LMS VS LXP

How to Navigate the Changing
Learning Tech Landscape

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- 15+ YEARS IN HR, L&D SPACE
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LMS vs LXP

✓ The origins of the LMS vs LXP Debate

✓ The notable differences between the systems and how they are merging in 2021

✓ What Corporate Learning and Training teams need to know before they purchase and implement an LXP

What's been the most confusing about the LXP vs LMS "debate"

What's the #1 thing you'd like to take away from today's webinar?

Predictions from the Past

70% The number of organizations with an LMS as part of an HCM Suite that will be forced to explore Learning Experience Platforms

75% The number of organizations that will include employee experience improvements as a performance objective for HR and IT groups.

Hints at changing priorities ... ignited by pandemic

Learning Experience & Engagement

Machine Learning

Digital Transformation

Skills

Employee Experience

TECH ECOSYSTEMS

Open, continuous, personalized learning

xAPI, Learning Insights

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Category Explosion

Learning Management System (LMS)

Micro-Learning Platform

Learning Experience Platform (LXP)

Learning Record Store (LRS)

Program Experience (Delivery) Platforms

Assessment, Development, Delivery Tools

Content Libraries

Origins of LXP

1
2000
Netflix Unveils Subscriber Personalization
Ushers in new wave of experience, engagement-based personalization and content delivery

2
2012-2013
LXP Product Category Founded

3
2012-2013
Bersin + Deloitte
Heavy-hitters monitoring innovation/disruption lag in traditional LMS "hype cycle" further LXP Category's authority... exposing LMS's experience, personalization and integration limitations

4
JAN 2017
UK-Based Fosway Introduces Next Generation Learning Environments (NGLE Category)

5
NOV 2017
Craig Weiss proposes the term Learning Engagement Platform

6
NOV 2018
Gartner's Market Guide for Corporate Learning Suites recognizes Learning Experience Platforms (LXPs)

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LMS VS LXP

LMS

- Internal Content Delivery
- Administrator-Driven Course Management
- Compliance Focused
- Program/Curriculum Management
- Learning Assessments
- Performance Analytics & Reporting

LXP

- External Content Delivery
- User-Driven & Personalized Recommendations
- Impact Focused
- Content & Learning Paths
- Skills Development & Mapping
- Usage Analytics

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What about Next-Gen LMS?

Lost in "LXP" and Major Category Creep

Learning Management Systems (LMS)

Learning Experience Platform (LXP)

Learning Engagement Platform

Talent Management Suite

HCM

Learning as a Platform

Talent [Development] Platform

Learning Record Store

Micro-learning [Adaptive] Platform

Content Libraries

Employee Experience Platform

Digital Experience Platform

Employee Engagement Platform

Performance Support System

Performance Management System

Corporate Training System

Next-Gen Learning Management System

And on, and on, and on....

A Solution Looking for a Problem?

LXP Category (at a Glance)

20 Different Vendors

$350M Market (2018)

Double digit growth predicted from 2018 onward

Every learning platform is now an LXP...

so the market is becoming a set of capabilities, not just products

Learning as-a-Platform

LXP without the Compromise or Confusion

o Learner-centric experiences

o Powered by extensive use of data and engagement activity

o Easily designed, delivered, and curated by Admins/L&D through a more robust eco-system of tools, content, functionality, and insights that also measure business impact

