Kahoot!

December 2017
**Kahoot! EdTrends Report
for Corporate Trainers**

Game on!

GAMIFICATION NOW A CORNERSTONE OF CORPORATE TRAINING

Trends and best practices for corporate training in 2017

INSIGHTS FROM KAHOOT!'S FAST-GROWING PLATFORM

50M+
monthly active users

Including
1M
corporate employees

25%
corporate users from Fortune 500 companies

2.5M+
training games hosted by corporate employees

3 HOTTEST TRENDS

1 **Trainers to train more and spend more in 2018**
Companies recognize corporate training as a critical business need. Trainers expect to spend more time on training in 2018 and some are hopeful to spend more budget on training in 2018 compared to 2017.

2 **Gamification is a game changer in corporate training**
Trainers overwhelmingly agree that gamification results in better outcomes for corporate training.

3 **Microsoft tops the list of corporate training tools**
Microsoft software is a favorite among trainers — Windows being the most used operating system on desktop computers, with a growing share in 2017 compared to 2016. Powerpoint remains the overwhelming favorite productivity and presentation software package amongst corporate trainers.

INTRODUCTION

The corporate training market, estimated at $70 billion in size in the United States alone, is going through a big transformation. Companies are driving a shift in the role of digital technologies in the workplace to drive higher productivity and business results. Deloitte's recent research shows that "reinventing careers and learning" is now the #2 issue in business.

Kahoot!'s growing reach in corporate environments
Originally a learning platform for school classrooms, Kahoot! has also gained popularity as a digital learning platform used extensively in corporate training environments.

More than a million corporate corporate employees, including employees from 25% of Fortune 500 companies, use Kahoot! on a monthly basis in training sessions, presentations, events and many other corporate contexts. With Kahoot!, trainers create and play engaging, interactive games to improve employee productivity, drive improved business results, entertain and inspire employees and help build a friendly and connected organizational culture.

Based on user data from the Kahoot! platform, a survey of more than 400 corporate trainers and expert interviews, Kahoot! has put together this EdTrends report that focuses on trends and best practices in the corporate training and learning industry.

TREND #1: TRAINING IS DELIVERED OFTEN, BOTH LIVE AND REMOTE

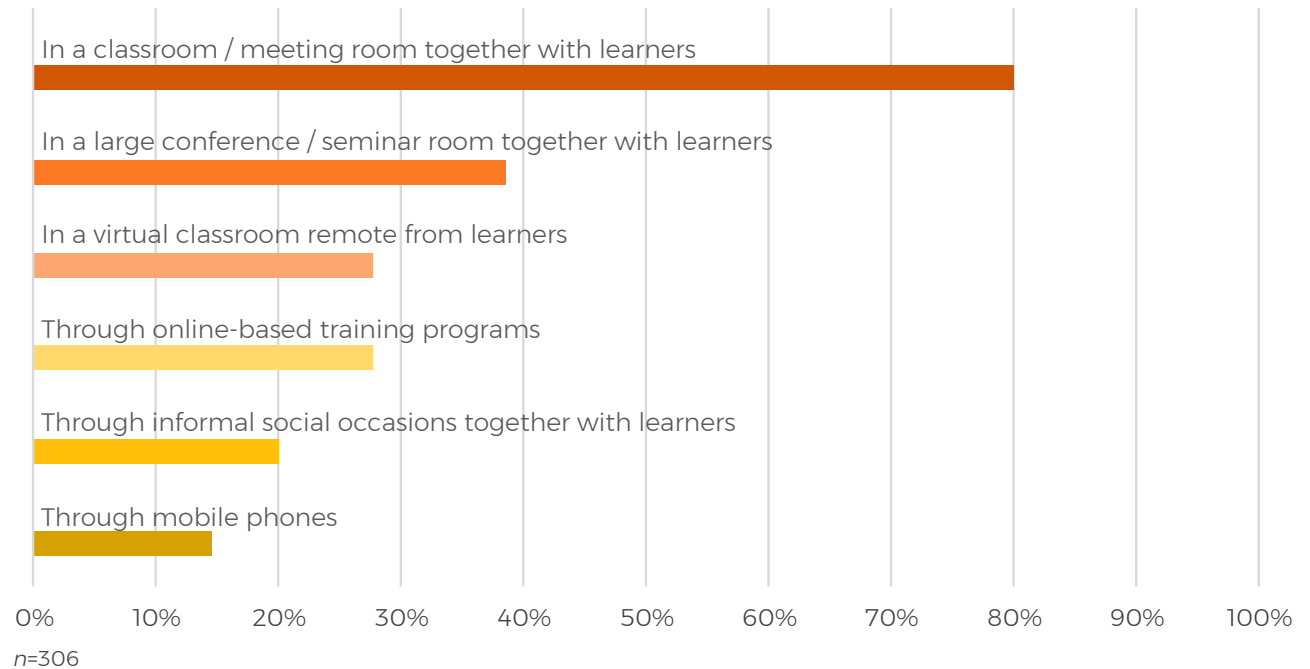**Traditional classroom-like settings still prevalent, yet mobile training has clear potential to grow**

