The Evolution of Training in an On-demand World

As training professionals, our ability to communicate with, educate and motivate employees is in large part determined by both the substantive value of our content and also the effectiveness of our delivery channels. The most successful of us recognize the need to constantly review, assess and tweak our educational approaches to ensure that users have easy access to relevant, timely and engaging resources. This white paper will establish the need for, and outline the benefits associated with adopting an on-demand training solution that leverages ubiquitous technology and is in synch with learners' behaviors and expectations.

The Prophet Speaks

In 1983, Steve Jobs gave a talk at the Center for Design Innovation in which he mused about the future of technology and the impact that it would have on our lifestyles.

During this speech, Jobs described a radical concept that was all but implausible at the time; "Apple's strategy is really simple. What we want to do is we want to put an incredibly great computer in a book that you can carry around with you and learn how to use in 20 minutes," said Jobs. "And we really want to do it with a radio link in it so you don't have to hook up to anything and you're in communication with all of these larger databases and other computers."

**Steve Jobs knew it was about ubiquity, ease of use and communication.**

27 years later, this concept became the iPad. Steve Jobs got "it." He knew right from the beginning that it wasn't about bits and bytes, it was about: ubiquity, ease of use, and communication.

An On-demand Lifestyle

Fast forward to today. In the four years since its launch there are approximately 490 million iPads in use worldwide, with an estimated 900 million to be deployed by 2017. The rapid adoption and utilization of this technology is forever changing the way we work, play, interact and learn.

42% of American adults own a tablet
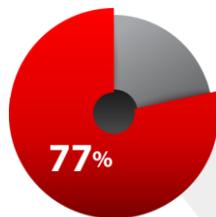
77% of tablet owners use their tablet every day

Tablet owners spend on average 90 minutes a day using them

86% of users have used their device in the last 30 days to access "just in time" information such as solving a problem or answering a question

The data clearly demonstrates that we have come to rely on these devices to support many aspects of our personal and professional lives, and as such, our day-to-day behavior patterns, expectations about access, and interactivity have evolved. For the training community, this evolution presents a unique opportunity to redefine how we interact with and deliver value to learners. If our workplace training solutions evolve to meet the on-demand needs and desires of our learners, everyone wins.

A unique opportunity to redefine how we interact with and deliver value to learners.

Technology enabled training solutions that provide your learners with on-demand, personalized and interactive content relevant to their needs can be a game changer. Adopting such an approach acknowledges and embraces their modern "mobile" lifestyles, fosters a culture of continuous learning and encourages active participation.

WhyPad?

More and more organizations are deploying iPads/tablets due to their powerful combination of multimedia, networking and security capabilities. These devices can serve as a capable platform to develop and deliver an on-demand training solution. The accessibility of the devices allows learners to quickly tap into knowledge repositories, complete quick micro-learning lessons, contribute and collaborate with their team, review the collective wisdom of peers, and to every trainer's delight practice, practice, practice.

Convert Users to Learners

Users want what they want when they want it. Our devices go home with us. Our devices stay by our sides. When the inclination strikes us, we want access. An on-demand solution ensures that users can research, learn and practice on their schedule. When content is accessible 24/7, learning effortlessly fits into multi-tasking habits and erratic schedules. By spending 5-10 minutes a day, one can stay informed and on top of their game.

Users demand content relevance. They do not want to have to wade through a pool of extraneous information to find what is important to them. iPad/tablet technology enables the delivery of user specific content that can be personalized to the needs of the individual (i.e. Territory plan) or globalized for a group of users (i.e. product information). Users will appreciate that the resources provided are current, valid and relevant to their mission.

Learners want what they want when they want it…and they demand content relevance.

Users want to share their ideas, give feedback and connect with their peers. Solutions can include a multitude of communication channels that will transform passive users into active members of a community such as: surveys, live Q&A, feedback blogs and messaging.

Ownership Has Its Benefits Too

Alright, enough about users already, what's in it for us? An on-demand solution provides the ability to:

- Easily create, distribute, modify and manage content
- Personalize content to a specific user or group of users
- Provide learners the opportunity to contribute insight and feedback
- Collect and report on utilization and performance data that empowers us to assess the growth of our learners and the success of our programs

An on-demand training solution provides numerous benefits.

Conclusion

Take charge of change. Evolving your training solutions to take advantage of modern technology and behavior patterns will elevate the value you can provide to users and ultimately increase opportunity.

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MC3 creates innovative meeting and training experiences that leverage technology to engage the senses, educate teams and elevate performance. To learn more about MC3's proprietary training platform – Tabletop, contact Robert Armstrong at Robert.Armstrong@mc3.com or at 484.887.7370.

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mc3 engage. educate. elevate.

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