

LEARNING CONTENT: Making Sense of the CHAOS

We've been witnessing rapid growth in the amount, types, and sources of learning content available to employees. **It's chaos.**

YouTube and other social media content

Conference notes, presentations, and videos

The result: Employees are overwhelmed and exhausted by the sheer volume and variety of all that's available.

Forward-thinking learning leaders realize they can't control the chaos. But they can start to make sense of it—and create some predictability within their orgs—by considering 2 factors in their learning content:

1.

Specific / Generic
How specific is the content to my org?

2.

Durable / Perishable
How long is the content's shelf life?

Based on those 2 factors, learning content falls into 4 categories as shown in the model below. As our model indicates, L&D should focus on different goals for each category.

L&D must help employees navigate the chaos.

Learning content created by subject-matter experts (SMEs)

Learning content libraries

Podcasts

The entire internet

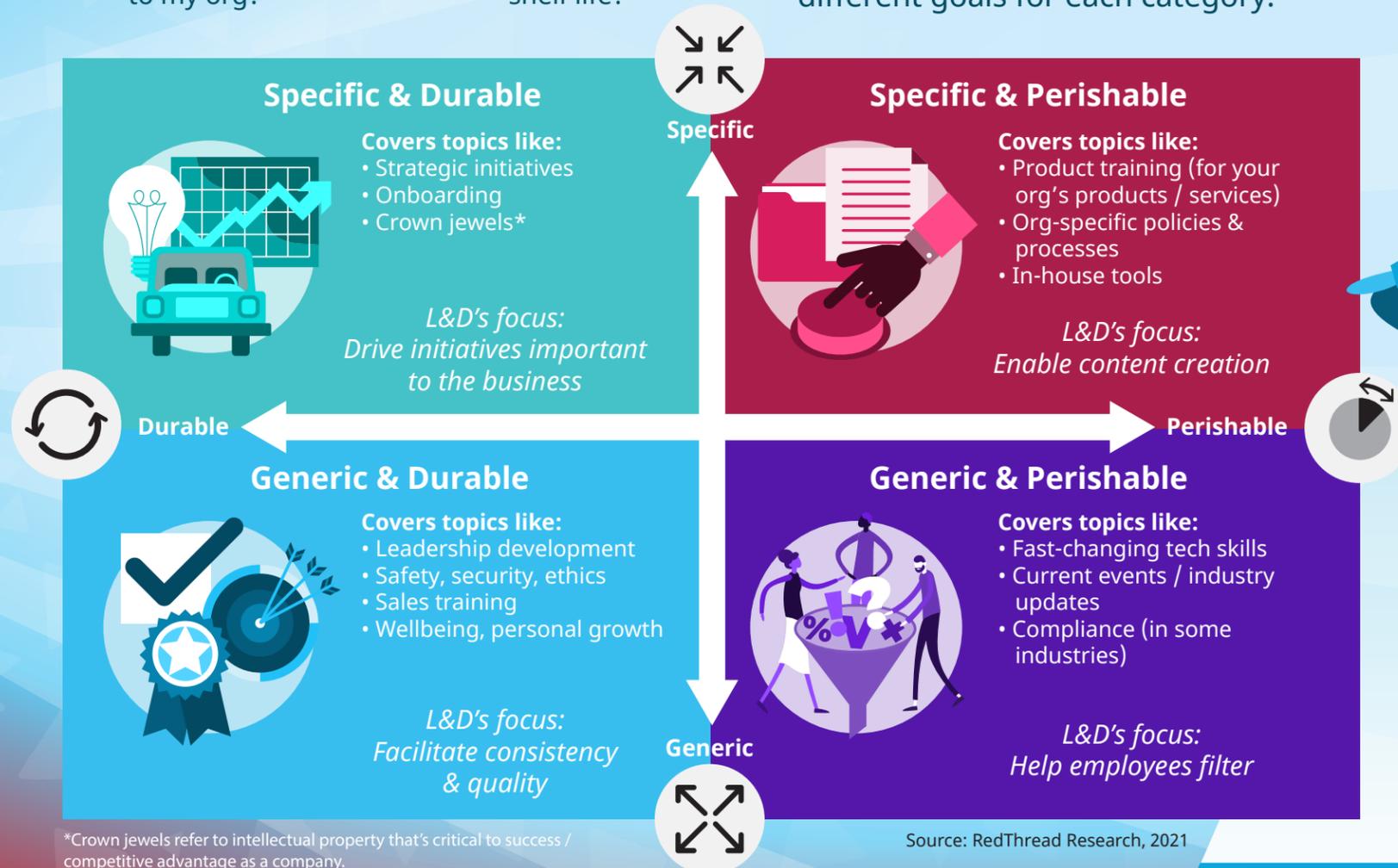
Trade- or industry-specific content

Company reports, policies, strategy docs, etc.

L&D function-created content

Vendor-created learning content (custom or off the shelf)

Subscriptions to learning content aggregators



*Crown jewels refer to intellectual property that's critical to success / competitive advantage as a company.

Source: RedThread Research, 2021



Check out the report, *Learning Content: Embracing the Chaos*, which includes:

- 4 trends in learning content
- Challenges associated with each learning content category
- Immediate and long-term steps L&D can take to address challenges within each category
- Real examples of how orgs are implementing these ideas

Access the report here:
www.redthreadresearch.com/learning-content

