



2024

Workforce Training Report

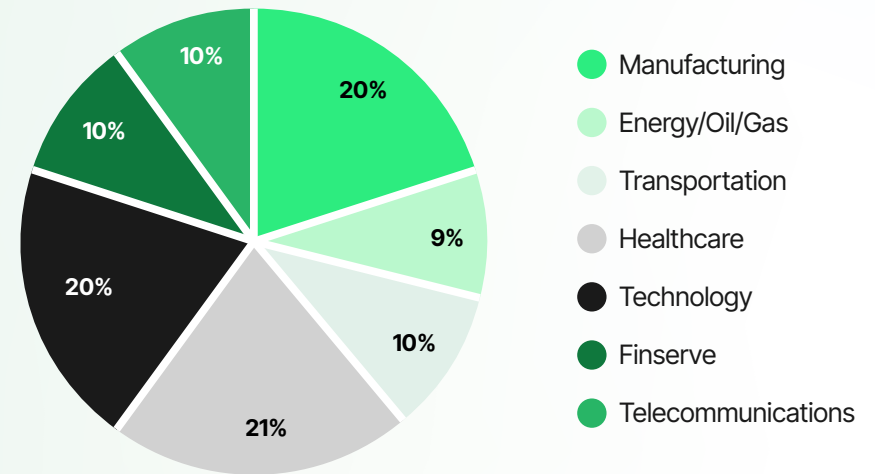


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About this research

The insights in this report are from original research conducted by Panopto and NewtonX in April 2024. Respondents were global companies with 1000+ employees, **representing the following industries:**



Sample companies we surveyed



* NewtonX is a global, full-service research firm focused on B2B research.

Introduction

Organizations everywhere are scrambling to keep their employees' skills sharp. Not only are they facing knowledge loss as employees leave or retire, but the demand for training solutions that drive productivity, enhance performance, and deliver cost savings is more pressing than ever. Add to that the integration of AI, and you can see that leaders have a lot on their hands.

The Panopto team understands these challenges. We also understand the growing importance of video in shaping the future of workforce learning. That's why we sponsored this research. Our goal was to uncover insights that empower organizations to create more effective and engaging learning experiences. By sharing these findings, we hope to foster a collaborative effort to build a more agile and adaptable future of workforce training — one where video plays a central role in driving employee growth and organizational success.



Training vs. learning

While often used interchangeably, “training” and “learning” do not have the same meaning. Training focuses on specific skills for immediate job needs, while learning is a broader journey of knowledge acquisition and personal growth.

Think of training as a boot camp for your brain, getting you in tip-top shape for your current role. Learning, on the other hand, is like a lifelong

gym membership, constantly expanding your knowledge and skills for the long haul.

The real magic happens when companies transform “mandatory training” into an environment where employees are genuinely excited to learn. This means creating engaging, relevant, and inspiring learning experiences that tap into employees' natural curiosity.

Executive Summary

The modern workforce demands training solutions that keep pace. Our research shows video training meets and exceeds this need, improving crucial business metrics.



Our study also highlights microlearning's rise, aligning with the popularity of short social media videos. Video training plays a critical role in achieving organizational goals, driving satisfaction, and effectiveness. Embracing video-based solutions can unlock workforce potential and drive significant business outcomes.

Organizations using video training see tangible benefits:

40% **Cost Savings:**
more likely to save on training.

46% **Timely Information:**
more likely to provide the right info at the right time.

26% **Operational Efficiency:**
more likely to optimize productivity.

22% **Increased Adoption:**
higher adoption due to ease of use.

50% **AI-Powered Productivity:**
more likely to improve through AI.

Source: NewtonX

CHAPTER 1:

Training ineffectiveness

Effective training programs are essential. But here's the kicker: even after pouring tons of resources into creating training content, getting that content into the hands of employees in a way that's easy to find, use, and actually enjoy is quite a challenge. And keeping that content fresh, updated, and energized is even more challenging, or so the research says.

It's no wonder why, despite the critical role of training, 86% of organizations are not completely satisfied with the ability of their current training solutions and services to drive business outcomes.

Those desired business outcomes include:

Improved employee performance and productivity

Reduced employee turnover

Increased operational efficiency

Time and resource savings

Enhanced employee engagement and satisfaction

86% of organizations are not satisfied with the ability of their training solutions and services to drive business outcomes.



Source: NewtonX

Too many tools

Training tools are critical to delivering the necessary training. However, our research shows that employees typically use at least five, if not ten or more tools to access information critical to their job function.

Less than

50%

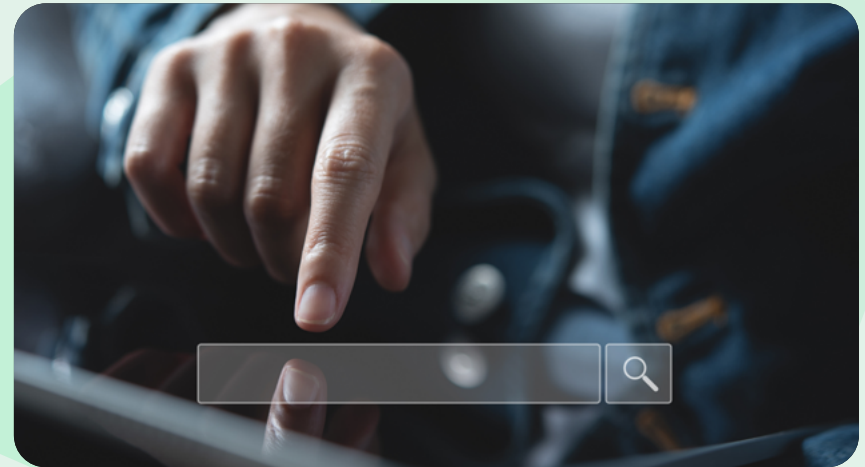
of organizations believe employees have the right number of tools.

