



State of Workflow Learning Annual Survey

Response Statistics

417

Survey Visits

70

Total Responses

70

Completed Responses

0

Partial Responses

0

Disqualified Responses

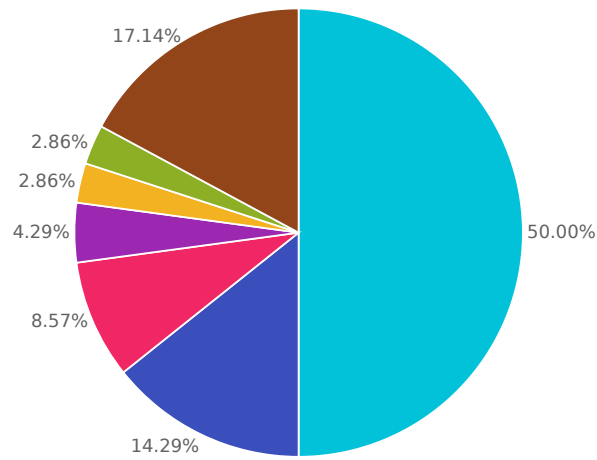
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Over Quota Responses

Q1

What is the size of your L&D team?

Answered: 70 Skipped: 0



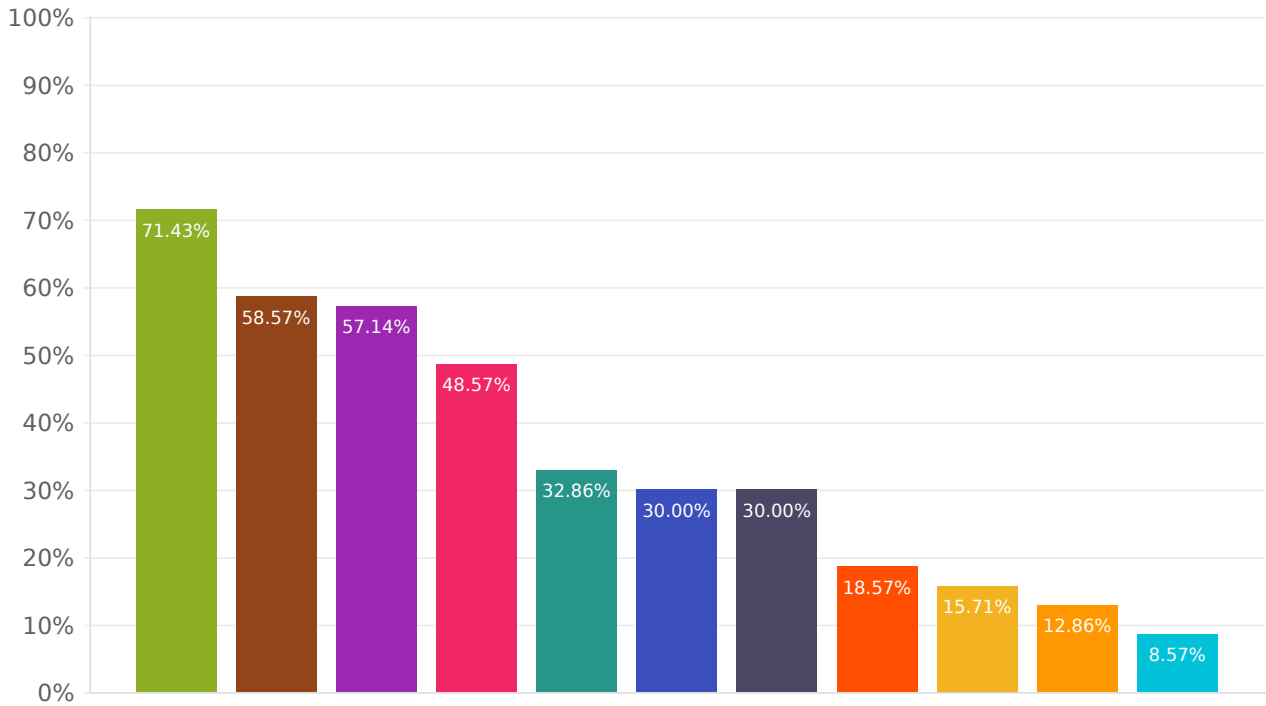
- 1-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- More than 60

Choices	Response percent	Response count
1-10	50.00%	35
11-20	14.29%	10
21-30	8.57%	6
31-40	4.29%	3
41-50	2.86%	2
51-60	2.86%	2
More than 60	17.14%	12

Q2

What roles make up your L&D team? (Select all that apply.)

