



WHITE PAPER

Five Key Features of Leading LXPs



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EXECUTIVE SUMMARY

Digital transformation has affected nearly every aspect of our lives, and learning is no exception. In the context of the workplace, organizations are finding the need to present alternatives to the formal, prescribed, course-centric approaches of the past. The traditional LMS is being elevated and expounded upon in a new intersection of content and technology, the learning experience platform.

Learning experience platforms (LXPs) centralize resources, provide a rich content experience focused on relevance and support the discovery and consumption of learning when and where it is needed. The best LXPs are grounded in their stellar user experience (UX), offer an expansive collection of mixed-modality content, integrate seamlessly to support learning ecosystems, enable users and admins to powerfully harness data and encourage interaction via social capabilities. In doing so, industry-leading LXPs play a critical role in advancing the skills and competencies employees need to be better at their jobs today and enable organizations to prepare for the challenges of tomorrow.

Five Key Features of Leading LXPs:

1. An intuitive and elegant UX
2. Readily available world-class content
3. Learning ecosystem driven by integration
4. Strength in numbers with robust data collection and analytics
5. Social interaction capabilities

INTUITIVE AND ELEGANT UX

An intuitive and elegant user experience (UX) is foundational to a great LXP. Drawing from web design best practices and the basic tenants of psychology, a strong UX incentivizes learners by emphasizing goals, progress and accomplishments.

We've learned the impact of simplicity from companies like Apple, Google and Netflix. The best LXPs mirror their successes with a simple and attractive interface that allows the learner to focus on the task at hand. With such an interface, the modern learner should find that using an LXP requires no additional directions.

LXPs are inherently employee-driven, not employer-driven, and thus the end user's experience interacting with the system is paramount. As a recent Bersin by Deloitte report notes, the "UX of an LXP should be compelling enough that employees would willingly pay for it themselves."¹ The UX of an LXP should mirror the ease-of-use, speed and performance, and ultimately the familiarity of individuals' day-to-day online interactions.

Finding content quickly and accurately is made possible in LXPs with sophisticated curation and search capabilities. Curation, the art and science of organizing and contextualizing for relevance, is key to ensuring that people trust recommendations, search results and other discovery experiences. This is highly important for an LXP given the wide range of content modalities, sources, expertise levels and lengths of learning segment, à la macrolearning vs. microlearning.

READILY AVAILABLE WORLD-CLASS CONTENT

Digital transformation has made information overload a debilitating reality plaguing organizations today.³ The problem extends to the learning industry as well where information overload takes the shape of the myriad platforms, solutions, modalities and publishers vying for users' attention. Without curation—the sourcing, packaging and delivery of materials, learning can be overwhelming and out of reach.

According to Bersin by Deloitte the, "UX in an LXP solution should be compelling enough that employees would willingly pay for it themselves."²

¹ "Learning Experience Platforms." Janet Clarey, Bersin, Deloitte Consulting LLP, 2018.

² "Learning Experience Platforms." Janet Clarey, Bersin, Deloitte Consulting LLP, 2018.

³ "How to Improve Productivity By Managing Information Overload." Dionne Mahaffey, Forbes, June 29, 2016.

The best LXPs will curate content into channels and learning journeys and make informed recommendations for the user. Beyond curation, content must be available in various modalities and accessible in the flow of work.

Today's learners want an alternative to days-long on-site trainings and course-centric approaches.⁴ Rather, users crave multimodal microlearning. Learners need digestible lessons, insights and advice available in the flow of work—from their browser window or intra-office messenger. The best LXPs are designed to deliver their experience through applications already being used at work.

Leading LXPs give learners the choice of whether to watch, read or listen. Content must be multimodal to match the varied learning styles, preferences, generational needs and skills of a diverse workforce. Learning coding languages like Java or Python require longer-form lessons which build upon the knowledge gained in previous lessons and may include a combination of audiobooks, videos and reading materials. Other, more immediate needs for learning, like how to insert specific formulas or functions into Excel, are better served by brief, incisive clips. The best LXPs will make libraries of online books, audiobooks, course videos, podcasts and other learning modalities available to accommodate all these needs and more.

