

# Everyone Is a Creator: How To Rise To 3 Challenges Posed by Creator-Centric Learning

By democratizing L&D, we can nurture employee creativity and build skills like video and presentation production they would otherwise not get to practice.

A creator-centric approach doesn't just benefit your employees. It also answers a trio of specific needs—two centered on employee demographics, and one more wide-ranging—that make the move entirely imperative:

## 1 Onboarding Gen Z, the Creator-Centric Generation

Gen Z has received **“paperless homework”** via digital means for most of their lives.



The National School Boards Association in the US suggests that

**70% of teachers** assign homework that requires a broadband connection.



Gen Z's favorite online venues—TikTok, Snapchat, YouTube and, Twitch—are all creator-led environments.



One Dell study suggested that

**91% of potential Gen Z employees** would be influenced in their job choice by the technology on offer.



## 2 Enabling Creator-Centric Retirements for Baby Boomers

The Baby Boomer generation is reaching 65 and aging into **retirement—at a rate of around 10,000 people every day** in the US.



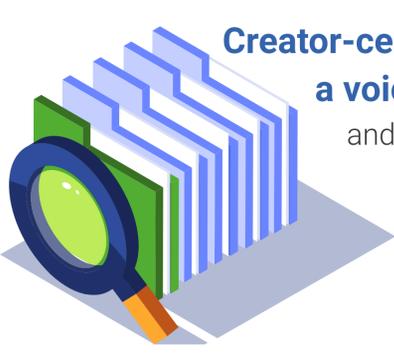
The ongoing loss of accumulated knowledge and experience when Baby Boomers retire is no small thing. Forbes suggests that

**56% of retirees** are in leadership positions.

**57% of Boomers** have “shared half or less of the knowledge needed to perform their job responsibilities” and 21% have “shared none at all” - Forbes



**Creator-centric tools could give the retirees a voice in the handover process,** and provide a record that can be revisited after employees have exited.



## 3 Allowing Everyone To ‘Learn Like They Live’ With a Creator-Centric Lifecycle

Leaving the total sum of an employee's knowledge transfer to the final days of their employment is risky—**there's rarely enough time to cover anything but the essentials.**



If a leaver has been slowly contributing their insight to your learning ecosystem throughout their time with you, **they can continue to add value long after they're gone.**



If an employee can **go to your learning experience platform (LXP) for an answer** rather than waiting for a reply from a busy manager who used to do their job, that's obviously **a more efficient way of working.**



**We can afford to make videos that aren't spectacularly produced.** Highlighting the skill-growth potential that comes when refining video is one way we can get employees trying.



By **offering a range of options to create and view training,** and by explaining and demonstrating how these options benefit everyone, **your training program stands a fighting chance.**

