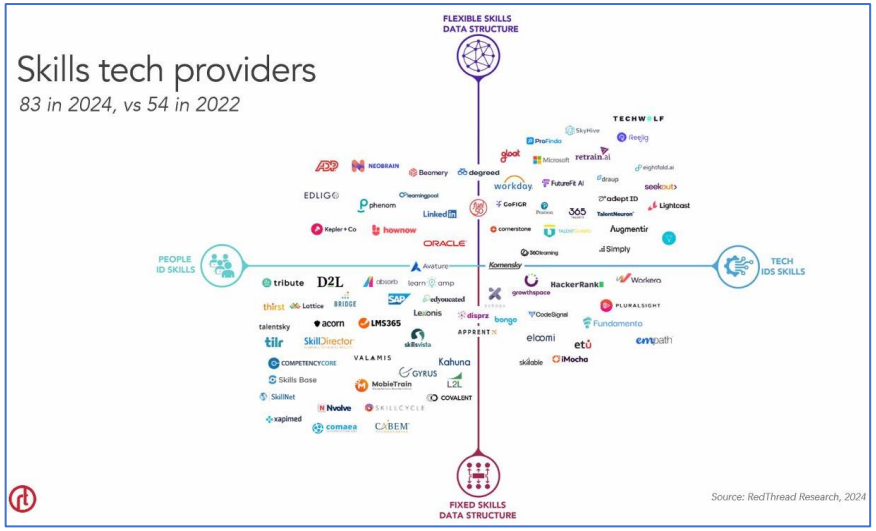
redthread research



2022



2023



2024

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The Noisy, Noisy, Learning Tech Provider Landscape

The learning tech space has always been noisy, but in 2023, it's noisier than ever. Our recent research identified:

- 426+ providers
- 35 tech functionalities
- Average of 11 learning tech systems per org

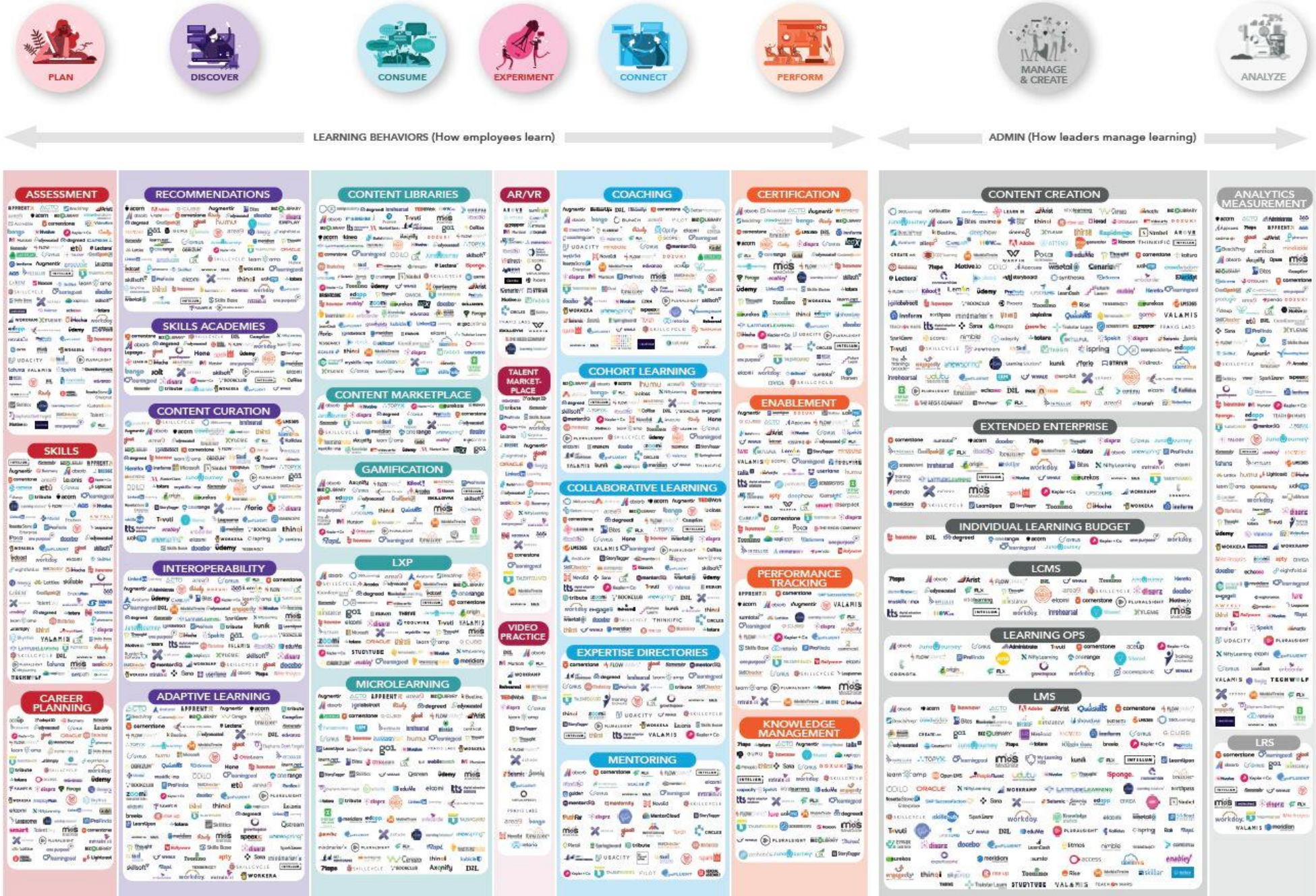
Each of the 426+ providers from our study is represented with their logo under the functionalities they indicated they provide (they may appear more than once). Functionalities are organized in columns under the learning behaviors they support.