Answered: 70 Skipped: 0



- Instructional Designer
- Trainer
- Manager
- Director of Learning
- Other (Please specify)
- Sr. Manager
- Operations
- Media Specialist
- Performance Consultant
- Measurement Specialist
- CLO

Choices	Response percent	Response count
Instructional Designer	71.43%	50
Trainer	58.57%	41
Manager	57.14%	40
Director of Learning	48.57%	34
Other (Please specify)	32.86%	23
Sr. Manager	30.00%	21
Operations	30.00%	21
Media Specialist	18.57%	13
Performance Consultant	15.71%	11
Measurement Specialist	12.86%	9
CLO	8.57%	6

Other (Please specify)

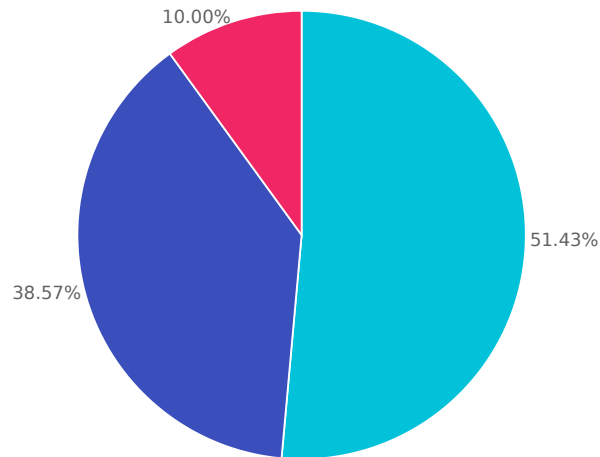
1. Digital Learning Consultant
2. Writers, Content QA Specialists, and Analysts
3. Nurses, doctors
4. Learning Business Partner
5. Learning Lead
6. BPM Expert
7. We have a team of 20 L&D consultants and 10 software developers who support L&D departments of our clients.
8. VP of Pro Services, Technical Writer
9. Excellence Architect, innovator
10. L&D Specialist, part time admin, part time Analyst
11. VP Learning, AVP Learning
12. Course Developers
13. Head of Enablement & Learning, Director of Enablement & Learning, Senior Technology Enablement Manager, Associate Program Manager, Program Manager, Senior Program Manager
14. Project Lead
15. Consultant/Contractor
16. IO Psychologist
17. Coordinator
18. Coordinator

19. Learning & Development Specialist
20. Training coordinators
21. Facilitator
22. L&KM architect
23. Learning Consultant

Q3

How often does your team have a seat at the table to interact with stakeholders?

Answered: 70 Skipped: 0



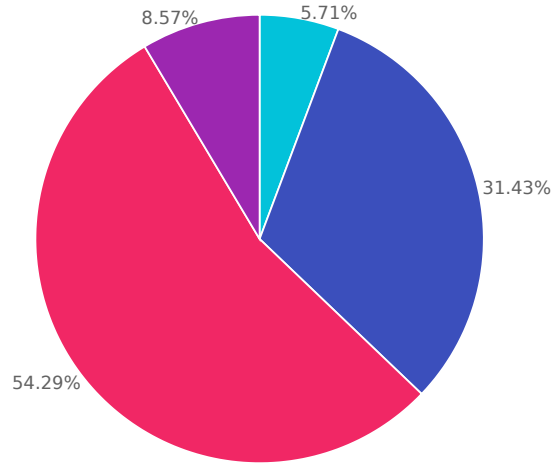
- Most of the time
- Some of the time
- Rarely
- Never

Choices	Response percent	Response count
Most of the time	51.43%	36
Some of the time	38.57%	27
Rarely	10.00%	7
Never	0.00%	0

Q4

What is the level of 5 Moments of Need/Workflow Learning maturity within your team?