Struggling to find the right information

Why do employees struggle to find relevant information? It's largely due to the lack of a centralized location for training content, the inability to effectively search for content, and the sheer amount of information available to them.

In our study, **only 16% of organizations reported that their employees are "very effective" at accessing critical information with the current tools available.** This suggests that the multitude of tools may not be translating into improved access to information.

Field employees are most likely to be impacted by lack of access to needed information. **54% of organizations report that field and other remote workers have limited access to training.**



"We've gotten feedback that there's too much information and it's difficult to navigate to what you need. The searching feature is not effective like google search."

- Finserv, 5k - 10k employees

Taking too much time

Most organizations (71%) say that employees spend more time than necessary searching for information they need for their tasks. About half of surveyed organizations (51%) report employees typically spend an average of three hours per week searching for information they need for their tasks. **An additional 26% spend between six or more hours - that's nearly one full business day!**

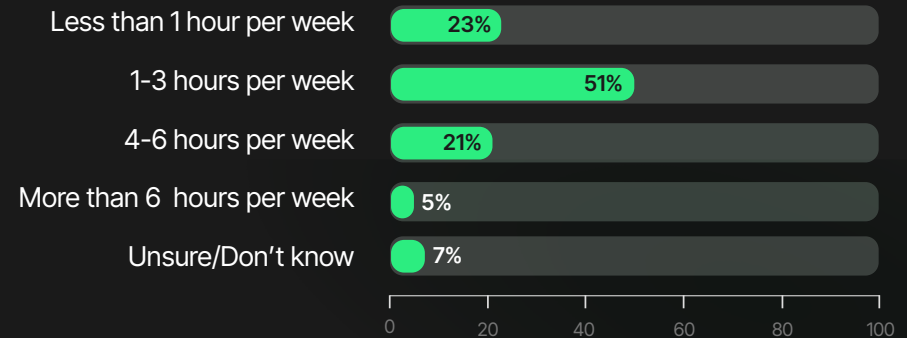
These responses didn't surprise us. They highlight the need for organizations to evaluate their knowledge management tools and potentially consolidate or streamline them to improve efficiency and reduce the time employees spend searching for information.

"Well, I know that we have the trainings available and that they are current. Whether employees know that they are available and how to access them is another thing."

- Healthcare, 10k+ employees

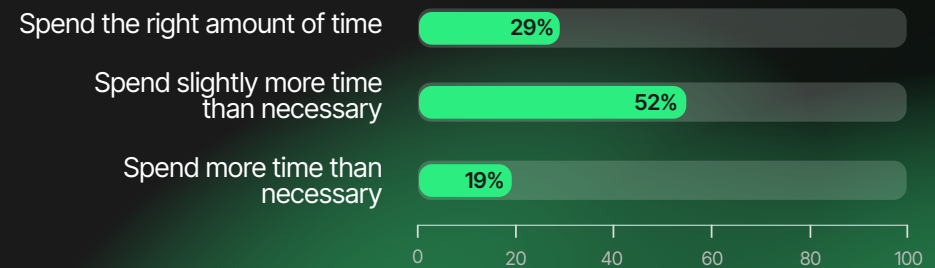
Organizations report employees typically spending 3 hours per week searching for information they need for their tasks.

Time Employees Spend Searching for Information Needed for their Tasks (% of Respondents)



Many organizations (71%) say that employees spend more time than necessary searching for information they need for their tasks.

Perception of Time Employees Spend (% of Respondents)



Source: NewtonX

Battling barriers to improving employee performance

Overall, organizational needs are not being met with current training programs and solutions. Businesses are not satisfied with the impact of programs on employee productivity and report that they struggle to keep training content fresh and up-to-date.

This dissatisfaction extends to their ability to maintain employee attention, meet diverse learning preferences, achieve flexible learning schedules, and revisit video training materials.

To tackle these issues, organizations must focus on investing in modern training solutions that offer engaging, relevant, and personalized learning experiences. Leveraging technologies like video-based training, microlearning, and gamification can significantly enhance employee engagement and knowledge retention, ultimately leading to improved performance and productivity.

Top Training Content Challenges

48%

Unable to support employees who speak multiple languages

52%

No access to actionable insights for employee engagement

51%

Not meeting employees with the right information at the right time

74%

Lack of modern AI features to improve productivity or efficiency

Source: NewtonX

Training for the right reasons

Undoubtedly, the respondents' top initiatives for the upcoming year include investing in technology to enhance training and development programs. These programs primarily focus on improving employee well-being, productivity, and leadership development.

Top training initiatives for 2024:

Building online **video-based** learning libraries

Creating **continuous learning** experiences for new hires

Developing **targeted** learning modules

Implementing **well-being** and **mental health** initiatives

Focusing on **joy at work**

Improving **retention** and **safety** culture

Increasing **productivity**

Creating **leadership** academies

Implementing **succession planning** and talent **development programs**

Streamlining the use of tools

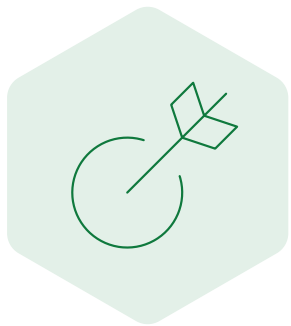
Incorporating AI into training development

Investing in **mobile-friendly** learning platforms

Improving **customer service** and **sales** productivity

Evaluating training with an investment mindset

Organizations perceive knowledge management innovation as a critical initiative, with 50% indicating they are not investing enough in this area.

