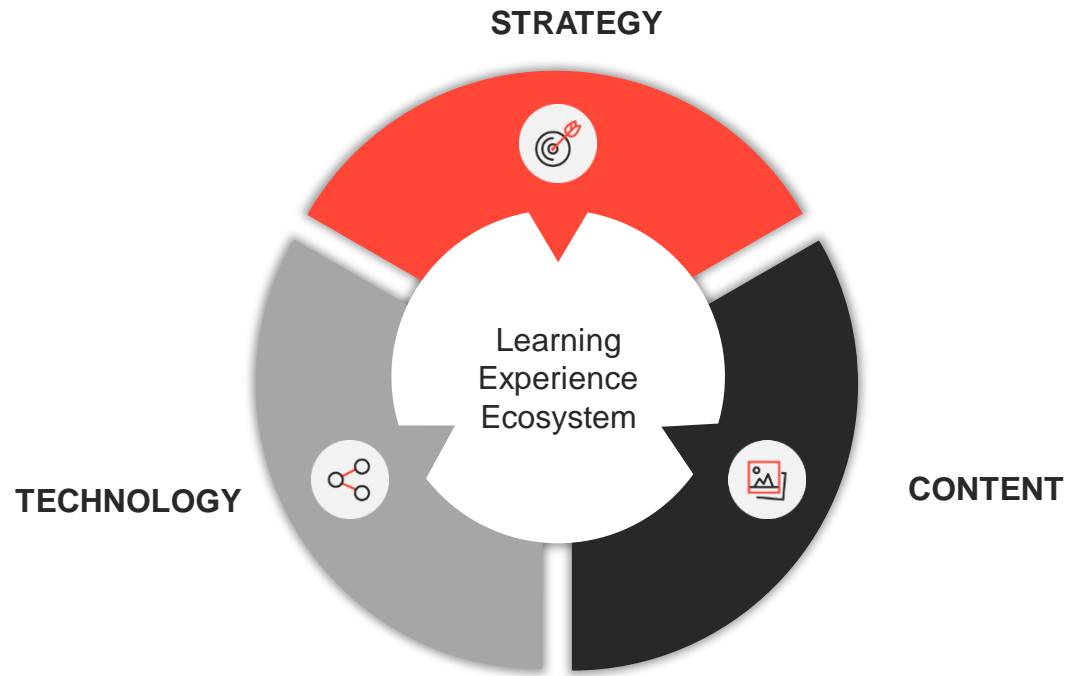


Learning Analytics neu gedacht

Durch Weiterbildung
Unternehmensziele
erreichen

imc AG – at a Glance



12 Standorte weltweit

20+ Jahre Markterfahrung

> 10.000.000 Lerner weltweit

300+ Mitarbeiter

5.000 realisierte E-Learning-Projekte

98% Kundenbindungsrate

15% durchschnittliches Wachstum pro Jahr



Why Learning ?

**Future-proof your People
to
Future-proof your Enterprise.**

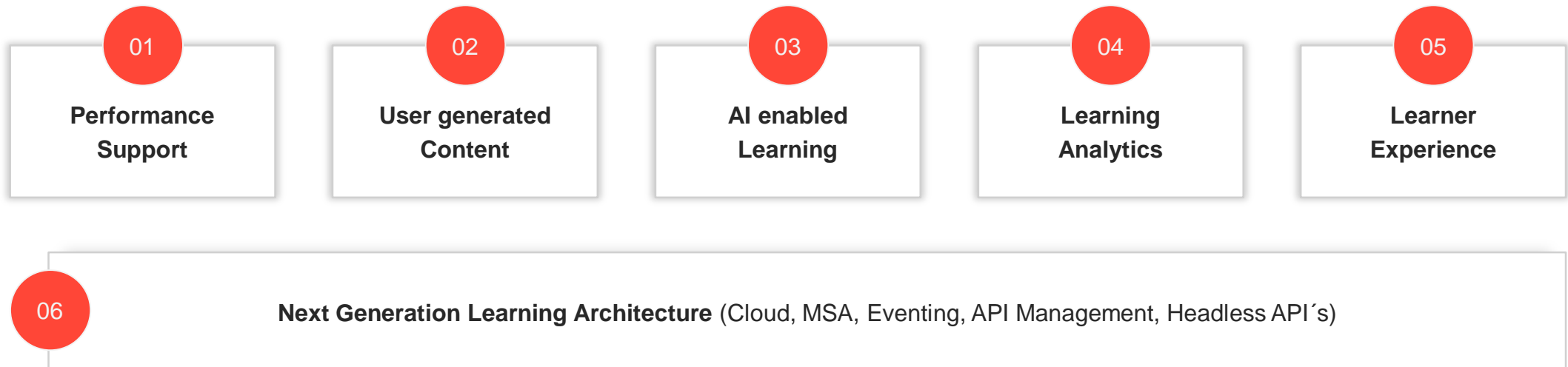
Learning in the Digital Age

- **Companies don't have the skills they will need to succeed in the digital area.**
- **New skills will emerge faster, than traditional universities can address them.**
- **Upskilling and reskilling are a digital imperative.**
- **In the digital age the fastest learners will be the most successful employees.**
- **Learning needs to be in the center of everything we do.**
- **Connecting the learning curve with the earning curve (business outcome).**