Answered: 70 Skipped: 0



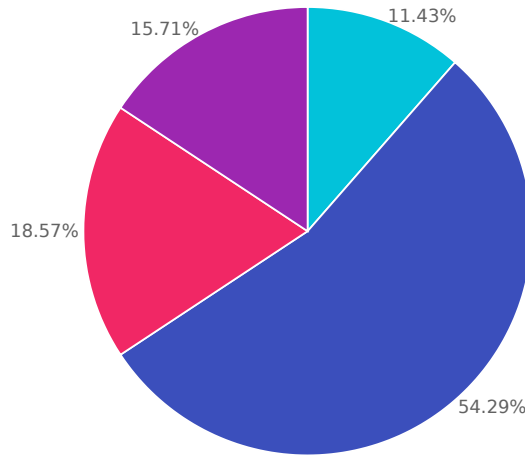
- Level 1: We are only delivering a traditional approach to training and are not looking for different ways to meet organizational needs.
- Level 2: We want to shift away from a traditional approach to training and are looking for different ways to meet organizational needs.
- Level 3: We are actively moving towards implementing job performance support in the workflow and implementing targeted training, mainly in silos and specific LoBs.
- Level 4: We are fully delivering job performance support in the workflow, plus delivering targeted training, and the 5 MoN approach is integrated across the organization.

Choices	Response percent	Response count
Level 1: We are only delivering a traditional approach to training and are not looking for different ways to meet organizational needs.	5.71%	4
Level 2: We want to shift away from a traditional approach to training and are looking for different ways to meet organizational needs.	31.43%	22
Level 3: We are actively moving towards implementing job performance support in the workflow and implementing targeted training, mainly in silos and specific LoBs.	54.29%	38
Level 4: We are fully delivering job performance support in the workflow, plus delivering targeted training, and the 5 MoN approach is integrated across the organization.	8.57%	6

Q5

To what degree does the organization you support use a performance-first (vs. training-first) approach to develop employees and improve job performance?

Answered: 70 Skipped: 0



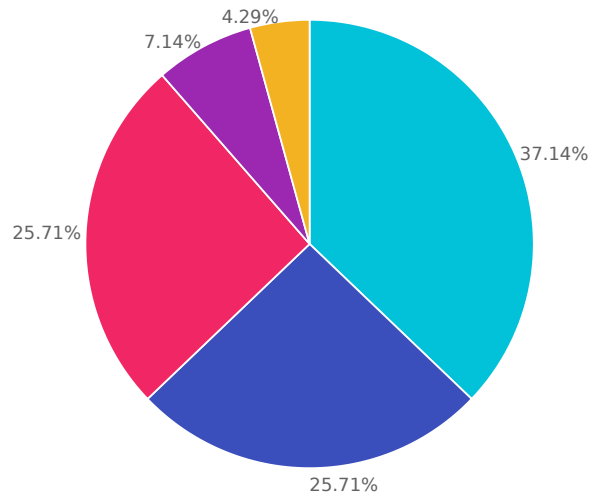
- We're not sure what "performance-first" means.
- A small percentage of solutions put performance first.
- Half or more of our solutions put performance first.
- "Performance-first" is the dominant mindset, and almost all solutions reflect that.

Choices	Response percent	Response count
We're not sure what "performance-first" means.	11.43%	8
A small percentage of solutions put performance first.	54.29%	38
Half or more of our solutions put performance first.	18.57%	13
"Performance-first" is the dominant mindset, and almost all solutions reflect that.	15.71%	11

Q6

What percentage of your budget is dedicated to formal instruction vs. workflow learning?

