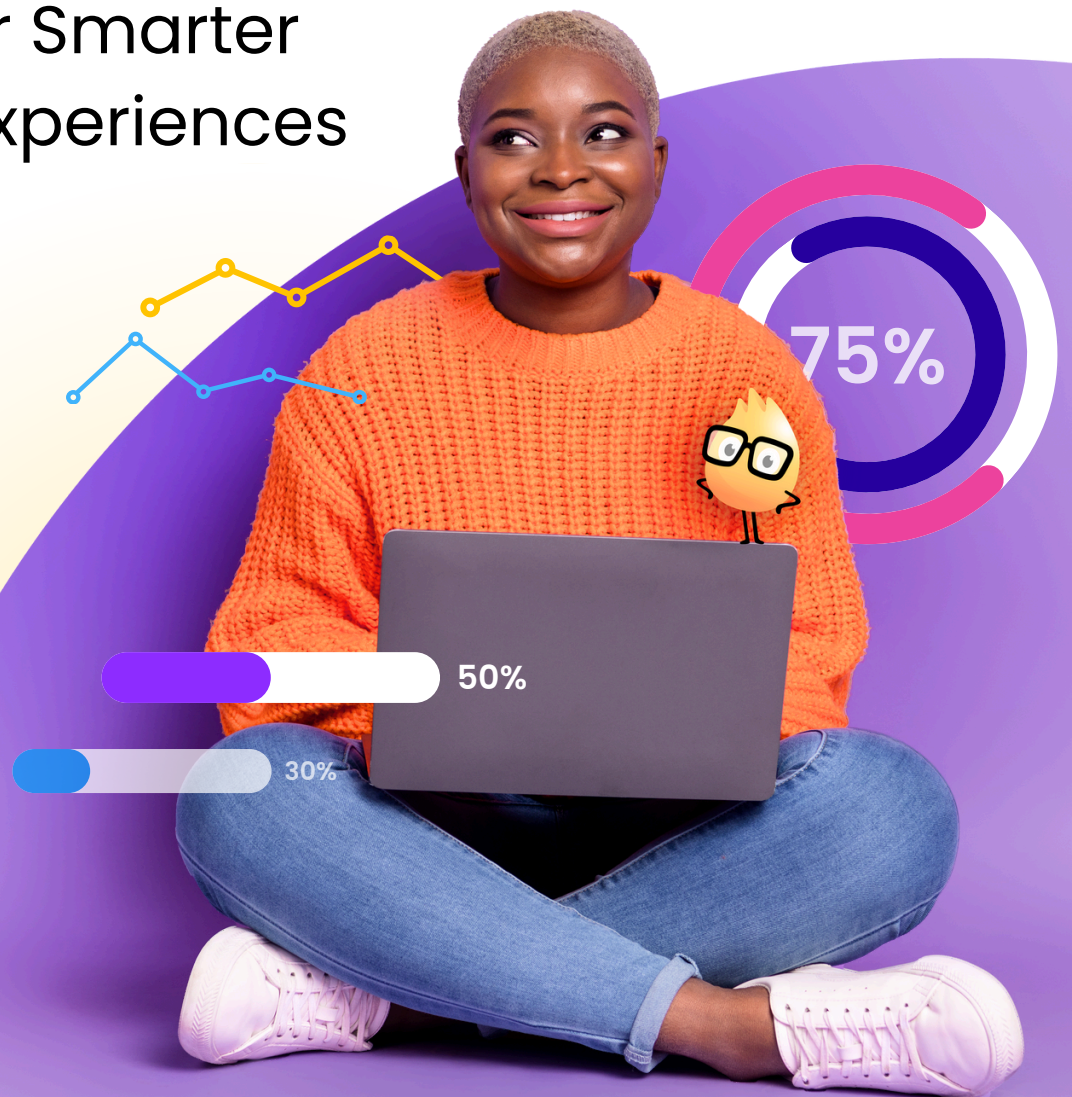




# Shaping the Future of Learning & Development

Harnessing Employee Insights for Smarter Learning Experiences





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## Executive Summary

The future of corporate learning and development (L&D) depends on employers' ability to adapt, innovate, and meet employees' individual needs. AI-enhanced resources, personalized learning, and employee-centric strategies are reshaping L&D, creating more engaging and effective training environments.

Organizations committed to professional development should embrace flexible approaches that empower employees to take ownership of their growth while ensuring skill development aligns with business goals. It all starts with listening to employees – their firsthand experiences offer invaluable insights that help companies refine L&D strategies for maximum impact.

