



VII EDYCJA E-LEARNING FUSION  
DIGITAL LEARNING & training market NEW  
CONFERENCE & EXHIBITION 2023

14-15 Listopada 2023  
**WARSZAWA**

**Focus on Results. Key Corporate Training Trends in  
2023.**

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Organizator:



# Focus on Results

Key Corporate Training Trends in 2023



# Today's Discussion

01

Continuous  
Learning

02

Microlearning

03

The Importance of  
Metrics and Tracking  
KPIs

# Today's Discussion

04

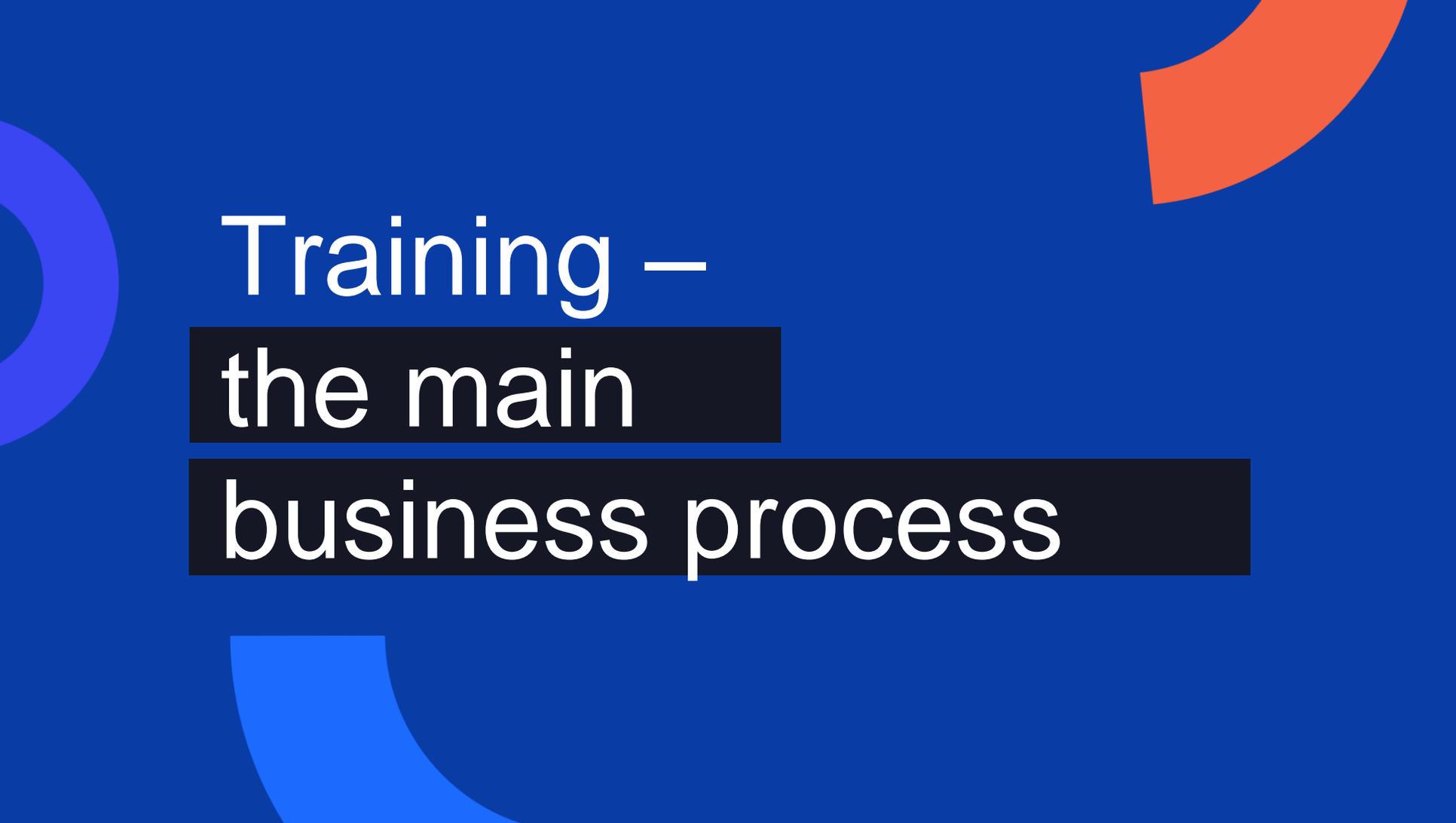
Teamwork and  
Communication

05

How companies  
approach internal  
PR training

06

How Businesses  
Motivate Employees  
to Learn



Training –

the main

business process

# Top 5 Corporate Training Programs

\*multiple-choice question

Employees Onboarding

83%

Knowledge Check

71%

Product Training

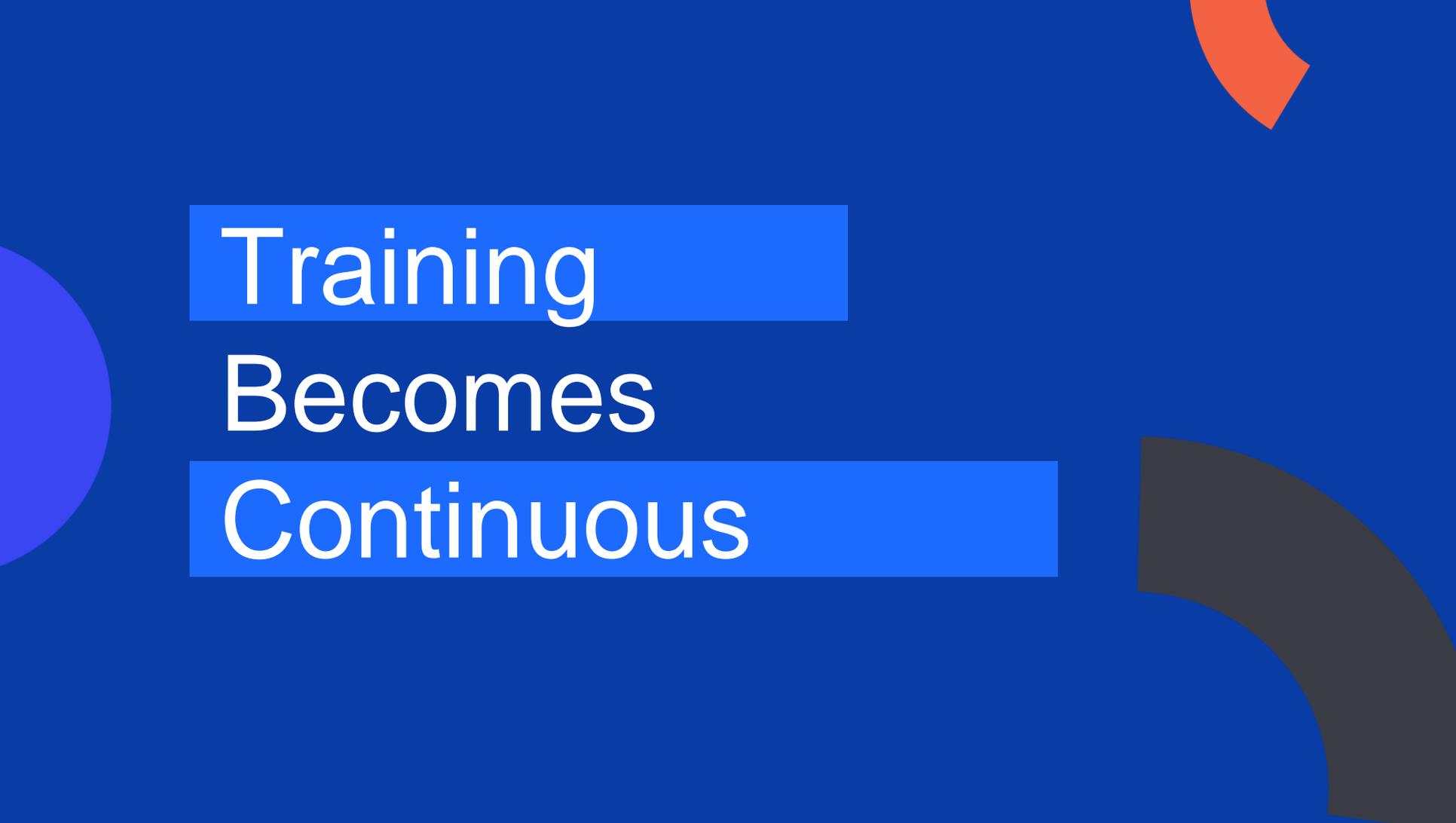
63%

Building Knowledge Base/  
Consolidating Expertise

54%

Compliance Training

44%

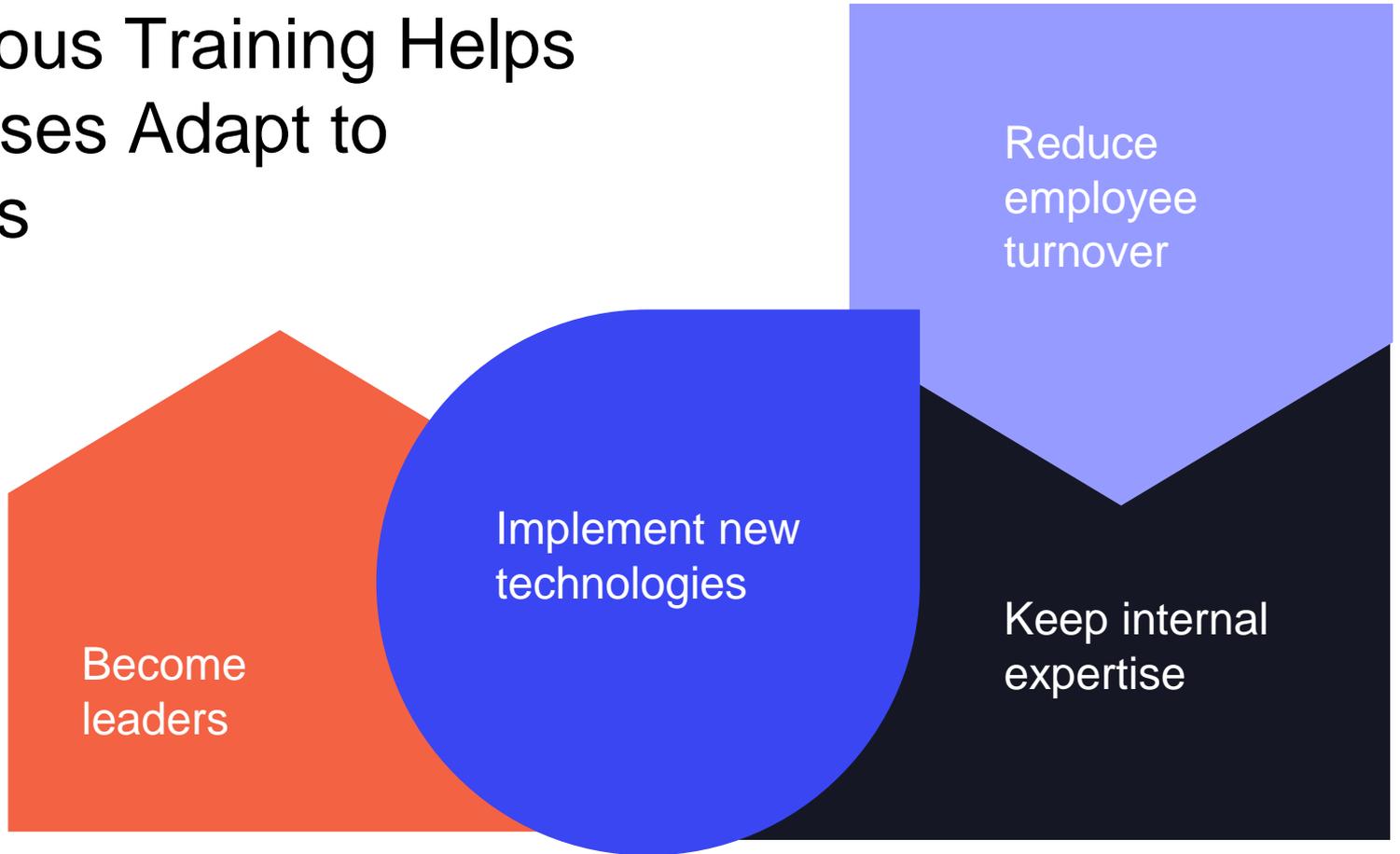


Training

Becomes

Continuous

# Continuous Training Helps Businesses Adapt to Changes





Content

on the Front Line  
of Online Training

# The Most Popular Content Formats

**86%**

Slide courses

**81%**

Tests and practical  