Company trainers hold training sessions frequently. From the survey data, we found that 1 in 3 trainers train once a week or more, while 1 in 5 trainers train every few weeks.

Most corporate training still happens in a traditional environment, i.e., in a classroom-like or meeting room setting, with all participants brought together in one location. Four out of five survey respondents said they deliver training in that setting while 40% are delivering it in a large conference and seminar rooms.
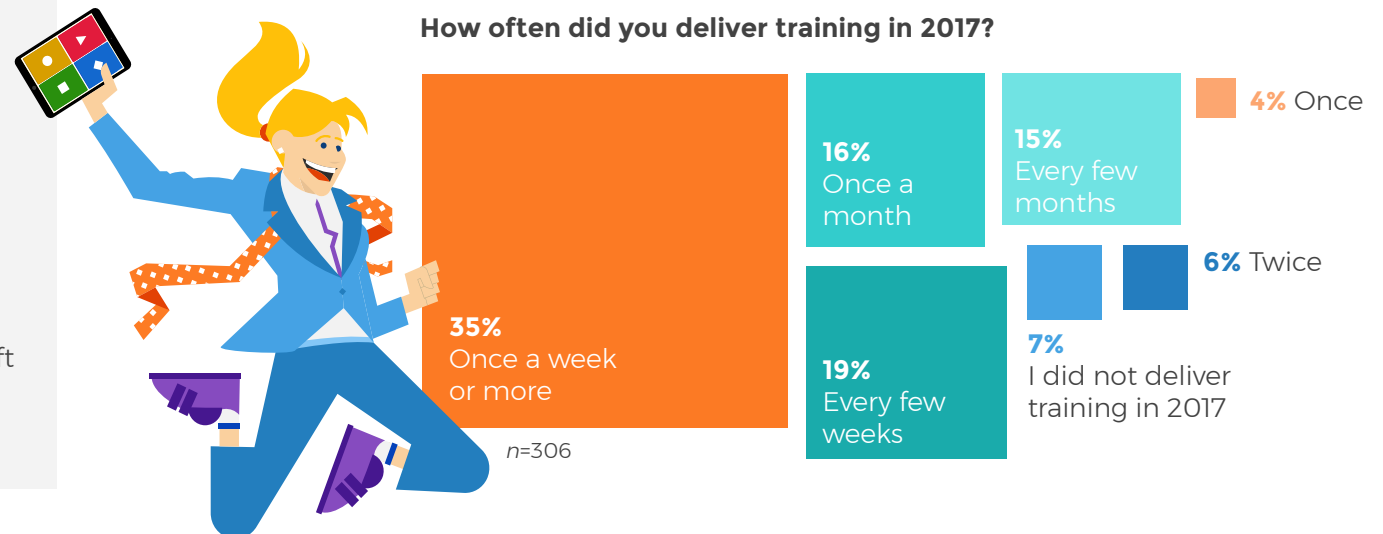
However, only 28% of survey respondents said they deliver training in a virtual classroom with remote learners and the same percentage said they do so through online-based training programs.

Mobile remains highly underserved as a way to train employees, but growth in that area is expected as more companies adopt remote and asynchronous training. This shift is inevitable with the growth of distributed workforces in organizations of all sizes.

How do you deliver training?

In a classroom / meeting room together with learners

In a large conference / seminar room together with learners

In a virtual classroom remote from learners

Through online-based training programs

Through informal social occasions together with learners

Through mobile phones

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

n=306

How often did you deliver training in 2017?