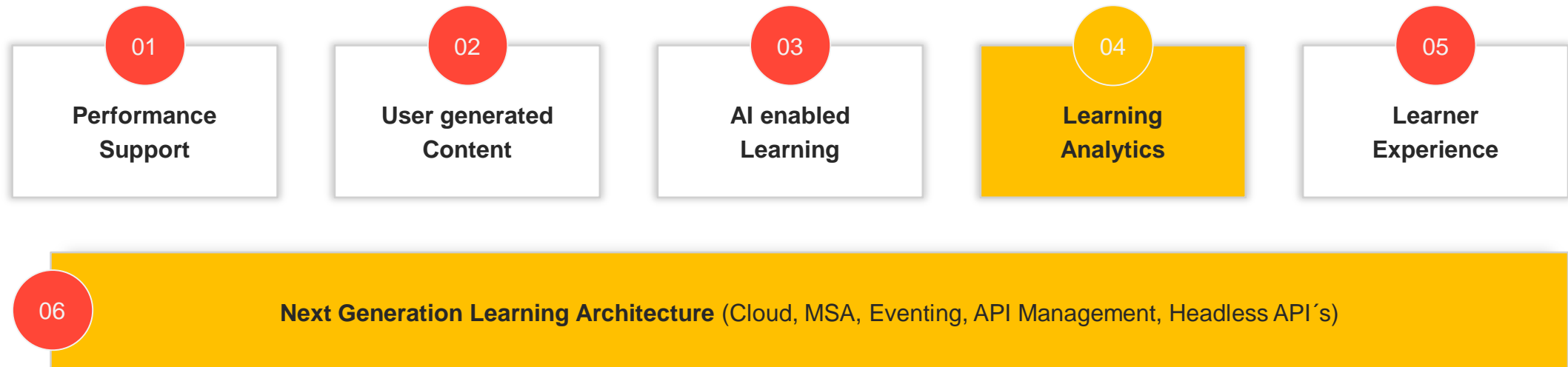
The Digital Learning Experience

- Personalization (dynamic pathways)
- Continuous (lifelong)
- Embedded (real time)
- Outcome driven (learn to earn)
- Community (group)
- Microburst
- Ease of use/access

Trends in Digital Learning



Trends in Digital Learning



Learning Promise

Learning and Development lead to higher employee competencies and skill levels.

Higher competencies and skill levels lead to increased employee performance and productivity.

Improved performance and productivity lead to better business outcomes.

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Higher competencies and skill levels leads to increased employee performance and productivity.

Improved performance and productivity **lead to better business outcomes.**

Key question:

What is the impact of learning and development on employee and business performance?

Learning Analytics Today

Today's Metric

- Number of course completions
- Number of certifications
- Hours of training per employee
- Amount of reskilling activities
- Pass/fail rates
- ...

**But what is the
derived value
regarding business
outcomes?**

How to measure Business Outcome?

Executives want to know the impact of training to:

- 1 Revenue per employee
- 2 Profit per employee
- 3 Employee productivity performance
- 4 Reduction of voluntary turnover
- 5 Customer satisfaction
- 6 Customer retention rate
- 7 Speed of employee development
- 8 Employee satisfaction

Types of Learning Analytics

Descriptive Analytics

WHAT HAPPENED?

- Trends in annual course completion
- Pass rates for the past 3 years
- Learning results by region, business unit, ...
- ...

Diagnostic Analytics

WHY DOES IT HAPPEN?

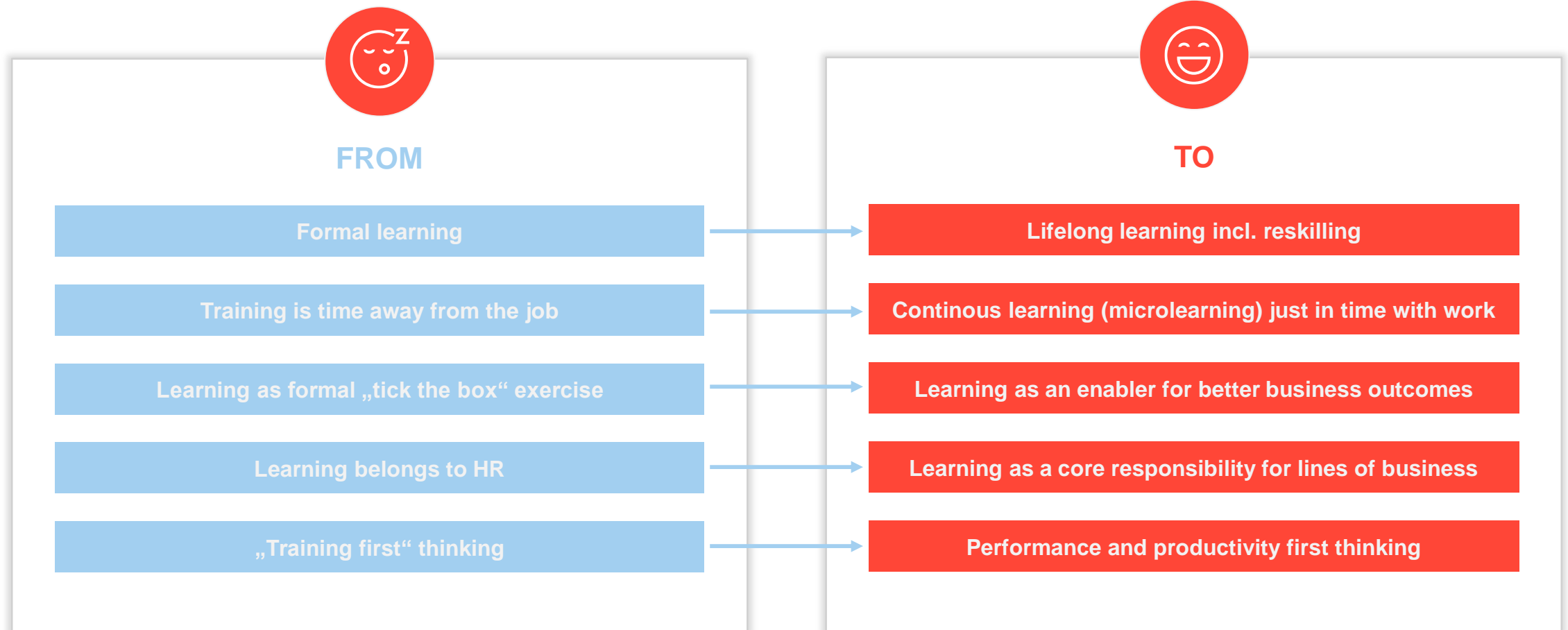
- Why have completion rates varied by region or business units?
- Why do we see higher turnover when employees didn't take training in 6 months?
- ...

