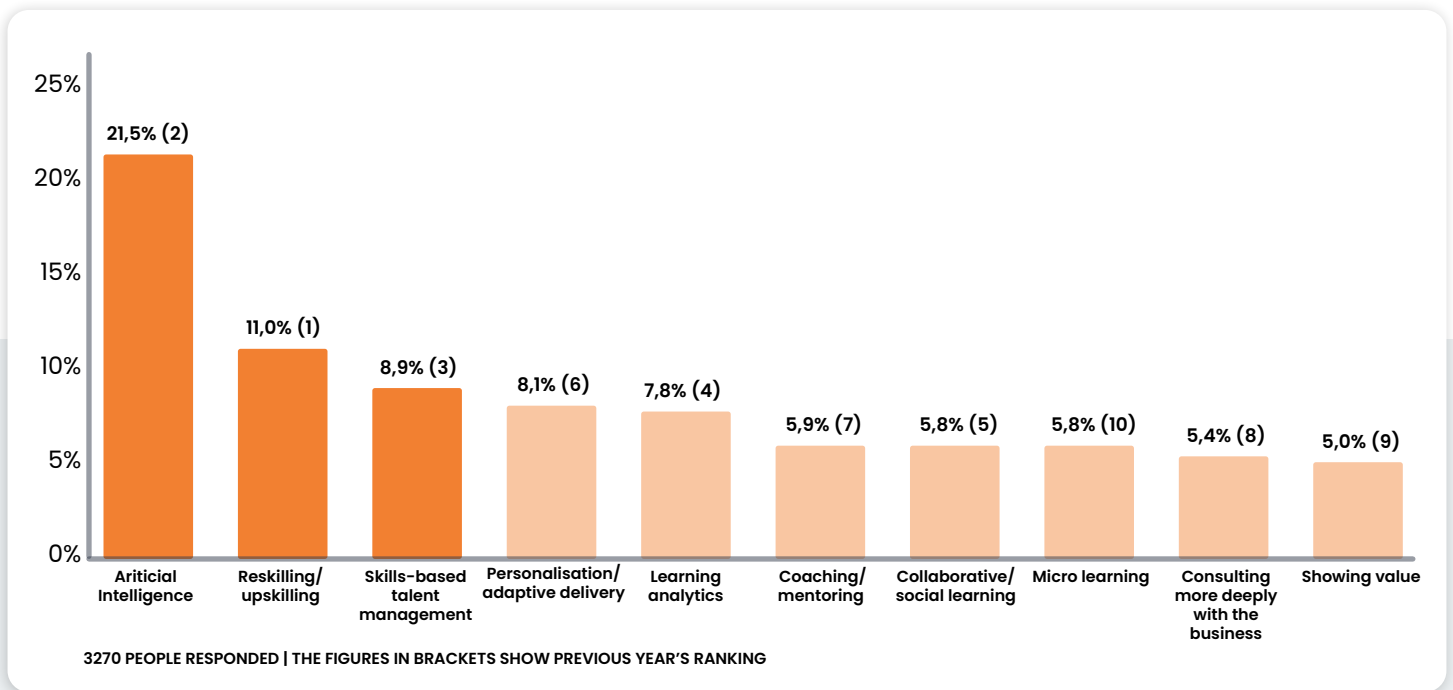


Key takeaways from the L&D Global Sentiment Survey 2024

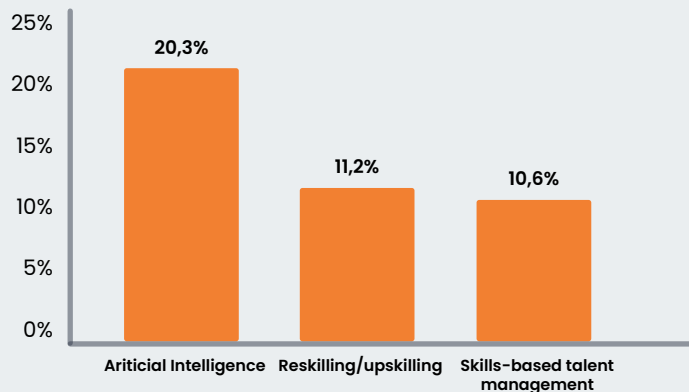
Now in its 11th year running, the survey from Donald H. Taylor asks respondents to share what about Learning & Development is top of mind and keeping them up at night. This year's results may not come as a surprise, but their implications are too big to ignore.

WHAT WILL BE HOT IN WORKPLACE L&D IN 2024?

