Value-based buying for learning professionals - *the antidote to sales and marketing*

Caveat emptor – *Let the buyer beware.*
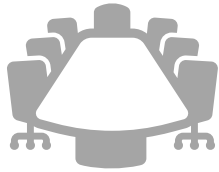
EXPLORE THE MARKETS

How markets for learning technology, learning content and services really work

What kind of vendor are you dealing with?

B2B

Business to business vendors specifically target business entities to purchase and use their learning technology.

B2C

Business-to-consumer vendors sell and deliver learning technology products to individual users or consumers.
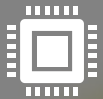
What is their role in the value chain?

- Product originator/owner?
- Commercial Agent?
- Publisher?
- Original Equipment Manufacturer?
- Reseller?
- Value Added Reseller (VAR)?

Which software distribution model?

On Premises?

Vendors let anyone who buys their software product handle installation, synchronization, and general maintenance such as version updates, so their distribution costs are mainly associated with their product releases.

Cloud (SaaS)

Vendors carry the cost of either building and maintaining their own data centre or more likely turn to Amazon Web Services, Microsoft Azure or other popular cloud hosting companies.

Hybrid

Some vendors allow you to install on-premises AND enable cloud services. For instance, performing their common daily tasks in the cloud while storing sensitive and private data locally.
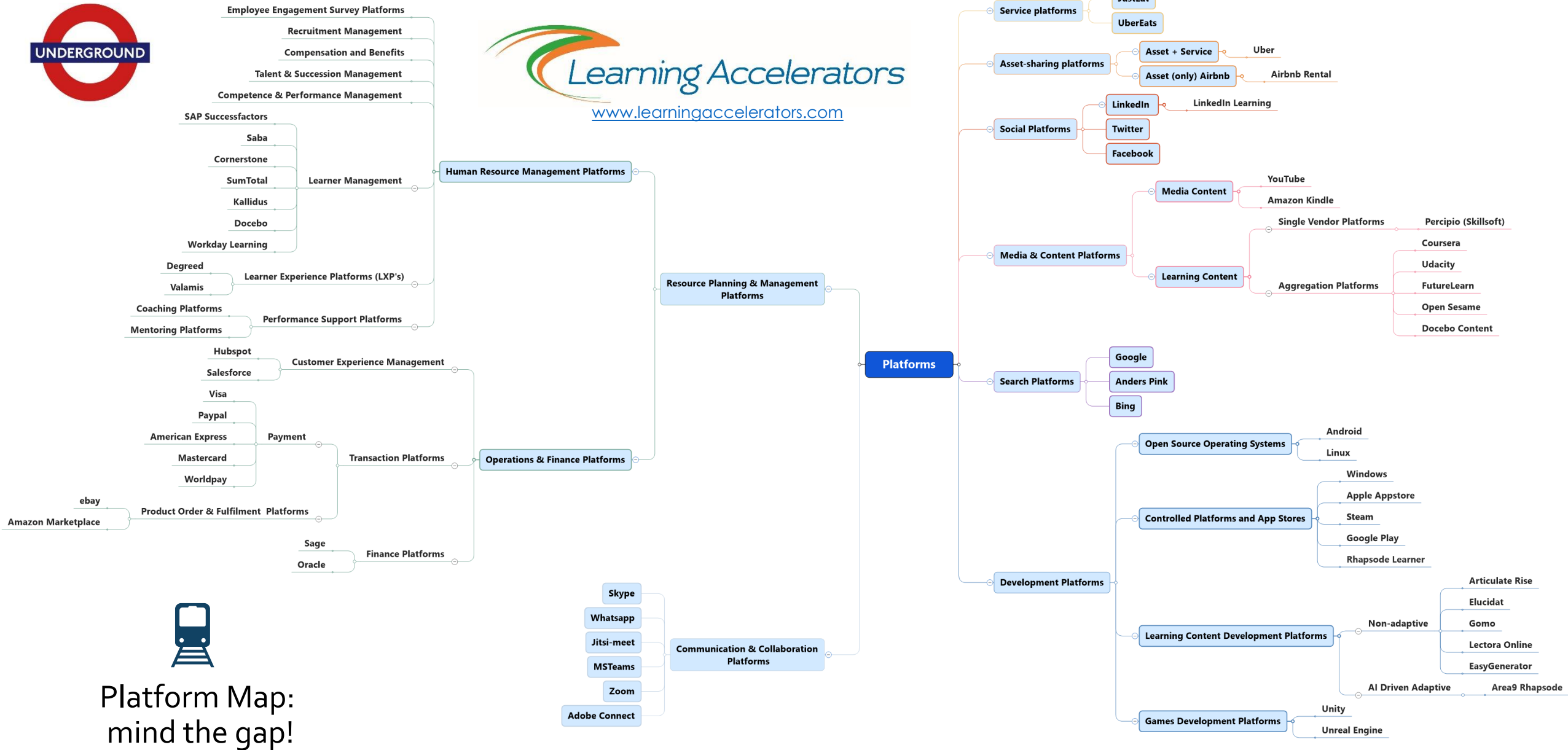
What Lessons have you learned?