exercises

**73%**

Videos

# Business-Created Content is a Strong Approach

**84%**

Develop all content in-house

**16%**

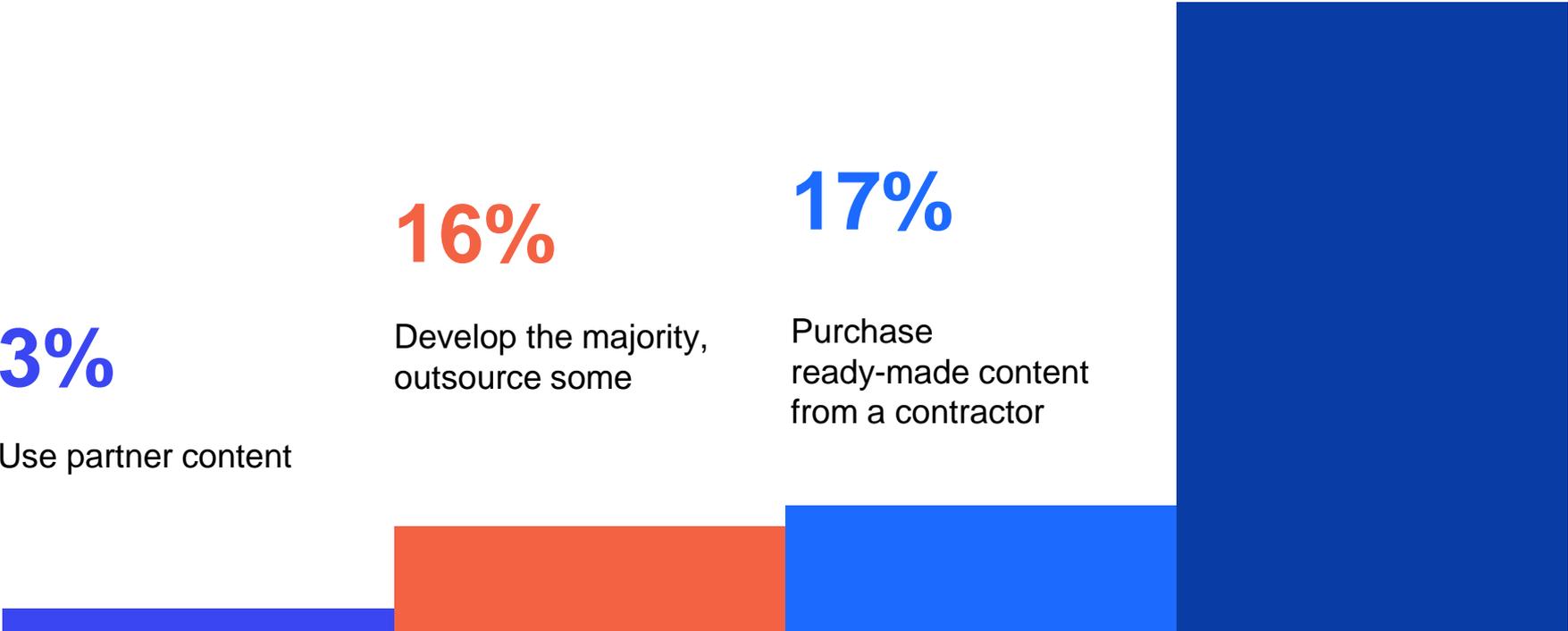
Develop the majority, outsource some

**17%**

Purchase ready-made content from a contractor

**3%**

Use partner content



# Creating content yourself - easy

The image shows a presentation software interface. On the left, a slide titled "HOW WE COMMUNICATE: KEY PRINCIPLES" is displayed. The slide content includes:

- Be open-minded.** As a team, we have common goals to meet, so everyone is free to express their beliefs and share any ideas or suggestions. Practice positive intent, active listening, and empathy.
- Discuss any difficulties right away.** If you can't come up with a solution and feel stuck, don't worry! Just ask for advice. Don't be embarrassed to ask your supervisor or teammates questions.
- The team is always ready to support you.** Whenever you feel you won't be able to finish an important task on time, don't leave it until it's too late and becomes an emergency. Let your mentor know about the situation beforehand so your teammates can help you meet the deadline and the result won't be affected.