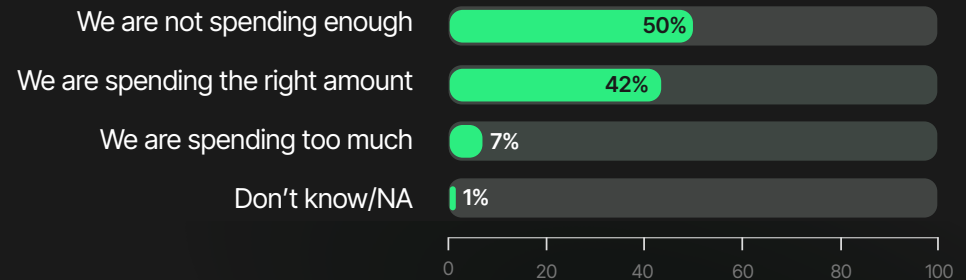


It's interesting to note that only 7% of organizations report overspending on training.

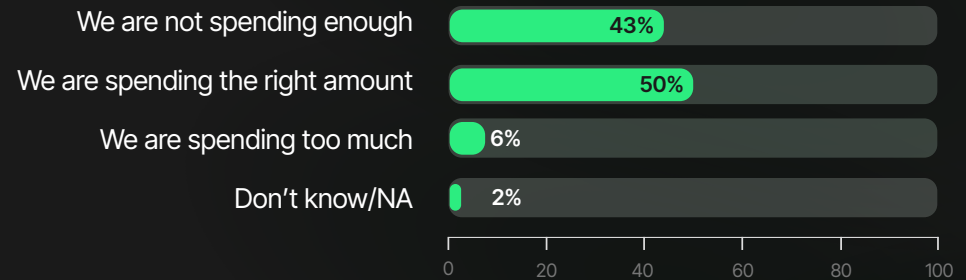
Spend Allocation

(% of Respondents)

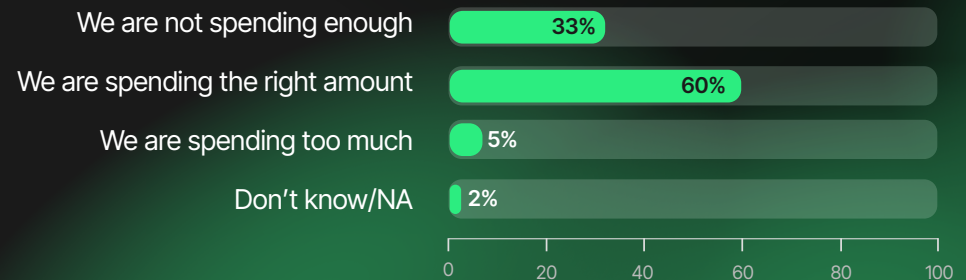
Knowledge management innovation



Operational learning efficiency



Video learning and training



Source: NewtonX

Barriers to training effectiveness

Many organizations are dissatisfied with their current employee training programs and solutions. Despite stating that they have quality content, these organizations face **challenges in delivering and managing the vast amount of training materials**. They also **struggle to provide a centralized and easily searchable platform for employees to access the content**, which hinders efficient knowledge dissemination.

On top of all this, organizations find it **difficult to refresh their training content regularly** due to constraints on time and resources. This is a pressing concern, as outdated content can lead to knowledge gaps and slow employee development.

However, our research also reveals that investing in training and development programs, particularly those focused on employee well-being, productivity, and leadership development, is a top priority for organizations in the coming year. This indicates a recognition of the need for improvement and a commitment to enhancing training processes to better support employee growth and organizational success.



