



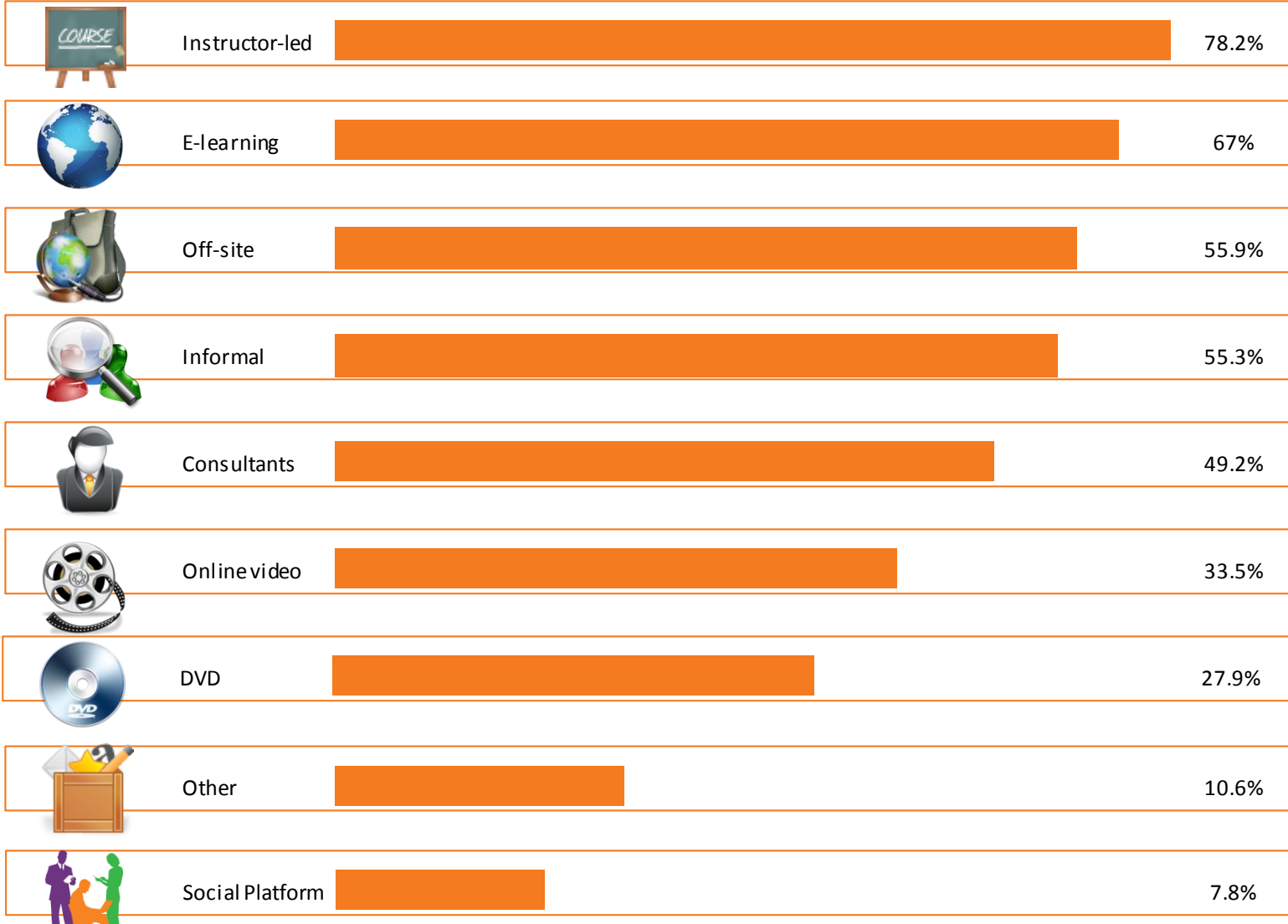
SOCIAL LEARNING IN SMALL AND MID-SIZED ORGANIZATIONS

The State of Employee Training

From September 15 through October 18, 2011, BizLibrary conducted a market survey in an effort to learn more about current efforts to incorporate social learning into organizational training programs and whether organizations are using social learning tools or platforms as a part of their employee training and development efforts.

TRAINING APPROACH

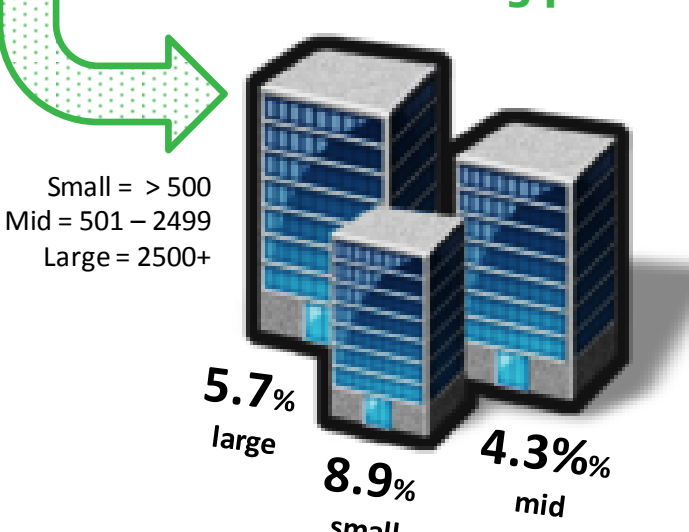
USAGE PERCENTAGE



The results of this survey show that organizations are using blended learning solutions, but that social learning tools are not yet an important part of the mix. Instructor-led training remains a cornerstone of employee training programs for 78% of the respondents. E-learning is a part of employee training programs for 67% of the total respondents.