To explore these dynamics, Litmos launched a survey in December 2024 of 1,000 workers, either employed currently or within the past 12 months, examining the evolving role of AI and technology in L&D. The findings highlight several key trends, emphasizing the need to balance innovative technology, diverse training methods, and engaging formats.

# 73%

of all respondents participate in company-sponsored training or professional development programs at least one time a year.

# 82.7%

of employees consider professional development essential to their success, yet nearly a third never participate in company-sponsored training.

# 58.4%

of workers who currently use AI for their jobs would also like to see the technology used to personalize their training experiences.

**Note:** This report analyzes data from a December 2024 survey of 1,000 employed adults, ages 18 and older, with a focus on how learning and development programs are perceived in the context of modern workplace needs. It explores the role of AI in transforming the learning experience, the importance of personalized training, and how tailored approaches improve employee engagement across industries. Insights from this survey will help HR professionals, L&D leaders, and companies design smarter, more effective learning management systems that cater to both organizational goals and employee development.



Career growth is also a far stronger motivator than money. Survey data shows that 32.6% of employees prioritize career advancement when engaging in training—more than double the 15.2% motivated by monetary incentives. This clear preference underscores career growth as a central theme in the survey results.

Breaking down the data behind these insights, this report examines the challenges, opportunities, and employee expectations shaping the future of L&D. Read on to learn about the most sought-after AI features in learning management systems and other key trends to inform L&D strategies that drive employee engagement and organizational success.





# **Glossary of Report Terminology**

## **Learning and Development (L&D)**

The process within an organization focused on empowering employees to grow by developing their knowledge, skills, and capabilities, ultimately aiming to drive better business performance through initiatives like onboarding, career development, skills training, and leadership programs. L&D essentially encompasses any professional development provided to employees within a company.

## **Artificial Intelligence (AI)**

AI involves systems that can perform tasks usually requiring human intelligence, such as training, decision-making, and problem-solving. In Learning & Development, AI may be used to power smart tutoring, adaptive platforms, and content creation tools. It can help to automate processes and design personalized courses, including videos and interactive sessions, tailored to learners' specific needs.

## **Learning Management Systems (LMS)**

A learning management system, or LMS, is a software application that allows training professionals within a company to manage their training program from one centralized environment. An LMS can house, deliver, and track all company training content and help companies manage employee education.

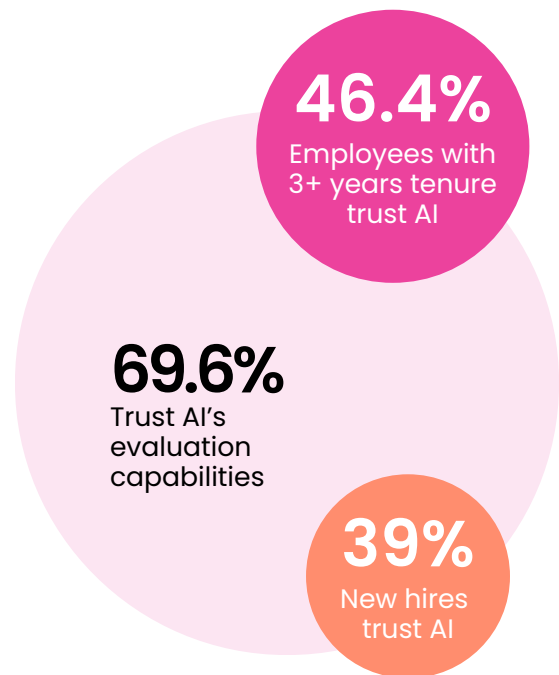
# AI's Role in Shaping Quality Learning Experiences

## Employees Trust AI for Skills and Career Development

With its ability to enhance engagement, relevance, and impact, AI has gradually become a trusted ally in career development, with over 44% of all employees reporting they trust AI to assess their skills and offer improvement suggestions. Those who already utilize AI for work see even greater potential, with 69.6% trusting its evaluation capabilities.

A strong correlation exists between employee tenure and trust in AI. Specifically, employees with three or more years of tenure are more likely to trust it, with 46.4% expressing confidence in AI's ability to align their professional growth with organizational goals. Only 39% of newer hires are in agreement.

