



Human Resources

The Rise of The Learning Experience Platform (LXP/LEP)

Jean-Marc Tassetto



Jean-Marc Tassetto
Co-founder
Coorpacademy

Biography

Jean-Marc Tassetto is the former head of Google France and co-founder of learning leader Coorpacademy (<https://www.coorpacademy.com/en/>).

Jean-Marc has deep insight into how for too long business e-learning has been unbalanced – too top-down, pedagogical and overly focused on middle management. That's why he set up Coorpacademy – drawing on his extensive Google heritage, 'flipping' that and making training all about the user.

Keywords (Business) Change, Talent (Management), Performance Improved, Social Capital
Paper type Research

Abstract

Over-reliance on Learning Management Systems (LMS) has not helped the corporate L&D manager. The good news is that change is coming – a new generation of software tools, christened by Gartner as the 'Learning Experience Platform (LEP)' – are emerging that expands the range of training content you can offer and enhances learner interaction through micro-learning, collaboration, and gamification. In this article the author looks at the evolution of LXP and how it is designed to provide a personalized, intuitive in-workflow learning experience that puts the learner centre stage.

Introduction

Learning Management Systems (LMS) has been sitting pretty in the e-learning corporate Learning & Development (L&D) space for several decades. It is time now, however, for it to move over and welcome the learning experience platform (LXP), which finally puts the learner in the driving seat – providing them with the flexibility to learn as and when they want.

Last year, analyst firm Gartner identified LXPs as a market segment in corporate learning suites, reflecting LXPs position in the corporate learning environment and differentiating it from traditional LMSs. The latter has often been held up as offering more benefit to human resources departments than learners themselves.



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One of the main complaints about LMSs' is that they are not compelling enough to encourage employees to sign up for non-mandatory training courses. One of Gartner's recommendations in its *2018 Market Guide for Corporate Learning Suites*¹ is to "place the learner's experience and the solution's usability at the top of the priority list for any new learning project. Evaluate emerging LEPs to enhance (or extend) existing LMS platforms."

With a traditional LMS, learners have little or no control over the content they are given. It is primarily determined by the trainers. With LXP, learners receive personal content recommendations. They can also be given the option of adding content they believe is relevant to their learning experience. Learners experience content in a way that is familiar to them, such as the delivery mechanisms on streaming websites such as Netflix.

Embedded learning in the learner's day

Companies that only use LMS typically have administrative teams managing the content. Content choices are often made by human resources or learning and development managers. Employees have little or no control over content choice. LXPs, on the other hand, motivate learners by providing a much more integrated, targeted and individual training journey for employees, putting them in charge of their own training destinies.

To be successful, training needs to be embedded in a learner's every day routine and/or via applications on which the learner is likely to spend the most time. Learning modules need to be smart, intuitive, easy to consume and consumer-like. The training also needs to be available in bite size chunks, mobile and always available to fit in with the busy schedules of digital users. This is exactly what LXP delivers on.





LXPs are interactive and resonate with employees' personal preferences. Their ability to self-serve a host of different content including podcasts, videos and learning games introduces a whole new way of learning that is entertaining, informative and easy to traverse. Such an approach promises to bring to an end the user indifference and poor completion rates associated with traditional e-learning tools. The current average completion rate for MOOCs (massive open online courses) averages as low as 15%², for example. Such poor rates make training budgets a wasted and expensive resource.

Instead of catering to the e-learning tutor, LXPs put the user in charge of 'command and control', giving them the power to adjust learning levels, for example, and means that they are delivered learning modules that interest them, and have a far greater chance of completion.

Is it time to retire the LMS?

The big question is do you need to let go of your current LMS. The answer is 'No'. An LMS is still a very useful tool, but in today's digital age it needs complementing. An LXP can be used efficiently in conjunction with an LMS – the latter managing more formal content. Together they can create a vibrant work-based learning experience that enables employees to learn on their own terms – and learn more.

Reference

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