

A Case Study on the Future of Learning



Preparing GLKM for the future of work

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The Brief

Keeping up with the evolving business landscape and customer needs is crucial in order to remain competitive, improve operational efficiency, and increase employee engagement and retention. Adapting learning designs is not just about keeping up with trends; it's about ensuring that our learning initiatives are **effective, relevant, and impactful**. By embracing new strategies and technologies, we create learning experiences that are engaging, accessible, and aligned with both the evolving learner needs and preferences as well as the business needs and objectives of American Express.

"If you don't change with the times, you get left behind."



Building a Culture of Continuous Learning Encourages Employee Retention and Growth

What the Numbers Say (SHRM 2022)

76% of employees say they are more likely to stay with a company that offers continuous learning.

86% of HR Managers say training boosts retention.

69% of Millennials rank opportunity to learn and grow in most important to them.

Solution - A Continuous Learning Culture

Learning is a top priority.

Learning is incentivized.

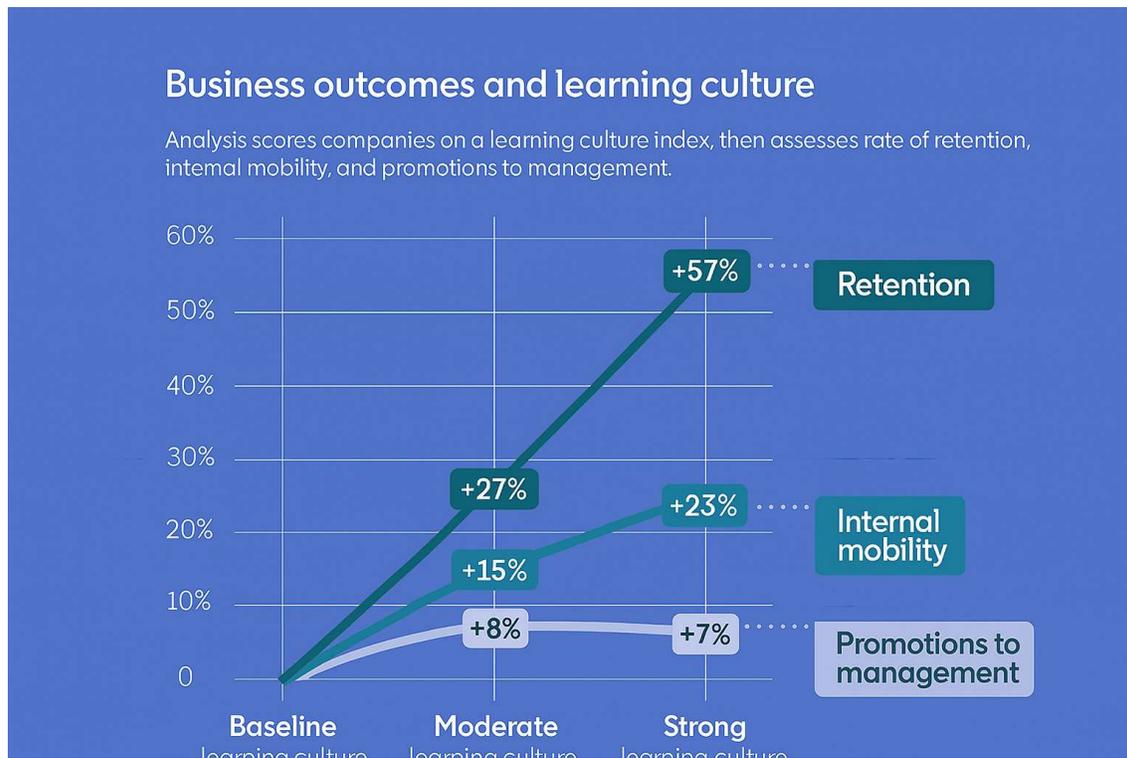
Learning is collaborative.

Companies with strong learning cultures see higher rates of retention, more internal mobility, and a healthier management pipeline compared to those with smaller levels of commitment. ([LinkedIn Learning Workplace Report 2024](#))