Top drivers of satisfaction

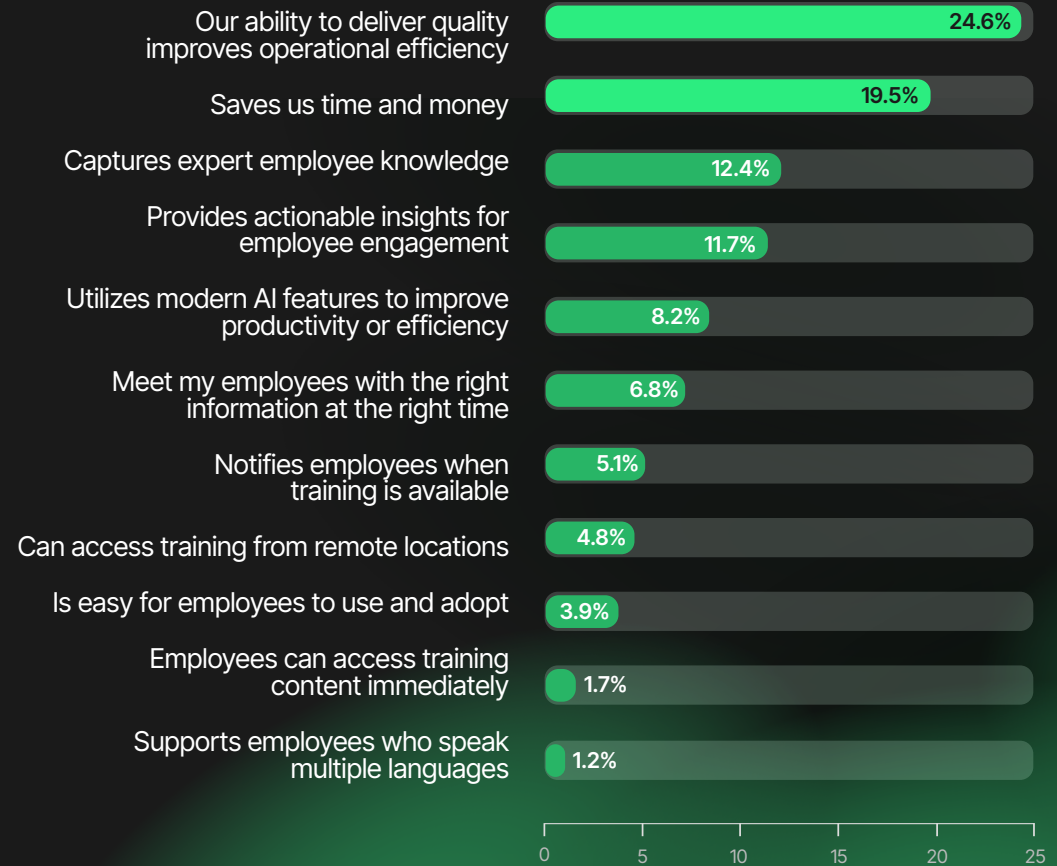


Quality of training content and the time and money saved are the primary drivers of organizations' satisfaction with their training programs and the ultimate impact on business outcomes.

While organizations generally find their current training content accessible and easy for employees to adopt, they encounter challenges in areas such as supporting multiple languages, analyzing insights, and utilizing AI in their training programs.

Drivers of Satisfaction – Influence on Ability to Drive Business Outcomes

(% of Respondents)



Source: NewtonX

CHAPTER 2:

Press play to learn

Video has emerged as a game-changer

In the workforce training landscape, video is revolutionizing how organizations approach employee development. When comparing over 10 key drivers of training satisfaction for companies that primarily use video-based training to those that do not, organizations using video reported higher satisfaction with the business outcomes from all key drivers.

Get ready to press play and discover how video is not just changing the game but winning it.

Companies that use video for training are:

40% more likely to **save money**.

46% more likely to meet employees with the **right information** at the right time.

26% more likely to deliver training that **optimizes productivity** and **operational efficiency**.

22% more likely to drive employee training adoption through **ease of use**.


50% more likely to **improve productivity** and efficiency with AI.


Source: NewtonX


Video is in vogue


Video training is typically used organization-wide for employee onboarding (70%) and compliance (66%).

Business functions where video training delivers greatest impact

 Operations & Manufacturing **80%**

 Customer Service **54%**

 Employee Safety **49%**

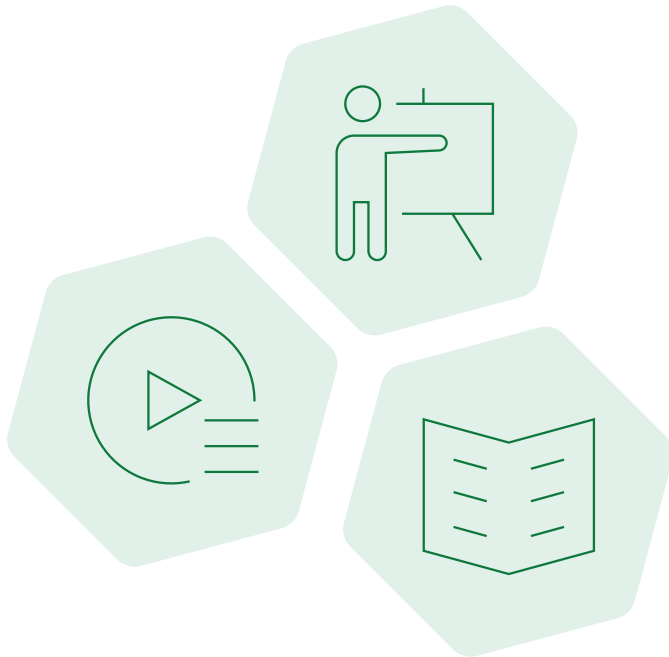
 Sales and Marketing **46%**

Top use cases for video training

(% of Respondents)