Answered: 70 Skipped: 0



- 90% Formal:10% WFL
- 75% Formal:25% WFL
- 50% Formal:50% WFL
- 25% Formal:75% WFL
- 10% Formal:90%WFL

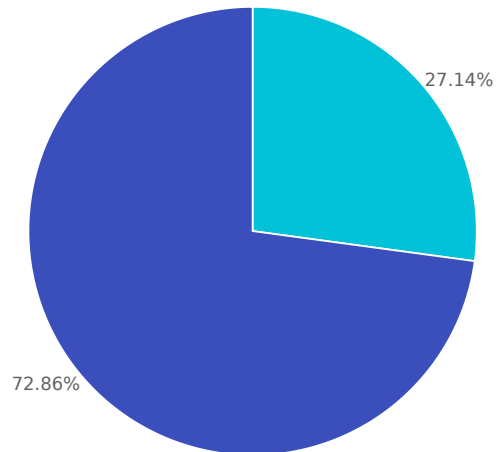
Choices	Response percent	Response count
90% Formal:10% WFL	37.14%	26
75% Formal:25% WFL	25.71%	18
50% Formal:50% WFL	25.71%	18
25% Formal:75% WFL	7.14%	5
10% Formal:90%WFL	4.29%	3

Q7

Do you include a Digital Coach* as part of a typical learning solution?

(*A Digital Coach is a dynamic, personalized, embedded, digital tool that provides all the support a person needs to successfully perform any job task at all 5 Moments of Need while doing their work. It is not a learning portal, searchable online content platform, LXP with learning paths, or LMS that simply provides access to microlearning within the workflow.)

Answered: 70 Skipped: 0



● Yes

● No

Choices	Response percent	Response count
Yes	27.14%	19
No	72.86%	51

Q8

Do you develop your Digital Coach(es) using an existing internal tool or a commercial Digital Coach tool?

Answered: 17 Skipped: 53

1. Existing internal tool
2. Commercial Digital Coach tool
3. Existing internal tools - with its limitations
4. Yes
5. commercial
6. Commercial
7. Internal tool(s)
8. Yes
9. Existing Internal Tool
10. existing internal
11. Existing Internal Pool
12. commercial Digital Coach
13. no
14. internal
15. commercial
16. commercial
17. Existing internal tool

Q9

Enter the name of the tool/platform:

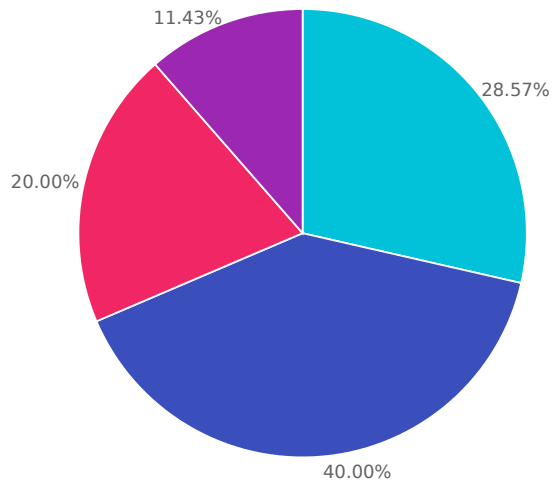
Answered: 16 Skipped: 54

1. Resource Portal - Power App/SharePoint solution
2. InfoCaption
3. Sitecore, Confluence
4. -
5. AskDelphi
6. AskDelphi
7. SharePoint as fundament
8. AskDelphi
9. CoPilot (via Oracle)
10. SharePoint + Power Apps
11. Share point and Power Apps
12. tts
13. tts
14. wiki
15. Poka; Augmentir
16. Varies. Storyline, Rise, Cornerstone LE

Q10

To what degree are you measuring impact of Workflow Learning/5 Moments of Need solutions?

