



Inside the Mind of
HR Leaders:
LMS Platforms and
Learning & Development

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How are HR leaders prioritizing Learning & Development (L&D) today? Get insights on how they're addressing their L&D needs, including the use of a Learning Management System (LMS).

This white paper provides a comprehensive overview of the current state of L&D, focusing on the challenges HR professionals face, as well as what they look for or use in an LMS platform.

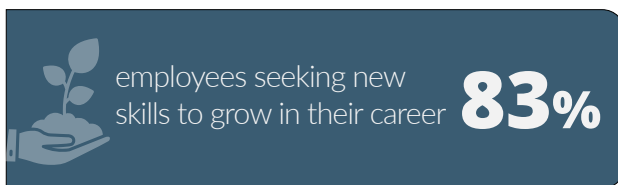
From the survey data and the research, you will learn:

- Disconnect between employees wanting new skills and employers offering the opportunity
- How companies who don't currently have an LMS are weighing the potential usage of one
- How companies use an LMS to help learning and development initiatives
- Software Features HR practitioners value most when they evaluate an LMS platform
- And more ...

Employees vs. Employers

Our survey highlights what industry trends and other data sets show, that there is a disconnect between employees wanting more learning and development opportunities and employers offering them. Employees are looking for access to things like upskilling/reskilling opportunities, certifications, trainings, and a clear career roadmap with room for growth.

Employee/Employer disconnect in learning and development opportunities



Employers are fully aware of the employee demand trend, but they are slow to implement the necessary tools & services employees need and want, such as an LMS platform. Companies are slow to act because they are not fully aware that an LMS platform can help solve their L&D challenges.

Hays Learning Mindset Report¹ highlights that **83%** of employees seek new skills to grow in their career yet only **48%** of them believe employers' learning resources suit their needs.

In our HRM survey of HR practitioners, **92%** reported that employee professional development is important to a company's success. Further, it was #2 in importance in both their recruitment (**22%**) and retention (**23%**) strategies only behind compensation at **28%** and **47%** respectively.

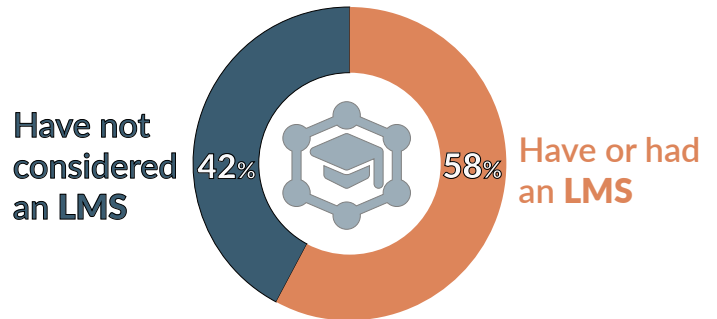
We clearly see a gap between employees wanting to improve their skills and employers offering the opportunity or even having the discussion.

1. *Hays Learning Mindset Report 2023*

<https://mid-east.info/disconnect-in-the-importance-of-learning-between-employers-and-employees/>

Companies that don't have an LMS


This survey found a majority of our audience have/had an LMS yet still a considerable % still have not engaged with/considered/purchased an LMS.



While the majority of respondents may have their reasons for not wanting to purchase (e.g., budget concerns), **21% of the respondents are looking to purchase within the next 18 months** because improving their L&D efforts is a priority.

Companies that don't have an LMS plan to use it for:

This data shows that companies are more determined to improve their retention strategy by helping their employees and managers develop their skills. In addition, they want to help their employees perform better at their current job as well as prepare them for advancement in the company.

-  **1** Retaining and developing existing employees
-  **2** Management development
-  **3** Upskilling/reskilling

Companies that don't have an LMS find the following features to be most important:

-  **1** Content
-  **2** Cost
-  **3** Ease of Use

Companies want content that's customizable, personalized specifically to employees and is easily accessible. Price as the second biggest factor shows that companies are looking for LMS solutions that can easily fit their budget.

Companies that have an LMS

Companies that have an LMS find the following features to be most important:

Current LMS users may have had an influx of new hires joining their company, so an LMS can easily help them manage their new employee onboarding processes. In addition, companies in industries that require employees to stay on top of their certification requirements can find an LMS to help them track which employees completed their requirements versus ones that did not.

-  1 New employee onboarding
-  2 Certification/compliance
-  3 Upskilling/reskilling
-  4 Management development

Companies find that an LMS is very helpful in:

-  1 Tracking certifications
-  2 Improve users learning skills
-  3 Increase employee engagement and retention

Because their industry requires that employees stay certified in a given time frame or are adhering to compliance requirements, companies find their LMS platform's certification tracking features help them in that regard. In addition, companies are finding their LMS platform's content and intuitiveness are helping their employees stay engaged and improve their skills.

The data shows a list of diverse LMS vendors our audience is already using.

The following vendors are the top 4 companies we saw the most:



With the exception of LinkedIn, the majority of respondents are using their HR software's LMS module rather than purchasing a dedicated LMS platform. This shows that they prefer all of their HR functionalities (e.g., L&D, recruiting, performance management) work together in one software, so if they decide to purchase a dedicated LMS platform down the road, integration with all of their current software solutions could be a key feature they're looking for.

| Action Items

- The data shows that there is a **disconnect between employees wanting more learning and development opportunities and employers offering these opportunities** through tools like a learning management system.
- **There is a high demand for L&D solutions**, tools and resources to help employees upskill & re-skill their talents.
- **Employers understand the demand** but aren't clear about how to provide solutions to the need.
- HR Pros can learn more about the LMS software's trends, benefits, pricing and other relevant information by **reading buyer's guides available from software vendors and third-party sites**. They can also read **software reviews as well as compare two or more software solutions** on specific factors (e.g., price, features).

Here is how

HR MORNING INSIDER can help:

If you're a busy HR professional that wants quick access to up-to-date information, get our HRMorning Insider.

It's an all-access membership that provides the **most useful HR information, best practices, practical tools, and employment law news and analysis** to do your job more efficiently, more effectively – and with fewer headaches.

Get instant access to a **growing library of 400+ EXCLUSIVE member resources** that give you practical, actionable advice to help you meet your toughest HR challenges head-on.

For more information you can visit www.hrmorning.com/join-insider

About Us



[HRMorning.com](http://www.hrmorning.com) keeps HR professionals informed and prepared by delivering reliable insights, practical tools, and high impact training that covers the most relevant HR topics, management principles and labor law changes.

Methodology

HRMorning held a controlled survey of 335 HR pros out of our 350,000-member community. We asked them about their company's learning and development efforts. Survey results reflected a variety of questions about professional development programs, prospective LMS software buyers and satisfaction of current users on their LMS software.

Our survey included a number of different job positions.

The top 3 job titles who answered our survey include:

1. Managers - 32%
2. Directors - 22%
3. Executives - 17%

Sizes of Companies that took the Survey