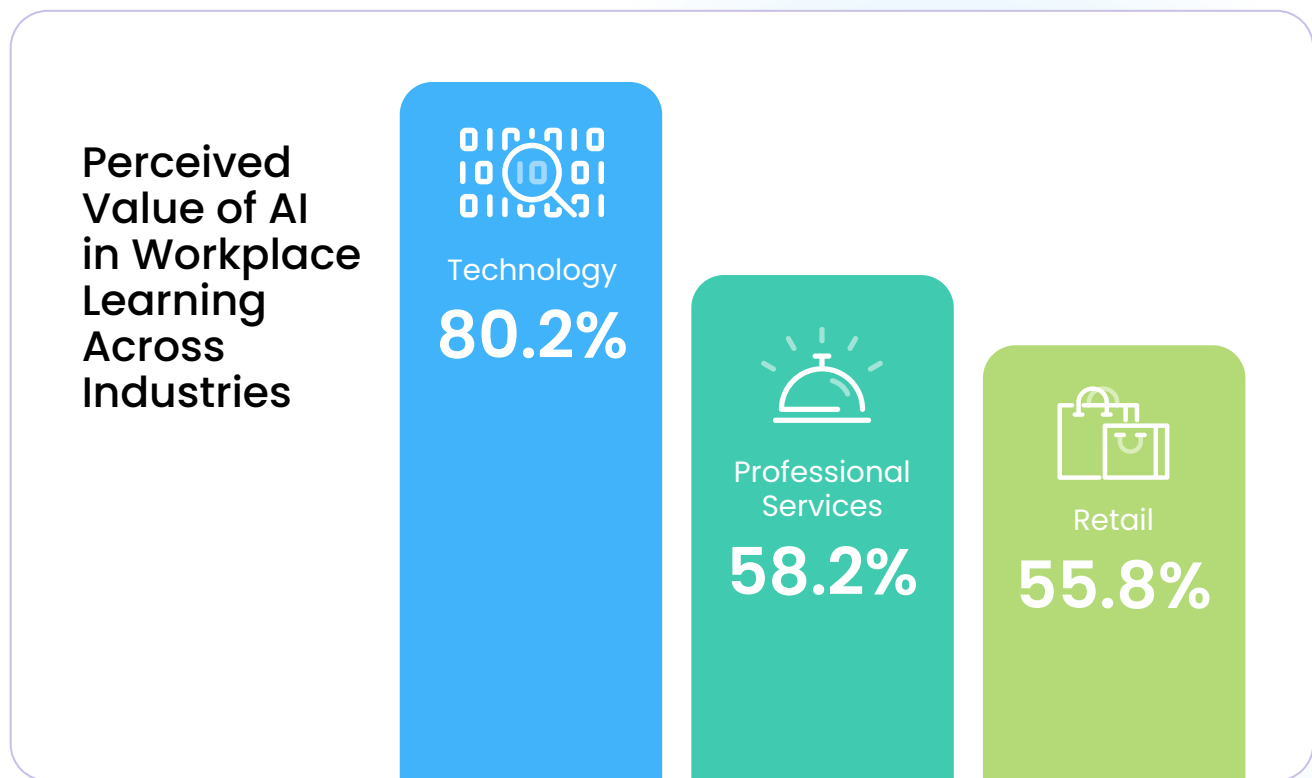
### Trust in AI Grows with Employee Tenure



## The Appeal of AI Spans a Range of Ages and Sectors

Among workers in the 25-64 age range, 57.2% of respondents believe AI-enhanced tools would have a positive impact on training interactions. Employees in the technology industry show the greatest acceptance, with 80.2% of them believing that digital workplace training or professional development programs enhanced by AI would improve their learning experiences, while only 55.8% of those in retail feel the same. The professional services sector fared slightly better, with 58.2% supporting AI-powered L&D initiatives, while 41.8% of their colleagues remain unconvinced of its value.

Still, AI presents a promising solution, as 58.4% of current users are eager to leverage it for customized training and professional development support. Comfort with AI varies across professions and levels of familiarity, making it easier to identify where hurdles exist. Adoption may pose a challenge for non-users who have yet to recognize its potential for personalized learning paths and supporting career growth. To drive usage, organizations designing training programs must consider each learner's experience and professional background when structuring resources and content.