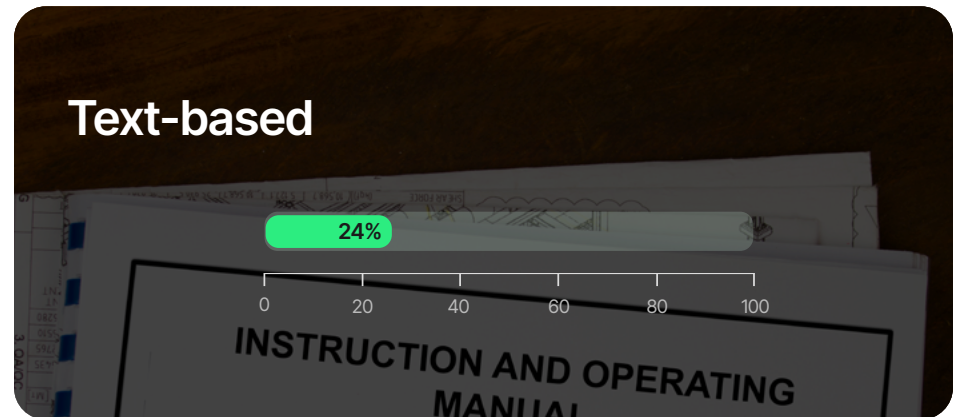
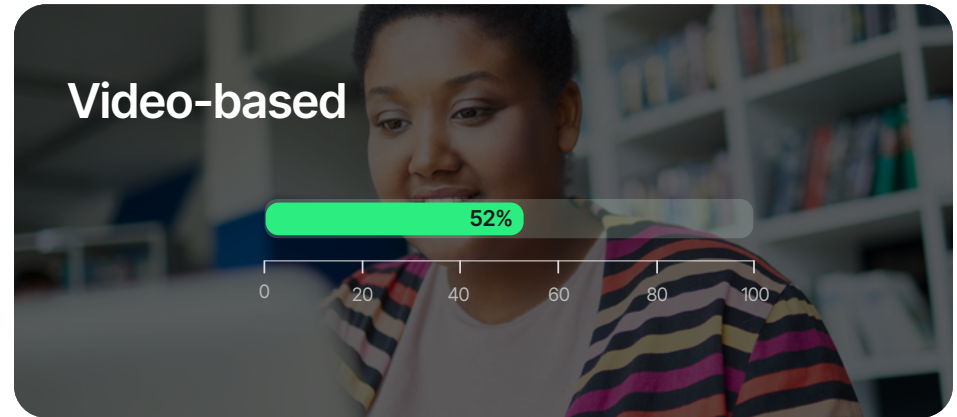


Source: NewtonX



Learning modality split

Over half of organizations report that video is their primary training modality. The remainder were closely split between those using some form of in-person training and those relying on text-based training, including guides and manuals.



Source: NewtonX

Capturing the benefits

From our research, we know that video training provides several benefits to organizations that utilize it, with flexibility, the ability to revisit, productivity gains, and cost savings mentioned as the primary benefits realized.

Primary benefits:

Flexible Learning Schedules:

94% of organizations agree that video training allows for more flexible learning schedules than traditional in-person training sessions.

Ability to Revisit:

90% of organizations agree that video training allows employees to revisit video training materials as often as needed, enhancing learning retention.

Flexible Operational Learning Models:

86% of organizations agree that video training allows for more flexible operational learning models compared to other training modalities.

Embedding:

77% of organizations agree that having the ability to embed video training in the flow of work increases productivity.

Cost:

77% of organizations agree that the cost savings from video training justify the initial investment in content creation and platform development.

Productivity:

64% of organizations agree that video training has significantly improved the performance and productivity of their employees.

Meets Diverse Needs:

62% of organizations agree that video training effectively meets the learning preferences of a diverse and/or multilingual workforce.

Engaging:

49% of organizations agree that video training is more engaging and holds employees' attention better than in-person training.

Reduced Employee Turnover:

53% of organizations have seen reduced employee turnover as a result of their training programs.

The ROI of using video

83% of organizations see video training as providing the best ROI for their organization. Companies that rely on video-based training reported ratings for their employees' ability to locate information quickly, with two-thirds (64%) rating their employees' performance as "outstanding" or "good," compared to half (51%) in non-video-based organizations.

Moreover, those utilizing video-based training expressed satisfaction with aspects of their programs, such as immediate content access, user-friendliness, prompt notifications for available training, and cost and time savings.

"Investing in mobile-friendly learning platforms for anytime, anywhere access."

- Employee Training, Retail, 1k – 5k employees

The right information at the right time

According to our research, **companies that rely heavily on video-based training are much more likely (39%) to provide employees with timely information than those using non-video-based training.** This tells us that video training, with its adaptability, ease of access, and integration into the work process, can provide employees with timely information.



"Develop short, targeted learning modules focusing on specific skills."

- Workforce Learning & Development, Manufacturing, 1k – 5k employees

Flexible workforce, flexible future

The modern workforce is increasingly distributed and dynamic. By its very nature, this new workforce is demanding training solutions that can adapt to the needs of employees working in diverse locations and on flexible schedules.

Video training has emerged as a key enabler of this flexible future of work. **With 84% of primarily video-based organizations reporting that video provides immediate access to training content**, it's clear that this format caters to the on-demand learning needs of today's employees. Further, **78% of these organizations highlight the ability to access training from remote locations**, a critical factor for supporting a distributed workforce.

The disparity between video-based and non-video-based organizations in meeting employees with the right information at the right time further emphasizes the importance of video in enabling a flexible learning environment. Video training's inherent flexibility, as evidenced by the **94% of organizations who agree it allows for more flexible learning schedules**

and the **86% who acknowledge its role in enabling more flexible operational learning models**, positions it as a powerful tool for empowering the modern workforce.

By providing instant access to relevant information regardless of location or time constraints, video training is not just keeping pace with the evolving nature of work, but actively shaping it.