35% Once a week or more

n=306

16% Once a month

15% Every few months

4% Once

6% Twice

19% Every few weeks

7% I did not deliver training in 2017

2

TREND #2: TRAINERS EXPECT TO SPEND MORE ON TRAINING IN 2018

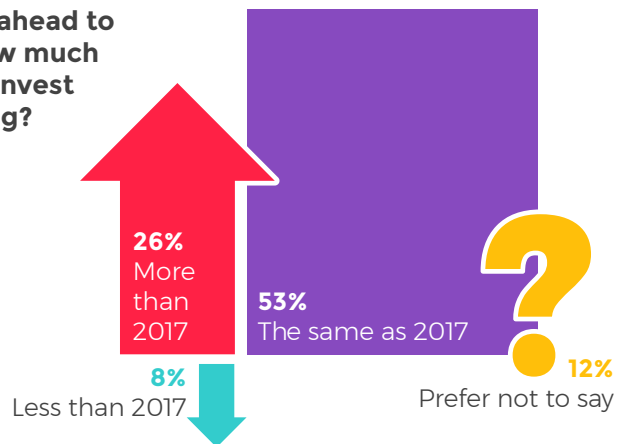## Most are satisfied with ROI on training budgets

Trainers who have responsibility for budgets in their organizations are satisfied with the return on investment on their training budget in 2017. This could explain why 1 in 4 trainers said they intend to increase their training budget for 2018.

However, more than half the trainers said their budgets would remain the same in 2018 and 1 in 3 trainers said they don't receive enough funding for training.
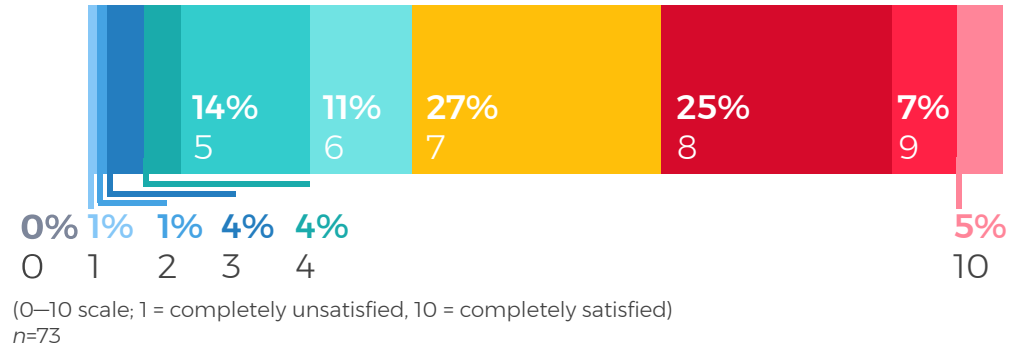
One in five trainers said they have a corporate training budget between $10,001 and $100,000 annually.

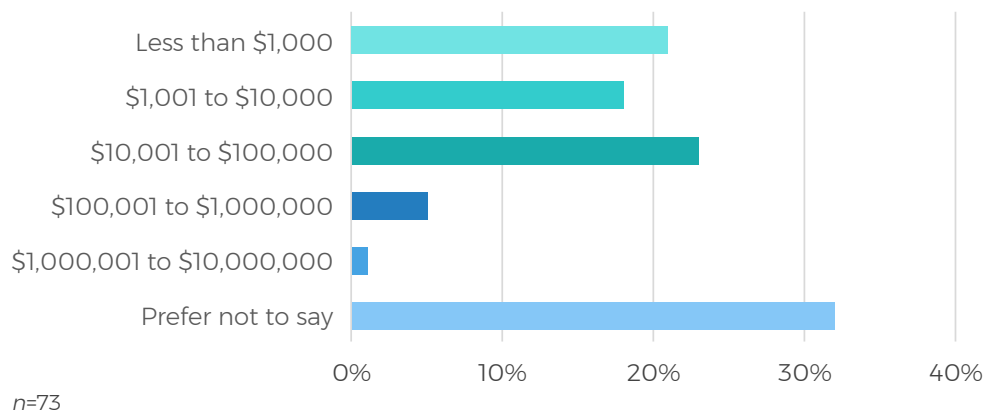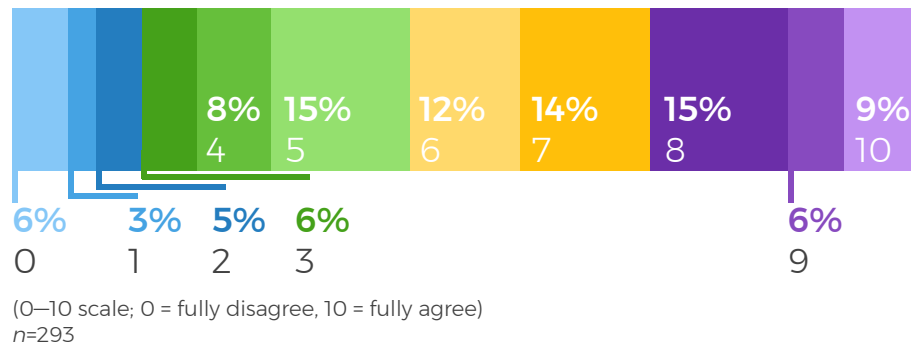**Looking ahead to 2018, how much will you invest in training?**

n=73

26% More than 2017

53% The same as 2017

8% Less than 2017

12% Prefer not to say

How satisfied are you with your training budget's ROI in 2017?