A photograph of hands writing on a notepad is positioned on the right side of the slide. The presentation software interface includes a top bar with "Marker Tools" and "Resources" buttons, and a bottom bar with a play button, "1x", "CC", and "Next" controls. A slide navigation pane on the right lists six slides, with the fourth slide, "4. How we communicate", highlighted in orange.

The second part of the image shows a tablet displaying a slide about ergonomics. The slide title is partially visible as "Computer technology". The content includes:

- MONITOR:** Position the monitor at eye level to avoid neck strain.
- ARMS:** Keep shoulders, elbows, and wrists in a straight line.
- CHAIR:** Choose a chair with a backrest and adjustable height.
- FEET:** Feet should be flat on the floor.

A diagram illustrates a person sitting at a desk with a computer monitor. Labels indicate "MONITOR" at eye level, "ARMS" in a straight line, and "FEET" flat on the floor. A checkmark icon is next to the diagram. Below the diagram, the text reads: "Spend hours a day in front of a computer monitor without thinking about the impact they physically stress their bodies daily by extending their wrists, slouching, slumped foot support, and straining to look at old monitors. It help you prevent injury."

Below the diagram, the text reads: "Backrest position The backrest should fit comfortably at the small of your back providing support to your lower back."

Below that, the text reads: "Keyboard height The keyboard should be a comfortable height from the top of the table to the surface of the space bar or bottom row of keys. The keyboard needs to be adjustable as everyone has different needs."

The tablet interface also shows a bottom bar with a play button, "8 / 13", and system icons.

Microlearning:

A Unique Approach  
to Developing Skills

# Mastering New Competencies Through Microlearning

COMPETENCE	MICROCOURSE	Ability to connect with a subordinate
	MICROCOURSE	What is active listening
	MICROCOURSE	Three main feedback models
Ability to Give Feedback		

# MICROLEARNING: SMALL STEPS TO BIG SUCCESS

Yes, good morning. I want to cancel the last transaction on my credit card. Someone has stolen my money!

- 1 Thank you for contacting us! When did you notice that some money was missing?
- 2 Thank you for calling us today! Please visit your local branch and request an account statement.
- 3 Thank you for your call. Will you please specify how much money has been stolen?