Predictive Analytics

WHAT WILL HAPPEN?

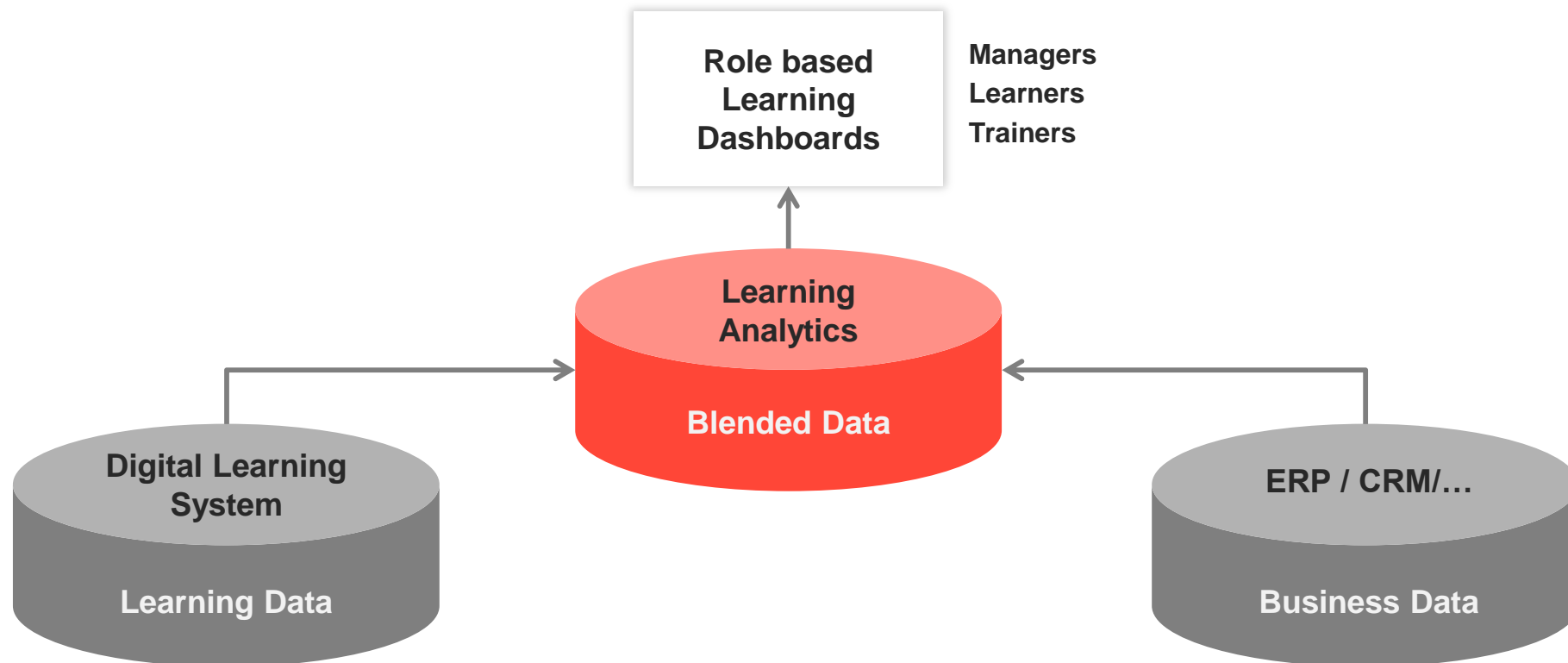
- If an individual role goes through a specific learning path, what would be the likelihood of success?
- What is the most probable next job for an employee?
- If an employee takes these three courses, what would be the impact on performance?