0% 0
1% 1
1% 2
4% 3
4% 4
14% 5
11% 6
27% 7
25% 8
7% 9
5% 10

(0—10 scale; 1 = completely unsatisfied, 10 = completely satisfied)
n=73

How much was your training budget in 2017?

- Less than $1,000
- $1,001 to $10,000
- $10,001 to $100,000
- $100,001 to $1,000,000
- $1,000,001 to $10,000,000
- Prefer not to say

0% 10% 20% 30% 40%

n=73

I receive enough funding for training.

6% 0
3% 1
5% 2
6% 3
8% 4
15% 5
12% 6
14% 7
15% 8
6% 9
9% 10

(0—10 scale; 0 = fully disagree, 10 = fully agree)
n=293

3

TREND #3: GAMIFICATION IS A GAME CHANGER IN CORPORATE TRAINING
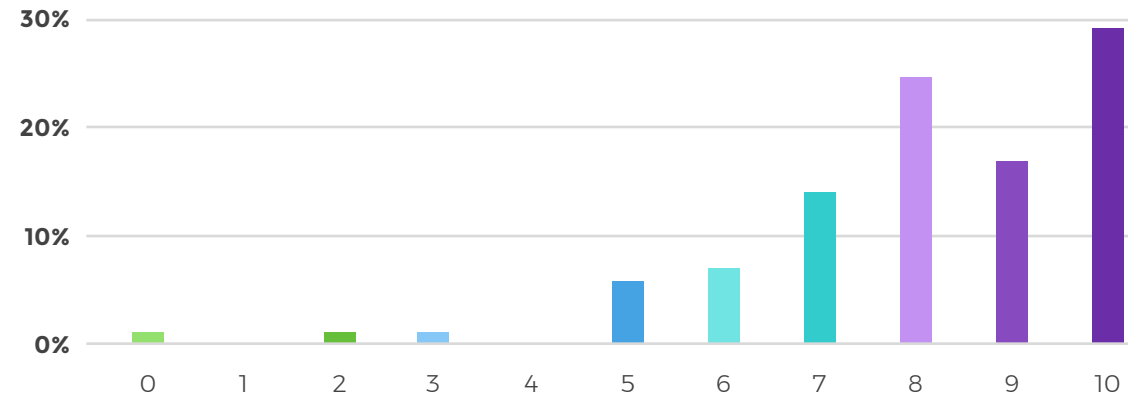
The majority of trainers agree that gamification helps improve employee performance

The vast majority of trainers (84%) overwhelmingly agreed that the gamification of training helps improve knowledge retention and employee performance.

In fact, out of the trainers that agreed with this statement with an 8 or higher on a scale 10 — 59% of them were male and 38% were female. This is also the cohort that trained very frequently — 37% of them said they train once a week or more.

53% of this group is planning to deliver more training in 2018 and is dominated by trainers from the Human Resources (24%), Sales/Business Development (18%) and Operations (18%) teams.

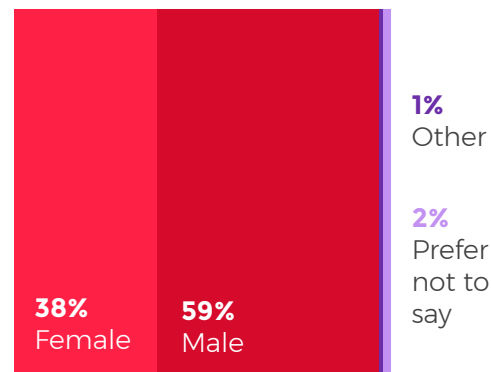**Gamification in training helps employees to retain knowledge and improve performance.**