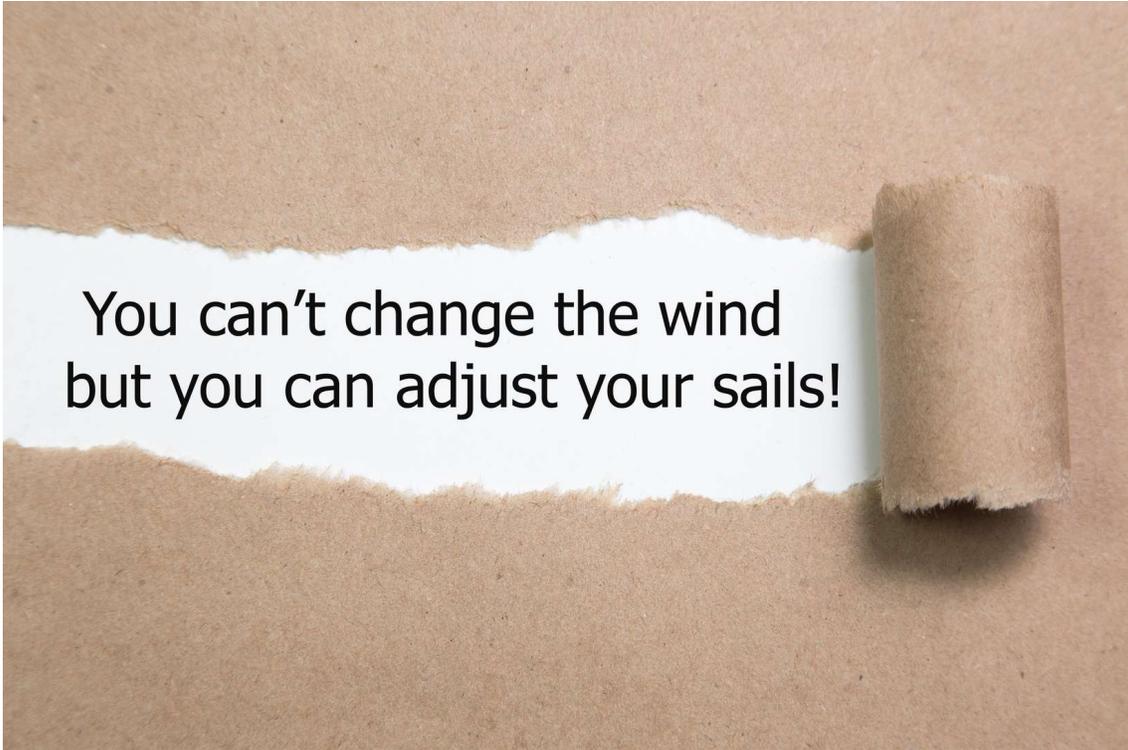
Driving a Learning Culture

Customize in the Flow of Work Learn From Others Learner Centric	Promote Self-Directed Learning Measure Learning Impact Make Learning Routine	Make Content Engaging Promote Informal & Social Learning Leadership Sponsored Learning
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The Future of Work



The future of work is intrinsically linked to learning and development, emphasizing a continuous, agile approach to skill acquisition and professional growth. As technological advancements and automation reshape job roles, the demand for upskilling and reskilling becomes critical. Organizations must foster a **culture of lifelong learning**, integrating **adaptive learning technologies**, **microlearning**, and **personalized development plans** to keep pace with the evolving landscape. Remote work and global collaboration necessitate robust virtual training platforms and social learning environments, enabling employees to learn in real-time and apply new knowledge immediately. By prioritizing learning and development, businesses can ensure their workforce remains **resilient**, **innovative**, and **competitive** in the face of constant change.



You can't change the wind
but you can adjust your sails!

Approach

Modern workplaces are increasingly diverse, requiring learning solutions that are inclusive and cater to a broad audience. Changing the way we design learning is essential to keep up with modern demands.

Addressing the Future of Work

The Environment

Key Enablers

Senior Instructional
Designer

- Gamification
- Microlearning
- Social Learning

- Artificial Intelligence
- Virtual and Augmented Reality
- Adaptive Learning

These trends are crucial as they align learning design with contemporary and future needs, preferences, and technological advancements. They enhance engagement, accessibility, and effectiveness, ensuring that learning is continuous, relevant, and impactful. Adapting to these innovations helps organizations stay competitive and prepares employees to meet future challenges with the necessary skills and knowledge.

The Environment	Key Enablers	Senior Instructional Designer
<ul style="list-style-type: none"> • Leadership • Learners • Subject Matter Experts • Learning Providers • Customers • Shared Services (IT, HR, Communication, etc.) • Learning Experience Platforms and Delivery • Business Insights 		

To ensure the success of the GLKM team, it is crucial to maintain open communication and foster cross functional collaboration with all stakeholders to clarify goals, vision, benefits, priorities and expectations. Its Recognizing and rewarding contributions of enablers will help to sustain engagement and motivation. Ensuring the equipped with the resources and are empowered to facilitate growth and develop and bring out the best in team members. In addition, providing a psychological safe environment creates a space for team members to do their best work as individuals and as a team. Allowing opportunities for regular feedback loops helps to drive continuous improvement, encourage innovation and helps to ensure flexibility to adapt learning strategies to meet evolving needs and challenges.

The Environment	Key Enablers	Senior Instructional Designer
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- Facilitation and Collaboration
- Innovation and Adaptation
- Consulting and Business Partnering
- Need Analysis, Strategic Planning and Business Alignment
- Learning Evaluation and Data Driven Decision Making
- Technology Integration
- Change Management

The Senior ID's role in the future of learning requires using a strategic and structured approach to shift individuals, teams, and the organization to the future state using tools, resources, processes, skills, and principles for managing change to achieve preferred outcomes in changing business landscape. By staying abreast on what's new and what's coming, the Senior ID can better align learning initiatives with organizational goals, and ensure a future-ready learning ecosystem.

"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."

Conclusion

Proactively preparing for the future of work through continuous learning and adaptability ensures that both individuals and organizations remain resilient and competitive. By embracing technological advancements and fostering a culture of lifelong learning, we can confidently navigate the evolving landscape and seize new opportunities.