

# Bringing Learning to Learners: How It Pays to Deliver Training on Their Terms

By Gordon Johnson



Learn how new LMS technologies can maximize your L&D budget while improving employee productivity and customer satisfaction

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# Introduction

Global corporations spend hundreds of thousands of dollars developing training for their employees, customers and partners, but they only use a fraction of it.

This creates an awful ratio—massive amounts of L&D dollars spent versus a small percentage of training consumption and return.

Where are they going wrong?

# How to Put Learning Front & Center

**In today's corporate enterprise there are just too many "destination apps" for employees, customers and partners to visit. It's not that they don't want to take training; rather, it's just that they're too distracted or it takes too long for them to find training in the first place.**

So why not deliver learning to them? Put training front and center as part of their daily workflow.

Easier said than done, right?

Actually, a few forward-thinking learning technology providers, including [Expertus](#), are already there. They've developed several innovative ways LMSs can bring learning directly to learners:

- On frequently visited websites and social media venues
- In preferred CRM platforms such as Salesforce
- Via apps on their mobile devices
- Through direct LMS integration with other enterprise systems

# Easy Ways to Make Training Convenient

**When it comes to training, convenience is key. Again, it's not that learners don't want to take training, it's that they won't take the time to go searching for it.**

Think of it this way...

Let's say it's a very hot day and you want a cold ice tea to quench your thirst. Do you:

- Head to a grocery store,
- Search for a parking spot,
- Walk through several aisles to get to beverage cooler,
- Pick out your tea and then
- Stand in line to pay?

More than likely, you just pull up to the front of a convenience store, walk 20 feet to the coolers, pick your drink, pay and go on your way. In. Out. Done.

Traditional LMSs are like grocery stores with aisle upon aisle of content. However, as training is rapidly transforming from lengthy, detailed formats to small, quickly consumed micro-bites (thanks to the YouTube generation), legacy LMSs are becoming too big to navigate. So people are avoiding them altogether.

That's why Expertus, for example, has spent so much time and money on creating ways to deliver learning to learners. Building their own LMS "quicky mart", if you will.

# How to Deliver Training at the Speed of Need

Modern LMSs, such as [ExpertusONE](#), are designed to be incredibly easy to use. ExpertusONE employs a unique "Groups" feature that proactively drives tailored content to learners. It also has streamlined workflows and an intuitive user interface that makes navigating the LMS incredibly fast for the people who design training and for people who need to take it.

Four other ways ExpertusONE brings learning to learners are:

- 1 Embeddable Widgets**—Places the training catalog where learners spend the most time, such as websites, social media forums, emails, SharePoint and more
- 2 Salesforce**—Provides full LMS access, content and training from within the Salesforce UI
- 3 REST APIs**—Creates direct, two-way integrations between the LMS and other key enterprise systems (HRIS, CRM, SSO, ERP, etc.)
- 4 Mobile**—Offers convenient, on-the-go training access via native apps with offline sync

# Your Three Big Payoffs

Now that we've discussed the "how", let's move on to the "why"—three ways it pays to deliver training on learners' terms.

**Payoff #1**—By making it easy to find and consume training, your learning organization can:

- Minimize wasted learning development expenses
- Become much more efficient with your hard-earned training budgets

**Payoff #2**—Strategically placed training will lead to higher learning adoption and engagement, which will:

- Increase employee productivity
- Improve customer/partner satisfaction and retention (i.e. your sales will go up!)

**Payoff #3**—Employee retention will also spike because of:

- Better, faster onboarding
- Creating a culture of learning

People today want to stay relevant and continually grow their knowledge and skillset to stay marketable. So making it easy and convenient for them to learn, keeps them happy and loyal.

## Summary

More L&D efficiency, more employee and partner productivity and more customer loyalty. Not a bad end game! Maybe it's time to make the move from pushing training to learners to actually embedding it in their daily work life.

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Gordon develops and executes programs that generate the visibility and understanding of Expertus' offerings among target audiences. With 20+ years of B2B marketing experience, Gordon has devoted the bulk of his career to perfecting value-added customer communications, integrated direct marketing and customer interaction programs in learning environments.

If you'd like to discuss how to bring learning to learners in your organization, please contact Gordon directly at [gordonj@expertus.com](mailto:gordonj@expertus.com) or request an ExpertusONE demo at [www.expertus.com/demo](http://www.expertus.com/demo).

### About ExpertusONE

As a trusted learning technology partner, Expertus has built ExpertusONE—the most powerful and intuitive LMS for training any learning audience. The enterprise-class system engages and empowers learners and admins, enhances learning effectiveness and enables distributed learning at scale.