6

What part of the market do they play in?
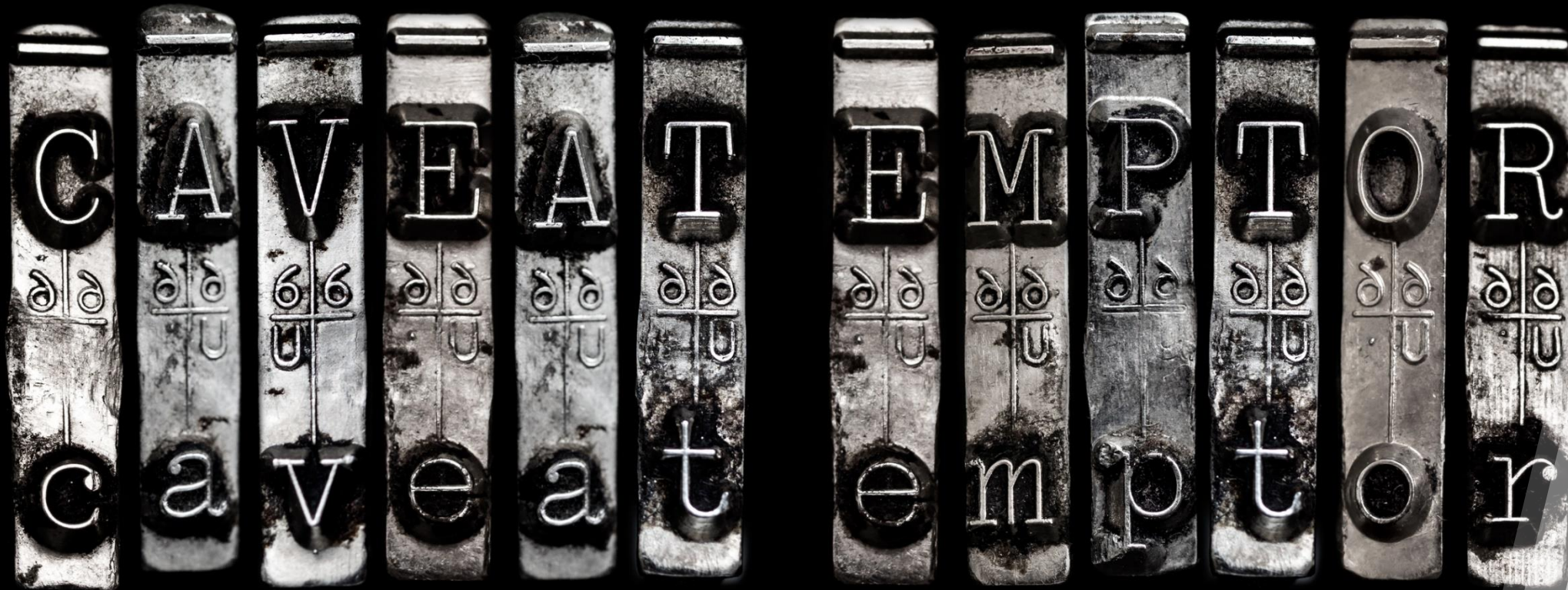And where do you want to go?