We need a New Learning Mindset



Learning Analytics

Linking learning data with business data



- My dashboard
- KPIs monitor

- Financial
- Customers
- Processes
- Employees

- Learning impact

- Content

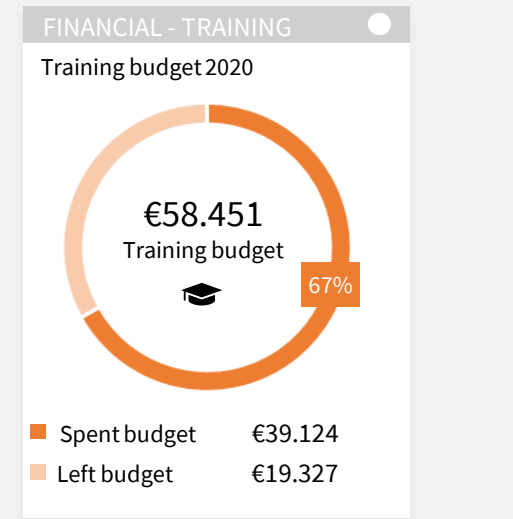
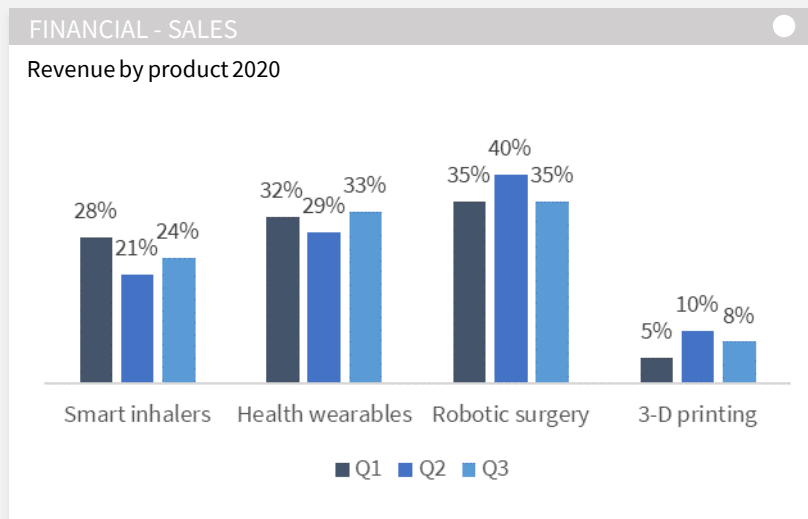
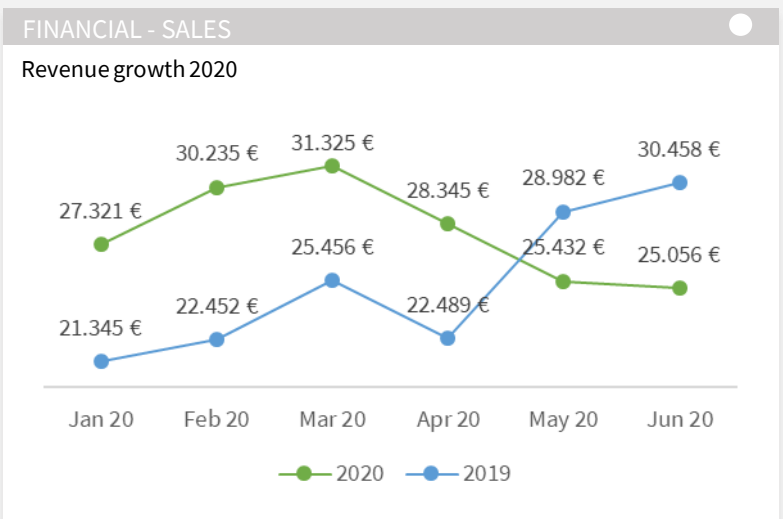