84%

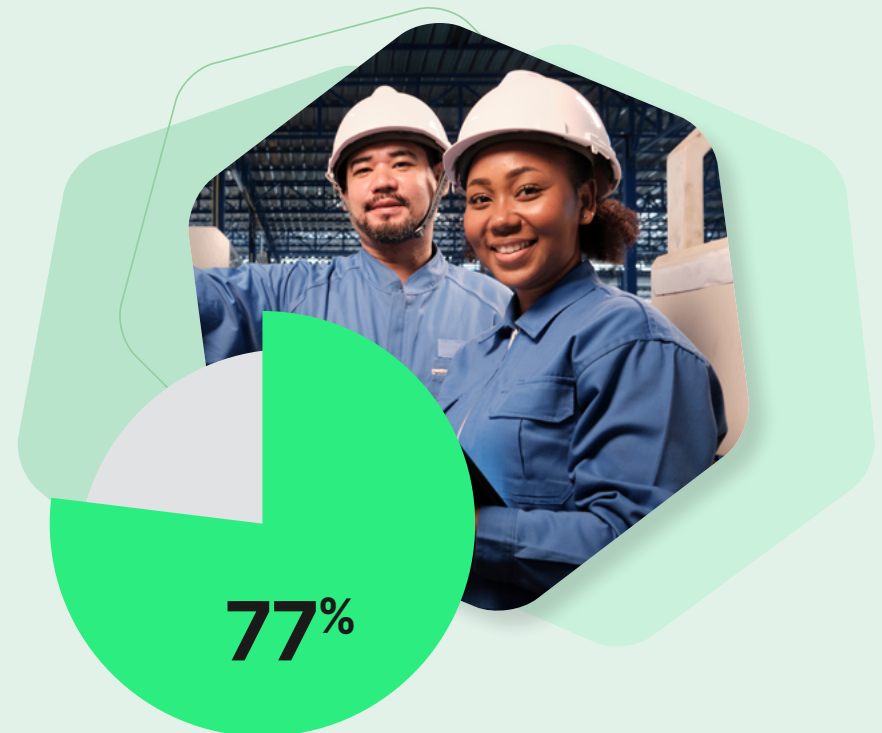
of primarily video-based organizations report that video provides immediate access to training content

It's all about efficiency

Efficiency holds a top place in the priorities of companies, and video training stands out as a factor in attaining this goal. Organizations that heavily rely on video-based training express satisfaction levels in terms of time and cost savings as well as enhanced operational efficiency compared to those utilizing non-video approaches.

A considerable **77% of organizations acknowledge that the cost benefits derived from video training validate the investment made in creating content and developing platforms.** This underlines the advantages that video training can offer to organizations aiming to streamline their operations and cut down on expenses. By simplifying training processes, eliminating the necessity for travel and face-to-face sessions, and enabling access to content on demand, video training equips organizations with the tools needed to enhance efficiency and cost-effectiveness in their learning and development endeavors.

77% of organizations acknowledge that the cost benefits derived from video training validate the investment made in creating content and developing platforms.



Source: NewtonX

CHAPTER 3:

Content is still king

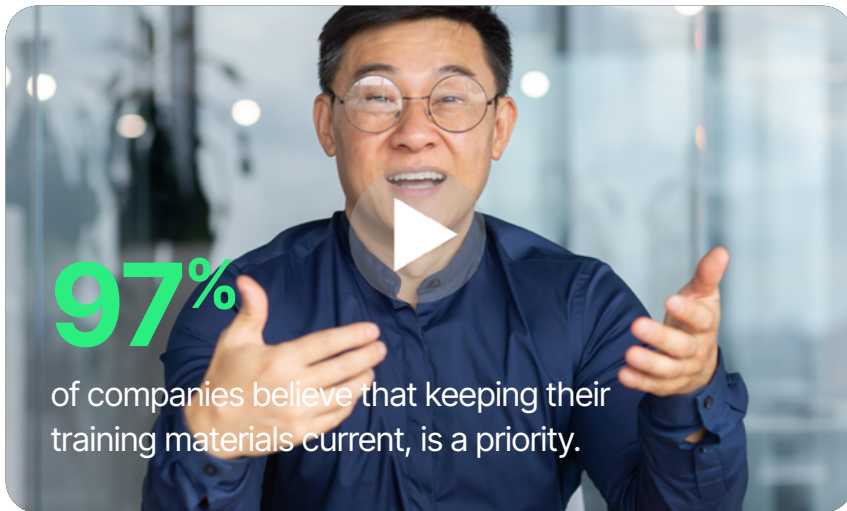
When it comes to video, content is still king. Simply having videos available for employees to view isn't enough. It's critical to have the right videos available at the right time.

Our analysis reveals that the effectiveness of training materials is key to achieving business objectives. Great training content not only imparts knowledge and skills effectively – it also optimizes resources and reduces expenses.

Read on to learn how the content needs of today's workforce have changed and why video is perfectly suited to meet those needs. We'll explore the challenges of keeping content up-to-date and relevant, and reveal recent trends in training content development.

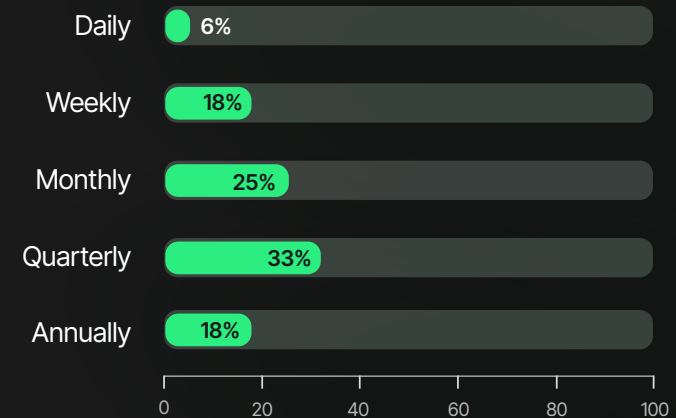


Content must remain fresh



How often are organizations updating training content?