Answered: 70 Skipped: 0



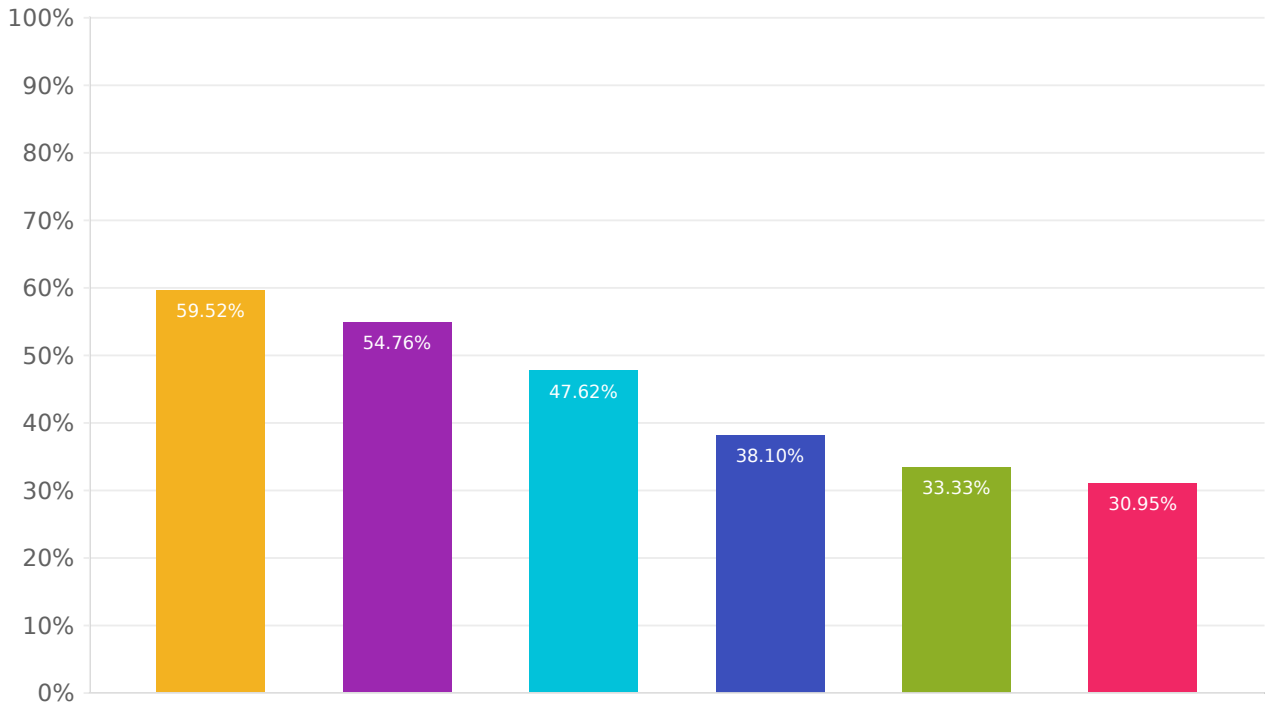
- Not at all
- Very limited
- To some degree
- As much as we can

Choices	Response percent	Response count
Not at all	28.57%	20
Very limited	40.00%	28
To some degree	20.00%	14
As much as we can	11.43%	8

Q11

What business metrics are you tracking?

Answered: 42 Skipped: 28



- Productivity gain
- Time savings
- Time to competency
- Cost savings
- Other (Please specify)
- Attrition

Choices	Response percent	Response count
Productivity gain	59.52%	25
Time savings	54.76%	23
Time to competency	47.62%	20
Cost savings	38.10%	16
Other (Please specify)	33.33%	14
Attrition	30.95%	13

Other (Please specify)

1. SharePoint site usage report
2. Business KPIs as Lag measure
3. Time saved searching for information and reduced time for onboarding

4. career development & advancement as driver for voluntary termination
5. Employee satisfaction
6. efficiency (usage) and effectiveness (through assessment performance)
7. Specific business KPIs significantly correlative to knowledge, skill and ability
8. Quality, Capability, Other time and waste measures
9. Not sure what we are tracking
10. Satisfaction, applied learning
11. CSAT (sigh)
12. It is up to the client and many times they are not interested even when presented with the options to measure and importance.
13. See below
14. Qualitative understanding of performance - executive team recognizes who has completed leadership program based on how well their location functions - people/family satisfaction/support needs/, etc.

Can you share any examples of business measures/impact that you've tracked and reported?