(0—10 scale; 0 = fully disagree, 10 = fully agree)
n=295

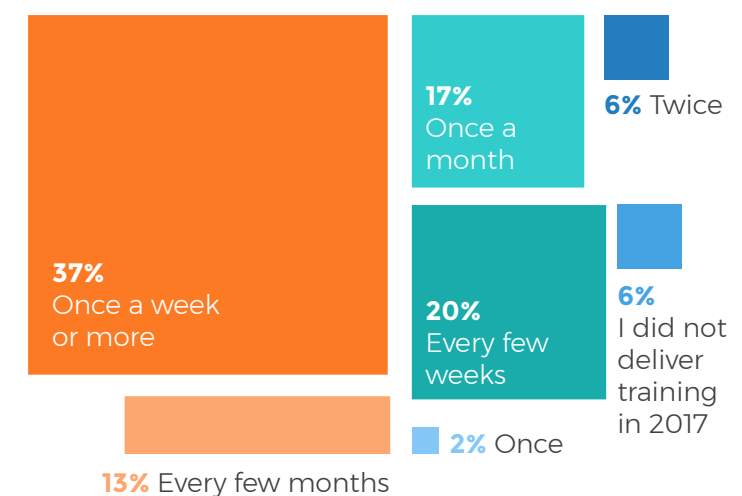**Gamification in training helps employees to retain knowledge and improve performance.**

What is your gender?
(Of those who strongly agree, ≥8)

38% Female
59% Male
1% Other
2% Prefer not to say

(0—10 scale; 0 = fully disagree, 10 = fully agree)
n=205

How often did you deliver training in 2017?
(Of those who strongly agree, ≥8)

37% Once a week or more
17% Once a month
6% Twice
20% Every few weeks
6% I did not deliver training in 2017
2% Once
13% Every few months

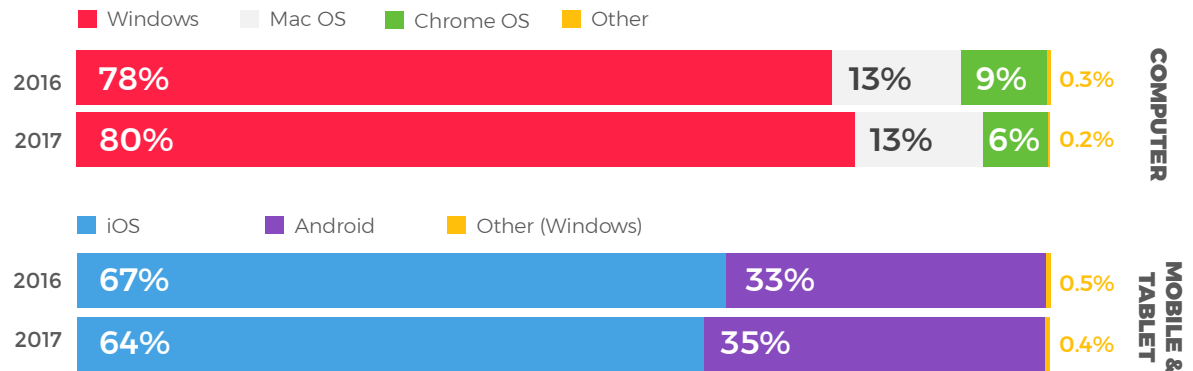# TREND #4: MICROSOFT RULES WITH CORPORATE TRAINERS

Windows PCs and PowerPoint remain trainers' top tools

Windows PCs remain the most popular devices among corporate trainers, with the OS going from 78% share in 2016 to 80% in 2017, according to data from the Kahoot! platform. On mobile devices, iOS remains dominant, although it has lost some share relative to Android year over year.

