

# Everyone Is a Creator: Facing the Future of L&D With Creator-Centric Learning

Creator-centric learning can help organizations rise to the challenge of five seismic forces facing L&D and HR professionals by unlocking time and potential in the workforce at large.

Today's **learning professionals** wear many different hats. They're **creators, curators, influencers, editors, coaches, evaluators, analysts, team leaders** and **team players**.

## How Learning Professionals Currently Spend Their Time



**46% of L&D time is spent building and delivering learning** of various types.

Learning sourced from employees is learning that you don't have to create—**Why not focus on curating** and fitting popular pieces **around a smaller number of in-house productions?**

## 5 Seismic Forces and How Creator-Centric Learning Can Solve Them:

### 1 Increasing Complexities in Business Operations and Work

Jobs increasingly demand **broader knowledge and deeply specialized skills**—factors that both **demand more learning time** and compress the amount of time actually available to learn.



**Creator-centric tactics can better bring learning into the flow of work,** allowing for material that fits more comfortably around other work.

Employees are always teaching each other in the field. Giving them a place where they can **share video footage of a teaching moment that would otherwise be lost** can be very time efficient.



### 2 The Constant—and Constantly Accelerating—Pace of Change

**Make managers the nexus of reskilling.**

They hold the attention of the teams you want to reach, and a wealth of great information that's often untapped.



**Make employees the nexus of learning influence.**

Employees can be 'influencers'—in the social media sense—for your learning program.

### 3 Unprecedented Demographic Shifts

**Talent pools are shrinking** and bleeding tacit knowledge out of the organization as Baby Boomers leave. Meanwhile, **Gen Z wants to join organizations that nurture their creativity.**



We strongly believe that **everyone should get the chance to create training content,** regardless of their stage of employment or enthusiasm for content creation.

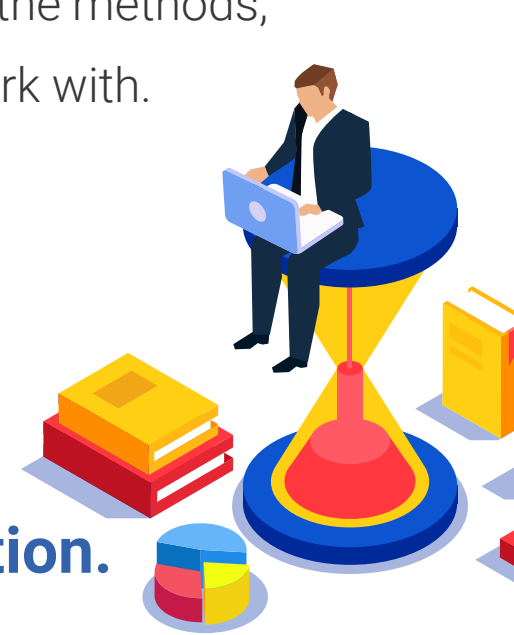
### 4 The Need for Sustainable Productivity to Create a Competitive Advantage

Through **AI** and **superior user interface design** common in creator-centric platforms, **we can discover the necessary information we need quicker.**



**Frontline employees are the best source of specialist knowledge** about the methods, and the technologies that they work with.

Offloading more learning creation to frontline employees results in **more L&D time to find better ways of packaging insights for better knowledge retention.**



### 5 Changing Employee Expectations Around Work and the Workplace

Granting content creation responsibilities to an employee can **contribute to overall wellbeing** and helps to **create a positive opinion of the organization.**

