

The New Learner

Training will need
to be customized
for individual
learning styles.



Meet Generation Z

Gen Z will become the fastest growing generation in the workforce within the next 5 years and currently make up 23 million in the U.S.

Gen Z don't remember a time before social media and as a result tend to live much more of their lives online and via their smartphones.

- This will have profound implications from how they learn from virtual reality training and problem-solving.

Gen Z prefers face-to-face interactions in the workplace.

- This will become a key driver for continued Instructor Led Training (Classroom)

Gen Z are highly educated

- A larger percentage of Gen Z will attend and graduate from college than any previous generation, including the Millennials.
- Gen Z is also adept at web-based research and often self-educates with online sources such as YouTube and Pinterest.

- *Self-paced micro learning will become more relevant and will need to be part of a blended learning solution.*



Gen Z tends to live much more of their lives online and via their smartphones.

Digital freedom
that comes with
social and
messaging features

- As Gen Z gets more digital freedom, they appear to prefer more peer-to-peer social media and messaging apps, such as Snapchat and Instagram.
 - *Online learning will need to have social & messaging features as a standard to future learning.*
- 66% of Gen Z require feedback from their supervisor at least every few weeks in order to stay at a job.
 - *On the job learning systems will need to incorporate a feedback procedure to re-enforce training.*



Meet the Millennial Generation

Millennials number over 83 million and are the most diverse generation of learners in the United States.

Millennials are primarily visual learners.

- This generation has been conditioned to learn while looking at a screen.
 - *Great visual layout, overall copy and specific calls to action will be a base requirement for future learning programs.*

Millennials strongly expect their employers to invest in employee training and growth.

- Onboarding was listed as the third most important must have after Salary and Work Purpose.

Millennials expect promotions faster than other generations and demand continuous personal development at all levels of the organization to achieve their goal.

- A comprehensive training solution is expected focused at all levels for specific job functions vs. one and done trainings.

All Other Generations

It is not just about Millennials and Generation Z. You need to keep all generations of customers in mind.

- Gen Xers and Baby Boomers are starting to communicate, shop, and buy similarly to Millennials and Gen Z.
- If you win with Millennials and Gen Z you will be in a strong position to keep the other generations happy as they are willing to adapt to the benefits of the New Learner.



Millennials have
been conditioned to
learn while looking
at a screen.



Experiential Training for the Future

Empowering the next generation of sales leaders will require flexibility, innovation and an approach that is as diverse as the multi-generational learners themselves. Future ready training will involve:

- Online learning that feel like watching a Netflix show.
- The classroom experience with the interest of a Ted Talk and the excitement of a Zip Line.
- Learning content as up to date and customized as your last Google search.
- All training will need to be available on demand and available on multiple devices.
- Virtual reality will drive experiential problem solving.
- Integrated coaching models will be tied to online and classroom learning to reinforce knowledge.
- Self-paced micro learning will includes a social media platform for knowledge sharing.
- A continuous loop for feedback in both online and classroom learning.
- Visual stimulation with the ability to skim content vs. long reads.
- A complete and ongoing learning solution vs. one and done classes.

And it starts in the recruitment stage.



Virtual reality will drive experiential problem solving.

Are your training programs ready to empower the next generation of sales leaders?



MONTREUX TRAINING | LEARNING EVOLUTION | CMS CONSULTING



The Training Coalition offers a unique blended model including classroom, online and field based training, customized for your business and the diverse learning style, skills and imagination of your evolving workforce.

Contact the Training Coalition to empower your team to out-think, outperform and outsell your competition.

<http://thetrainingcoalition.com>