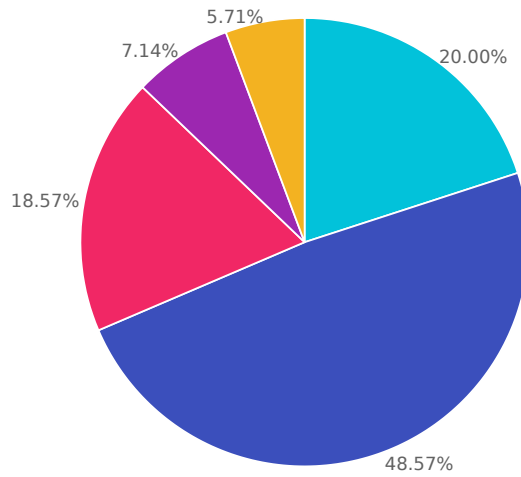
Answered: 18 Skipped: 52

1. Number of site visitors per week Number of unique viewers per week Site pages visited and time spent each week Day and time when most people access the site
2. 1. Cost Savings on unnecessary credits being giving out by post sales agents. 2. Number of Quotes provided m/m using new system. 3. # of new logos provided through SAP+ program
3. CSAT Quality
4. Reduced time for onboarding of over 70%, reduced training time up to 80%, reduced time searching for information of 25%; productivity increase in Manufacturing plant of 3%.
5. Employee NPS related to development >50% Career Growth as an exit driver for voluntary turnover is decreasing from 14% Voluntary turnover exit drivers related to development <10%
6. Time to competence of new hires in operations dept from 3 months to 6 weeks
7. Using a digital coach, time to learn a new workflow went down 20% and time spent in assisting workers in the first few months on the job, went down 50%.
8. Average handle time, time to promotion, reduced call escalation
9. One of the most successful L&D initiatives we implemented was the Fast Track Operator Training Program. Faced with a retiring workforce and the long runway to develop operational mastery, we knew we couldn't rely on traditional time-based training. Instead, we created a performance-driven fast track program focused on role-specific outcomes, critical task mastery, workflow-integrated coaching, and competency-based advancement. To measure its impact, we aligned our efforts directly to operational KPIs. As a result, we reduced the average time to operator proficiency by over 50%, accelerated press setup times by 30%, lowered production error rates by 15%, and increased frontline internal promotions by 15%. Retention among Fast Track participants also improved by 12%, helping stabilize our workforce during a period of intense pressure. This initiative didn't just support ISO certification and compliance needs — it protected production output, reduced onboarding costs, strengthened internal talent pipelines, and positioned learning as a direct enabler of business continuity. In short, we proved that when L&D focuses on building performance, not just delivering training, the return on investment becomes visible in every operational outcome that matters.
10. Redesigning our knowledgebase with performance first articles. Positive impact on our agents.
11. We are tracking client adoption to our digital self-service tools.
12. Net Promoter Score, targeted operations metrics that vary across lines of business
13. It's still mostly post-training surveys. Reductions in training development time are tracked closely and highlighted. Depth of training has some measurement, but not productivity gain.
14. I have done a few full scale measurement strategies for clients, however, I find that they often sit on the shelf.
15. End-of-course surveys for learners and 90-day-post-training surveys for learners and their managers: How confidence are you that you can apply what you learned. Then, to what extent have you/your employee applied what they learned.
16. We are not a formal metric organization and don't look for ROI. It's a family-owned business and the president is very attuned to what locations/managers/associates are successful vs. those that are struggling. While we have a few dashboard metrics our managers can use for tracking revenue/expenses/etc. we also incorporate EE relations issues, ability to solve-problems without support, ability to coach and develop team, etc. At the end of our 12-month leadership program, participants have individual time with the president and COO to share the impact of their learning and they share narrative examples, metric data when available, feedback from their team and their individual coach. I think we demonstrate that success isn't always measured quantitatively and there is value in knowing what performance looks and feels like in action and not just through data. This happens through conversations with our regional directors, on-site observations, information shared from L&D and HR teams, etc.
17. Sales numbers, quality of opportunities
18. Time to first opportunity/deal closed Win rate Deal cycle length Retention/Attrition

Q13

What percentage of your current learning deliverables incorporate AI in the DEVELOPMENT of content?

