

4 Challenges Facing Training Professionals in 2019



Presenter Details

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 Establishing the learning delivery methods that your learners want

 Staying ahead in a competitive marketplace

 How to do more with less resource

 Driving down increasing costs



Training companies plan to increase focus on ***self-service learning*** in the next 12 months

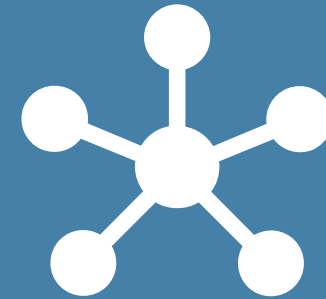
The training landscape is changing:



MILLENNIALS



ON THE GO
DELIVERY



WHENEVER,
WHEREVER

Do you know your ideal learner?



Has your learning delivery evolved?

1

Identify

2

USP

3

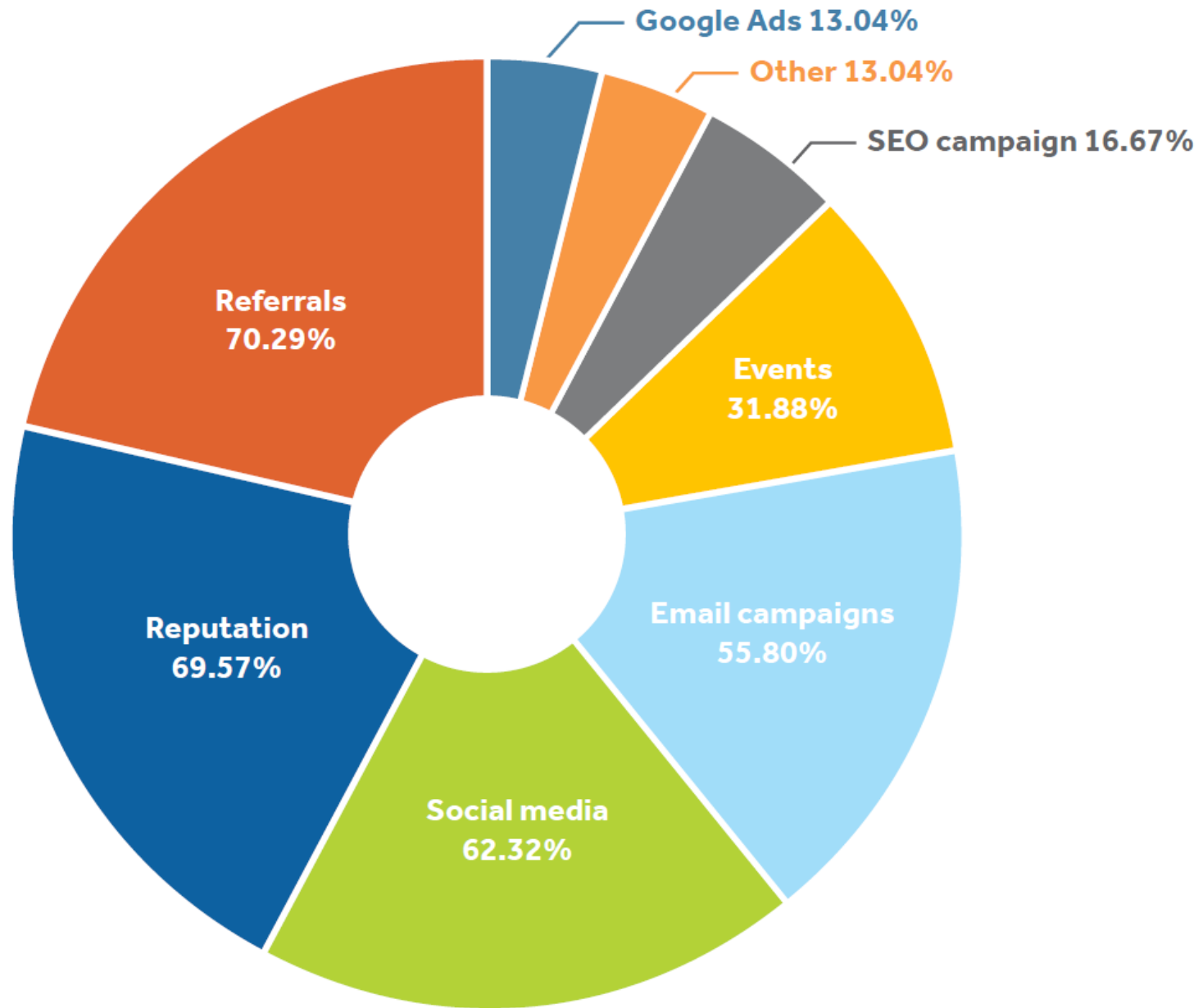
Gaps

4

Plan



70% of training companies are neglecting *digital lead generation tools*



To stay ahead in 2019, you need to embrace digital:

90%

of all traffic originates
from search engines

75%

of people never scroll
past page 1 of search
results

88%

trust online reviews
as much as people
they know

1

Optimise

2

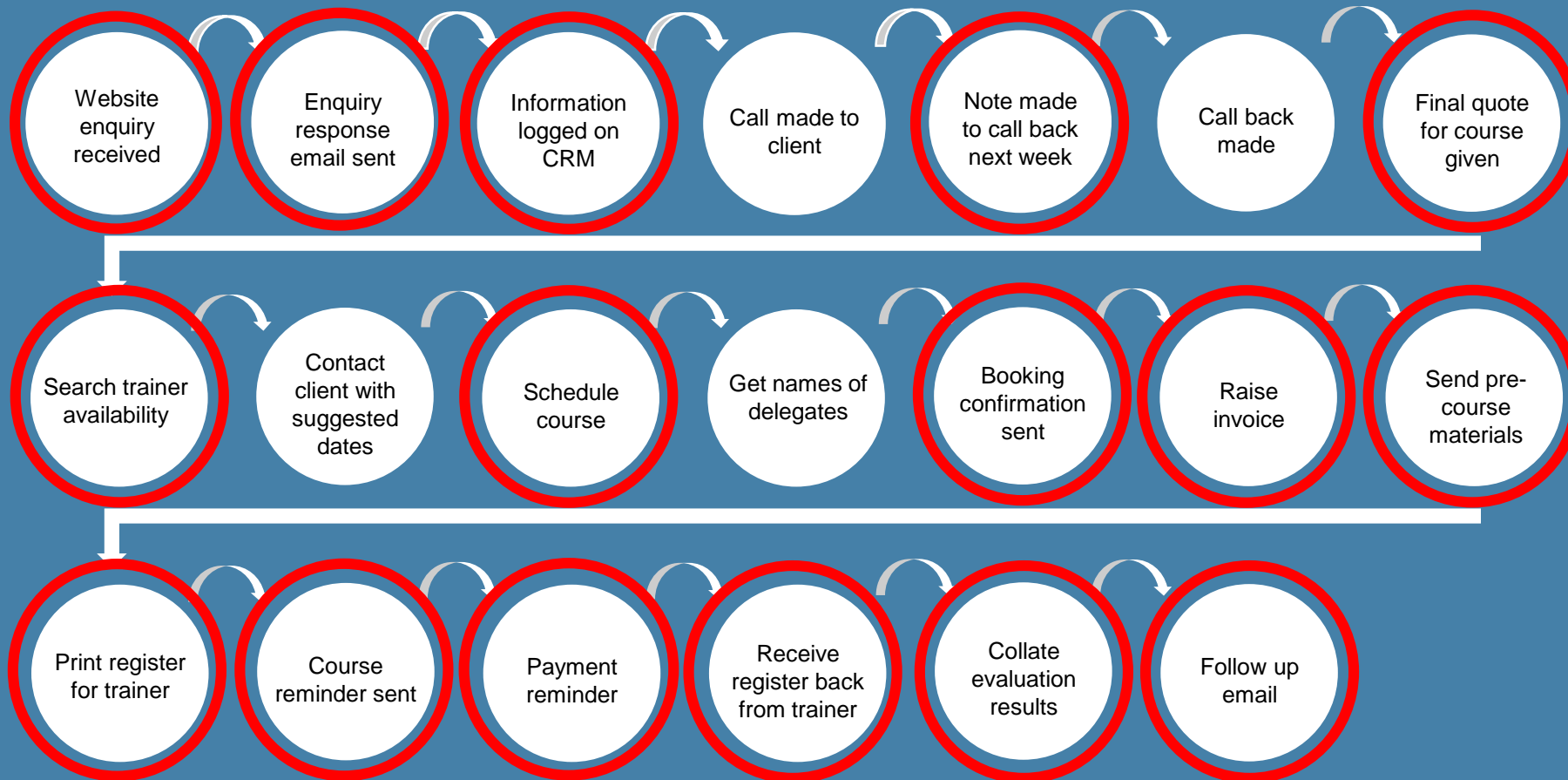
Visibility

3

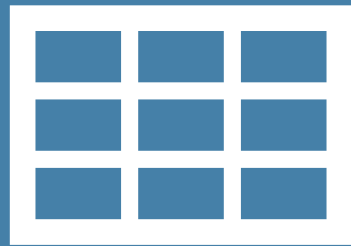
Leverage



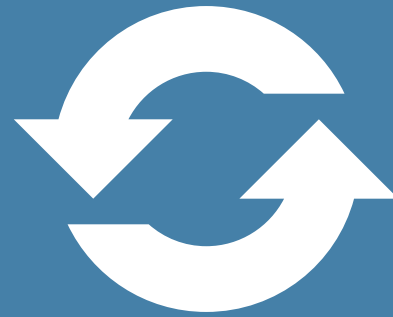
The average training business is spending **26 resource hours** on course administration per week



Process automation criteria:



DATA ENTRY



REPEATABLE



ERROR
MARGIN

1

Map

2

Bottlenecks

3

Plan



Over a fifth of businesses are concerned with ***lack of business oversight***

Business insight is critical for growth in 2019:

3X

To increase profits:
“sell more, increase
margins or cut costs”

8X

Insight driven
companies grow 8X
faster

<29%

Revenue lost per year
due to inefficiencies

PROFITABLE VS POPULAR?

1

Identify

2

Balance

3

Reduce

4

Plan

Planning for a successful 2019:

 Understand your customer

 Utilise digital marketing

 Know your processes

 Identify unnecessary costs

Q&A



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