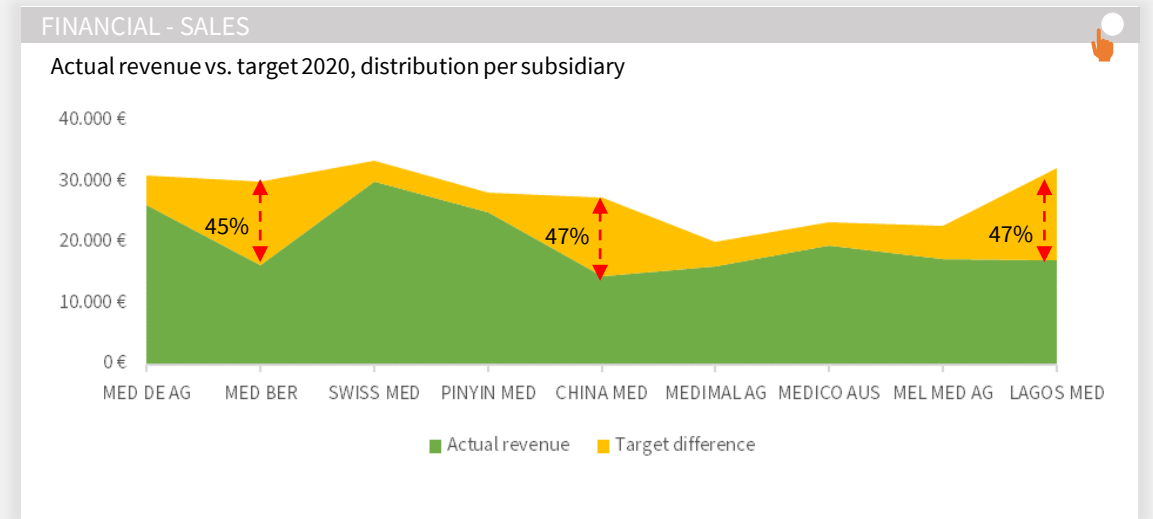
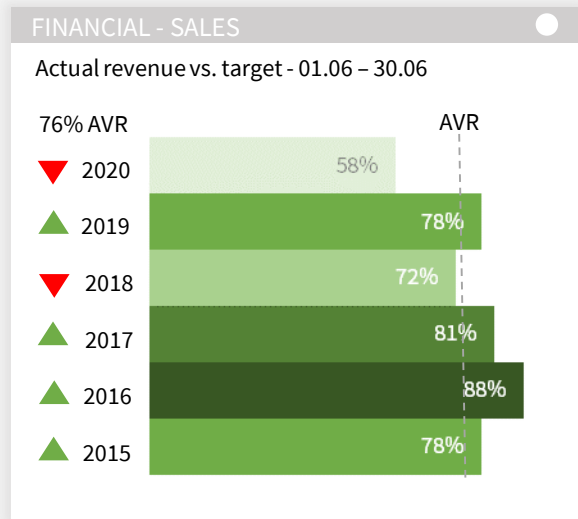
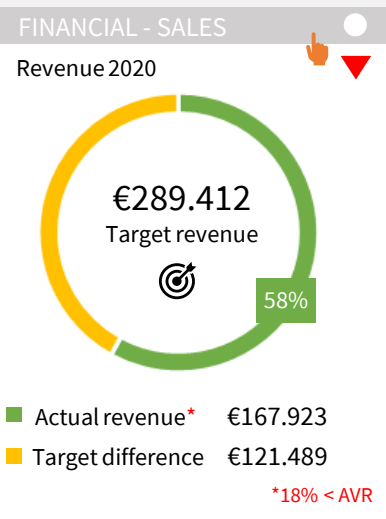
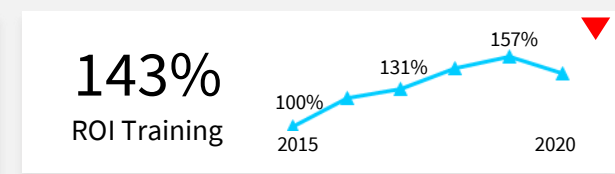
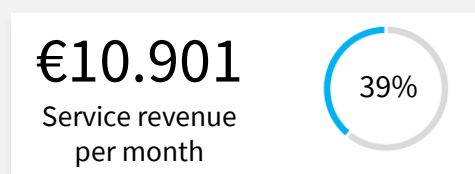
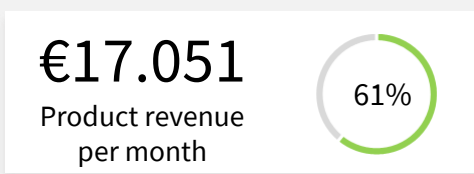
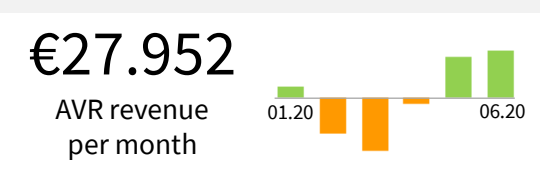
- Learning interventions