Mind the Gap!

UNDERGROUND

Learning Accelerators
www.learningaccelerators.com

Platform Map:
mind the gap!

For illustrative purposes only – all brands named are examples only.

Platforms

Resource Planning & Management Platforms

Human Resource Management Platforms
- Learner Management
  - Employee Engagement Survey Platforms
  - Recruitment Management
  - Compensation and Benefits
  - Talent & Succession Management
  - Competence & Performance Management
  - SAP Successfactors
  - Saba
  - Cornerstone
  - SumTotal
  - Kallidus
  - Docebo
  - Workday Learning
- Learner Experience Platforms (LXP's)
  - Degreed
  - Valamis
- Performance Support Platforms
  - Coaching Platforms
  - Mentoring Platforms

Operations & Finance Platforms
- Customer Experience Management
  - Hubspot
  - Salesforce
- Transaction Platforms
  - Payment
    - Visa
    - Paypal
    - American Express
    - Mastercard
    - Worldpay
  - Product Order & Fulfilment Platforms
    - ebay
    - Amazon Marketplace
- Finance Platforms
  - Sage
  - Oracle

Communication & Collaboration Platforms
- Skype
- Whatsapp
- Jitsi-meet
- MSTeams
- Zoom
- Adobe Connect

Service platforms
- JustEat
- UberEats

Asset-sharing platforms
- Asset + Service — Uber
- Asset (only) Airbnb — Airbnb Rental

Social Platforms
- LinkedIn — LinkedIn Learning
- Twitter
- Facebook

Media & Content Platforms
- Media Content
  - YouTube
  - Amazon Kindle
- Learning Content
  - Single Vendor Platforms — Percipio (Skillsoft)
  - Aggregation Platforms
    - Coursera
    - Udacity
    - FutureLearn
    - Open Sesame
    - Docebo Content

Search Platforms
- Google
- Anders Pink
- Bing

Development Platforms
- Open Source Operating Systems
  - Android
  - Linux
- Controlled Platforms and App Stores
  - Windows
  - Apple Appstore
  - Steam
  - Google Play
  - Rhapsode Learner
- Learning Content Development Platforms
  - Non-adaptive
    - Articulate Rise
    - Elucidat
    - Gomo
    - Lectora Online
    - EasyGenerator
  - AI Driven Adaptive — Area9 Rhapsode
- Games Development Platforms
  - Unity
  - Unreal Engine