Microsoft PowerPoint still tops the list of favorite presentation tools among corporate trainers: as many as 86% of Kahoot!'s survey respondents' voted for it. Online presentation software Prezi ranked as a distant second ahead of Google Slides, with 25% of corporate trainers using it at work.
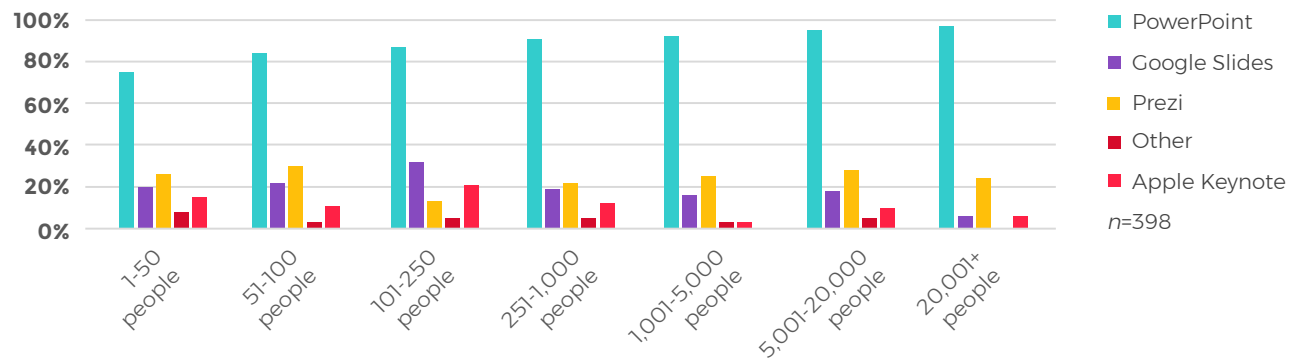
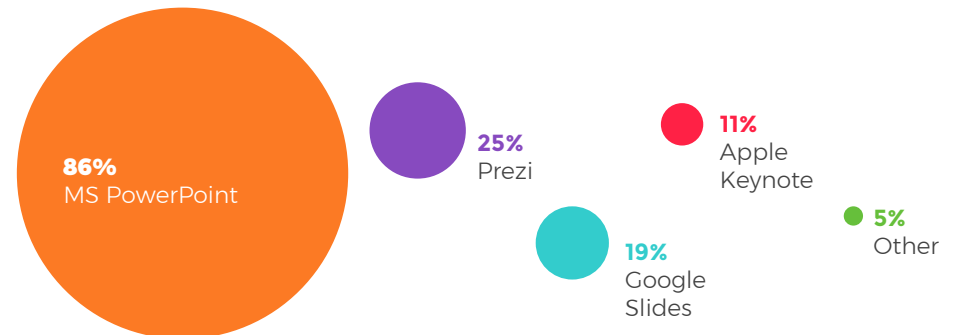## Breakdown of business users by device & OS
(January 1—November 30, 2016 vs. 2017)

Legend: Windows | Mac OS | Chrome OS | Other

COMPUTER
- 2016: Windows 78% | Mac OS 13% | Chrome OS 9% | Other 0.3%
- 2017: Windows 80% | Mac OS 13% | Chrome OS 6% | Other 0.2%

Legend: iOS | Android | Other (Windows)

MOBILE & TABLET
- 2016: iOS 67% | Android 33% | Other (Windows) 0.5%
- 2017: iOS 64% | Android 35% | Other (Windows) 0.4%

What presentation tools do you use?
(By size of organization)

Legend: PowerPoint | Google Slides | Prezi | Other | Apple Keynote

Categories: 1-50 people, 51-100 people, 101-250 people, 251-1,000 people, 1,001-5,000 people, 5,001-20,000 people, 20,001+ people

n=398

What presentation tools do you use?

n=400

- 86% MS PowerPoint
- 25% Prezi
- 11% Apple Keynote
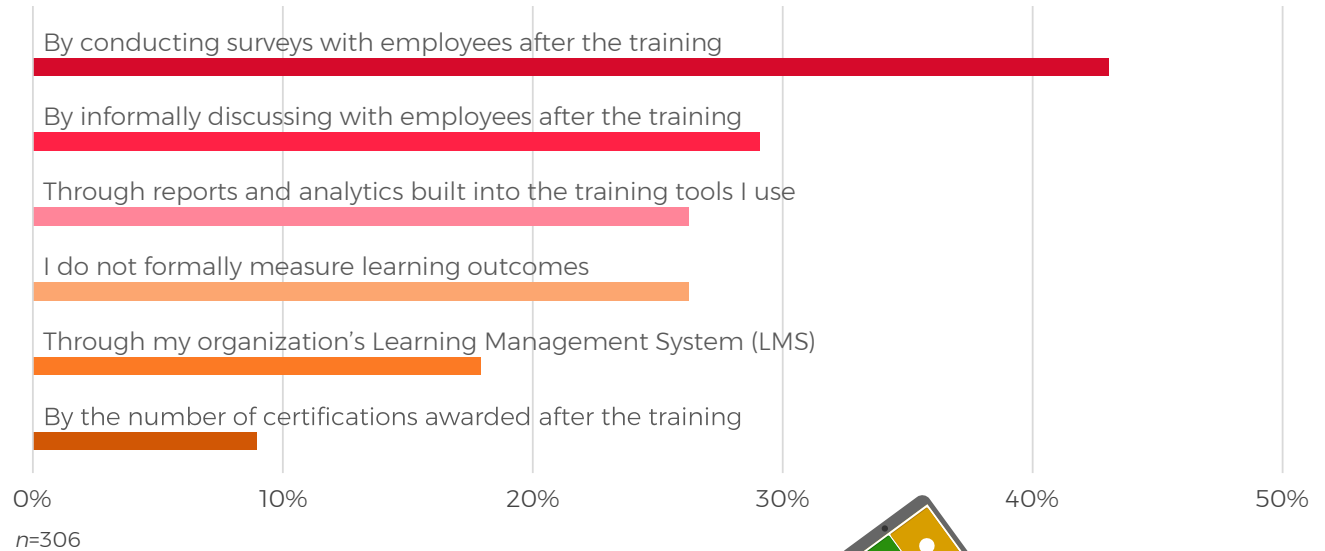- 19% Google Slides
- 5% Other