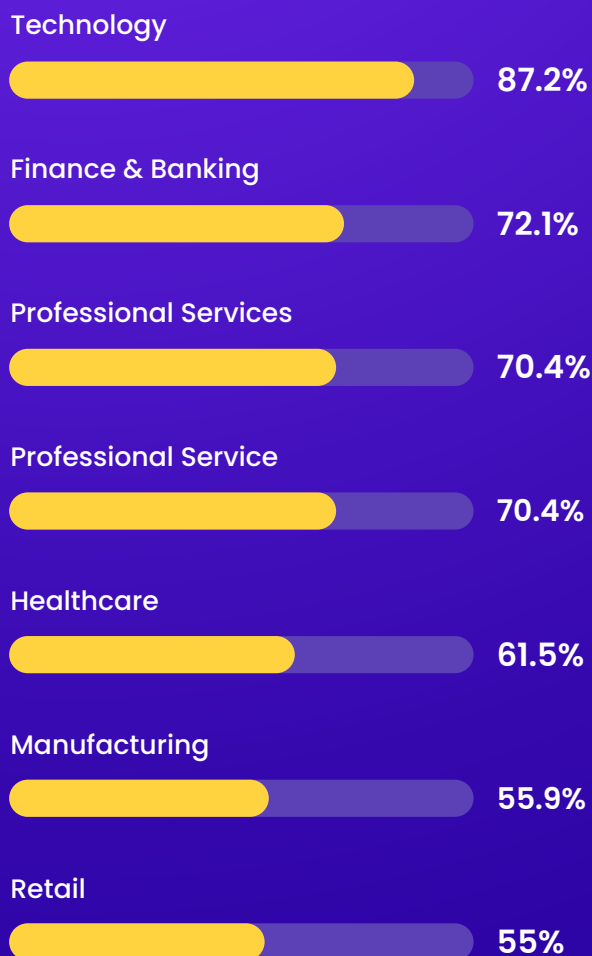




# AI usage in a professional setting

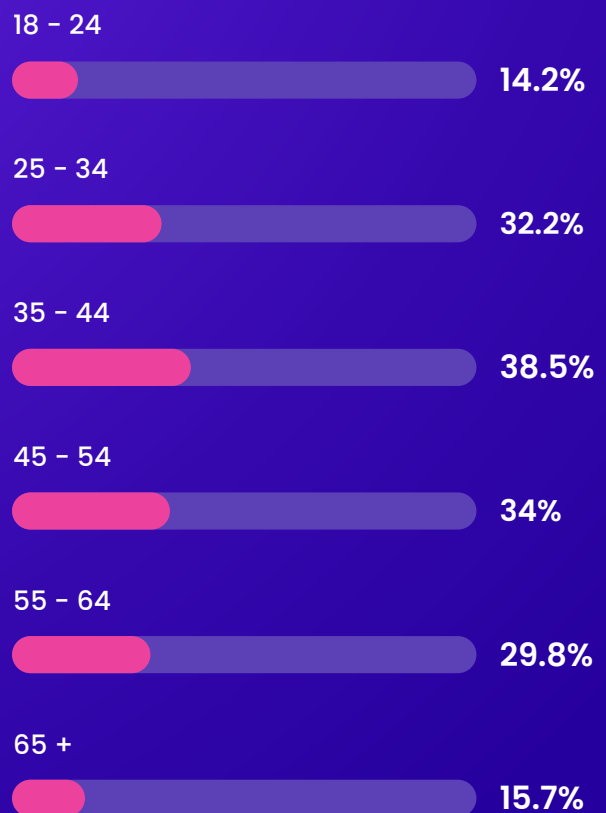
## AI Usage by Industry

% of employees in each industry who use AI at least occasionally for work



## AI Usage by Age Group

% of employees in each age group who use AI daily, weekly, or monthly



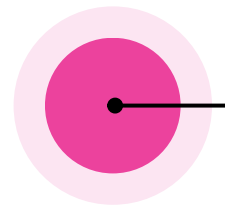
## Most Desired AI Capabilities for LMS Include Personalization and Feedback

The advanced capabilities of AI-driven platforms are generating interest in specialized training features, like personalized learning paths, real-time feedback, chatbot support, and skill gap analysis. These innovative functionalities offer a range of benefits, such as adapting content based on a learner's progress to provide more challenging material when they're ready or to offer extra support when needed. They can also simulate realistic scenarios for practicing new skills in a safe environment and deliver instant feedback on performance. Additionally, AI can analyze performance data to pinpoint specific skill gaps, allowing for more targeted and effective training interventions.

Leveraging AI as a strategic tool can create industry-specific learning programs that align well with employees' roles and aspirations, ensuring a higher degree of relevancy and satisfaction. AI-powered personalization, assessment, and real-time progress tracking can transform a fragmented L&D experience into an integrated, career-enhancing opportunity for employees.

## The AI employees want

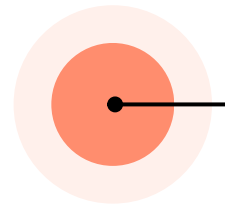
Employees who believe AI-enhanced training would improve their overall L&D experience are most interested in:



**40%**

### Personalized Learning Paths

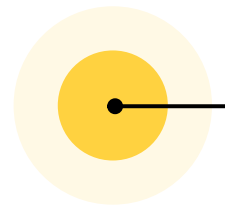
They want AI to recommend training tailored to their unique roles and aspirations.