LIES, DAMNED LIES AND STATISTICS

How to identify suspect marketing claims – and validate them when you do

A health warning

Health warning

Marketing communications by or from UK companies on social media or on their own websites are subject to regulation by the Advertising Standards Authority
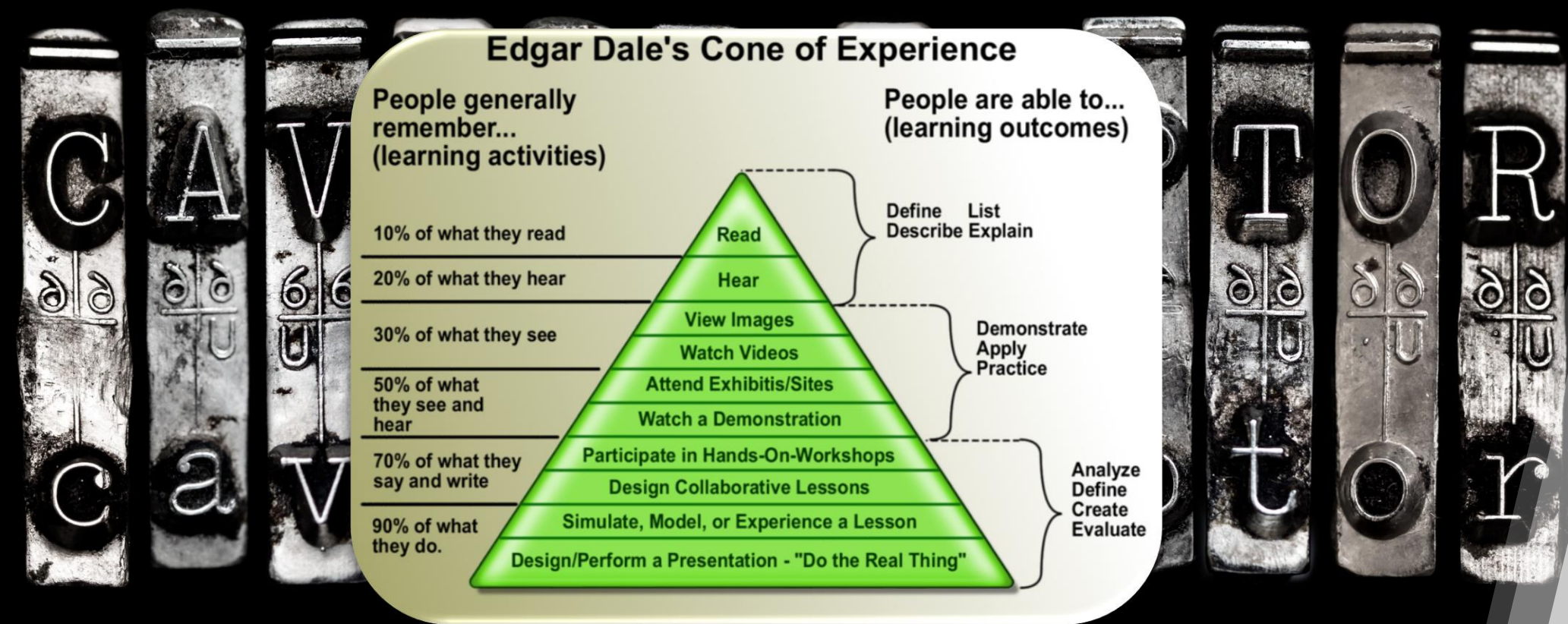
Learning technology is a global business and vendors located around the world are not all regulated in the same way we would expect in the UK.
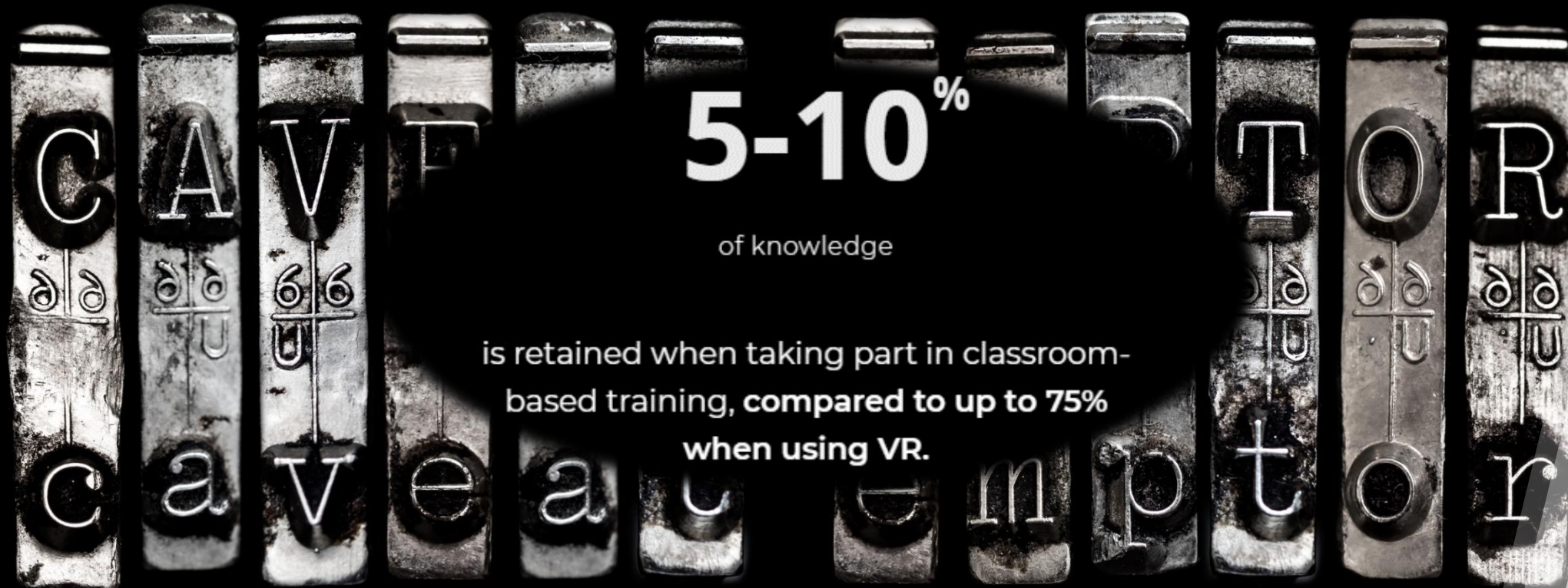
Many vendors use scientific jargon and statistics, but these claims cannot always be relied on. Myths about learning are common and these can be repeated.