LEARNING ECOSYSTEM DRIVEN BY INTEGRATION

LXP integrations allow a smooth flow of information and discovery from one software to the next and enable access to learning materials from a variety of entry points across multiple systems. These actions together create a learning ecosystem.

Learning ecosystems are highly customizable, interdependent entities that connect learning to people, processes, tools and information. LXPs provide a visual entry point into the learning ecosystem, but they extend deeper and broader than a single platform. For example, employee data, core HR information and workforce management intel is made part of the learning ecosystem through LXP-HCM integrations, while learning materials and course content is integrated into the learning ecosystem through LMS-LXP connections. These integrated patterns extend to tools and systems support social interaction, content creation, analytics and more.



WATCH



READ



LISTEN

⁴ "A New Paradigm for Corporate Training: Learning in the Flow of Work." Josh Bersin, Bersin, July 8, 2018.

LXPs play an integral role in the learning ecosystem by providing capabilities that bring together diverse content, rich discovery, and overall platform design to provide an immersive and frictionless experience to support learning in the flow of work.

STRENGTH IN NUMBERS WITH POWERFUL DATA COLLECTION AND ANALYTICS

Necessary to measure learning's impact across an organization, robust data collection and analytics give administrators the power they need to collect, view and deliver learner data wherever and however it's needed. Their value is further heightened when the LXP can integrate with an organization's business intelligence solutions.

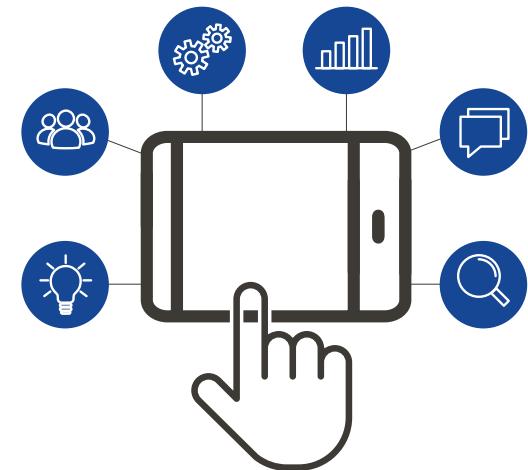
For L&D professionals, the holistic analysis of a great LXP helps protect their budget and build the support necessary for their function—but the necessity of data and analytics goes beyond the Chief Learning Officer's bottom line. When an LXP can deliver data to an organization's business intelligence solutions, we can begin to see clear, definable metrics demonstrating the effect of learning on sales, marketing, product development and organizational efficiencies, among others—thus enabling organizations to improve programs, invest wisely and drive innovation.

An LXP's strength in numbers stems from the ability to capture data generated about employees, like competency and completion tracking, as well as by employees, such as level of satisfaction and engagement.

These hearty collection and analytics capabilities are a potential key differentiator for organizations looking to retain, upskill and reskill employees when it's needed most—as we face historic unemployment lows and considerable skills gaps in the jobs expected to drive the next wave of digital transformation.⁵

SOCIAL INTERACTION ABILITIES

With the advent and popularization of social networking over the past two decades, social capabilities are infiltrating all avenues of digital life. Learning and development in the workplace is no different.



⁵ "Projection Overview and Highlights, 2016-2017." T. Alan Lacey, Mitra Toossi, Kevin S. Dubina, Andrea B. Gensler, US Bureau of Labor Statistics, United States Department of Labor, October, 2017.

⁶ "Learning Experience Platforms." Janet Clarey, Bersin, Deloitte Consulting LLP, 2018.

Social capabilities, which allow users to like, share, recommend, comment on and rate content, bolster collaboration and encourage a fluid exchange of ideas amongst learners. LXP should allow users to share and discover content within intra-office messengers, on individual profiles, via URL links and build upon successes with social interaction via gamification functionalities moving forward.

Social capabilities are a natural extension of an everyday user's typical online experience. Positioned in the intuitive interface of the best LXP, these functionalities encourage an effortless transition between learning and life.