(% of Respondents)

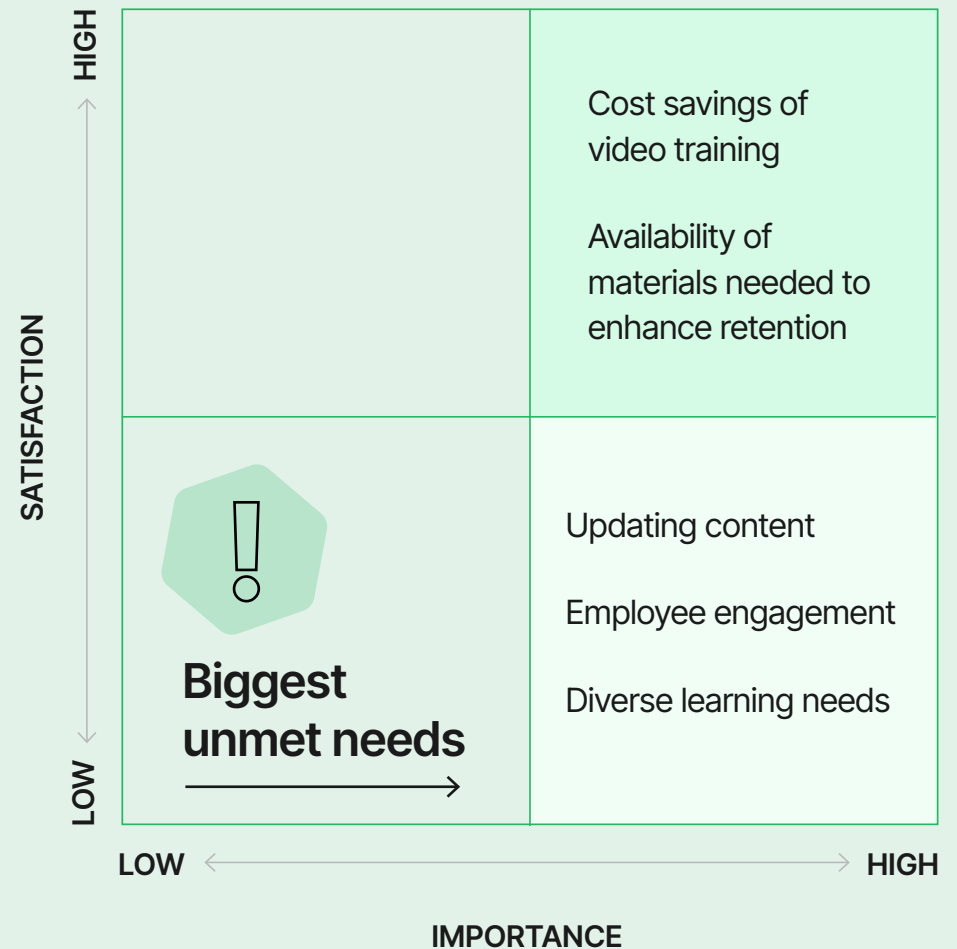


Source: NewtonX

Biggest unmet training needs

Content gaps offer the greatest opportunity for organizations to improve the ability of training to meet business needs. The struggle goes beyond keeping content fresh. Creating compelling and engaging content is critical to keep employees attention and maximize learning outcomes. Meeting the needs of a diverse workforce requires content that is tailored to learning preferences.

By contrast, organizations are highly satisfied with their ability to justify the value of their investment in video training and with their ability to provide easy access to training materials so that employees can revisit as needed to enhance learning retention.



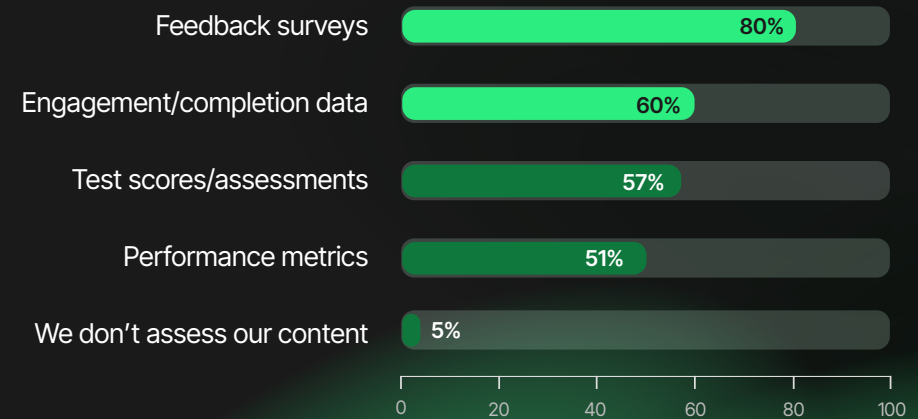


Assessing the impact

Organizations are using a variety of data sources to evaluate the effectiveness of training content. Over half are using a combination of worker performance metrics, engagement and completion stats and survey feedback from trainees. Access to the right data is key to driving the desired outcomes from workforce training.

Organizations most commonly use feedback surveys (80%) and engagement/completion data (60%) to assess effectiveness of content creation for training.

How Effectiveness of Content is Measured (% of Respondents)



Source: NewtonX

The micro-content future

The future of employee training is micro. Today's learners desire brief, understandable content they can access whenever needed and from wherever they are.