5

TREND #5: MEASUREMENT METHODS HAVE NOT CAUGHT UP WITH AVAILABLE TECHNOLOGY

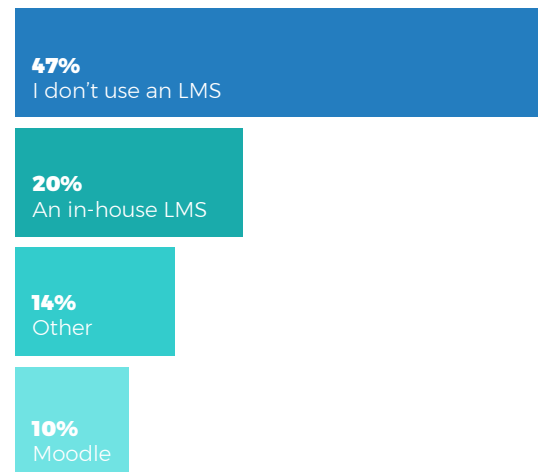### Traditional methods of measurement still prevalent

Measuring training impact still remains a challenge area, with the lack of efficient, automated, easy-to-use solutions. Based on Kahoot!'s survey results, 72% of trainers adopt ad-hoc methods of measurement such as post-training surveys and discussions with employees, and one in four trainers don't measure outcomes at all.

Out of the survey respondents, 53% of trainers said they adopt systematic measurement methods which include reporting and analytics built into the training tools they use, through their company's Learning Management System (LMS) or by awarding certifications after training. Interestingly, almost half of trainers surveyed said they don't use LMS's at all in their organizations.

How do you measure learning outcomes?

By conducting surveys with employees after the training

By informally discussing with employees after the training

Through reports and analytics built into the training tools I use

I do not formally measure learning outcomes

Through my organization's Learning Management System (LMS)

By the number of certifications awarded after the training

0%   10%   20%   30%   40%   50%

n=306

What LMS do you use, if any?

47%
I don't use an LMS

20%
An in-house LMS

14%
Other

10%
Moodle

n=400

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EdTalks

Q&A WITH GREG MCLAUGHLIN

VP Sales Operations, Getty Images

How do you execute corporate training at your organization?
We conduct a wide range of training with a variety of formats and delivery mechanisms. It's important to recognize the diversity of roles and learning styles within your organization and customize your approach accordingly. For instance, during our recent implementation of our Salesforce CRM platform, we decided on in-person classroom training to ensure understanding and adoption. The launch included hands-on exercises, learning competitions, engagement games and elements of "fun."

For reinforcement after the launch, we conducted reminder training through a multi-channel approach entailing live webinars, recorded videos and in-depth documentation published to our Knowledge Management System and managed through our Learning Management System (LMS).

What challenges do you and other corporate trainers see today with training?
There are several critical challenges:

Demonstrating the value of the program. It is important to show your business users how and why the time they invest in your training program has a direct return to the business and to them personally. We call this "Overwhelming Benefit" and prior to our trainings, we communicate to our target audience the value proposition of each session through visual advertisements with a clear benefit case and bullet points describing "What's in it for me?".

Making it fun. The more energy and enthusiasm for the subject matter the trainer displays, the more positively the class will respond. Gamification is a critical component to nearly any training. If people understand there will be a competition at the end of the session, they will pay closer attention to increase their chances to win. If they understand there will be a learning game after the break, they will return from the break on time. Making it fun ultimately makes it more effective.

Finding ways to engage people. You may get them in the door, but how do you open their minds and their willingness to accept your message? It doesn't hurt to throw in a little humor to keep the class alert and encourage audience participation by making it enjoyable and by actively drawing out the quieter, more reserved participants. People like to share their insights and opinions and in doing so, they draw their own conclusions. Having your students learn through their own discovery is the most powerful way to gain their buy-in.