LEARN MORE
The full report, discussing the current learning tech provider space, along with game-changing functionalities, is accessible for RedThread members, with its accompanying interactive Learning Tech Provider tool.

Not a member? Become one!

[1] Learning Tech Provider Landscape, Dani Johnson, RedThread Research, 2023

[2] Learning Tech Ecosystems, Dani Johnson, RedThread Research, 2019



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STOP

MY SIMPLIFIED FRAMEWORK, 2024

Platform

- LMS } DLP
- LXP } DLP
- LMS & LXP
- Skills

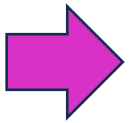
Tool

- Authoring
- DAP
- AI Tools
- Performance

Content

- Library
- Skill specific
- Internal/Social
- Curation

SO, WHAT DO YOU NEED NOW?



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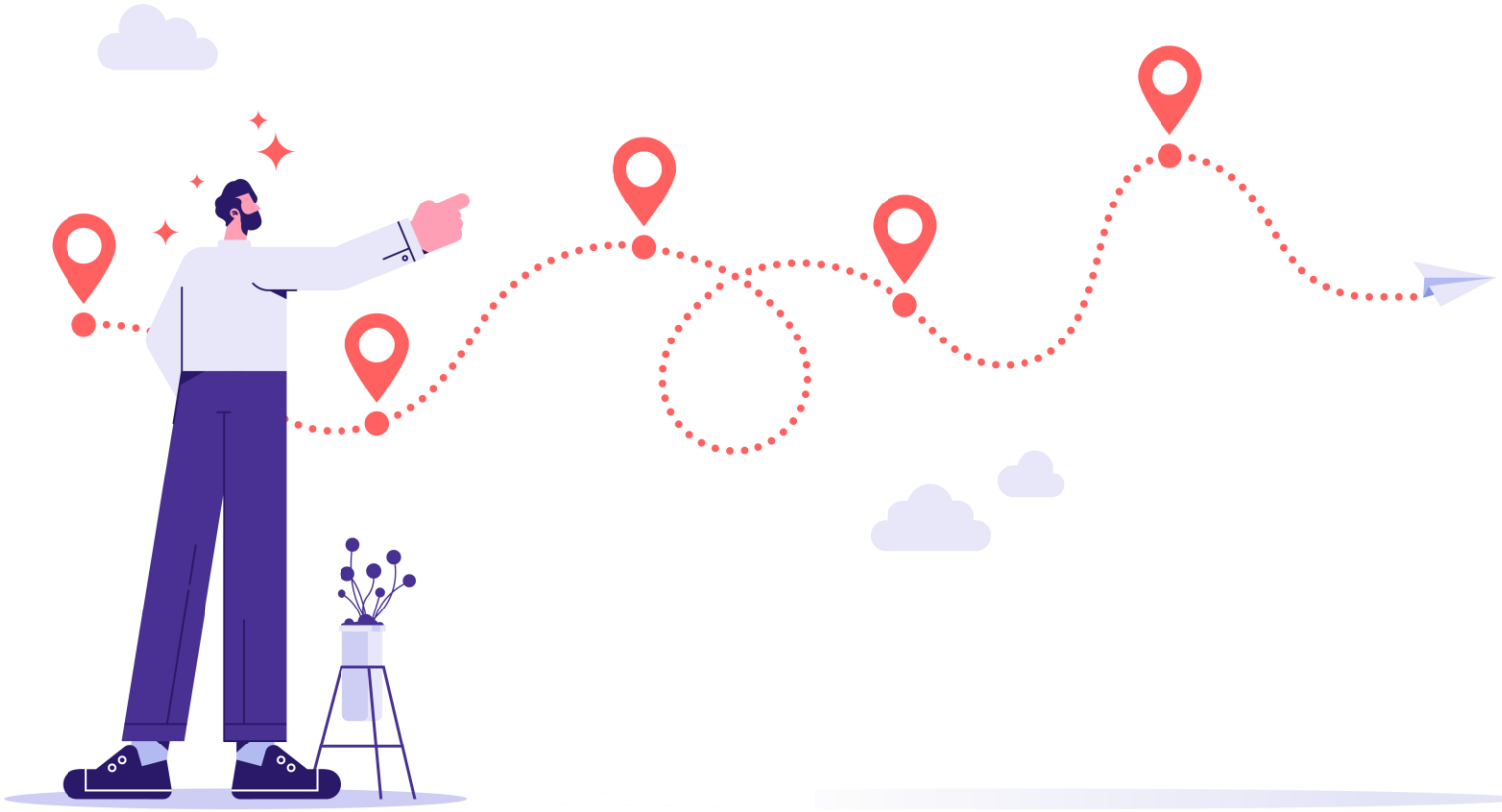
MODERN DIGITAL PLATFORMS HAVE



- GREAT Ux
- DATA
- SKILLS
- AI

...All integrated into your culture

DIGITAL PLATFORM

What to ask for:

- ✓ Easy to use and manage
- ✓ Blended, integrated
- ✓ Personalized (AI)
- ✓ Collaborative & Social
- ✓ Skills tools
- ✓ Actionable data analytics

NOW YOU CAN HAVE A DIGITAL LEARNING STRATEGY

With real tools to make it easy for them and you to:

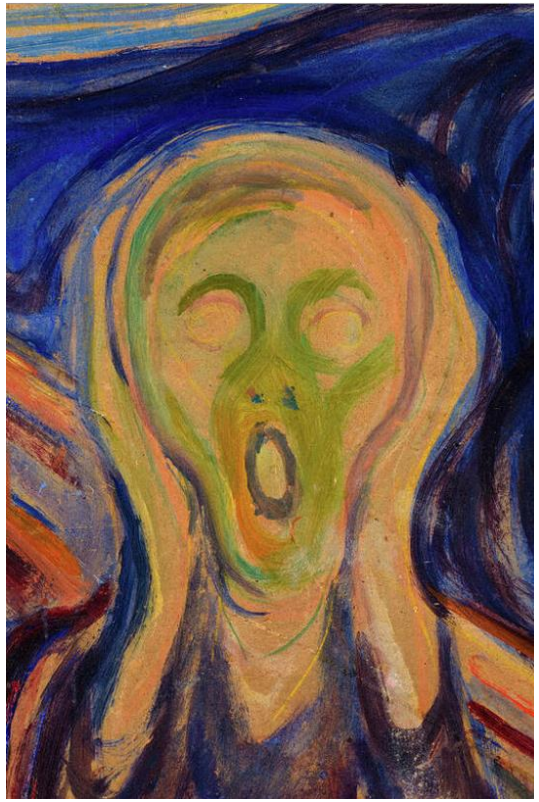
- **Engage** employees, leaders and SMEs
- **Blend** modalities – not just courses
- **Set up** skills and personalize solutions
- **Communicate and partner** to make it work