Microlearning, which entails providing concise bursts of information, is especially well suited for video format. This preference for shorter content aligns with the microlearning trend and emphasizes the importance of training solutions that can present information captivatingly.

Broadcasting updates across all departments, followed by training sessions and technical demonstrations, were identified as the crucial types of video content for achieving learning objectives within organizations.

The move towards condensed content reflects the shift observed in media platforms like TikTok, YouTube, and Instagram, where short video clips have gained significant popularity. By adopting microlearning techniques and integrating them into workflows, companies can meet learners' changing preferences and enhance the effectiveness of their training initiatives.

How many minutes?

The answer may depend on the size of your organization.



Optimal

The optimal duration for training videos typically ranges from 11 to 15 minutes, though preferences may vary.



Small Business

Smaller businesses tend to prefer longer videos (16 to 30 minutes).



Enterprise

larger enterprises lean towards shorter ones (6 to 10 minutes).

Source: NewtonX

Takeaways

These takeaways highlight the evolving needs and preferences of organizations and employees, underscoring the critical role of effective training strategies in driving business outcomes and employee satisfaction.



Organizations are prioritizing investments in training and development programs, but many are dissatisfied with their current solutions' ability to drive desired business outcomes. This highlights a significant opportunity for improvement and a need for more effective training strategies.



Video-based training is the dominant modality and offers numerous benefits, including flexibility, accessibility, cost savings, and improved employee performance. Organizations primarily using video training report higher satisfaction levels and better outcomes compared to those using non-video methods.



Quality content is paramount for driving business outcomes and employee satisfaction. Organizations recognize the importance of refreshing content regularly but often face challenges in doing so due to limited time and resources.



Employees struggle to access critical information efficiently due to the multitude of tools and lack of centralized repositories. This issue hinders productivity and highlights the need for streamlined and easily searchable training platforms.



The future of training is micro. Organizations are increasingly favoring bite-sized, easily digestible content that can be consumed on demand, aligning with the broader trend of microlearning and short-form video content.

THE FINAL CUT:

Advancing Workforce Training Through Video

Our research clearly illustrates the current state of workforce training and the significant impact of video. While organizations are investing heavily in training initiatives, many remain dissatisfied with the results.

The challenges are apparent: too many tools, difficulty accessing information, and reliance on outdated content. However, the solution is just as clear: video-based training.

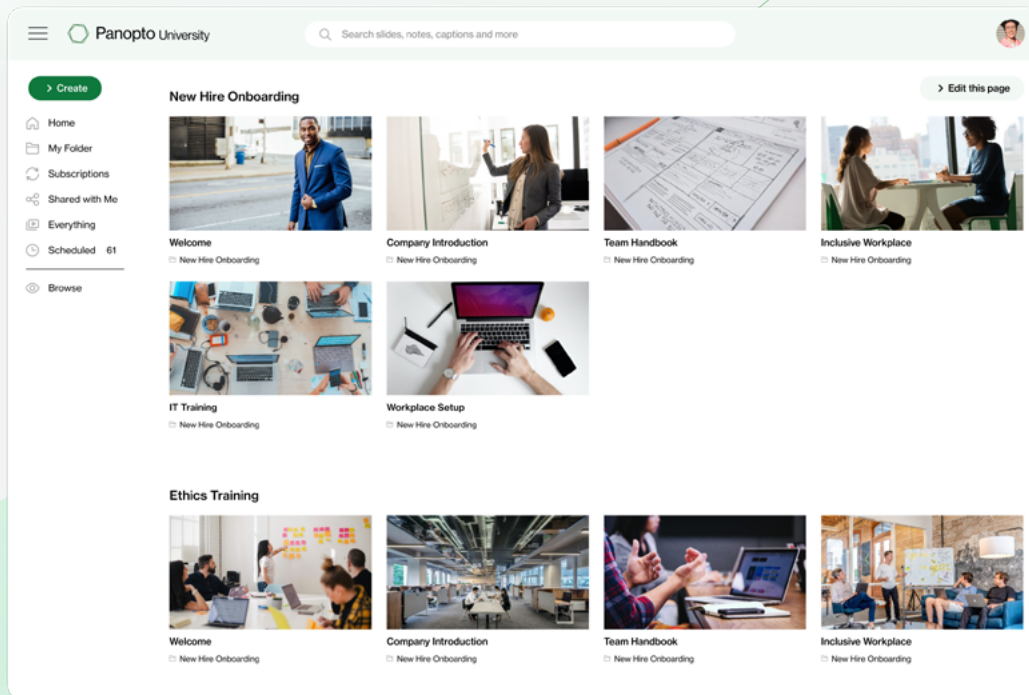
Video-based training is not just a trend; it's a proven method for enhancing staff performance, increasing engagement, and driving business results. It offers unmatched flexibility, accessibility, and cost savings compared to traditional training methods, making it the preferred choice for modern learners.

To unlock your workforce's full potential and transform your training programs, partner with Panopto.

[Contact us today](#) to learn how our cutting-edge video learning platform can revolutionize your organization and drive meaningful outcomes.



About Panopto



Panopto, the leading video-learning platform, makes the future of learning flexible for smarter teams. AI-driven features connect your workforce to secure, searchable training – training they can access wherever they are, whenever they need it. Panopto supports over 11 million users globally and our commitment to excellence is reflected in our world-class customer service, consistently achieving a customer satisfaction rating of 9.6 out of 10 for six consecutive years. To learn more, visit www.panopto.com.

