Training Industry Benchmark 2018: How do you measure up?

Presenter Details

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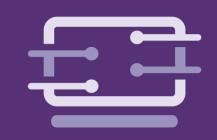
Training companies increasingly expected to do more with less

(lack of resource as a challenge is up 47% since 2016)





sales and marketing will be challenged by the introduction of the **GDPR**



63% of training professionals are yet to invest in **automated** technology



Less than a quarter of respondents felt that Brexit has had an impact on their organisation

Almost four fifths oftraining companies use face



to face training as their primary delivery method



Focus on **online learning** and gamification set to increase in next 12 months





apprenticeship delivery was up 28% since 2016

The Training Industry



Companies focussing heavily on in-house courses with focus not set to switch (main focus of 72% surveyed)



The Training Industry



Focus on online learning greatly increased year on year (up 25% since last year)



The Training Industry



Increased uptake in apprenticeship delivery despite of levy concerns (28% increase since 2016)







60% of respondents are still gathering feedback using paper happy sheets



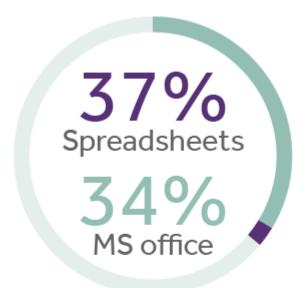




63% of training professionals are yet to invest in automated technology



Technology



Spreadsheets (37%) and other software such as MS office (34%) are commonly used for business management



Sales & Marketing



Reputation and referrals are increasingly important as part of training organisation's marketing strategy

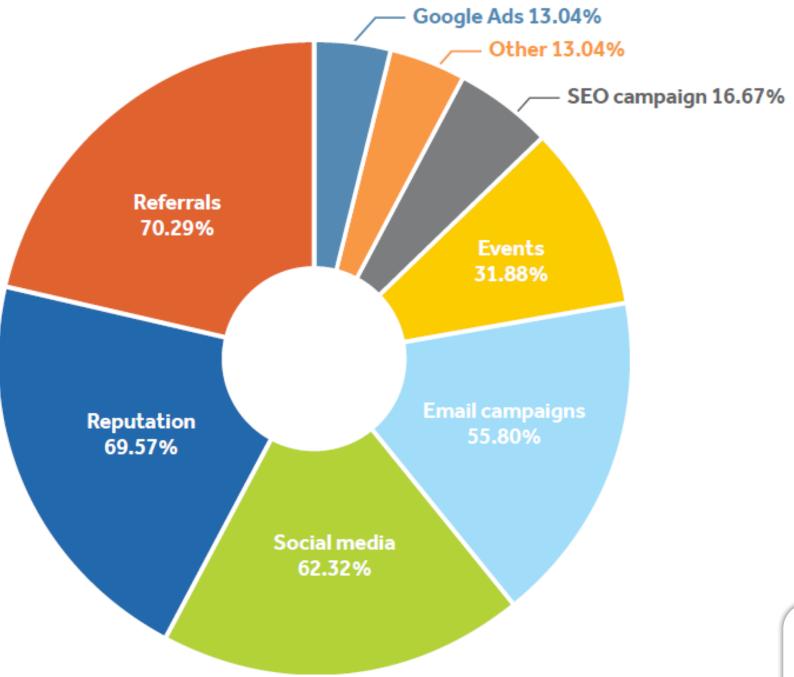


Sales & Marketing



Digital marketing such as SEO and PPC still low on the agenda for training organisations







How would you characterise the state of the training industry today?

Emerging again More money needed moving quickly towards digital Increasing availability of online training Government changes Not a high priority Crowded space In-house training Face to face $\underline{\Theta}$ Lack of consistency 면 Augmented Changing goals Need to balance Lack of apprentices Very difficult Super busy Adapts constantly Funding issues **On-line modules** ing for Poor government decisions Economic climate stifles Room for improvement **a** Lot of changes Industry is booming Roller coaster! challenge to traditional methods **Demand is** Lack of direction Impact on training budgets Utilisation of technology E Huge skills shortage Variety in solutions ⁶ Lack of apprentices Saturated market High expectations Lots of competition