PowerPoint

File Home Insert Design Transitions Animations Slide Show Review View Help iSpring Suite 10 Tell me what you want to do

Record Audio Record Video Manage Narration Quiz Role-play Interaction Screen Recording YouTube Web Object Slide Templates Characters Objects Backgrounds Icons Slide Properties Presentation Resources Translation Player Preview Publish

## HOW TO HIT YOUR FIRST-WEEK GOALS

- 01. Stick to the plan**  
You'll work on real projects, from day one, and your personal plan will help you focus and hit your first targets.
- 02. Set up milestones with your mentor**  
This will help you focus on key deadlines and adjust the internship plan if needed.
- 03. Get the resources**  
Your mentor will provide you with the links, checklists, and instructions you might need to get started.
- 04. Agree on the results**  
Discuss your key goal and the desired outcome of your internship with your team lead.



Metrics are  
the Foundation

# Over 70% of Companies Measure Training Effectiveness

5%

No, there's no need



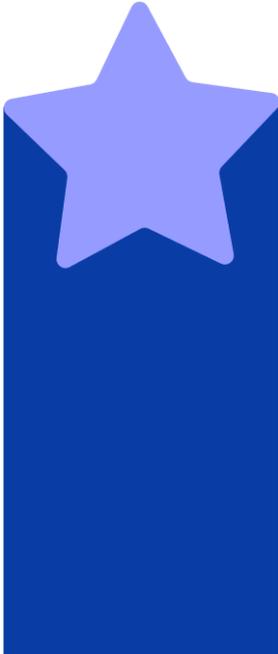
21%

No, but we plan to



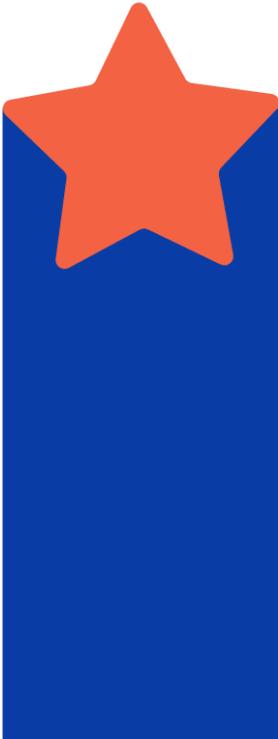
35%

Yes, but only upon request or as needed

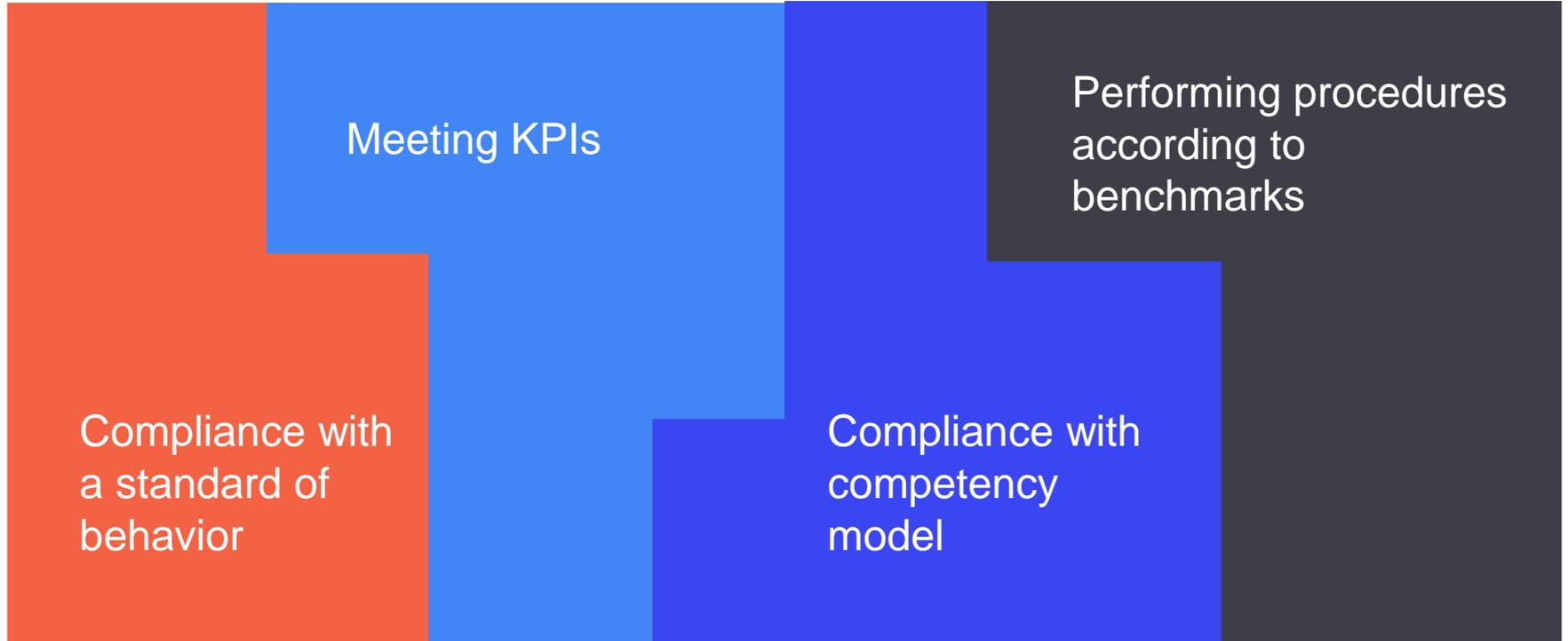


39%

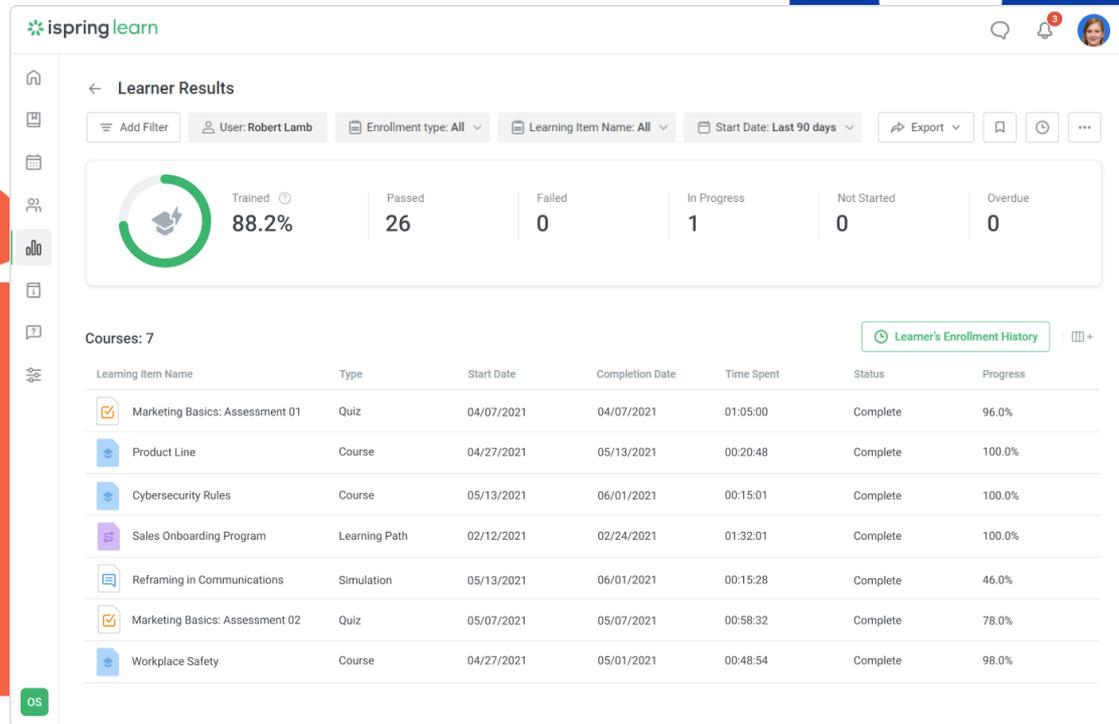
Yes, regularly



# Which Business KPIs Does Training Most Affect



# THE LMS ALREADY HAS BASIC ANALYTICS





Internal PR:

An Essential Part  
of Training Projects

Half of respondents conducted PR campaigns for trainings or advise doing so at the start