**36.1%**

### Real-Time Feedback

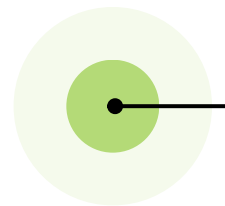
They want instant feedback to improve learning outcomes and employee confidence.



**35.1%**

### Chatbot Support

They want immediate assistance to ensure seamless accessibility and use of training platforms.



**27.7%**

### Skill Gap Analysis

They want help identifying critical development areas.

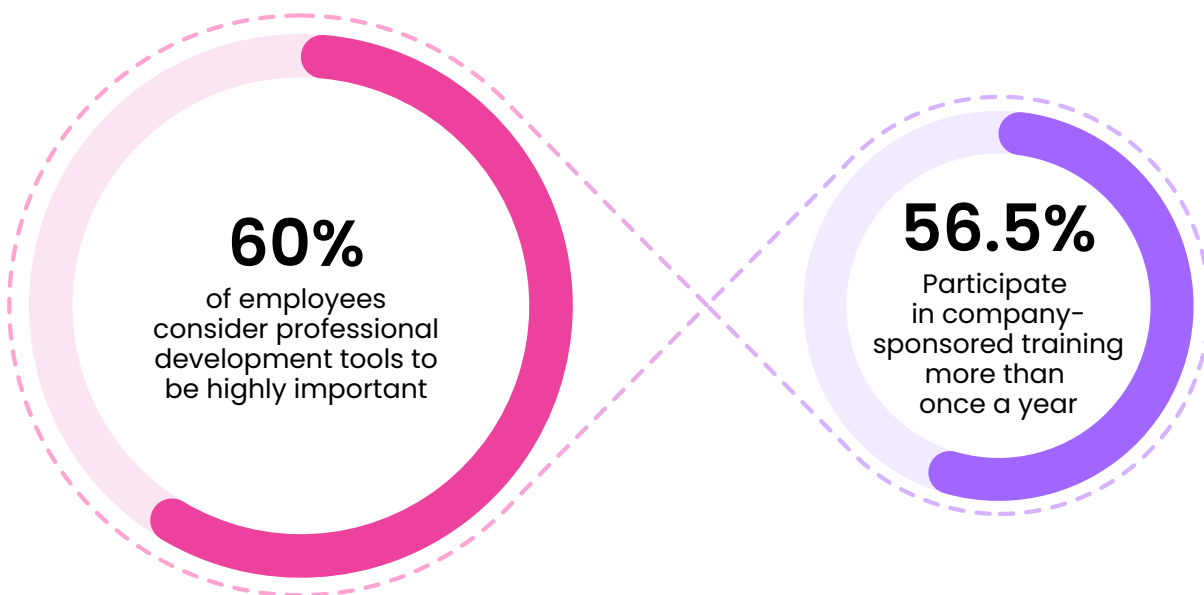
# Digital Learning Drives Employee Engagement and Retention

Employee engagement is a cornerstone of organizational success. When employees have clear career advancement paths and access to professional development resources, they are more likely to stay engaged, which boosts retention. Retaining employees offers significant financial benefits to companies by reducing recruitment and training costs while preserving productivity and expertise within the organization. One of the most effective ways to drive this

engagement, and ultimately retention, is by offering training opportunities that align with employees' career goals and preferred learning methods. Increasingly, those preferences are shifting toward digital learning formats.

According to the survey, 60% of employees consider professional development tools to be highly important, with 56.5% participating in company-sponsored training programs several times a year.

## Employees Value Access to Ongoing Development





## Aligning Digital Training with Career Aspirations



Highly satisfied with the accessibility of digital resources

**79%**



Low satisfaction with how relevant digital training is to career goals

**32.5%**

Notably, 65.5% of these participants engaged in training that incorporated digital tools in the past 12 months. Impressively, 79% reported high satisfaction with the accessibility of these digital resources. Given these preferences, investing in digital and structured professional development programs is a clear way for companies to keep employees engaged and committed long-term.

While the majority of employees recognize the value of training, particularly digital training, there's still

room for growth. Approximately 32.5% of employees express moderate to low satisfaction with how relevant digital training is to their future career goals, highlighting the need for organizations to continue refining their strategies to better align learning opportunities with employees' aspirations.

Bridging the gap between employees' desire to learn and available learning opportunities requires HR and L&D professionals to tap into the key drivers of motivation and fulfillment in employee learning experiences.