It's time for a poll!

Health warning

Edgar Dale's Cone of Experience

People generally remember... (learning activities)

	People are able to... (learning outcomes)
10% of what they read — Read	Define List Describe Explain
20% of what they hear — Hear	
30% of what they see — View Images, Watch Videos	Demonstrate Apply Practice
50% of what they see and hear — Attend Exhibitis/Sites, Watch a Demonstration	
70% of what they say and write — Participate in Hands-On-Workshops, Design Collaborative Lessons	Analyze Define Create Evaluate
90% of what they do. — Simulate, Model, or Experience a Lesson, Design/Perform a Presentation - "Do the Real Thing"	

Health warning

5-10%

of knowledge

is retained when taking part in classroom-based training, **compared to up to 75% when using VR.**

Health warning

"According to a study conducted by IBM, a company gains $30 worth of productivity for every $1 spent on online learning."
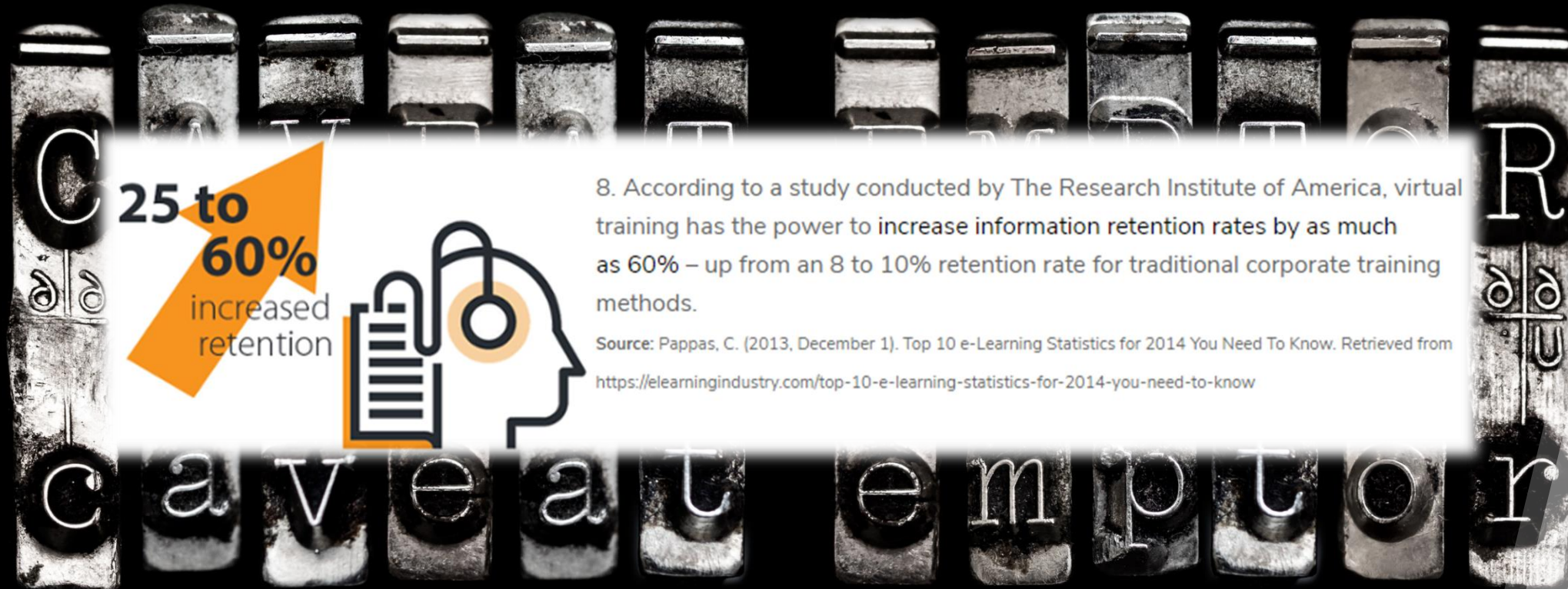
EVERY DOLLAR invested in online training results in $30 in productivity.