CONCLUSION

Whether introducing a new learning initiative or modernizing your organization's existing approach, LXP are powerful and user-friendly platforms that create a frictionless experience for learners. To succeed as the portal to a collection of learning resources and capabilities, an LXP must be designed for the user. A powerful UX includes an attractive interface, intuitive navigation and sophisticated content discovery.

Evolving for the contemporary learner and workplace, content should be curated for context and relevance with the option of accessing career pathing and learning journeys. Microlearning, available where and when the learner needs it, must be multimodal and accessible in the flow of work to reach the widest spectrum of learning styles and generations now inhabiting the workforce.⁷

An LXP's integration capabilities are critical to enable the deployment of learning materials, the exchange of information to back-end systems and serve as the cornerstone of an organization's learning ecosystem. The powerful data collection and analysis abilities of a great LXP allow tracking of learner data and facilitate the exchange of cultural data, engagement and satisfaction from your learners to your organization. Lastly, the best LXP have social elements that mirror our everyday online use and behavior.

With Skillsoft's 20 years of experience as the leader in eLearning, award-winning LXP Percipio and dedicated enterprise service support, we'll help guide your organization to success.

According to Deloitte, the best LXP provide:

- KPI data
- Cultural and team data
- Career and personal development data
- Employee feedback about development
- Summary reports on learner activity, engagement, utilization of content, business metrics and program value⁶

⁷ "Enterprise Learning 2018 Annual Report." CGS, May 14, 2018

ABOUT PERCIPIO

Today's learner demands the easy to use and intuitive experience at work that they have become accustomed to from consumer brands like Google, Amazon and Netflix. Our solution is Percipio, the intelligent learning experience platform that delivers an immersive learning experience.

Percipio is the solution that helps organizations deliver this robust learning experience while also managing learning programs and connecting learning activities to business objectives. Percipio, the intelligent learning experience platform (LXP), is designed to meet the needs of modern learners, using an intuitive design and consumer-led experience to facilitate engagement and accelerate learning.

Percipio gives learners access to over 500 pre-curated channels, with new channels and content being added all the time. With microlearning courses, videos books, audio, Percipio has been designed as an open platform, enabling customers to include curated content - including custom, third-party content. Percipio also integrates with market leading Learning Management Systems (LMS), enabling micro, macro and multimodal learning within any existing LMS.

Using Percipio, learners can make the most of their precious time and create lasting change inside their organizations. Learners decide when, where, and how to learn through curated channels and microlearning videos. Organization are able to create and assign learning paths, visually monitor progress using charts and graphs, and show how learning drives value in their companies.

ABOUT THE AUTHOR

JIM RENNER

Jim Renner has over 24 years of industry experience building and deploying learning technology solutions for organizations of all types. As VP of Product Management, Jim provides strategic direction for Skillsoft's Percipio platform with a focus on system integration, administration, and content services. He and his team apply a data-driven approach to fixing real-world problems while also improving the lives of learners, administrators and technologists. Previously, he worked as a software developer, sales engineer, and product manager working on a variety of products from integration tools to mobile apps.



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ABOUT SKILLSOFT

Skillsoft is a front-runner in corporate learning, delivering beautiful technology and engaging content that drives business impact for modern enterprises. Skillsoft comprises three award-winning systems that support learning, performance and success: Skillsoft learning content, the Percipio intelligent learning experience platform and the SumTotal suite for Human Capital Management.

Skillsoft provides a comprehensive selection of cloud-based corporate learning content, including courses, videos, books and other resources on Business and Management Skills, Leadership Development, Digital Transformation, Technology and Developer, Productivity and Collaboration Tools and Compliance. Percipio's intuitive design engages modern learners and its consumer-led experience assists in accelerating learning. The SumTotal suite features four key components built on a unified platform: Learning Management, Talent Management, Talent Acquisition and Workforce Management.

Skillsoft is trusted by thousands of the world's leading organizations, including 65 percent of the Fortune 500. Learn more at www.skillsoft.com.