**7 Learning and development trends shaping the 2023 training landscape**

Dec 21, 2022

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4 minutes read



With the new normal already set in, the post-COVID business world sees organizations facing challenges that we've known about for a while, such as managing a remote workforce. Others, such as the war for talent, are more recent and have caused a significant upheaval.

Learning and development (L&D) has always had to adapt, but perhaps there was never quite such a challenging time for them. They are now tasked with implementing remote programs and making accommodations for the hybrid workplace – from onboarding to on-the-job training and coaching. With all these going on, it's safe to say that the training and development landscape of 2023 will be both digital and innovative.

**Trends in Learning and Development that will define training in 2023**

L&D trends are more than buzzwords. They should be a direct response to the changes in the workplace, innovations in learning technology and employee demands. Trends are just a guide for learning professionals and companies — it's up to them to choose what works best for their training needs in the long term. Here are the top L&D trends for 2023.

**1. Upskilling and reskilling**

Skills development will be the top priority for most organizations in 2023. Companies must address the growing skills gap created by technology adoption and disruption. [Upskilling](https://www.cypherlearning.com/blog/business/things-to-consider-when-designing-training-to-upskill-remote-workers), reskilling and even [right-skilling](https://www.cypherlearning.com/blog/business/what-you-need-to-know-about-right-skilling-employees) training programs should be a priority for most companies as employees will need to learn new skills, take on new roles and update their competencies to be more competitive on the job market.

"We have the means to reskill and upskill individuals in unprecedented numbers, to deploy precision safety nets which protect displaced workers from destitution, and to create bespoke maps which orient displaced workers towards the jobs of tomorrow where they will be able to thrive. However, the efforts to support those affected by the current crisis lag behind the speed of disruption." - [WEF Future of Jobs report 2020](https://www3.weforum.org/docs/WEF_Future_of_Jobs_2020.pdf)

**2. Microlearning**

Microlearning, or [bite-sized learning](https://www.cypherlearning.com/blog/business/3-key-aspects-of-effective-microlearning-how-to-do-more-with-less), is consolidating its position as a favorite and effective teaching method for busy corporate employees having to learn at the moment of need. While the concept of microlearning has been the same from the start, how it is executed is constantly transforming.

According to [eLearning Partners](https://www.e-learningpartners.com/blog/what-microlearning-trends-are-the-most-impactful-in-2022), there were three top microlearning trends in 2022. TikTok and its increasing popularity has had quite an effect on learning. Packing information into short and to-the-point videos is an excellent way to ensure learner engagement.

The Google phenomenon, namely the fact that people can now search for any word or topic and relevant results immediately pop up, is also highly relevant for microlearning. The point is to label and title the learning content appropriately so learners can easily find what they need. Lastly, there is interactive gratification, meaning that each microlearning unit should be followed by an interactive part (such as a quiz), ending in a reward.

**3. Data-driven learning**

Data-driven learning is a natural development considering that learning management systems (LMSs) have become increasingly proficient at collecting, analyzing, and suggesting actions based on data.

Learning platforms can now diagnose learning needs, alert instructors when learners need assistance, and make [content recommendations](https://www.cypherlearning.com/blog/business/intelligent-learning-platform-features) based on learning goals and competency levels. This level of fine-tuning means that instructors can create [personalized learning paths](https://www.cypherlearning.com/blog/business/skill-building-goals) for each employee, ensuring maximum engagement and optimal information retention.

The future of e-learning belongs to [intelligent learning platforms](https://www.cypherlearning.com/matrix) capable of interpreting data and making it actionable. Data-driven learning is also learner-centric, focusing on delivering the most suitable interventions through real-time feedback and a wide variety of learning content (designed in-house and by third-party e-learning providers).

**4. Repurposing and outsourcing content**

The time of lengthy training designed by in-house instructional specialists has passed. With the workforce becoming increasingly globalized and the need for just-in-time learning, companies must ensure they have quality content available at all times.

For example, current training material can be repurposed into smaller chunks and packaged in various formats. Furthermore, a lot of the new content will fall to the task of third-party creators as increasingly more organizations partner with learning providers such as LinkedIn Learning and Go1.