NOTE:
This means that L&D needs a new vocabulary and skills

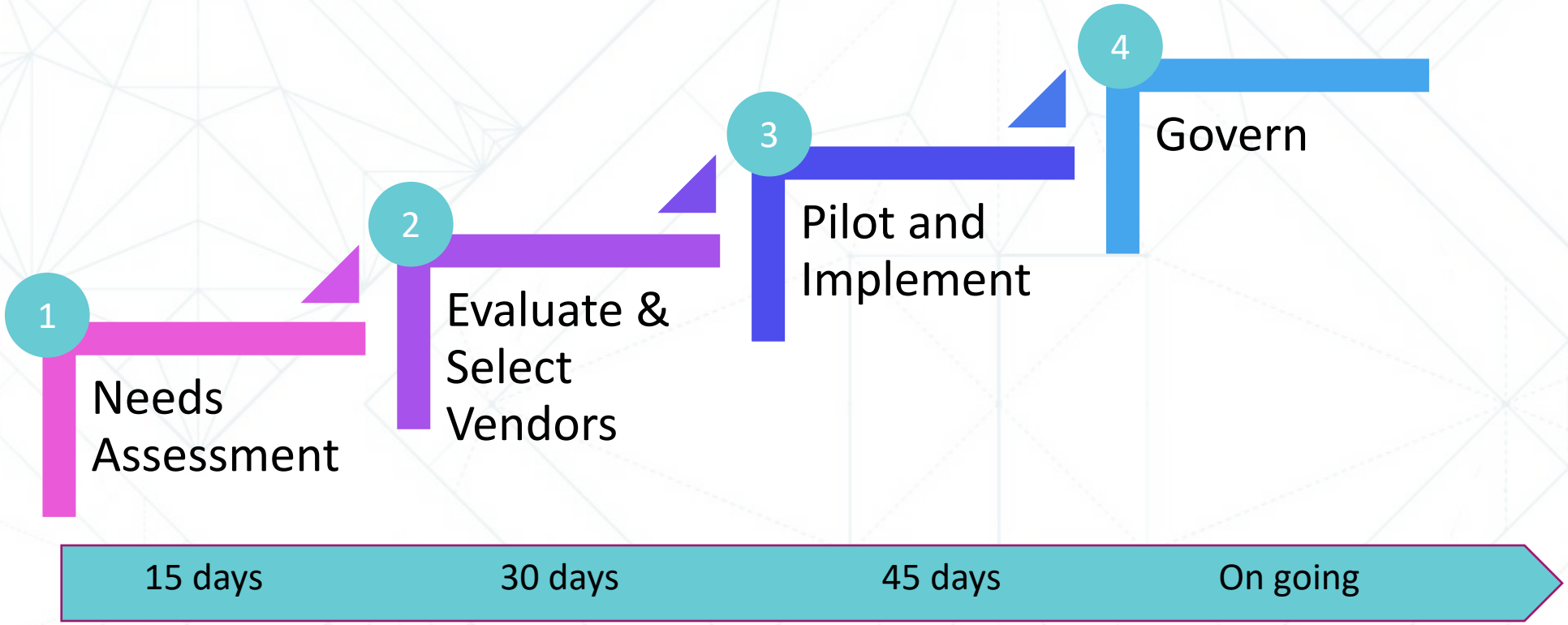
CHANGING OR ADDING A PLATFORM MEANS SELECTING A VENDOR…

According to Brandon Hall, most people select vendors by:

1. Demos
2. **Analyst reviews and reports**
3. Sales professionals
4. Sales collateral
5. Digital content
6. Provider website
7. Social media
8. Paid advertising



THE SELECTION PROCESS



NEEDS ASSESSMENT: CHECKLIST

MANAGEMENT

- Back end processes
- Tracking
- Content host
- Complexity
- Key Value Drivers
- Integration

PLATFORM

- Tracking
- AI at many levels
- Influencers and leaders
- Data analytics
- Ux and UI
- Skills

CONTENT

- General
- Proprietary
- Focused
- Integrations

SKILLS

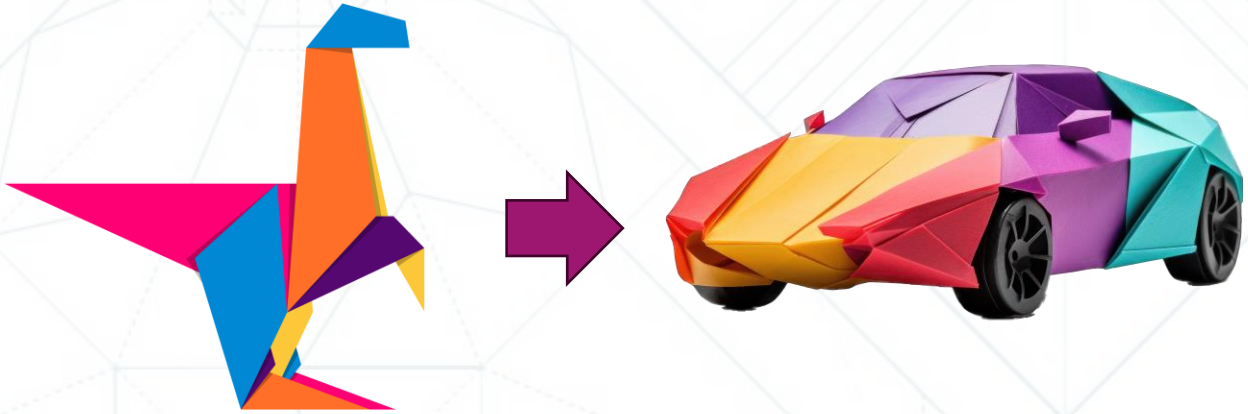
- Mapping
- Manager tools
- AI
- Key gaps

Talk to the business
Define success

SELECTION CRITERIA & PLAYERS

WHAT TO LOOK FOR:

- Next Generation LMS + LXP features
  - Ux, AI, skills, creator, collaboration, data
- Evaluate:
  - Complexity/Ux
  - Social, Collaboration
  - Skills
  - Support
  - Security
  - Content



MY KEY PLAYER LIST:

360Learning	Schoox	Disprz
Degreed	Fuse	Valamis
CSOD	Workday	Docebo
Axonify	Attensi	ansrsource

SAMPLE VENDOR SCORE SHEET

	Priority (1-5)	Vendor 1	Vendor 2	Vendor 3
Meet essential needs				
Agree with our goals				
Features and Functions				
Functionality +				
Functionality -				
User Experience				
Support				
Data Analytics				
Administration				
References				
Future plans/needs/scale/AI				
Content				
Price				
Overall Value				