> **Gamification is a critical component to nearly any training.**
>
> **-Greg**

Measuring effectiveness. If you are currently measuring productivity through key performance measures, then proving the value of your training program becomes much easier. For a given skill or process that you want to improve, trend the corresponding performance measure prior to the program and after the program. If you see a bump, you can equate that to the training that took place just prior to the bump.

Compare the performance of the groups that receive the training to the groups that do not to measure the difference in business outcomes. If you don't see an uptick, adjust your curriculum as needed. Convert any time savings metrics to revenue, by demonstrating

an increased number of calls, bigger pipeline, better close rates or improved retention.

How important is the implementation of digital learning and gamification in your organization? How do you implement it?
In our technology-driven world, you need to deliver your training program through the best, most highly-adopted distribution channels available. Modern LMS's allow you to target the right people with the right content at the right times. Increasingly, gamification is becoming more than just a clever way to keep people engaged. It's becoming an expectation.

We used Kahoot!, which has a robust, free, and an advanced paid version for competitive audience polling and knowledge testing. You can use it extensively as we did in our live CRM training roll-out, or you can ask three to four quick questions at the end of a one-hour webinar. Use of Kahoot! generated a very high level of energy, excitement, engagement and fun in our CRM launch and boosted the effectiveness significantly.

Any predictions for how corporate training will evolve in 2018?
The tools and techniques for constructing and delivering training will continue to proliferate and escalate in sophistication at a rapid pace. Styles and fads may come and go, and the economy may dictate how much some companies invest. But the underlying need to keep people informed and well-equipped with critical knowledge to perform productively will remain consistent. LMS's will continue to evolve into multimedia development, delivery and gamification platforms, and increasingly, corporate trainers will not be able to succeed without embracing them in their arsenal.

Greg McLaughlin is the Vice President of Global Sales Operations at Getty Images, responsible for Change Management, Sales and Service Learning & Development, Customer Relationship Management, Business Enablement and Global Business Support. He has managed Sales Operations and CRM at Fortune 500 and 100 companies for more than 25 years.

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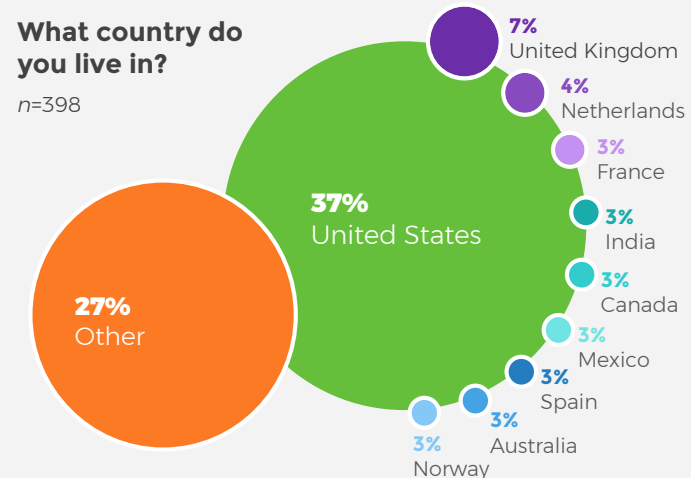email edtrends@kahoot.com
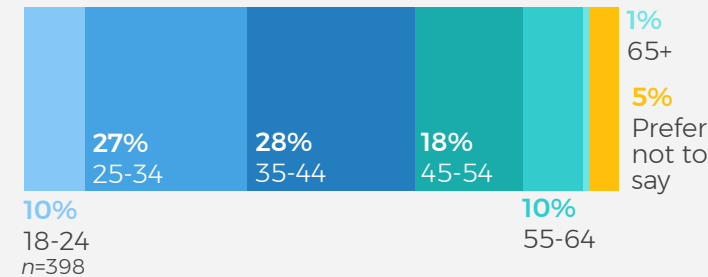
Kahoot!
Methodology

This report is based on data from the Kahoot! platform and a global survey of 400+ corporate trainers conducted in November 2017. Some additional data is taken from third-party resources and expert commentary.

What country do you live in?
n=398

7% United Kingdom
4% Netherlands
3% France
3% India
3% Canada
3% Mexico
3% Spain
3% Australia
3% Norway
37% United States
27% Other

What is your age group?

10% 18-24
27% 25-34
28% 35-44
18% 45-54
10% 55-64
5% Prefer not to say
1% 65+

n=398

What is your gender?

43% Female
51% Male
2% Other
4% Prefer not to say

n=398

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