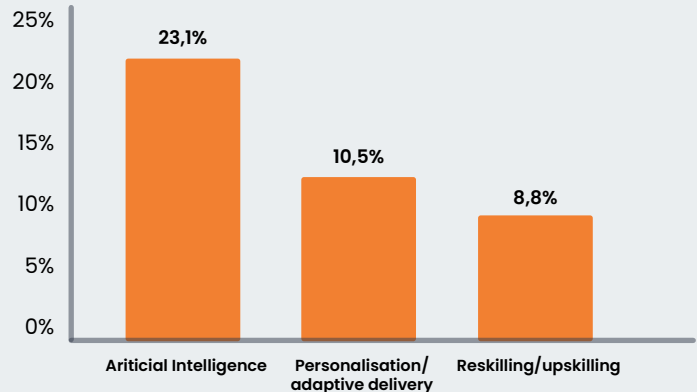
Artificial intelligence (AI) runs through every part of 2024's results globally. Apart from AI, only two other options collected a greater share of the vote this year than they did in 2023: Personalisation/adaptive delivery and Learning analytics.



WHAT INDIVIDUALS IN WORKPLACE L&D FEEL IS HOT



WHAT VENDORS FEEL IS HOT



Europe compared to the rest of the world

GSS 2024 All other countries	
Artificial intelligence	20.1%
Reskilling/upskillng	11.6 %
Skills-based talent management	9.2 %
Personalisation/adaptive delivery	8.1%
Learning analytics	7.4 %
Coaching/mentoring	6.3 %
Collaborative/social learning	6.1 %
Micro learning	5.8 %
Consulting more deeply with the business	5.2 %
Learning experience platforms	4.8 %
Showing value	4.5 %
Virtual and augmented reality	3.3 %
Performance support	3.3 %
Cohort-based learning	1.9 %
The Metaverse	1.8 %
Other	0.6 %
n=1,642	

GSS 2024 Europe	
Artificial intelligence	23.0 %
Reskilling/upskillng	10.3 %
Skills-based talent management	8.7 %
Learning analytics	8.1 %
Personalisation/adaptive delivery	8.0%
Micro learning	5.8 %
Collaborative/social learning	5.6 %
Consulting more deeply with the business	5.6 %
Showing value	5.5 %
Coaching/mentoring	5.5 %
Learning experience platforms	3.8 %
Virtual and augmented reality	3.3 %
Performance support	3.2 %
The Metaverse	1.5 %
Cohort-based learning	1.3 %
Other	1.0 %
n=1,628	