- Learners

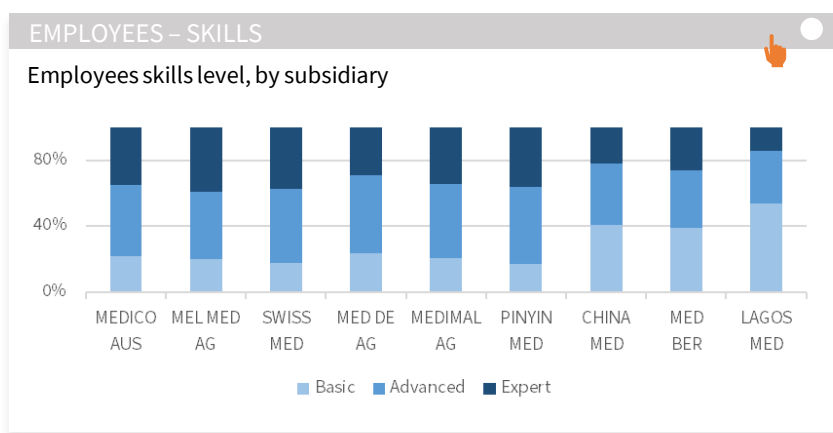
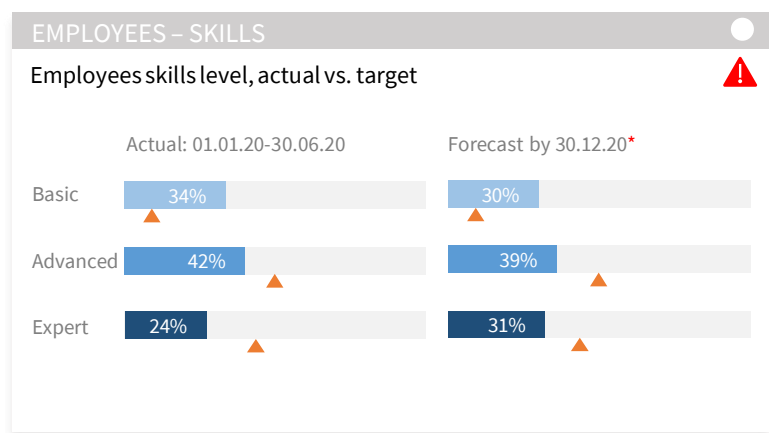
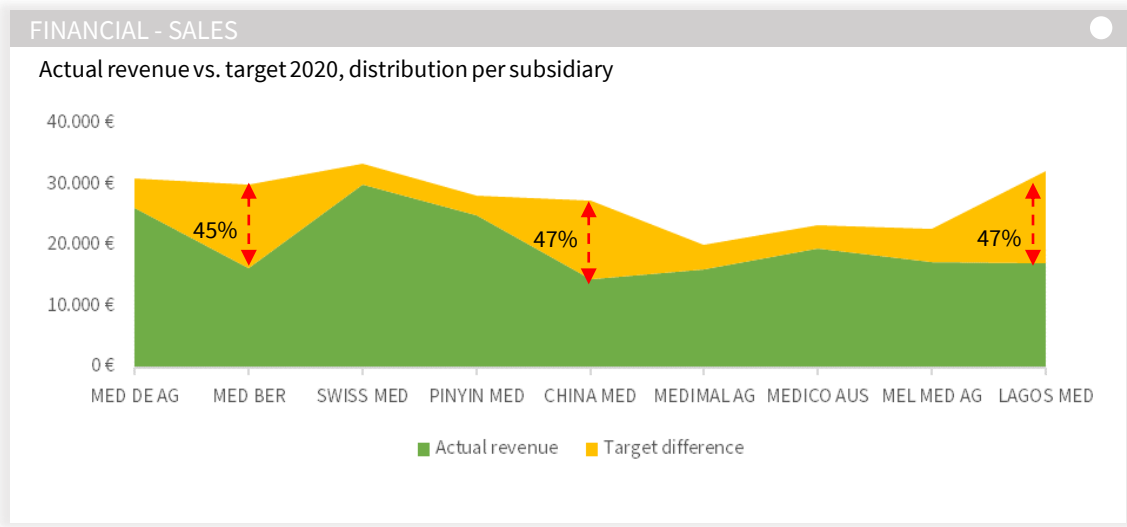
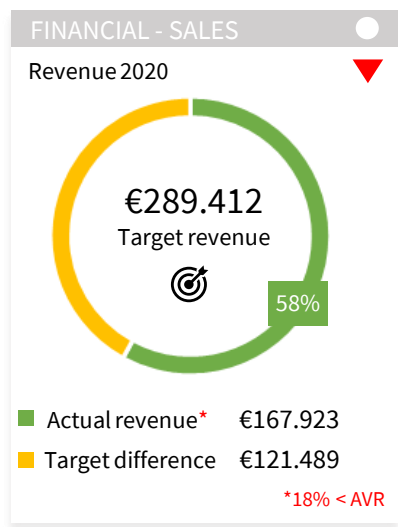
- Compliance

