

FULL SPEED

EXTENDED ENTERPRISE LEARNING



ACCELERATE

Organizations are now training a rapidly accelerating number of learners outside of their organization.



35%

of training professionals manage customer training¹

Extended enterprise learners can include a widely varied audience, such as customers, partners, resellers, franchisees, or contractors.

36%

of training professionals manage partner training¹

SHIFT GEARS

Different learners have different requirements. Understanding their needs is the key to success.

54%

of trainers say there are big differences in training external employees¹

38%

do not see much difference when training remote employees¹

DRIVE GROWTH

Via External Learners

Customers

- Boost customer satisfaction
- Increase upsell revenues
- Improve retention rates

Resellers / Distributors

- Enhance product knowledge for improved sales
- Educate to bolster customer service capabilities
- Tie course completion to compensation incentives

Contractors / Freelancers

- Assure consistency of service
- Improve collaboration with the central organization
- Speed time to competency

Members / Donors

- Increase member numbers
- Fuel activity and renewals
- Earn additional revenue via certifications, CEUs

FULL SPEED

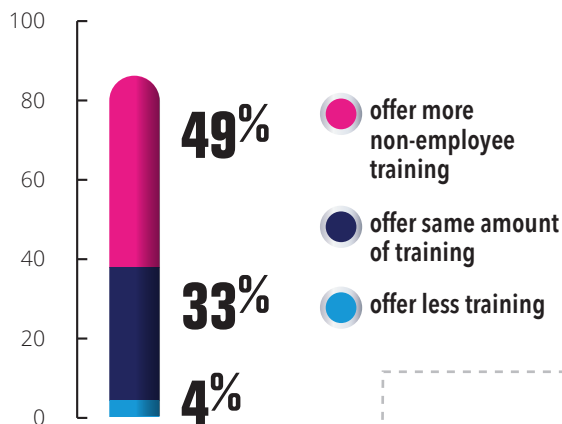
EXTENDED ENTERPRISE LEARNING

DELIVER



Training

Organizations recognize the need to deliver effective training and learning content to their external audience.¹



Want to learn more?

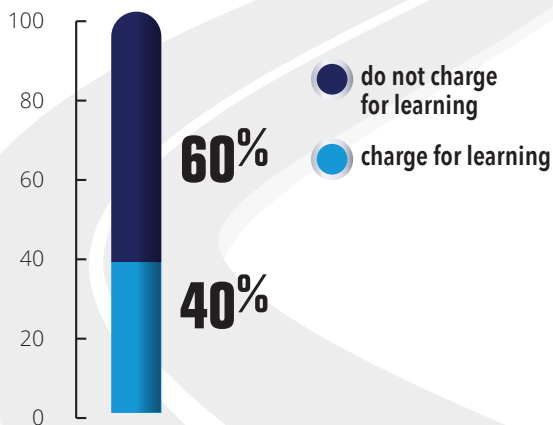
Watch our on-demand webinar, "How to Think Outside the Internal Training Box: Extending Your Learning Reach Beyond Employees".

[WATCH NOW](#)

FUEL

Revenue

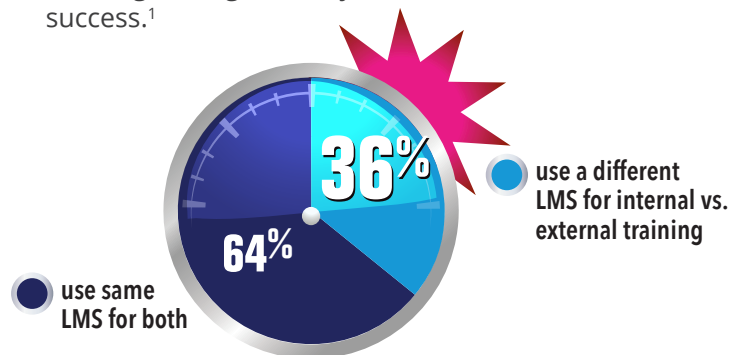
More organizations are now generating revenue from their extended learners.²



TOOLS

Before You Hit the Road

Delivering training across a wide range of stakeholders is not an easy task. Organizations must determine the ability of tools such as their learning management system and content to achieve success.¹



References

1. Expertus, 2017 *Corporate Learning Study: Extended Enterprise*
2. Brandon Hall Group, 2017 *Brandon Hall Group Extended Enterprise Learning Study*