**5. User-generated content**

The jury is out: employees enjoy learning from their colleagues and show more trust in the learning content when their colleagues create it. User-generated content (UGC) is any learning content learners make. It's growing in popularity as employees prefer more interactive learning experiences and taking ownership of their education and training.

UGC has many perks, including employee training buy-in, higher participation rates, and more effective peer-to-peer training. There are many ways in which learners can contribute directly, including Q&A forums, short videos, case studies, and reviews. The best part? It's not that hard to get people to contribute as long as you can demonstrate the impact of UGC and incentivize them (through different perks and rewards) accordingly.

**6. Extended reality (XR) in training**

Next year will see more extended reality (XR) in training. This includes all the immersive learning technologies, such as virtual reality (VR), augmented reality (AR), and mixed reality (MR). All these make the employee experience more interactive and engaging.

Apart from the engagement perks, XR is critical when training for learning competencies that take a lot of resources when taught in a non-digital learning environment. This is especially true for [potentially dangerous jobs](https://vrvisiongroup.com/vr-training-eliminate-risk-dangerous-jobs/) such as operating heavy equipment, aviation, logging, and natural resource mining. The applications of XR are also highly useful for technical training, onboarding programs, and even customer service, as it's easy to run multiple scenarios with various types of clients and issues.

**7. Learning on demand**

[Asynchronous](https://www.cypherlearning.com/blog/business/exploring-5-types-of-asynchronous-training), on-demand learning is a must for any organization that wants to thrive in the hybrid environment. So far, this has been quite an issue. According to a survey of 800 employees in large organizations, [56%](https://www.beezy.net/2022-workplace-report) of them say they have been unable to locate digital documents while working remotely this year.

We've already touched on the importance of knowledge sharing in organizations and the necessity of a good strategy. L&D needs to take this one step further by ensuring employees can access learning materials whenever required, regardless of their device or time zone.

**Learning and development in 2023**

The word *challenging*has been associated with L&D for some time now, and that is not about to change. 2023 comes with the prospect of a recession and profound transformation in most businesses. The learning function will have to continue to adapt and support organizations in whatever new situations they may find themselves in. There will be a growing need for upskilling and reskilling and a demand for diverse, engaging, and relevant learning content available at the time of need.

**Quadmark – Leah Buckle**

**5 learning and development trends for 2023**

**It’s time for our annual roundup of the latest trends from the Learning & Development world.**

Last year, we focused on [trends in digital learning](https://www.quadmark.com/en/insights/5-learning-lessons-for-2022), including the move towards mobile-first learning and the push for accessibility as standard in workplace L&D programs. These trends continue to be relevant this year, however, the focus on exclusively digital learning has shifted to meet the needs of the hybrid post-pandemic workplace.

**Lead with culture**The [Great Resignation](https://www.adpri.org/assets/people-at-work-2022-a-global-workforce-view/) may seem like a distant memory, but up to 70% of employees were still considering a career move in 2022. Even if your organization has not experienced high turnover in the last year, establishing a [healthy learning culture](https://www.quadmark.com/en/insights/6-strategies-to-create-a-culture-of-continuous-learning) is still key to ensuring employee satisfaction and company success. However, achieving this is not as simple as signing up for a generic, off-the-shelf, corporate training subscription. As Melissa Daimler, Chief Learning Officer at Udemy, [points out](https://info.udemy.com/rs/273-CKQ-053/images/Udemy_Business_2023_WorkplaceLearningTrends_Report.pdf): “A company is not automatically a learning organization when it offers training programs. It may even be the opposite.” Learning has to be more than a mandatory box-ticking exercise and needs to contribute to both company and individual employee goals. Truly useful learning empowers employees to build their skill set, excel in their job role and contribute to the overall success of the business.

**Leverage the power of AI**

“Intelligent”, “adaptive” and “personalized” [learning systems have emerged](https://www.unesco.org/en/education/digital/artificial-intelligence) over the last few years as a solution to some of the challenges facing the educational sector, such as the rise of remote learning. Technologies such as chatbots are already being integrated with Learning Management Systems (LMS) to create more personal and responsive online learning environments and AI software is able to grade [multiple choice tests](https://bernardmarr.com/how-is-ai-used-in-education-real-world-examples-of-today-and-a-peek-into-the-future/), saving time and money. Machine learning can also be used to monitor learner progress and identify those at risk of failing. The [Open University’s OUAnalyse](https://analyse.kmi.open.ac.uk/) system identifies students who are at risk of failing their next assignment so that student support teams and course tutors can intervene and offer support.