7 | For every dollar spent on eLearning, companies make back **$30 in productivity**

14

Health warning

25 to 60% increased retention

8. According to a study conducted by The Research Institute of America, virtual training has the power to **increase information retention rates by as much as 60%** – up from an 8 to 10% retention rate for traditional corporate training methods.

Source: Pappas, C. (2013, December 1). Top 10 e-Learning Statistics for 2014 You Need To Know. Retrieved from https://elearningindustry.com/top-10-e-learning-statistics-for-2014-you-need-to-know

The bitter truth

🔔

Learning professionals have spent too much of the last 30 years arguing fiercely about which method of learning is most effective!

Sadly, there is little validated peer-reviewed research to prove that any one method of learning is significantly more effective than another!

Run a search for yourself on the DETA database and you will see what I mean!

THE VALUE AND THE PRICE

Why learning and procurement professionals need to team up more closely together than ever before

Where does learning actually take place?

- **In the classroom?**

- **In the workplace?**

- Online?

- **Between your ears!**

It's time for a poll!

Learning is an intangible

You can buy quantitative inputs:

- Durations of course development

- Numbers of courses delivered

- Trainer or coach time

- Seats on courses

- Certifications, as proxy for learning.

But the true value in learning *only flows from its application, expressed through objective measures of performance.*

PLUGGING THE GAPS

How to stop value 'leaking' from a learning solution through optimised alignment, efficiency and effectiveness.