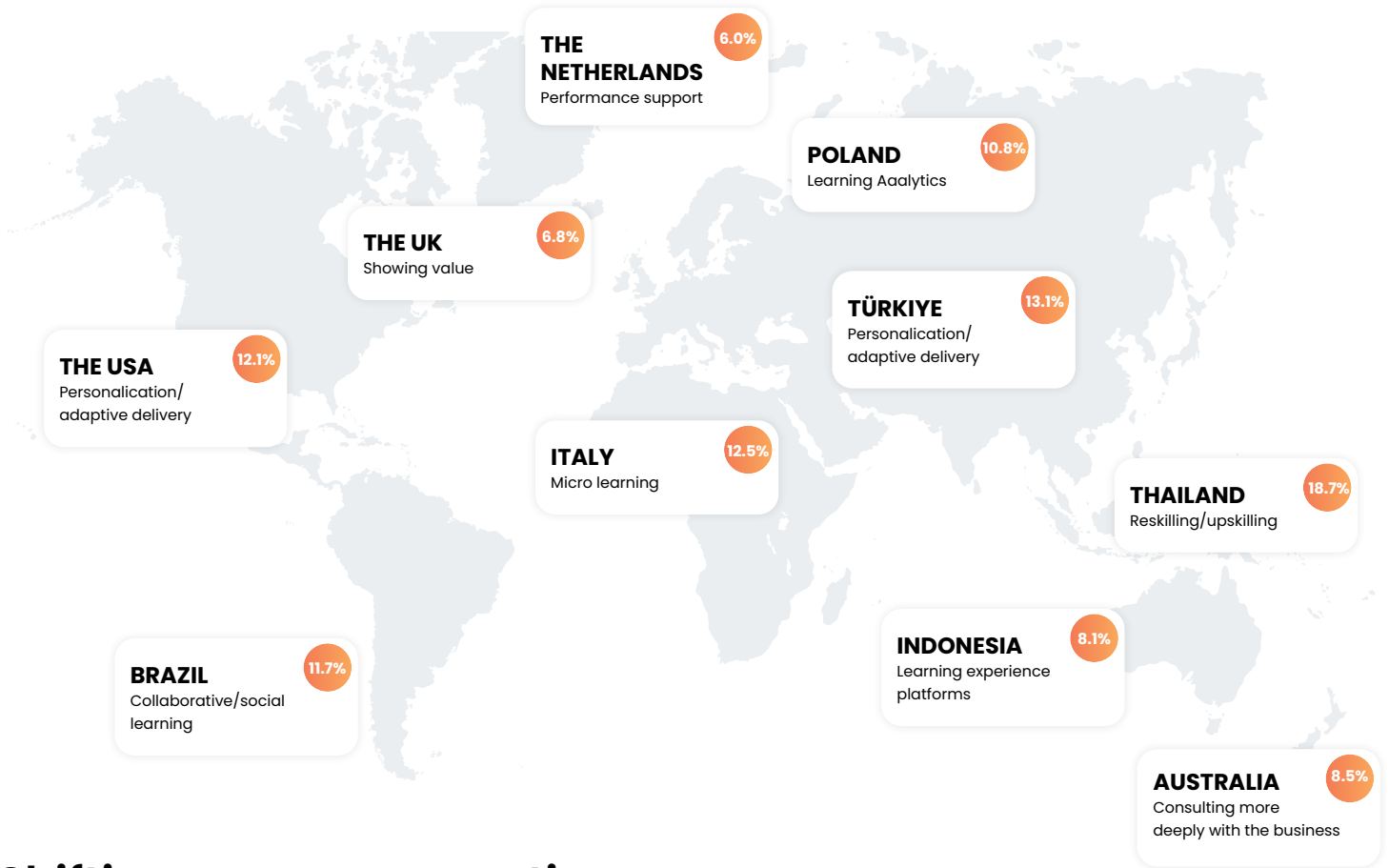
AI dominates sentiment in L&D

Artificial intelligence is a hot topic globally, and Europe is no different.

Countries	Vote
Italy	27.0%
Germany	26.3%
Spain	24.5%
Sweden	23.7%
UK	22.9%
Netherlands	22.2%
Poland	20.8%
Ireland	20.3%
Türkiye	16.1%

Beyond AI

While AI dominates the results everywhere in the world, there remains a substantial interest in other areas that vary significantly from one country to another.

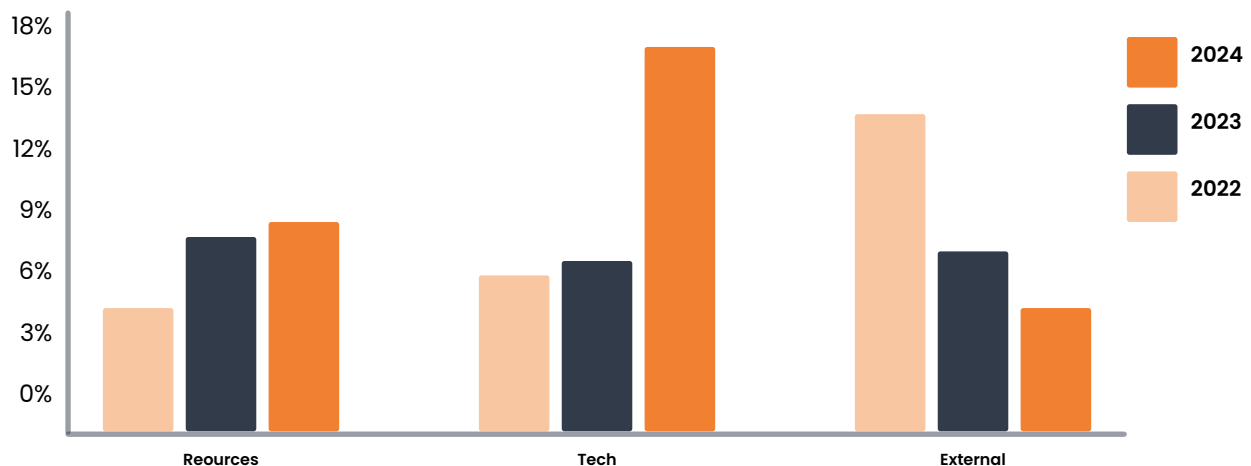


Shifting concerns over time

For the third year, respondents could reply in free text to the optional question ‘What is your biggest L&D challenge in 2024?’.

THE CHALLENGES AHEAD

Over the past three years, technology has moved from being the least challenging category last year to the greatest this year, thanks to artificial intelligence.



WHAT'S YOUR BIGGEST L&D CHALLENGE IN 2024?

Excluding 'learning' and 'L&D', the eight most commonly occurring individual words are:

AI 489

business 237

training 208

time 187

skills 160

budget 146

people 146

value 130

Ready to dive deeper into the analysis of these findings?

Check out the full report for richer insights and discussion.

DOWNLOAD THE REPORT



ABOUT OPENSESAME

OpenSesame is more than a content provider—we work with our customers to help them build their most productive and admired workforces with L&D solutions that work for them. Our LMS partners are helping us remove barriers to efficiency so that learning programmes are more manageable and your learners get what they need.

Find out more at <https://www.opensesame.com/>

ABOUT THE L&D GLOBAL SENTIMENT SURVEY

Donald Taylor's annual L&D Global Sentiment Survey takes the pulse of the L&D community worldwide. Participants are asked to choose what they think will be hot, not what should be hot. Each person votes for 3 of 15 options, presented in random order. Aggregated, and examined over time, these answers provide a fascinating look at trends in L&D.

Find out more at <https://donaldhtaylor.co.uk>