**36,2%**

held special events to familiarize employees with the online learning platform

**27,1%**

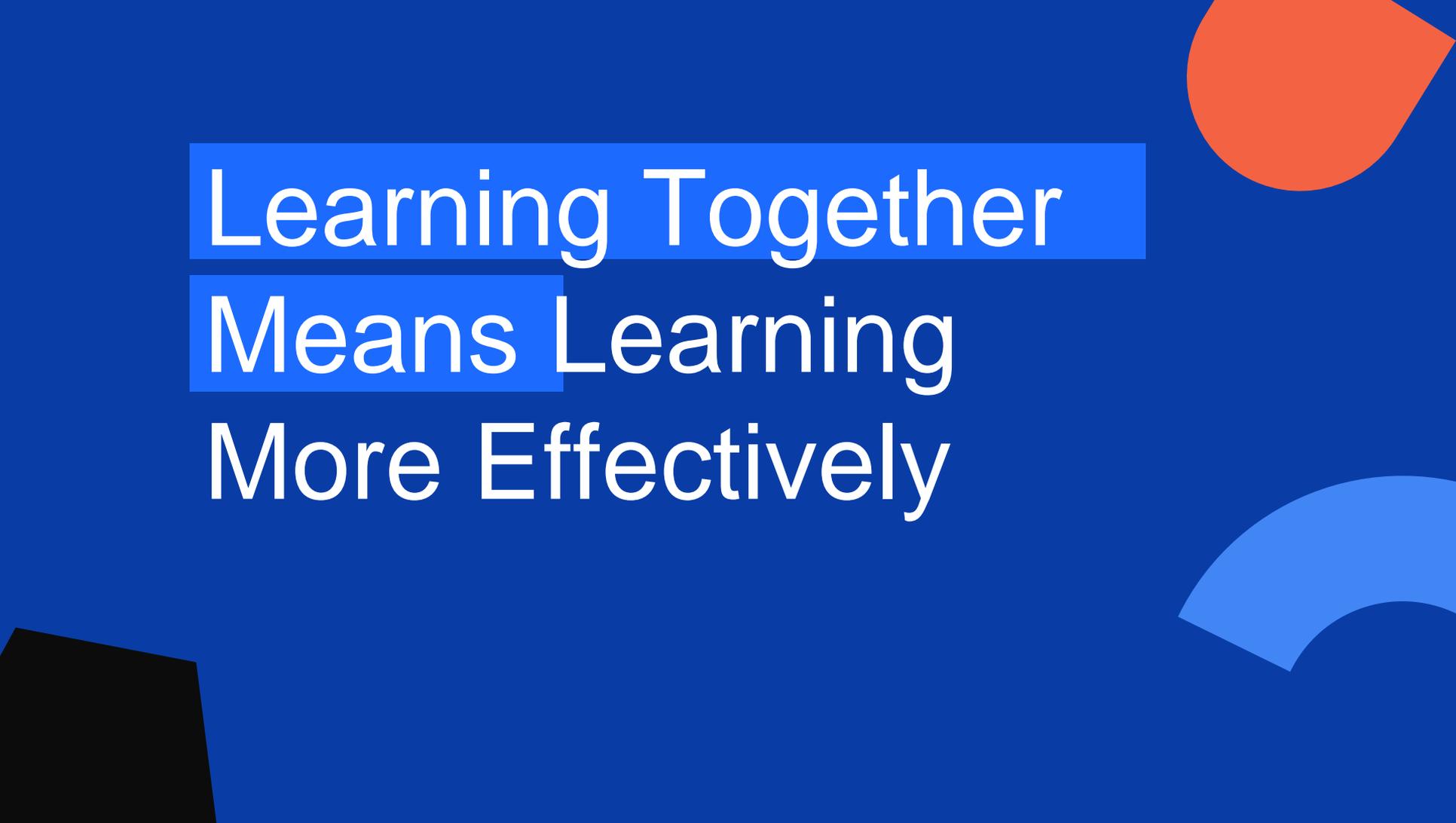
limited themselves to corporate newsletters and that was sufficient

**19,3%**

did not conduct, but, based on previous experience, advise starting with a PR campaign