- Certification

- Settings

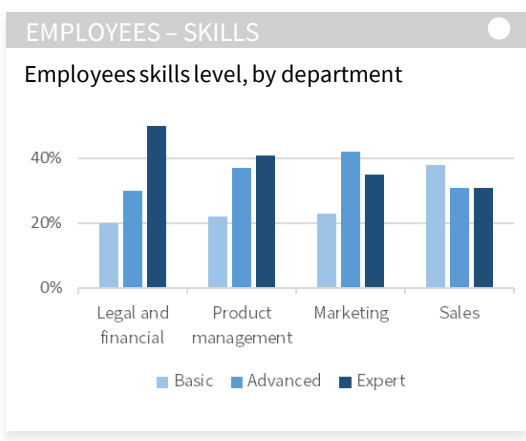
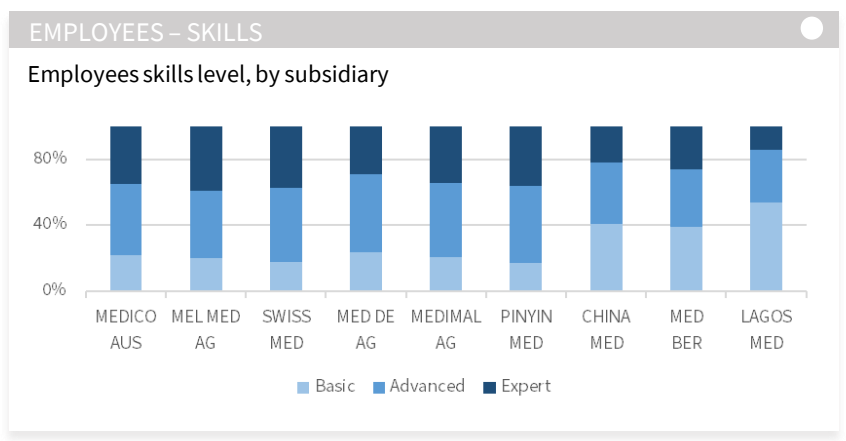
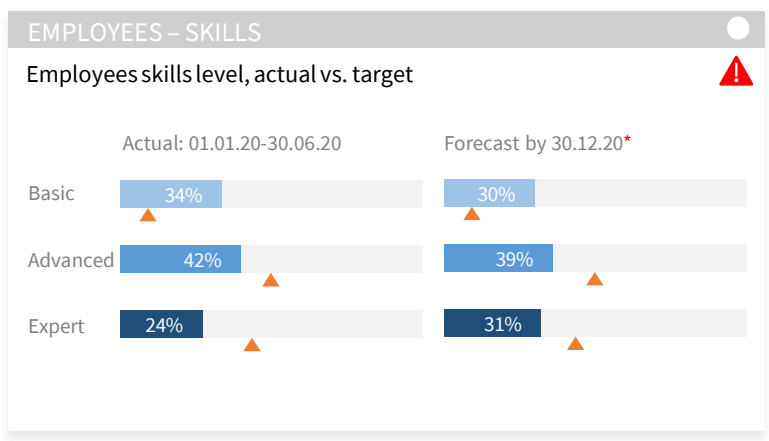
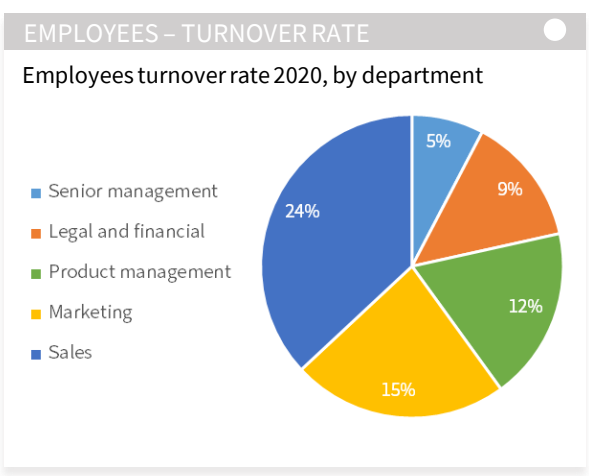
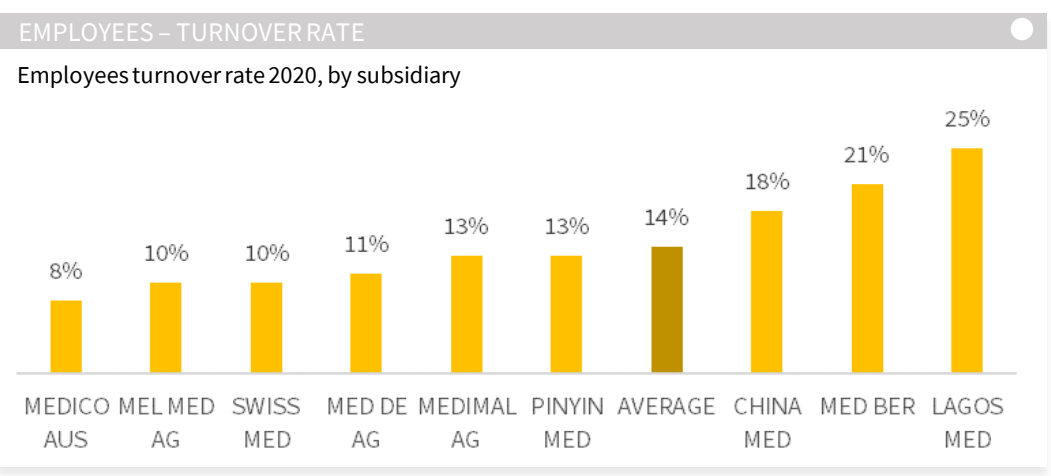
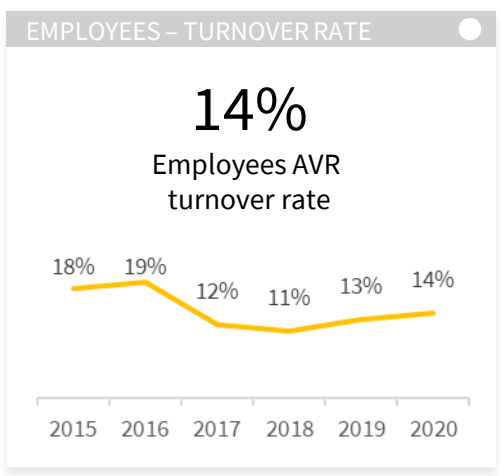


