
ROUNDABLE INSIGHTS

Building Your Business Case to Embrace Digital Transformation

When Would You Invest in e-Learning vs. Digital Learning?

- Yes, but it needs to be part of a larger learning path and not a stand-alone module
- Ideal when you are teaching digital content – like technology or need a demo
- Yes, we see using digital platforms as an extension or evolution to blended learning and it's more about knowing when you use each modality
- Ideal only with micro-learning paths
- I would use eLearning if we had limited budget, as digital is more expensive and we know how to leverage eLearning platforms
- If digital learning blends with our LMS, then it's ideal
- Yes, digital learning fits with the real life of the learning and is more engaging

Do You Think Leadership and Business Skills can be Taught using Digital Learning?

- Yes, but there needs to be a blend/ balance of digital and face-to-face instruction
- Yes, but we would pair it up with mini-bursts of learning on the sustainment side to ensure there's continued growth
- Yes, we like digital for just-in-time tuning of leadership
- Yes, it's well suited for an audience who can't get away from work
- Yes, we use SkillSoft and this is digital
- Yes, as long as we have better/real scenarios
- If learning also incorporates political discussions, then I would focus on classroom ILT
- Yes, but you still need a mentor, guide and motivation for learners to own their learning experience

What Do You See as Big Hurdles to Investing in Digital Learning?

- Access to a computer or devices (for those who do not work in front of a screen)
- Cost and procurement process, especially in the public sector
- The cultural shift toward the appreciation of digital
- Making digital learning a priority
- Getting the leadership to embrace it if they are not familiar with learning in this manner
- Knowing how digital can better support employee development in the company vs. e-Learning developed in-house
- Getting time for people to learn since it's not a classroom ILT

What are the Steps You Would Take to (Further) Adopt Digital Learning?

- Provide knowledge about what it is and how it differs from eLearning we do today
- Communicate how business strategy supports talent development
- Do a pilot or proof of concept
- Identify the WIIFM for the stakeholders and learners
- Start an assessment of the IT requirements
- Identify the audience readiness to use digital learning and what they are already doing
- Forge a partnership with a trusted, expert organization