

The Needs of Today's PROFESSIONAL LEARNER

Professionals prefer to leverage technology for learning activities.



Technology continues to become increasingly prevalent in our everyday lives.

Professional learners with access to technology (i.e. smartphones and internet) at home are **68%** more likely to rely on that technology for work-related training.¹

To align with today's learner, organizations are already incorporating technology into learning programs.

9
/ 10



9 out of 10 organizations are using technology to help push their education programs forward.²

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/ 2



In a survey of association professionals, **nearly 1/2** of organizations provide a mobile version of their educational offerings.²

Did you know?

Professionals view learning as a top priority.



Learning a new skill actually ranks as the **#1 career goal** in 2018.³



Nearly 90% of professionals feel that learning new skills is more important than job titles.³

Are you set up to meet the needs of professional learners with a learning program that incorporates technology?



It's time to think about how your organization can deliver an omnichannel, on-demand learning solution that aligns with today's learners.

Visit benchprep.com to learn more about the only comprehensive learner success platform.