Answered: 70 Skipped: 0



- 0%
- 10-25%
- 25-50%
- 50-75%
- 75-100%

Choices	Response percent	Response count
0%	20.00%	14
10-25%	48.57%	34
25-50%	18.57%	13
50-75%	7.14%	5
75-100%	5.71%	4

Q14

If you are using AI to accomplish content DEVELOPMENT, what platform(s) are you using?

Answered: 45 Skipped: 25

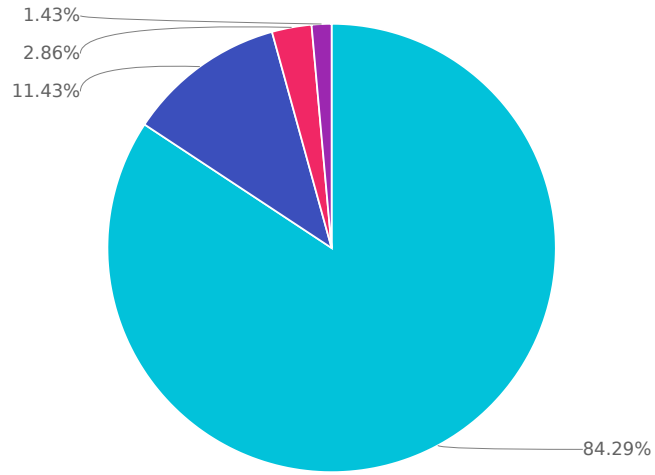
1. GPTs in ChatGPT
2. Copilot
3. ChatGPT, Vyond, and internal AI agents
4. Copilot
5. -
6. Anthropic, OpenAI and Llama
7. Company own Platform (i.e. ChatGPT 4o and O3 minion Azure platform, within firewalls of the company)
8. elevenlabs
9. SparkLearn, ChatGPT
10. Co-pilot and native AI within LMSs/Tech Stack
11. Own gpt environment based on llm
12. Chat GPT
13. Storyline. Writer. Adobe.
14. ChatGPT
15. Microsoft tools
16. Internal solutions
17. internal GPT
18. CoPilot, currently testing Shelf and exploring Articulate AI add on
19. text to speech, adobe, articulate
20. CoPilot, Zenarate - exploring more
21. Synthesia
22. Hive:Q LMS
23. Various Gen AI Tools
24. home grown
25. Internal AI tools
26. I use either what the client uses of a mix. I am AI agnostic.
27. ChatGPT, Copilot, Voice cloning technology
28. Gen ia
29. Internal AI built off of ChatGPT platform + copilot
30. Anthropic
31. Murf AI (voice over), Enterprise version of ChatGPT for ID related tasks and translation of English content to various languages
32. Copilot
33. Chat GPT
34. Gemini and ChatGBT
35. Articulate AI, Copilot, Canva AI, Camtasia/Audiate AI
36. ChatGPT, Claude, Copilot, Elevenlabs, Canva, Adobe
37. Chat GPT, Copilot,
38. ChatGPT
39. CoPilot and an internal system

40. Synthesia
41. ChatGPT
42. Chat gpt, Gemini
43. Gemini
44. Synthesia
45. Synthesia

Q15

What percentage of your current learning solutions are DELIVERED via AI?

Answered: 70 Skipped: 0



- 0%
- 10-25%
- 25-50%
- 50-75%
- 75-100%

Choices	Response percent	Response count
0%	84.29%	59
10-25%	11.43%	8
25-50%	2.86%	2
50-75%	1.43%	1
75-100%	0.00%	0

Q16

If you are using AI to accomplish content DELIVERY, what platform(s) are you using?

