Mastering Hybrid Learning

6 Lessons From The Great Resignation
How to improve employee adoption, engagement, and retention
A Workforce in Transition

Welcome to the next era of learning and development (L&D). The field is undergoing a huge transformation that started even before the pandemic forced companies to rethink in-person training and work from home policies.

L&D leaders are now juggling two forces: hybrid work and the Great Resignation. In September 2021, 4.4 million U.S. workers quit their jobs, the highest number in over twenty years (CNBC). More than half of U.S. workers said they plan to look for a new job next year (Bankrate). This mass departure has created hiring challenges for companies and left millions of jobs unfilled.

At the same time, remote work, especially by white-collar roles traditionally done in an office, remains high. Two-thirds of employees in white-collar jobs (67%) reported working from home either exclusively (41%) or some of the time (26%) (Gallup). In a recent survey, 56% of respondents said adjustable working hours and remote work are a priority (Bankrate).

These trends and the pressures of the moment point to one conclusion: An agile and resilient L&D function is critically important to companies navigating the current situation. Success will hinge on the ability to adapt rapidly to engage employees, foster adoption of learning technologies, and retain workers.
How to Improve Employee Adoption, Engagement, and Retention

While many learning and development leaders believe their current approach addresses these changing demands, most efforts only begin to lay the foundation for a transformation that will directly impact the strength of their business.

The processes and systems they have relied on in the past no longer support the demands of a hybrid workforce. Event-based learning, instructor-led training, and systems that are rigid and static can’t keep pace with a mobile workforce’s needs for new skills and “just-in-time” knowledge.

L&D teams must follow six steps to deliver a modern learning experience to achieve these goals:
1. Focus on the Moment of Need
2. Provide Easy Access to Learning
3. Move With Speed and Agility
4. Foster Collaborative Learning
5. Deliver Personalized Learning
6. Rethink Employee Experience

Hybrid Work Is Here to Stay...

- 45% of full-time U.S. employees now work from home (Gallup)
- Nine in 10 remote workers anticipate keeping remote hours for rest of the year and beyond (Gallup)
- 54% of employees who work remotely say they want a hybrid arrangement (Gallup)

...And Employees Prefer It

- Nine in 10 remote workers want to maintain remote work to some degree (Gallup)
- 56% said flexible working hours and remote work are a priority (Bankrate)
- 3 in 10 employees say they will seek another job if their company eliminates remote work (Gallup)

9 in 10 remote workers want to maintain remote work.
6 Lessons from the Great Resignation

1 Improve Adoption: Focus on the Moment of Need

Modern learning initiatives are designed with the end in mind: How does the initial learning experience tie directly to the moment-of-need?

In this model, learning is embedded in the daily lives of your employees, who transition from consumers of learning content to active participants. For example, a salesperson who can find out the best ways to handle prospect objections just before a meeting and follow up by sharing a “win” story after the sale.

L&D must answer three questions:
1. Are employees ready and prepared with skill development prior to the moment of need?
2. Do employees have relevant learning content accessible at the moment-of-need?
3. Are best practices and experiential learning captured and leveraged across your organization?

L&D Action: Embed learning before, during, and after each employee’s moment of need to improve adoption, expand learning across the workforce, and impact business results.
2 Improve Adoption: Provide Easy Access

Hybrid learning must be pervasive, continuous, and easily accessible, whether it’s delivered through a mobile device, CRM or call center system, email, or other platform.

Successful organizations will invest in a platform that supports hybrid teams with mobile access, video capabilities, peer-to-peer knowledge sharing, and asynchronous learning.

L&D Action: Enrich a hybrid employee’s experience by delivering relevant, targeted, and intuitive learning experiences that are easily accessible in a hybrid environment.

As consumers, we expect to find whatever we need, whenever we need it. We watch videos on YouTube to make a new recipe, find the fastest route from A to B using Waze, and see in real time when our favorite TV show drops a new episode on Netflix. Your employees’ learning experience should mirror this same level of accessibility.

3 Improve Engagement: Move With Speed and Agility

Using traditional methods, the design and development of learning content and programs takes weeks or months. But as the pace of business accelerates and the expectations of your workforce increase, the value of relevance and timeliness begins to outweigh the value of formality and complexity.

L&D leaders must evaluate whether the delivery of their learning programs creates barriers to user engagement and limits the relevance of learning content.

Modern learning initiatives accelerate content and program roll out with agile development and deployment tools. They also decentralize the content creation process with crowd-sourced assets, thoughtful and personalized curation, and reusable, modular learning.

L&D Action: Reduce the formality and complexity of your learning content to eliminate barriers to user engagement and absorption. Enhance learning experiences with timely, bite-sized, user-generated content.
The past year revealed that virtual training is more affordable, less disruptive, and often as effective as in-person.