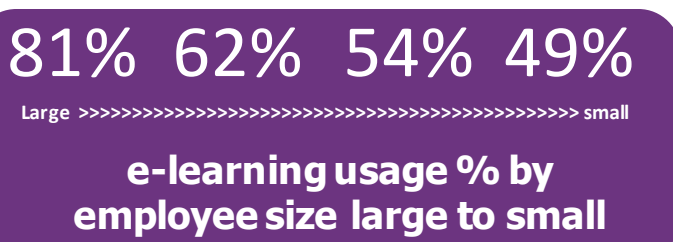
social learning platform usage

Social learning really isn't new. Social learning theory and a wide recognition of the value and power of social learning has been around for decades. In fact, social learning is as old as human beings. We've always learned from our colleagues, classmates, family, social situations and each other. We learn by observing, communicating and imitating. What's new in "social learning" is the blending of social media tools and employee training, learning and engagement.



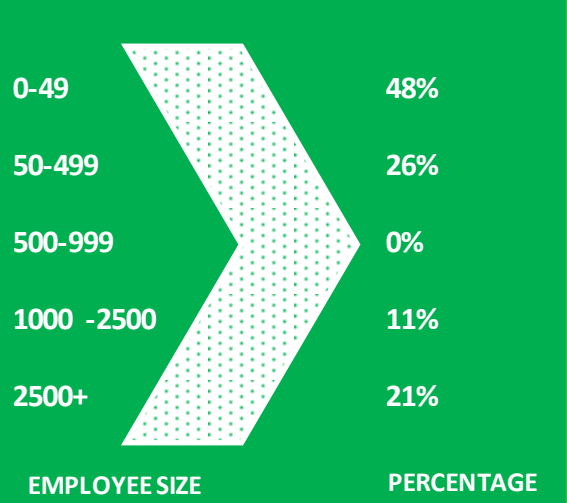
technology-based learning

What is most striking about the use of technology based training resources, is the growing use of online video, and the fact that there is not any meaningful difference in the use of online video based upon organization size. The smallest organizations (0-49 employees) have very similar usage as the largest (2500+) - 32.4% compared to 34.4% respectively. In fact, with the exception of organizations with 500-999 employees at 21.1%, each other size grouping in the survey fell from between 32.4% and 37.5% in the use of online video.



There is little to no difference, whether a large or small organization, in the use of online video for employee training.