## Company Training Options Align with Employee Preferences, But Autonomy Lags

Employees have unique learning preferences that shape how they approach their career development. For example, 45% of respondents favor learning by doing, while 28.7% prefer watching, and 16.2% lean toward reading. Fortunately, the types of training most commonly offered by companies align well with these preferences.

When asked about the training options available to them, 66.8% of survey respondents mentioned in-person training, while 57.8% referenced video-based learning. Additionally, nearly 43% said their companies offer digital interactive materials, and 28.2% reported access to text-based resources. Still, there are areas for improvement, as 31.5% of employees express moderate to low satisfaction with the interactivity of their training, while 29.4% feel the quality of the materials is lacking.

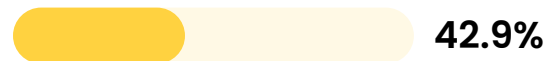
The data also highlights the importance of giving employees a sense of ownership over their learning. Permitting more control and autonomy translates to increased engagement, which fosters career growth and strengthens loyalty. Interestingly, the survey reveals that certain groups do feel more in control of their training choices than others.

### Employee learning preferences at work

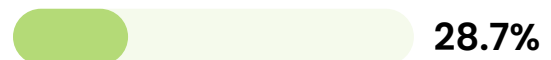
#### Employees that prefer learning by doing



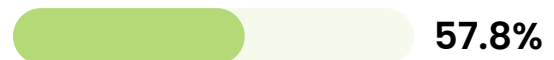
Employees that have digital interactive training available



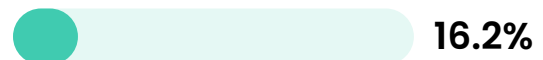
#### Employees that prefer learning by watching



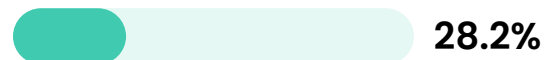
Employees that have video training available



#### Employees that prefer learning by reading

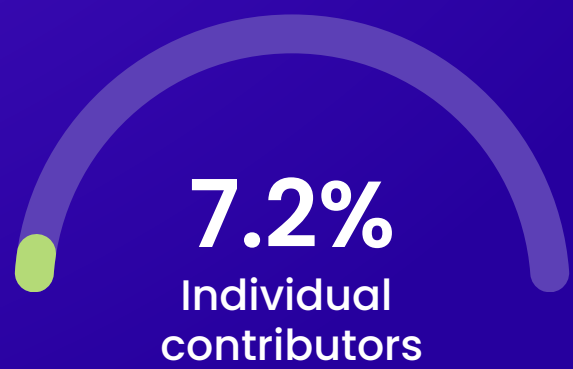


Employees that have text-based resources available



# Time on the Job = Training Control

Levels of engagement are often influenced by the degree of control employees feel they have over their training choices. Reported control levels by group include:





# Personalization is Key Across Industries

## Diverse Employee Needs Demand Personalization

Personalized learning is the most effective approach to employee development, regardless of industry. To maximize its impact, technology — particularly AI — must be used to tailor training to the specific needs of different job roles. This is best achieved by tracking industry-specific trends, ensuring that learning experiences align with real-world demands.

For example, retail and manufacturing industries prioritize practical training, such as safety protocols and new skill acquisition, while the technology sector focuses on developing and refining technical skills to keep pace with rapid innovation and AI adoption. Meanwhile, healthcare and finance emphasize compliance training, reflecting the strict regulatory requirements in those fields. By staying informed about these evolving

priorities, L&D leaders can leverage AI and other advanced tools to deliver training that is both relevant and effective, meeting employees' needs without compromising learning outcomes.