If all established learning formats are equally effective, then where can we seek out and find additional value?
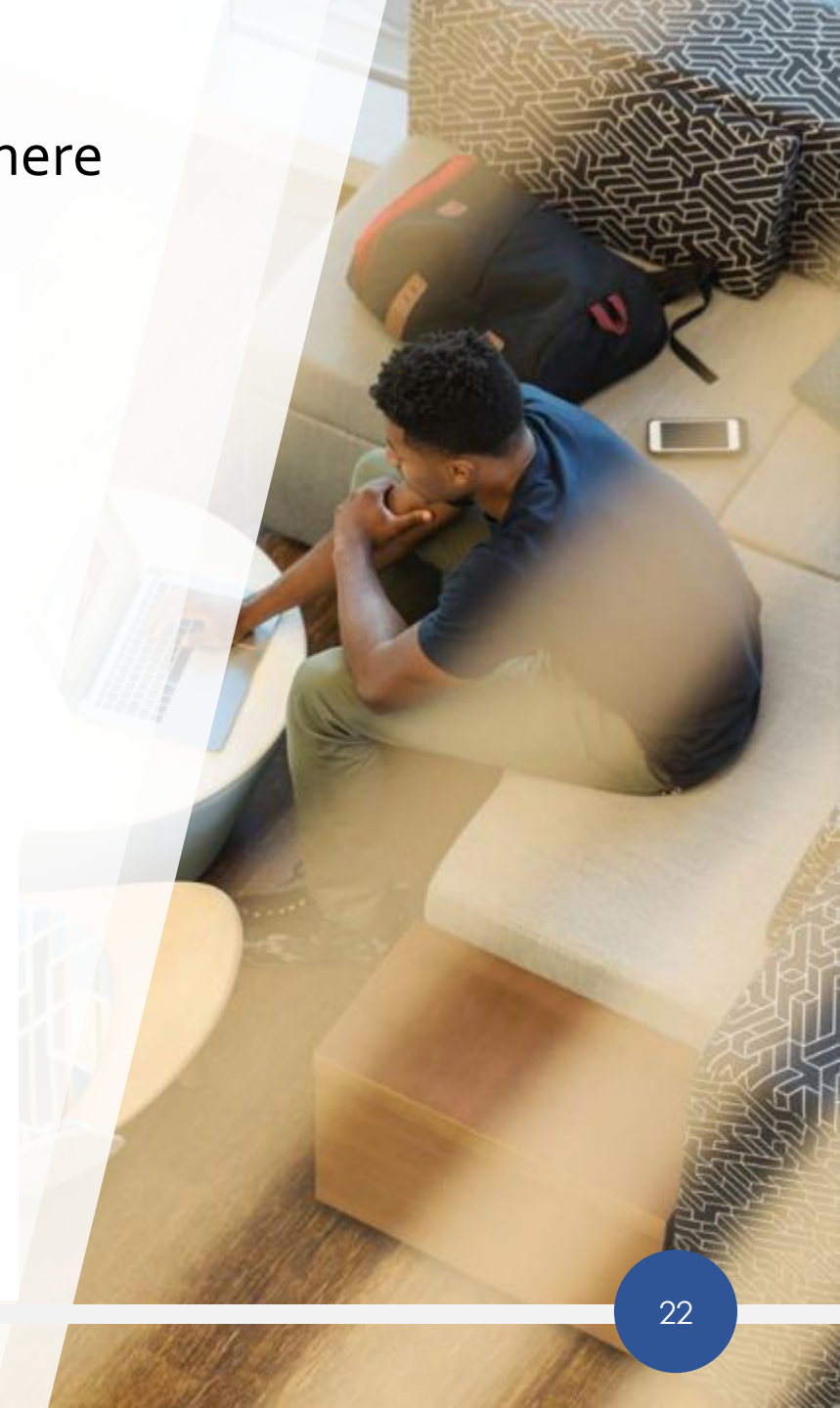
In organisations and wider society, the effectiveness of intervention is rarely the sole consideration.

The 'sweet-spot' we are all seeking sits at a point-of-balance between learning efficiency, economy *and effectiveness*.

If established learning formats are equally effective, then where can we seek out and find additional value?

BUYING BENEFITS

How to build great shortlists and buy benefits rather than features

Balance the need for change

Reasons not to change   VS   **Reasons to Change**

- Preference Stability
- Anticipated Regret/Blame
- Cost of Action/Change
- Selection Difficulty

- Reduce cost
- Improve service
- Improve margin
- Reduce risk

And remember that sales and marketing professionals are trained to disrupt your confidence in the status quo

Specify the benefits you want and not the features you think you need.

- *'**Benefit** – noun- a helpful or good effect, or something intended to help.'*   VS   *'**Feature** – noun - a typical quality or an important part of something.'*

Questions & Answers

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🔗 www.learningaccelerators.com