





KnowledgeGraphic

## **EXTENDED ENTERPRISE LEARNING** 2022

**Customers** 

Resellers/sales partners

Organizational

29%

silos

measuring learning for an organization's distributed workforce is a complex undertaking for most L&D teams. However, the challenges and complexity grow exponentially when the learning audience is made up of disparate groups of people that are not employees. This is the extended enterprise, and the learning audiences can include customers, partners, members, and more.

Contract/

contingent

workers

Creating, delivering, and

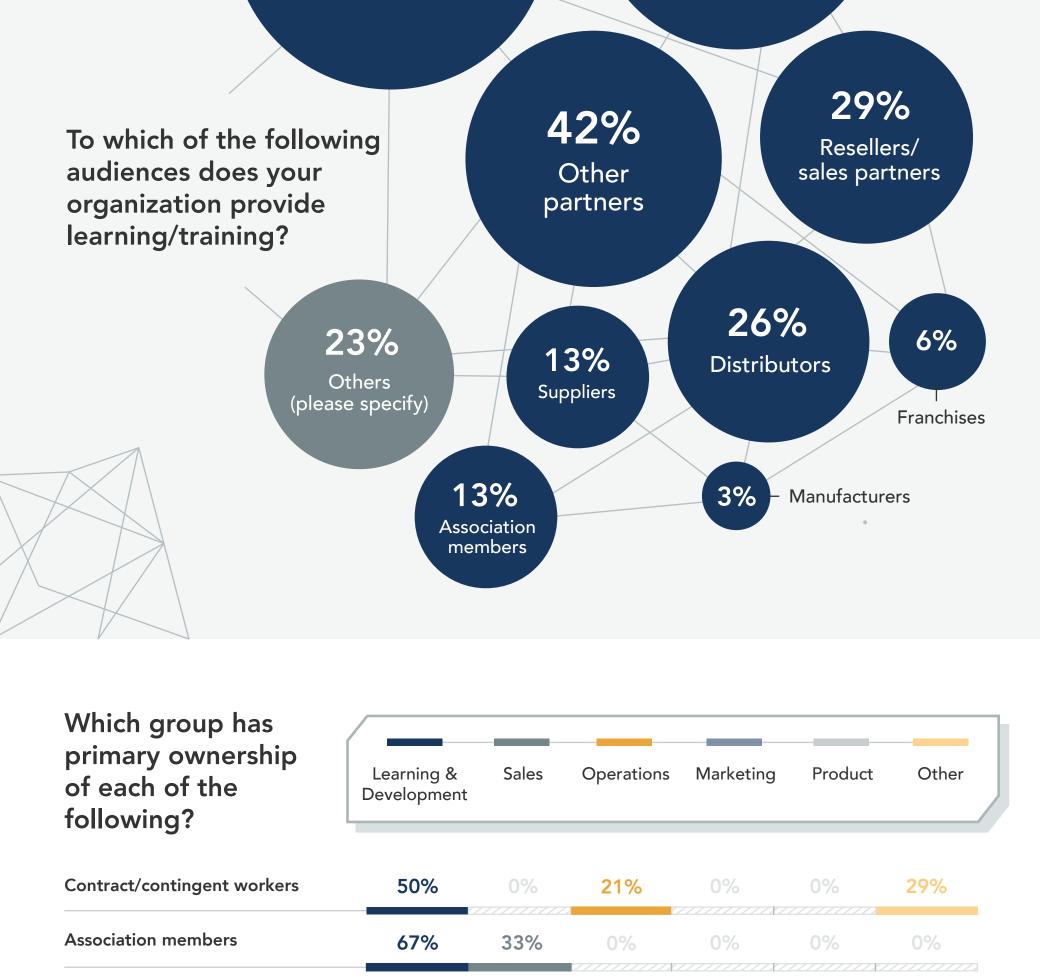
## that require training.

**CURRENT STATE** 

There are a wide variety of external audiences

52% 65%

Customers





12%

38%

29%

6%

13%

6%

25%

24%

13%

24%

13%

## Lack of insight into Managing/securing Cost external groups intellectual property

Difficulty measuring

17%

effectiveness

Content

development

33%

Other

17%

13%

Artificial intelligence

Offline player for

73%

38%

Webinar

platforms

8%

Virtual reality

36%

Generates

revenue

18%

Provides a more

unified voice

across sales and

marketing

70%

55%

35%

35%

30%

25%

25%

15%

(please specify)

Lack of the right

21%

technology

52%

Branded

35%

Printed material

45%

Helps meet and

exceed corporate

objectives

32%

Meets compliance

requirements

35%

Microlearning



48%

Certification

48%

Ability to set up multiple portals/

experience domains accessing courses Which of the following methods does your organization use to deliver extended enterprise learning? Meeting tool (Zoom, Teams, etc.) 54% 65% 62% 50% **Videos** In-person eLearning Virtual

course modules

23%

Games/

simulations

CONSEQUENCES

classrooms

12%

Mobile content

How does your extended enterprise learning help your business? 45% 68% 77% **Improves** Increases Improves product/feature customer relations awareness of brand/products/ adoption

services

41%

Maximizes client

retention

27%

Reduces client

support

interactions

How does your organization

on your extended enterprise

learning programs?

Monthly active users

Sales-qualified leads

Time to value

measure return on investment (ROI)

41%

Increases sales

27%

Build demand/lead

generation

Customer satisfaction and NPS Customer retention Learner engagement Reduction in support requests Product usage/feature adoption

> Are there audiences within the organization's external ecosystem that would benefit from training developed by the organization? How does the organization stand to benefit from training any or all of these groups? Can we leverage our learning and development efforts externally to generate revenue? Do we have the right



TO CONSIDER

Build the business case behind

delivering learning to specific

Identify your organization's

extended enterprise audiences

and who owns those relationships

external audiences

success

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How do we measure the effectiveness of our efforts?



technology/infrastructure

to deliver to these

audiences?

Look for technology that is designed to handle unique extended enterprise use cases

Determine if there is an opportunity to generate revenue, then define the system for doing so **STRATEGIES** 

**FOR** 

**EXTENDED** 

Make sure you have a framework and defined KPIs for measuring

**ENTERPRISE LEARNING** 

Source: 2022 Brandon Hall Group, Extended Enterprise Learning