

CPG Training: Insights and Trends for 2019

Training expenditures—including payroll and spending on external products and services in 2018 exceed \$87.6 billion in the US alone.

*Training Magazine 2018
[Training Industry Report.](#)*



*“Technology by
itself is not the
disrupter”*

Deciding where to spend your training budget will become a major decision as companies are evaluating their future workforce.

The oldest millennials are now in their late 30s and transitioning into leadership roles. A new, younger generation is now taking over the workforce: Generation Z.

Generation Z is defined as anyone born from 1997 onward and there are approximately 61 million in the U.S.

Gen Z's are remarkably different from Millennials as they tend to consume information by switching between multiple platforms and devices. Instagram and Snapchat as their primary modes of communication and they seem to be natural information seekers.

This will materially affect your eLearning program for this audience, because if it's not clear, short, succinct and available across multiple platforms, the learner may just go somewhere else.

Almost every future trend report you read states advances in technologies such as Artificial Intelligence (AI), Machine Learning, Data Sciences and Predictive Analytics will play a leading role in the evolution of both our business and our personal lives.

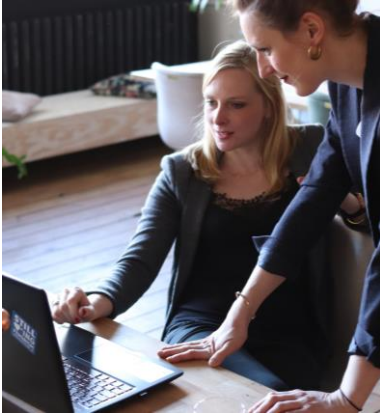
From a learning and development perspective many job roles will be altered, disrupted or completely eliminated over the next decade.

Let's take Machine Learning for example. Algorithms will continue to advance and “learn” on their own, consuming datasets, identifying trends and other key insights making content more targeted, personalized and efficient. The need for people to do the manual tasks of data sorting and analysis will be handled by algorithms.

Technology by itself is not the disrupter. However, business leaders who fail to anticipate what's around the corner will find their employees unprepared.

The lack of the training and skill set needed to support and service these changing business needs and customer expectations is one of the biggest threats to business and personal success.

So, what does all this mean for CPG businesses and their employees?



The future of training will be experiential.

It's all about understanding and learning how to build new skills, knowledge and capabilities in employees around these new technologies to be successful. You'll need innovative training, tools and learning technologies that build the right skills, capabilities and confidence for learners. Customized learning will become critical in leveraging current employee knowledge with the ability to fine tune skills around a changing industry that requires fast learning around new skills.

The companies, and maybe more importantly, the people who invest in themselves to build new skills and “get smarter” will win the day. While it's important that businesses invest in smarter, innovative technology, they need to invest in making sure their employees get smarter too. Your buyers as well as our customers are more informed as they have online research tools that prepare them to make better buying decisions and demand answers to more complex questions. The only way to make sure your workforce can outthink, outperform and outsell the competition is through continuous learning and training.

Future training programs will require a more customized build to include multiple delivery formats. Instructor led training will need to feel more like a Ted Talk supported by eLearning modules that can be accessed on multiple platforms.

Online learning will be driven by small size video bytes that are interactive and feel more like a YouTube channel. Both instructor led training and online learning will need to be re-enforced with in the field training. Coaching, hands on training, innovative learning models and a continuously evolving learning experiences will be a critical part of your ability to compete.

The one constant across all the platforms will be that the future of training will be experiential.

The days of long lectures and 180-page PowerPoint slides are a thing of the past and new innovative technology like VR and AR will fuel a new wave of training modalities, ensuring your workforce has the skills and talent needed to lead your organization into the future.

Is your workforce future ready?



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