Improve Engagement: Foster Collaborative Learning

Classroom training isn’t a thing of the past. It’s simply moved (in part) to the virtual realm, creating new opportunities for instructional designers. The past year revealed that virtual training is more affordable, less disruptive, and often as effective as in-person. It also offers the chance to rethink the formal classroom model on which many corporate training programs are based.

At the same time, employees are starting to express learning preferences and make choices about what they want to learn, how they learn, and from whom. Learning content must be designed and delivered in a way that employees feel is just for them and gives them autonomy over their learning experience. As a result, learning paths must include both “top down” formal instruction and “bottom up” agile content that meets employee needs for learning in the flow of work.

Employee-generated content, recorded video, internal SME sessions, Q&As, and webinars are some of the assets now making their way into corporate training. This is creating an environment of peer-to-peer learning in which managers can leverage the collaborative strength of their teams—even when spread out over time zones and locations.

L&D Action: Make sure that employees have the tools and skills necessary to manage change. Forward-thinking companies will create, organize, and share a central repository of collaborative content that is easily accessible throughout the company.

The past year revealed that virtual training is more affordable, less disruptive, and often as effective as in-person.
Employees who receive personalized learning report higher rates of job satisfaction and retention. Today’s data-fueled platforms enable every professional’s experience to be relevant, targeted for their learning path. Both learner profile data and learning experience data can be used to refine and improve ongoing learning and associated outcomes.

For example, analytics that show how often learning modules are accessed—and whether that access is voluntary or mandatory—reveal individuals who may benefit from practice and topics that need reinforcement.

With an increased focus on data-driven learning, organizations can leverage automation and AI to improve learners’ experience, ensure adoption and engagement, and achieve meaningful business results that can be tied to learning initiatives.

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L&D Action: Increase insight into individual, team, and company-wide competencies and skills gaps to drive targeted training and prove ROI. Use AI to deploy, manage, and scale training across the organization to achieve consistent results and improve retention.
Improve Retention: Rethink Employee Experience

Talent retention is one of the constant challenges facing companies, and in the wake of the pandemic, more employees are rethinking their return to the office and looking for new meaning in their work lives. Employees want to feel a sense of connectedness with their peers, but for geographically dispersed organizations, team cohesiveness can be a challenge.

Professionals have increasingly high expectations and are searching for inclusive, flexible workplaces with advancement opportunities. They also expect a more engaging L&D experience adapted to the needs of the modern learner.

According to McKinsey, the flexibility that telecommuting provides has increased employee engagement and overall well-being. Highly engaged employees perform 20% better and are 87% less likely to leave the organization.

In a bid to attract and retain talent, companies are focusing more on the employee experience. Many organizations will be paying close attention to the work environment and company culture and implementing tools to support team cohesiveness.

**L&D Action:** Adopt modern learning and collaboration platforms to help keep hybrid teams connected and build stronger cultures by allowing employees to train, brainstorm, and share knowledge with one another—even when in-person meetings aren’t possible or practical.
Mastering Hybrid Learning With Allego’s All-In-One-Solution

Hybrid workplaces are the future for many. Companies must have an online training platform that meets the needs of distributed teams. These platforms must adapt to the evolving needs of companies, provide access that is device-independent, and allow employees to decide when and where they use the platform.

Allego is built for dynamic learning, content, and collaboration anytime, anywhere. You can empower your organization with mobile, interactive technology built for the way today’s virtual teams work—all through a single platform.

Allego drives success with these key capabilities:

**Content Management:** Create, manage, and optimize content with context for greater effectiveness through cross-team collaboration.

**Onboarding and Training:** Bolster engagement, behavior change, and retention with virtual programs that shorten ramp time and produce measurable business value.

**Coaching and Collaboration:** Target skill gaps with conversation intelligence and point-in-time feedback. Drive team productivity by connecting employees, managers, internal experts, and peers with the knowledge needed to win.

**Launches and Rollouts:** Accelerate product proficiency, drive the use of strategic content, and ensure employees properly articulate key messaging for every customer need.

**Virtual Selling:** Engage buyers virtually at every stage of the sales process with interactive, personalized experiences and content.
About Allego

Allego represents the next era of learning and enablement. Our all-in-one platform ensures that employees have the skills, knowledge, and content they need to optimize team success in a virtual world. In place of traditional training and content enablement tactics—which are rapidly outdated and often ineffective—Allego empowers reps with the activated content they need and the personalized coaching and learning they require for continuous improvement. And it all happens in the flow of their daily work.

Whether it's providing feedback to one another through asynchronous video, or enhancing their skills through AI-powered coaching and peer-to-peer collaboration, nearly 500,000 professionals use Allego to revolutionize the way they onboard, train, collaborate, and sell.

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