AGILE IMPLEMENTATION ROADMAP

Determine Success Factors

Design Digital Learning Strategy Tied to OUTCOMES

Create Agile Workstreams & Focus Content

Pilot Set up & train Champions, Work with Leaders

Market & Measure

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GOVERNANCE

Manage Communicate Market Engage Measure

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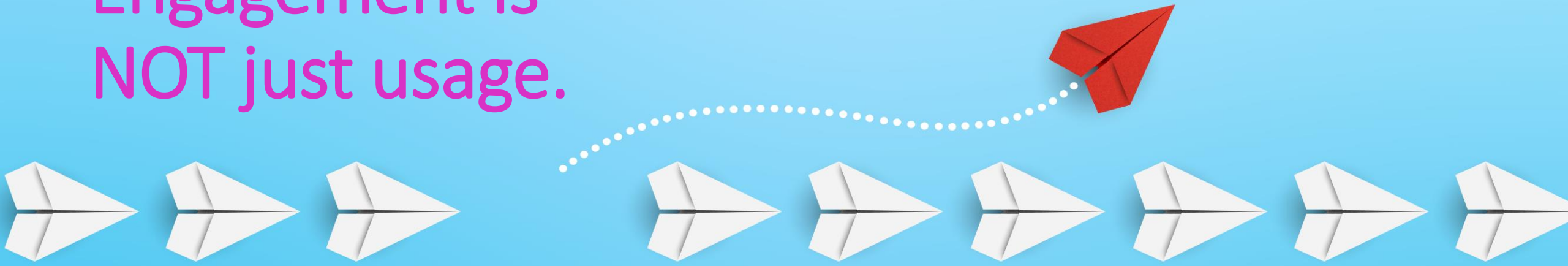
Engagement is NOT just usage.



It is growth, internal mobility, business results…

ONGOING MARKETING PROCESS

Leaders

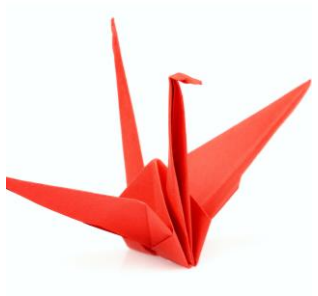
Champions & managers

Success stories

Corporate communications

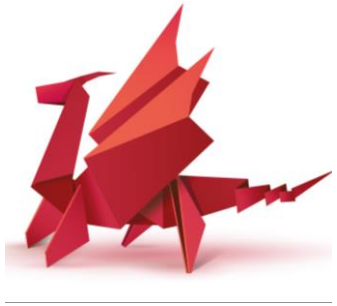
Business outcomes & strategies

BRINGING IT ALL TOGETHER...



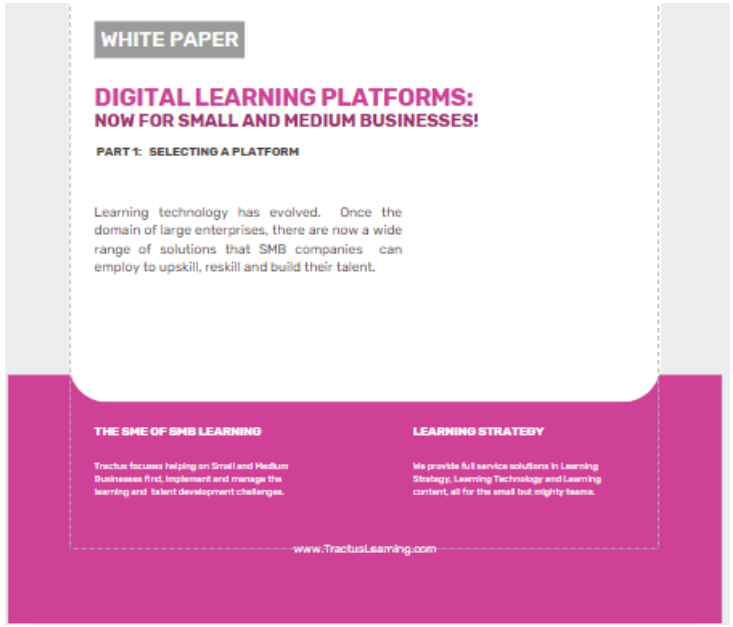
Why

What



Beware

FMI: GET THE WHITE PAPERS



Digital Learning Platforms

Implementing Digital Learning Platforms

Replacing an LMS with a Digital Learning Platform

Tractus Website:

Thank you

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Becky Willis

Becky@tractuslearning.com

QUESTIONS?

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