

Training is a highly valued activity by both internal and external business audiences. Providing education to your key people can't be seen as a trend – it is rather a must-have.

For any business, great training can mark the difference between growing sustainably or getting stuck in processes and approaches that no longer work. Making sure your key stakeholders have access to the knowledge they need can have a deep impact in your results, your efficiency and your ability to succeed.

As a business leader, this is probably not news for you. So how can you make sure your team, your customers and your partners have access to the right training at the right time? And how can you meet their expectations while conveying the message you need?

Technology has come a long way and it now allows you to deliver the knowledge you want to share while meeting or exceeding the expectations of those you want to reach.

We have gathered ten content and training technology trends for 2019 that will meet the expectations of your training audience and help you stay one step ahead of the rest and in control of what's to come.



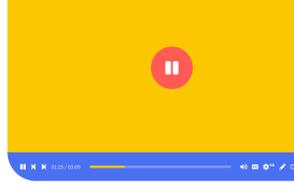
Training delivery

1. Video

Video will continue to be the front runner as the favourite learning format for users. It is an engaging and immersive format that allows you to convey messages effectively: it combines visuals with sound, including a multitude of elements (subtitles, screencasts, voice-overs, animations) which can strengthen the impact of your message. You can opt for the **video style** that best fits your training goal. According to *Insivia*, viewers retain 95% of a message when they watch it in a video compared to 10% when they read it in text. This makes video training the best option for knowledge retention as well.

Video may seem like an expensive option but, even though you can hire a **professional instructional design crew** to create your training videos, nowadays you can create an educational video on a low budget. Most smartphones have a very decent camera, and with the help of a mic and a free video editing tool, you can easily add the little details that will make it look more professional.

This is not to say that your videos won't require some skills and some preparation. After all, creating a complete video training course has different steps, most of which are complete before you start recording.

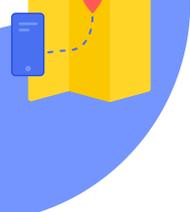


2. Mobility & multi-screen: training anytime, anywhere

Training is no longer a sit in class or computer only affair. Learners use their free or waiting time to do training: during their commute, after dinner, while waiting for an appointment or a meeting... and this means using different devices. A training experience that may have started on the computer can end in a tablet and require a mobile phone in between.

In a professional setting, it is possible that not all your audience will view their training videos at their desk. Sales people are usually on the go from meeting to meeting. Distributors, assemblers and other partners may be on location when they need to access your training.

What this means is that your audience expects a seamless and great user experience on any device, and they will want access whenever and wherever they want.



3. Training delivery for all (and not a few): no more SCORM

Following usability for your learners comes usability for your training managers. Training is going mainstream – it needs to be simple to manage, to publish, to edit and to report on. Your training platform needs to be a helping hand and not a hindrance.

That's why SCORM is dying. Maybe not in 2019, but soon enough. Why the need for coding knowledge and specialized staff to assemble a course, when you can do it yourself in a fraction of the time – and a fraction of the cost?

Training and knowledge sharing overall is fundamental in the business world. Acknowledging this will mean that companies need to be quick to provide the training needed to the right people, at the right time, and be able to quickly adapt, add, remove or change training content.



4. Authenticity and expertise: get your own people to present training

Whenever possible, you should get your own team to present your training videos. Ideally people should talk about what they know best, but you can also ask other employees that feel comfortable in front of the camera to step up and represent your brand.

People like to watch other people: knowing the face behind the logo helps them connect with the brand and build trust. And why not leverage your customers and partners to take point and share their experiences and best practices using your product.

Regardless of who is presenting, make sure you always show your company's culture. Be transparent and don't be afraid to be less formal – this will actually help you connect with your audience.



Training technology

5. Good technology embraces radical simplicity

Rather than users needing to learn a new software for training, the training platform should be able to adapt to the users' needs and provide a great user experience.

Both video and multi-screen availability are part of offering a great user experience. But that's not all. Choosing the right training platform will allow you to offer video and mobility, but also provide a simple and smooth usability. This is a key factor for driving engagement and completion stats.

Technology and screen studies allow you to provide a training platform that is so direct your learners will not need to think or search for what they want to do next. This is usability at its best.

Make sure you choose beautiful **training platform** for your learners.