While AI is a great tool for customizing learning, [UNESCO warns](https://www.unesco.org/en/articles/unesco-supports-definition-and-development-ai-competencies-teachers) that “AI will only benefit the transformation of teaching practices and education if — by design — it can enhance learner-centered pedagogical approaches and higher-order thinking.” AI is not a replacement for teachers and trained learning professionals. These highly-skilled experts need to be involved in the implementation of AI in education to ensure that it is used to the benefit of the learner and not just as a cost-saving tool.

The uses of AI technology are set to expand in both formal education and workplace education in the next few years. We’re excited to see how it will transform the L&D sector.

**All it takes is a nudge**
Whatever industry you’re creating learning for, encouraging completion is key to a successful training program. This is where nudges come in. Nudge theory is all about incentivizing people to learn. Peppering your learning program with little reminders and positive reinforcements can help push learners towards success. Nudges can be delivered in a variety of ways — as LMS pop-ups, email reminders, or SMS messages — what’s important is that the nudge is delivered in a format that learners are familiar with and already engaging with.

Nudges are a crucial part of self-directed learning as the right reminder at the right time can spur learners on to the next stage of their program. We expect to see the learning industry embrace the power of AI to drive learning pathways and offer smart content suggestions to [empower self-directed learners](https://www.quadmark.com/en/insights/self-directed-learning) to manage their learning.

Whatever form they take, nudges need to be short and to the point, delivered at the right time and relevant to the learner’s progress. **Embrace AR**

In the world of product training, the shift to online shopping has led to some innovative developments in customer experience and education. Brands are increasingly introducing virtual try-on software to bring the store to you. The [IKEA app](https://www.ikea.com/us/en/home-design/) lets shoppers create a 3D scan of their room and then add, swap, move around and erase old furniture to create their dream space. Ace & Tate’s [Fitting Room](https://www.aceandtate.com/gb/services/online-fitting-room) service lets you choose the perfect pair of specs for your living room sofa. As online retail continues to grow, we expect that the use of augmented reality will too, with [online customer education](https://www.quadmark.com/en/insights/post-sale-customer-education) becoming more customized and personalized.

We also expect to see this trend grow in the Learning & Development world. Companies can use AR to create engaging onboarding experiences, such as a virtual tour of the company office for remote workers, and to bring essential workplace training to life. Companies can complement e-Learning based Health and Safety training with an AR overview, creating a mobile view of the company buildings overlaid with interactive hotspots outlining key safety measures, such as how to use a fire extinguisher, and spotlighting the location of fire extinguishers, exit routes, power access points and more.

**Harness hybrid learning**

The pandemic shook up the workplace training paradigm and revealed that most in-person learning could be done just as well, if not better, online. However, as many businesses move towards a [hybrid work setup](https://post.parliament.uk/research-briefings/post-pb-0049/), combining the best of digital with in-person interactions will be the key to effective workplace learning.

In-person sessions are great for team learning and goal setting. Whether it’s working through your quarterly team objectives or fine tuning your annual strategy, some problems are best worked through in a face-to-face setting. As a team, we’ve loved using [Pip Decks](https://pipdecks.com/pages/about) to dive deeper into our team challenges and to find creative ways to solve them.

Online learning, on the other hand, is great for working through individual learning goals. If you’re a new manager and you want to learn all about Agile project management techniques or a seasoned copywriter looking to refresh your SEO knowledge, e-Learning is the perfect medium to use to meet your objectives.

**In summary**In 2022, we’ve continued to see training grow in importance both in the workplace and in product marketing as more and more companies invest in customer education. Learning and development is a key part of all aspects of life and companies who fail to invest in learning will see [lower employee and customer satisfaction.](https://www.harvardbusiness.org/how-to-help-any-employee-grow/)