### Learning experiences align with real-world demands.

Retail & Manufacturing

New Skills & Safety

Technology

Technical Skills

Healthcare & Finance

Compliance

# Common company-sponsored L&D programs by industry

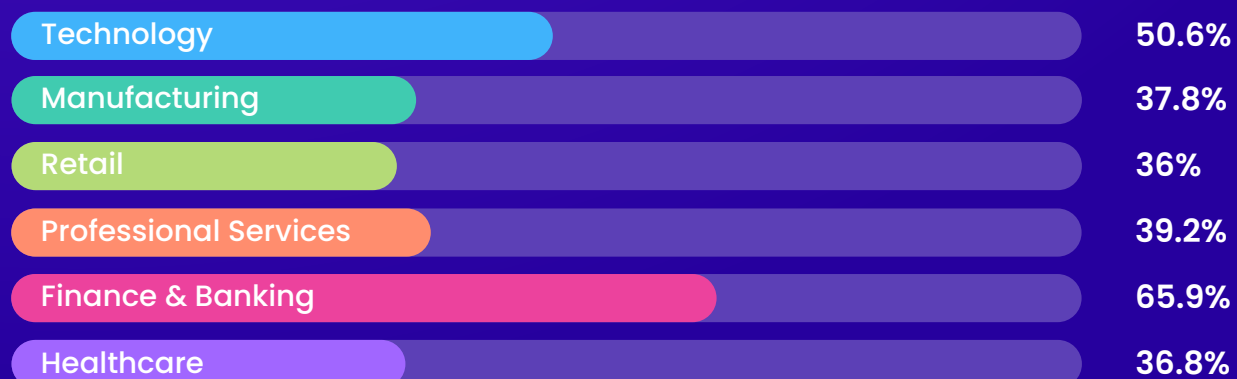
## New Skill Development



## Safety & Compliance Training



## Leveling Up Existing Skills



## Access to Preferred Training Isn't Enough – Employees Need Support and Control

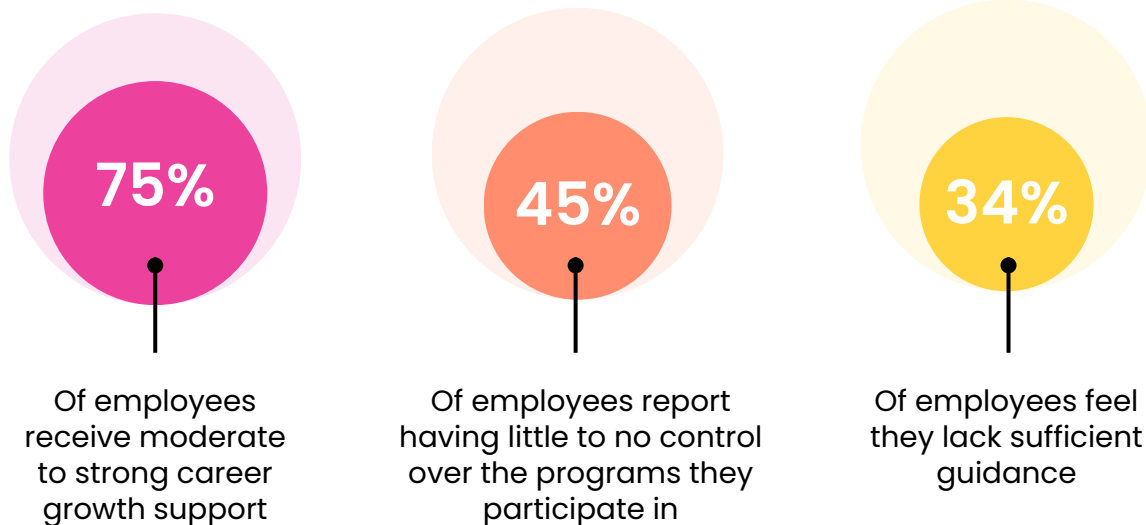
Personalized learning is a powerful way for organizations to show their commitment to employee growth. By providing the right support and resources, companies can help employees map their career paths while ensuring they develop the skills the business values.

However, despite having access to training options that align with their learning preferences, many employees feel limited in their ability to choose their own development opportunities. In fact,

45% of surveyed employees report having little to no control over the programs they participate in. Additionally, while two-thirds say they receive moderate to strong career growth support from their employers, 34% feel they lack sufficient guidance.

This gap highlights the need for organizations to go beyond offering training—they must also empower employees with greater autonomy and support to shape their own learning experiences.

### Insights on Employee Development Control





## Strong Training Foundation Sets the Stage for Personalization Boost

Research confirms that personalized training is both valued by employees and effective. However, in order to drive real impact, it must go beyond individual learning preferences — personalized training should align with employees' career goals, preferred formats, and industry-specific subject matter. A one-size-fits-all approach simply doesn't meet these diverse needs.

When training is relevant and well-structured, employees are eager to participate. In fact, nearly half of all surveyed employees engaged in four or more different types of training over the past 12 months, demonstrating a strong appetite for continuous learning.

To boost program success and demonstrate the value of innovative personalization tools, HR and L&D professionals must strike a balance between three key elements: innovative technology, diverse training types, and engaging formats. By integrating these components, organizations can create training programs that resonate with employees and align with industry demands — ensuring both individual and business success.