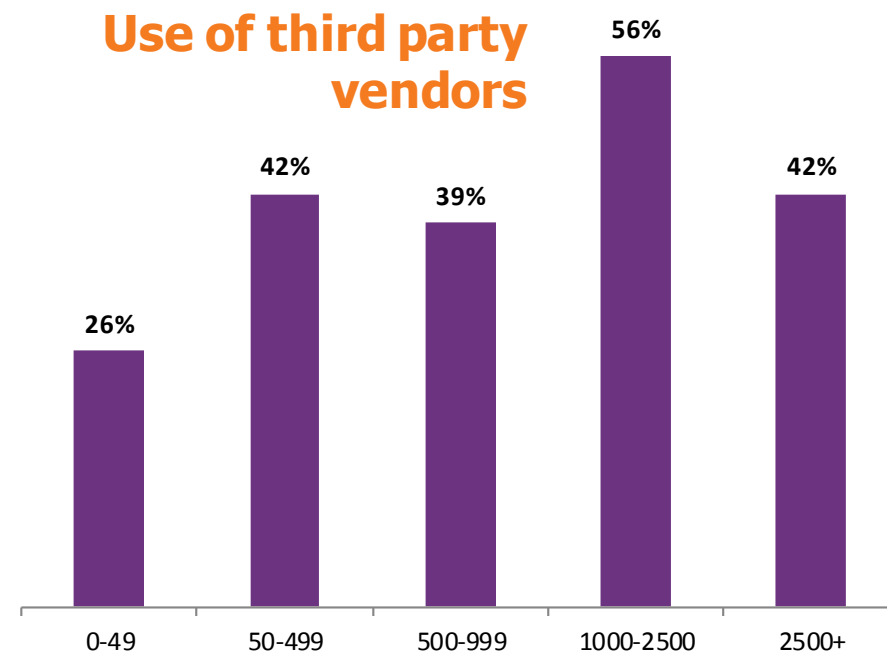
Percentage using free, web-based tools



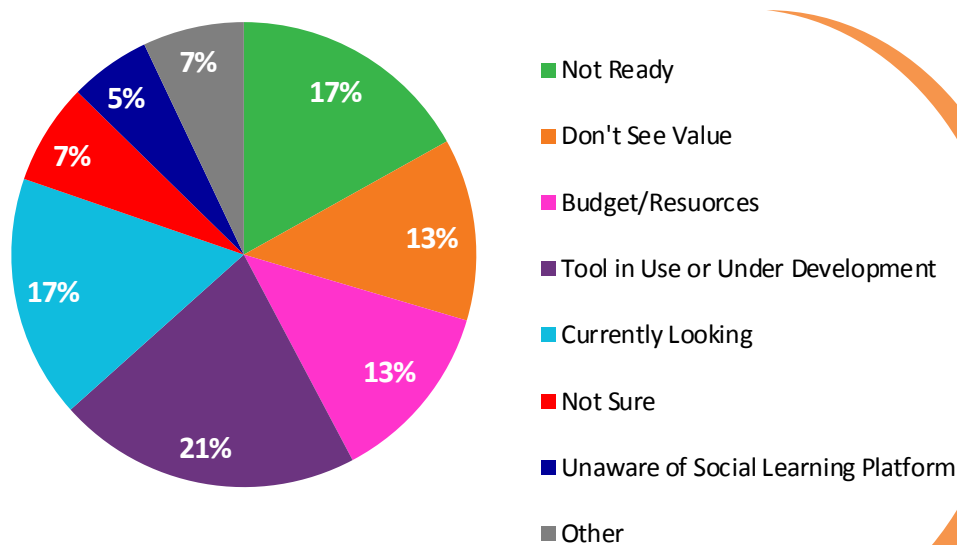
There are essentially three choices for social learning platforms in today's market:

1. Free web-based tools like Yammer, wiki's, blogs, etc.
2. Third-Party Vendors
3. Internally Developed Tools

Use of third party vendors



Reasons for an organizations current approach to a social learning platform:



About 1 in 5 of the participants who supplied comments, work in organizations either currently using or currently developing a social learning tool or platform. For organizations not currently using a social learning platform, the stated reasons fall into four primary categories:

- Organization simply isn't ready (17%)
- Currently looking at acquiring a social learning platform or implementing a solution (17%)
- Budget (13%)
- Don't see value for organization (13%)

HOW DOES SOCIAL LEARNING DELIVER VALUE?

- Increase employee engagement.
- Improve the speed at which you conduct business.
- Increase organizational IQ.
- Improve communication and performance.

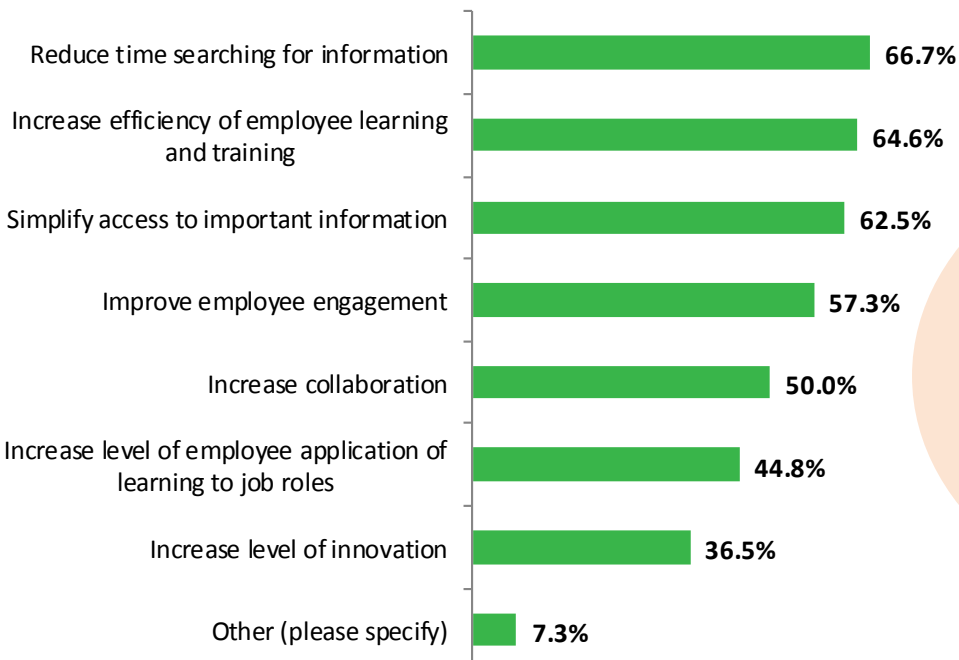
Community
SHARE • CONNECT • LEARN



INCREASED PRODUCTIVITY

Based on surveys of corporate middle managers, research by IDC and Forrester indicates that for every 1,000 employees, companies spend \$5 million in salary expense each year on **time wasted looking for information** that is never found.

Contributions of social learning to business results:



Like many innovative and new ideas, small organizations are leading the way. Organizations with fewer than 250 employees are making greater use of social learning than larger and mid-sized organizations.