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- Learning impact
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- Learning interventions
- Learners
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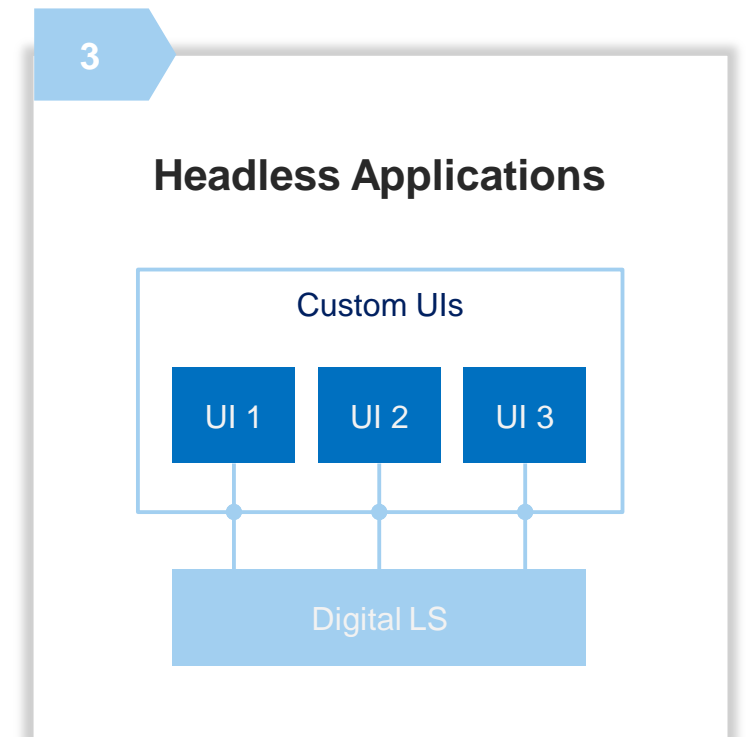
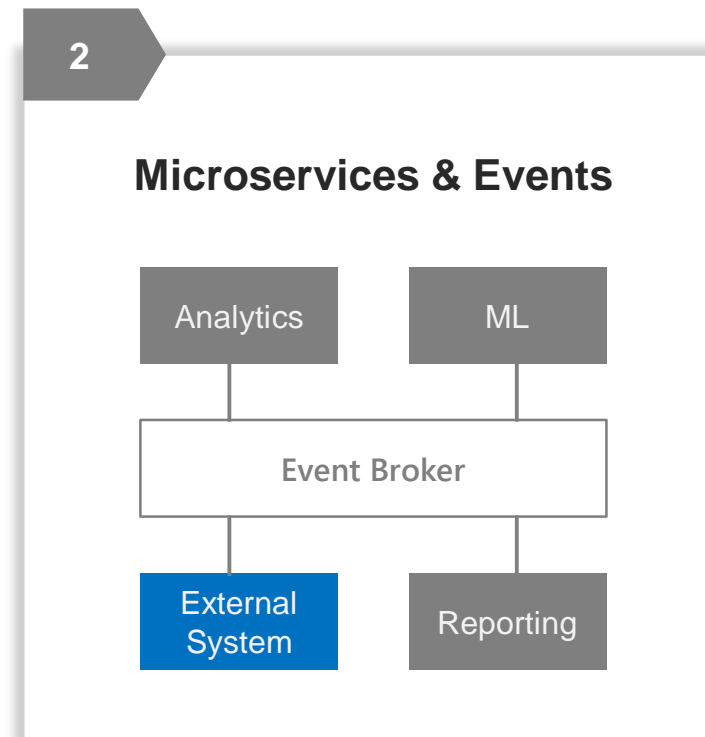
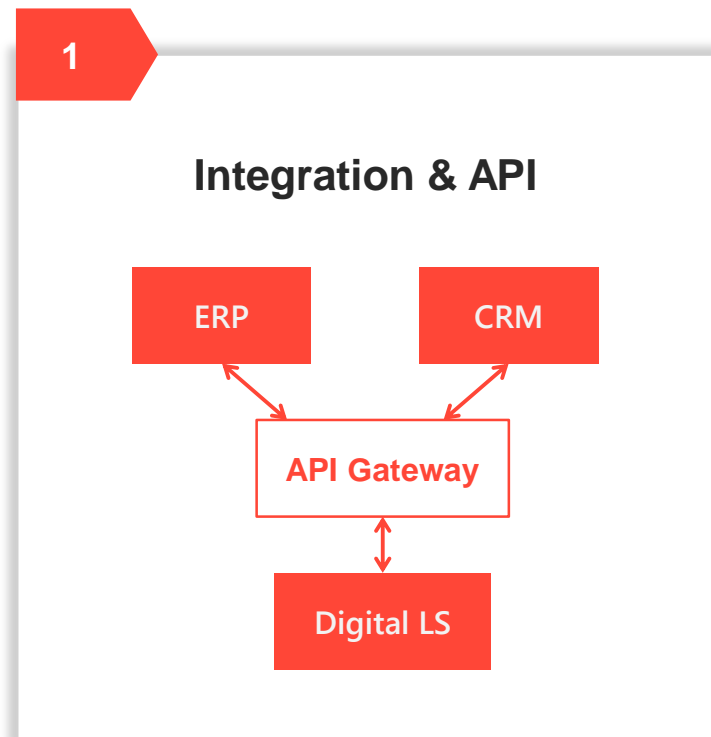


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- Learning impact
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Architectural Trends in Digital Learning Suites



Thank you for your Attention.



Dr. Wolfram Jost

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