

COMPETING L&D PRIORITIES GO HEAD TO HEAD

IN 2025



Priorities, challenges, & opportunities shaping modern LMS use

In the fight for learning impact, the ring is packed with dueling needs, goals, and hurdles. Which are most important to business leaders this year? Grab your popcorn and place your bets. These are the most contentious L&D matchups of 2025:

ROUND 1: PRIORITIES

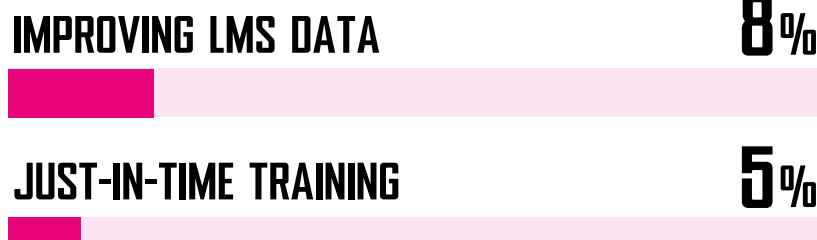
EVERYDAY LEARNING

vs

MANDATORY TRAINING

In this corner we have executives prioritizing impact-driven learning, with continuous learning culture taking the lead. Close behind are compliance and onboarding, which dominate other high-priority LMS training use cases.

Small but mighty, these operational learning priorities are ready to duke it out with the most major executive pain points. The contenders: improving learning system data & analytics, implementing “just-in-time” training, and introducing more learning modalities.



WINNER!

EVERYDAY LEARNING 84%

ROUND 2: TRAINING FOCUS AREAS

EXTERNAL TRAINING

vs

INTERNAL TRAINING

It may look like leadership's focus on Compliance and Onboarding puts Internal Training at an advantage, but don't count External Training out just yet, because ROI (holding the title of “Biggest KPI Challenge” in 2025) has the potential to shake things up.



WINNER!

COMPLIANCE TRAINING 86%

BIGGEST KPI CHALLENGES

An outsider with a lot of promise is stepping into the fight: ROI of Training Programs. Named “The Biggest KPI Challenge” by business leaders in 2025.

31%
ROI of training programs

13%
Compliance

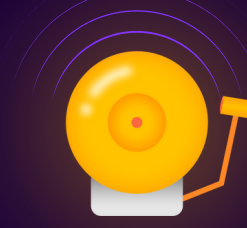
<5%
Others



23%
Course completion

10%
Time spent learning

9%
Feedback/satisfaction scores



ROI is king! Leaders need measurable impact from learning programs.

REPORTING HEAVYWEIGHTS LEADERS WANT

Time for a Ringside Read-Out of the most wanted Reporting Capabilities

ROUND 1 **REPORTING DASHBOARD** 52%

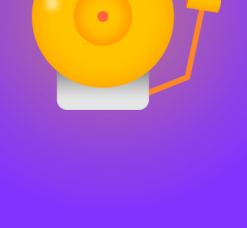
ROUND 2 **AI & PREDICTIVE ANALYSIS** 37%

ROUND 3 **DRILL-DOWN ANALYTICS** 36%

ROUND 4 **REPORTING DASHBOARD** 36%

ROUND 5 **AI & PREDICTIVE ANALYSIS** 28%

ROUND 6 **DRILL-DOWN ANALYTICS** 26%



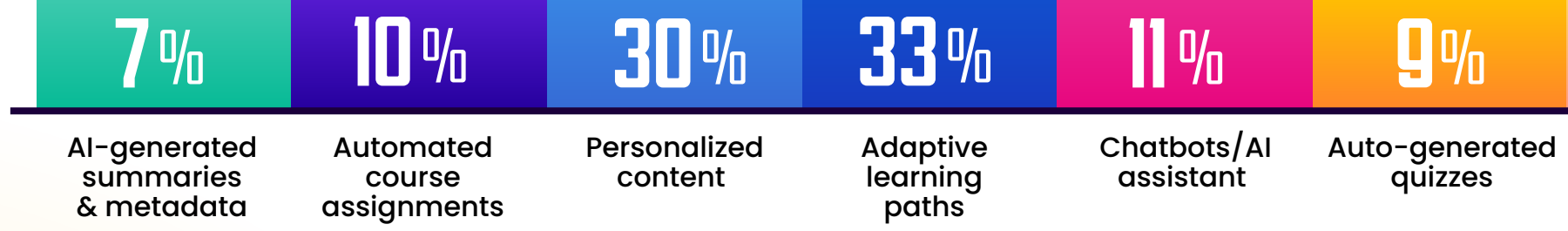
Leaders want centralized, flexible reporting with advanced analytics.

AI FOR ENGAGEMENT

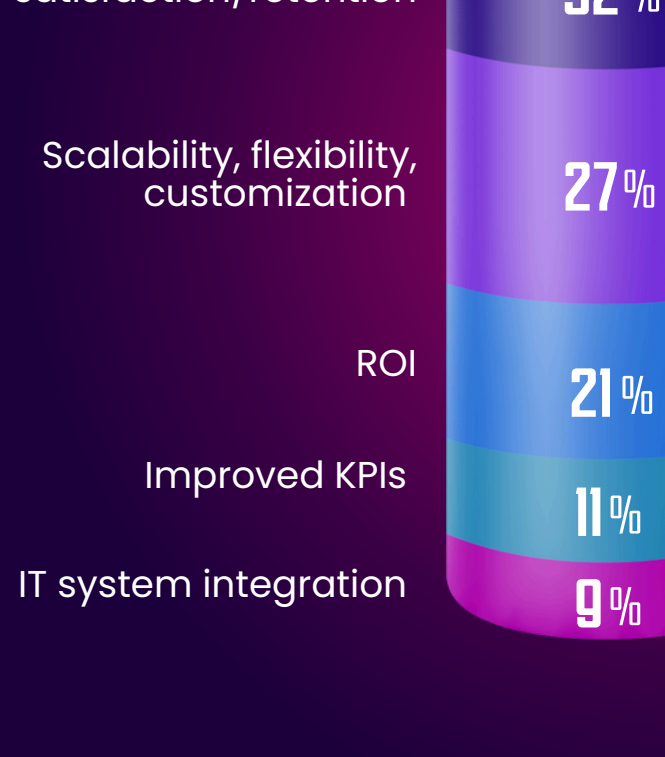
Let's take a look at our top AI Tools for Engagement Needs. Gold goes to Adaptive Learning Paths, the most sought-after tool among business leaders. Personalized Content wins silver. Chatbots and Automated Course Assignments share bronze. Auto-Generated Quizzes and AI Summaries will have to try again next year.



Personalized and adaptive learning drives engagement more than bots or automation.



WHY NEW LMS TECH MATTERS



Leaders adopt new LMS solutions to improve engagement, flexibility, and retention.