**17,4%**

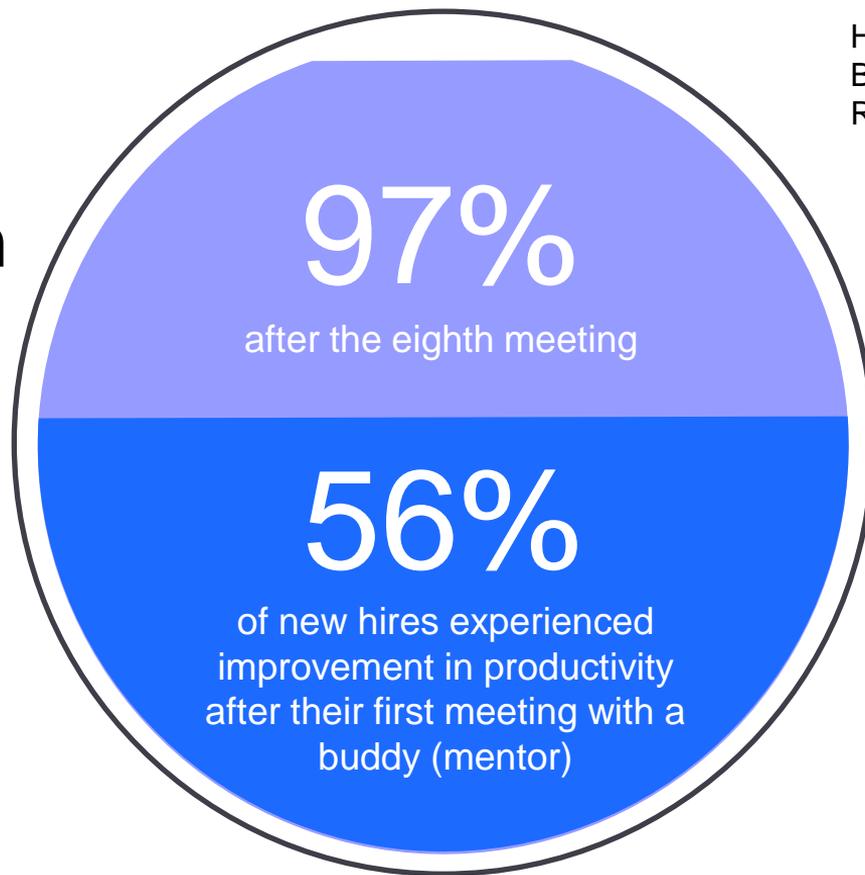
are undecided



Learning Together  
Means Learning  
More Effectively

Even with  
technology, people  
need people to learn

**Over half** of new hires  
report improvement in  
productivity after their first  
meeting with a mentor

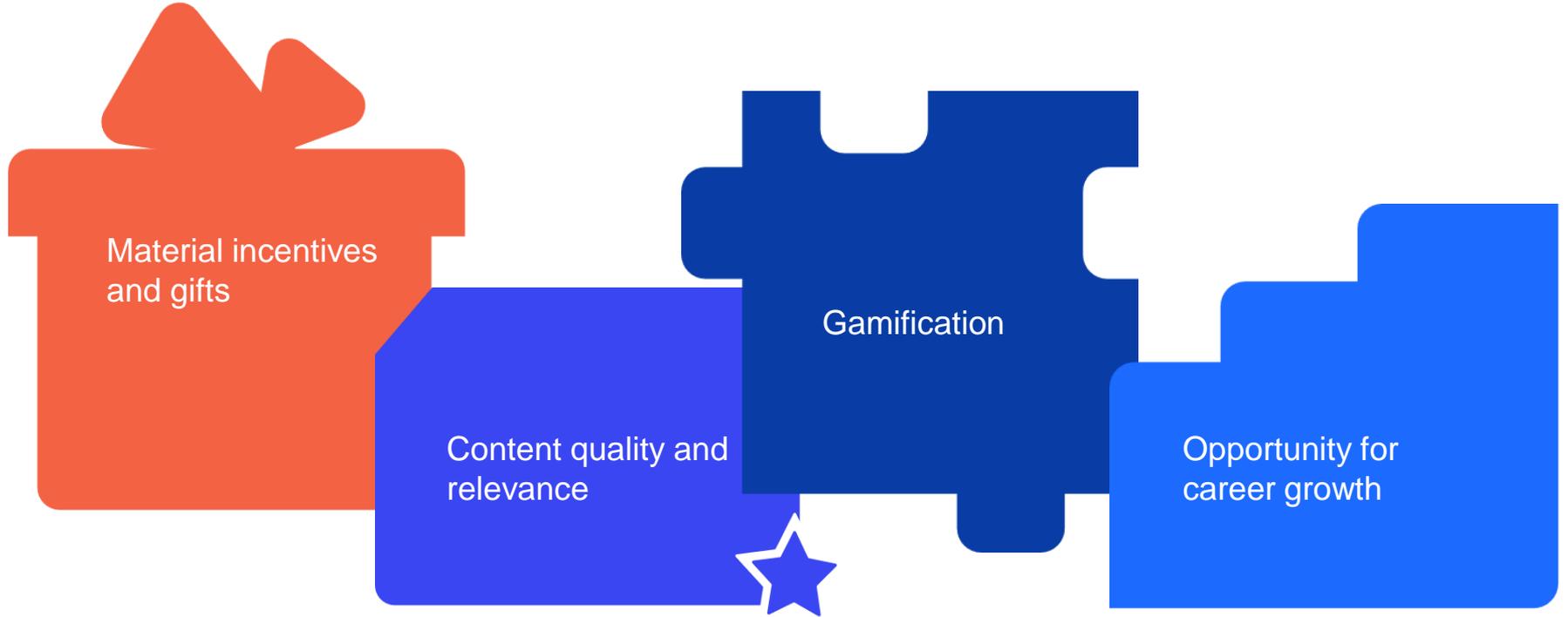


Harvard  
Business  
Review



Care  
stimulates better than  
penalties

# The most popular methods of motivation



# Summary

**01** Businesses and their employees need continuous training. With an established training system, it's easier for companies to retain personnel and their market position.

**02** Microlearning is a unique approach to developing skills and micro-courses are stand-alone, holistic content.

**03** Internal PR is an essential part of any training project.

**04** Feedback from colleagues and mentors and collaboration help improve training effectiveness.



**Ready to answer  
your questions**

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# E-LEARNING FUSION 2023

Organizator:

Digital  
Learning  
Centre



Let's Fintech