### Training Participation Overview

Training participation rates are well-distributed across key areas, with notable engagement in:



# 48.8%

Developing new skills



# 43.6%

Enhancing existing skills



# 46%

Safety training



# 31.8%

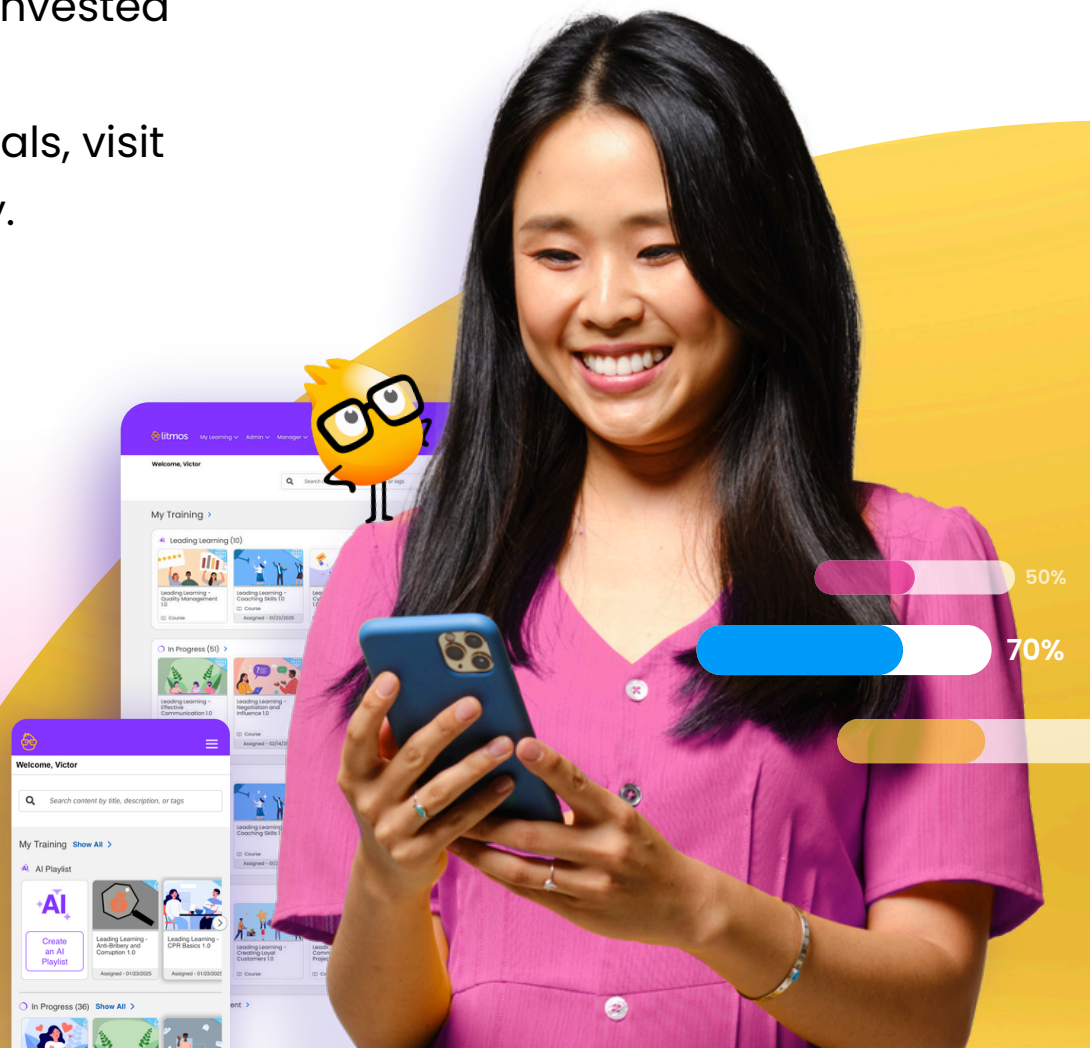
License or certification requirements

Personalized learning journeys begin with the best training platforms available. For companies looking to revolutionize their L&D programs, the AI-powered customization and real-time analytics offered by a robust learning management system are the key. To access the materials and services HR professionals and L&D leaders need to keep employees invested and aligned with organizational goals, visit [Litmos.com](https://litmos.com) today.

[Contact us](#)

## About Litmos

Litmos develops learning solutions for top-performing companies. An established leader since 2007, Litmos' learning solutions include the easiest-to-use corporate learning management system, comprehensive learning content collections, integrations with top workflow tools, and services to support success. Thousands of companies trust Litmos' learning solutions to deliver instruction and intelligence to employees, customers, and partners. The solutions are used by more than 30 million people in 150 countries, across more than 35 languages.





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