LMS + LXP: Convergence of Capabilities
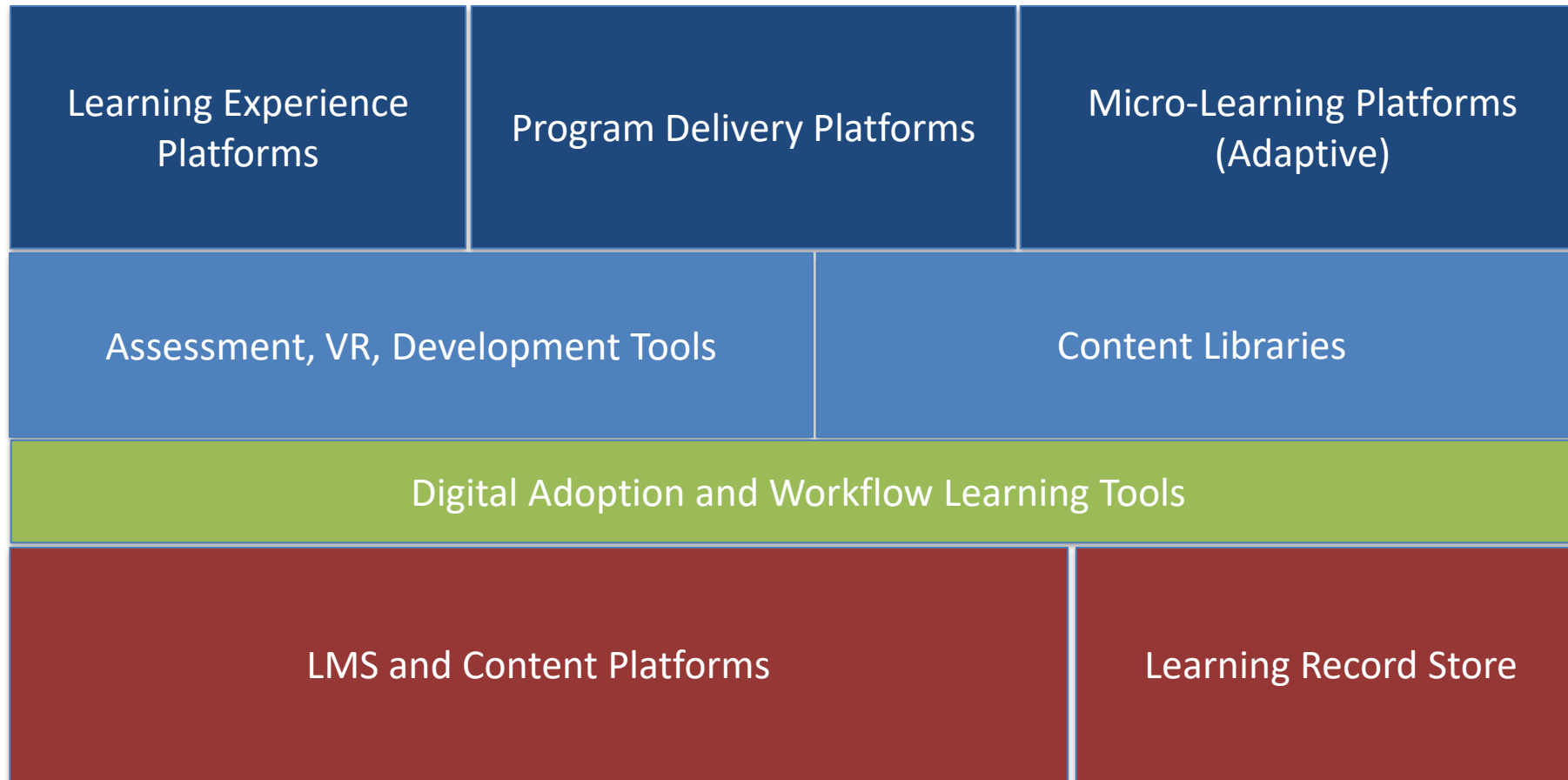
LMS + LXP Eco-system Challenges

Disconnect

Without the critical LMS and LXP functional needs and requirements conversation, there is very often a disconnect across people, process, technology, and ironically, the final experience for both administrators and learners.

Gaps

There's a risk that even with the critical conversations - an ideal vision where the two systems can co-exist may never come to pass because they are two separate systems and two separate technology partners. There is a people, process, and most importantly, technology gap baked in from the start.

Integrations

Integrations are possible. But it's added time, resources, and potentially more dollars dedicated to making the system work together.

Compromise

When systems are separately serving and solving the same overarching business challenges - the result is typically that you end up having to choose what to use in one system versus what to use in another system. You'll end up compromising ...

Confusion

... And creating confusion where there should be cohesion.

Buying Best Practice

Step 1: ## Open the Umbrella

Approach the LXP / LMS procurement process with the eco-system, tech stack, data, integrations. Think beyond traditional categories, look inside at existing tools, but don't be shy to look or take a chance on new players who appear different.

Step 2: ## Think Design-Thinking

Consider how the concept of design-thinking ... an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding can be collectively leveraged to create the right eco-system - not the one with the fewest headaches or perceived punch to ego.

Step 3: ## Synthesize Needs, Requirements, Integrations

Bringing it all together is a huge accomplishment. If this step begins to get to challenging, compromises and requirements start to "creep," move ahead with Tech Partners to consider and evaluate - the ones that workshop through those challenges to bring the vision to life and consult on how to do that with you should be noteworthy.

Step 4: ## Remember: Technology Partnership Counts for a Lot

Chances are, there will not be one PERFECT solution out there (Learning Platform with LXP functionality, LMS + LXP Integration) that solves exactly what you need how you need it. How you work together, their roadmap for the future, and how they prioritize customer requests/feedback is critical for future success.

Q&A

schooX | THANK YOU

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