6. Reporting & Feedback: collecting business relevant training data

In terms of reporting, training is not different from any other activity: collecting and analysing data is fundamental to understand if you are being successful, what is working and what impact it is having on the bottom line.

The right training data can help you understand both the effectiveness of your training and its impact on your business metrics.

Learners' feedback is also crucial for your business. If, on one hand, your audience likes and wants to be heard, on the other hand your users' feedback is essential for you to succeed. Your customers' feedback can (and should!) have an impact on your product roadmap. Your partners' feedback can help you adjust processes to reduce operational costs. The feedback loop goes on endlessly: it is a cycle that can feed itself and promote continuous improvement and change.

Collecting data and knowing how to leverage it will help you have a successful 2019.



7. Integration: all in one, based on several

In any business, you can easily accumulate several platforms and software, from CRM to marketing automation, from invoicing to customer success enablement software.

Integrating your training platform with other platforms is essential. Your learning audience expects you to make knowledge available exactly where they need it and you, or your training manager, need to measure its completion and results.

Integration is key, and there are many possibilities in this field. You just need to make sure it happens seamlessly and that it results in something useful that will give you what you need. Once you define what you need from the integration, then you need to choose the options that will give what you want, and that your software allows. This can result in a native integration, an API, iPaaS, middleware...

Training offers

8. Skill training as a business advantage

Offering skills training will be a key advantage in 2019 and beyond. Internally, highly skilled employees can perform better. For your customers, having the skills to understand and leverage your product is fundamental as an attraction and retention solution. Partners that have the right skills to sell, handle and distribute your product perform better and reduce your operational costs.

In a time of hyper informed consumers that are constantly looking for information and skills, being the one who provides it gives you a great advantage.

Moreover, by providing skills related to your offer you are generating demand. In the end, if you don't understand why a product is important or helpful, you will not buy it.



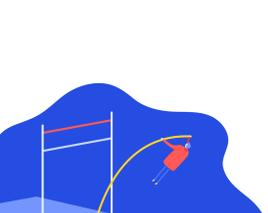
9. Product training: the days of keeping your product a secret are over

Transparency and helpfulness go a long way and these values resonate with consumers. Customers – both in B2B and B2C – will not buy unless they are informed, and they will look for that information online, well before one of your sales reps gets to talk to them. According to *CEB*, "57% of the purchase decision is complete before a customer even calls a supplier".

So if you don't make your product available and tell your customer everything they need to know, which may include actual product training, you are seriously missing out.

By showing your product in depth, customers will be able to see if what you offer fulfils their needs, so when they come to you – or your sales reps reach them – they already know what you can offer and are highly qualified.

Customer education is fundamental for building trust, improving retention and loyalty, generating ambassadors and getting more qualified leads, which will ultimately result in more sales. If you are not offering product training to your prospects and customers yet, now is the time to start.



10. Micro-learning: keep it short and to the point

If you can convey your message in 30 seconds, don't use 2 minutes. According to *Wistia*, videos that last up to 2 minutes get the most engagement. We live in fast-paced times, people have short attention spans and a low tolerance for wasting their precious time.

This means you need to create shorter courses and leverage the formats that allow you to transmit your message in less time but high accuracy and retention. Video meets these criteria perfectly. Even if it takes a bit more preparation and planning to keep it short, you will see it is worth it.

By making your training videos short you get a lot of advantages. Besides increasing your audience's retention and engagement, you make your courses easier to consume as your learners can divide its bite sized videos to adjust to their daily life.

In summary, put **your learners' experience first** and offer them what they want: knowledge in a **video format**, a **simple user experience** that allows them to be mobile, and a **closer connection to your brand**.

Data analysis is also key to making sure your training has a strong ROI and to help you **drive growth**.



If you need help putting these training trends into practice on your company, [we can help!](#)



About bugle

Bugle is your quick and easy SaaS online video training and knowledge sharing tool, that will help you achieve your business goals through engaging and effective video training.

At bugle, we believe in simple, effective and beautiful training solutions. You can have your platform ready and fully branded in just a few hours and start taking your training experience to the next level. No need for specialized staff or training facilities.

Bugle can be used to train sales, customer support, operations, marketing and other key business units, welcome new assets, share knowledge, teach specific skills or align corporate messages.

Get your bugle on!

www.bugle.tech

Follow us