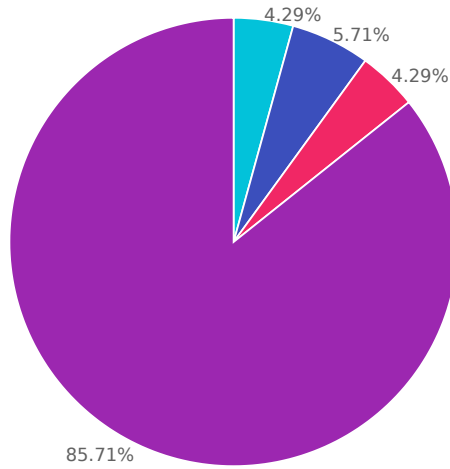
Answered: 5 Skipped: 65

1. Ollama and Llama (on-prm) in upcoming pilot
2. -
3. Conversational AI from vendors
4. synthesis, canva
5. Synthesia/Docebo

Q17

What is the size of your company?

Answered: 70 Skipped: 0



● 0-10 employees

● 10-49 employees

● 50-249 employees

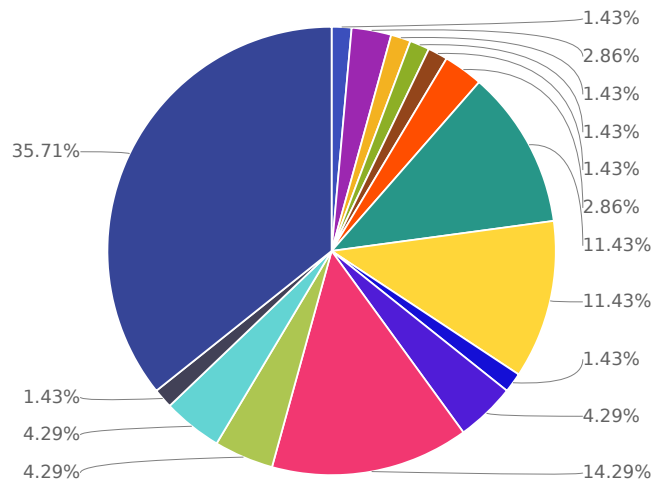
● 250 or more employees

Choices	Response percent	Response count
0-10 employees	4.29%	3
10-49 employees	5.71%	4
50-249 employees	4.29%	3
250 or more employees	85.71%	60

Q18

Which vertical does your organization serve?

Answered: 70 Skipped: 0



- Aerospace (aircraft manufacturing)
- Pharmaceuticals (research)
- Defense
- Entertainment
- Healthcare
- Manufacturing
- Transport
- Agriculture
- Computers
- Education
- Finance
- Hospitality
- Mass Media
- Water (drinking water or wastewater)
- Chemical (manufacturing)
- Construction
- Energy (production, distribution)
- Food
- Information
- Telecommunications
- Other (Please specify)

Choices	Response percent	Response count
Aerospace (aircraft manufacturing)	0.00%	0
Agriculture	1.43%	1
Chemical (manufacturing)	0.00%	0
Pharmaceuticals (research)	2.86%	2
Computers	1.43%	1
Construction	1.43%	1
Defense	1.43%	1
Education	2.86%	2
Energy (production, distribution)	0.00%	0
Entertainment	0.00%	0
Finance	11.43%	8
Food	0.00%	0
Healthcare	11.43%	8
Hospitality	1.43%	1
Information	4.29%	3
Manufacturing	14.29%	10
Mass Media	0.00%	0
Telecommunications	4.29%	3
Transport	4.29%	3
Water (drinking water or wastewater)	1.43%	1
Other (Please specify)	35.71%	25

Other (Please specify)

1. Reinsurance
2. Insurance
3. Legal
4. Communication, Telecommunications, Security, Datayes
5. Furniture
6. Ecommerce
7. Nearly all of the above
8. Software
9. professional services - engineering, planning & design, environmental sciences
10. Multiple Verticals listed here and more
11. Government-tax
12. Consulting company (across industries)
13. Business consulting
14. Insurance
15. Convenience Retail Stores
16. Technology
17. Multiple verticals. Currently - healthcare, finance, marketing, sales, and engineering
18. Funeral Service
19. Insurance
20. Sports
21. Warehouse distribution - electrical, plumbing
22. elearning
23. government
24. Insurance
25. Software/CyberSecurity