Harbinger Group

10 L&D AND ELEARNING TRENDS

What 2024 Holds for the Future of Learning

1 AI in eLearning and L&D

33% of C-suite executives agree L&D will be the third most important area to be impacted by GenAI.

- HR Exchange Network

Leverage **AI-based learning solutions** to successfully navigate the learning content landscape and meet desired eLearning objectives.

Core Actionable Essentials

- Automated translation and transcription
- AI-based matching and content recommendation
- Auto-generated questions and personalized nudges

2 Skills-Based L&D

50% of skill sets for jobs will change by 2027.

- LinkedIn

Build a **skills-based** approach directly applicable to individual roles, organizational goals, and the future of work.

Core Actionable Essentials

- Corporate L&D maturity model
- Skills-based L&D framework
- Personalized and agile L&D strategy

3 Reskilling, Upskilling,and Cross-Skilling

6/10 employees will need training before 2027.

- The World Economic Forum

Ensure the workforce remains **agile and adaptive** to the rapidly evolving industry landscape and maximize business growth.

Core Actionable Essentials

- Focus on skill sets of the future workforce
- Competency-based learning framework
- Customized learning pathways

4 Custom eLearning Development

Enhancing all aspects of learning support can increase employee growth by up to **45%**.

- Gartner

Adopt a more **personalized and flexible** approach to dominate the world of learning content creation and delivery.

Core Actionable Essentials

- Authoring-tool based eLearning development
- AI-based chatbot development
- Microlearning, nudge-learning, and learning reinforcement

5 Gamification in eLearning

Companies incorporating gamified elements into the workplace are **7X** more profitable than those that do not.

- Zippia

Create **gamified learning experiences** to increase learning retention, motivate employees, and drive employee engagement.

Core Actionable Essentials

- HTML5 and authoring tool-based game development
- Gamified dashboard and templates
- Character-based and multi-level game design

6 Learning Analytics

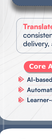
Learning analytics market is projected to grow to **$36.72** billion by 2032 with a CAGR of **23.12%** during the forecast period 2023-2032.

- Market Research Future

Identify areas of improvement and predict **future learning requirements** to positively impact every aspect of the learning journey.

Core Actionable Essentials

- Competency-wise individual, group, and team analytics
- Custom learning dashboard
- Usage and learner engagement analytics



7 Translation and Localization of Training Content

The global machine translation market size is expected to reach **$7.5** billion by 2032 at a CAGR of **22.8%** from 2023 to 2032.

- Global Market Insights

Translate and localize content using technology to ensure consistency, DEI, universal messaging, culture-specific delivery, and reduced costs in training.

Core Actionable Essentials

- AI-based translation and localization
- Automated multilingual translation
- Learner-centric content localization

8 Accessibility in eLearning

1.3 billion people across the globe experience a significant disability.

- The World Health Organization

Meet **WCAG and Section 508** standards, ensure equitable access to learning content, and foster an inclusive learning environment for all.

Core Actionable Essentials

- eLearning accessibility solutions partner
- Accessibility compliance and testing
- Web and product accessibility implementation

9 Video-Based Learning

88% of organizations use video broadcasting, webcasting, or virtual classrooms to train their employees.

- Training Industry

Address **diverse learning preferences** and needs by delivering learning content in a visually compelling and consumable format.

Core Actionable Essentials

- LMS for seamless integration of video materials
- High-end interactive and Instagram-style videos
- Scenario-based learning using animated videos

10 Virtual Instructor-Led Training

52% of employees consider vILT more beneficial than other eLearning environments.

- Radixweb

Improve **real-time interaction**, engagement, and collaboration among learners, irrespective of their geographical locations.

Core Actionable Essentials

- Real-time feedback mechanism
- Consistent virtual training delivery
- Blended learning approach

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Transforming The Way People Work and Learn

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