



August 2024

The CEdMA Enterprise Monthly Newsletter is delivered free of charge to the members of CEdMA Enterprise. If you have ideas or suggestions for a future newsletter, please contact Mike Dowsey at community@cedma-enterprise.org.

In this issue:

[Upcoming CEdMA Enterprise Events](#)

[Reviews and Current Trends](#)

[Education Management](#)

[Training Delivery and Operations](#)

[Sales and Marketing](#)

[Subscriptions](#)

[Training Partnerships](#)

[Education Design and Development](#)

[Learning Technologies](#)

[Certification](#)

[From our Sponsors](#)

[And Finally ...](#)

Upcoming CEdMA Enterprise Events/News (5 Items)

Workforce Development SIG Meeting Tue 10 September

This meeting includes **Myra Khan from the World Bank**, who will provide an overview of "**Education and Workforce Development: Building a pipeline from Schools to Jobs**".

Countless workforce and employer surveys highlight the mismatch between the skills with which students leave their schooling and the skills in demand by employers and the labour market. How do we fix this mismatch? Using examples from research from international organizations like the World Bank, OECD, and the WEF, Myra's presentation will explore what challenges remain, as well as highlight the broad approach the World Bank has taken, share some examples of World Bank projects that focus on workforce development and bridging these gaps, and examine subgroups that face the most challenges.

Please join us for what promises to be a highly informative session presented by the World Bank.

To register, follow:

<https://zoom.us/meeting/register/tJAKf-mqrjorGdWXAPxvnub-XQpG3VQF5npT>

Partners SIG Thu 12 September

The next meeting on Th 12 Sep 8-9 Pacific, 11-12 Eastern, 4-5 UK, 5-6 Europe will see **Anil Saxena of ServiceNow** lead "**Ensuring Channel Partner Readiness: Training, Accountability, and Excellence**".

Join us for a focused discussion on how to ensure your channel partners are not only well-prepared but also consistently delivering the products and services they are responsible for. This session will explore the criteria and evidence necessary to verify partner readiness, the strategies for holding partners accountable, and the best practices for maintaining high standards. We'll begin with insights from our current practices, followed by an interactive discussion to share and gather additional best practices. Attendees will leave with actionable strategies to enhance their channel partner programs and ensure delivery excellence.

Key Takeaways:

1. Criteria for Partner Readiness: Understand the key indicators that a channel partner is prepared to deliver your product or service.
2. Accountability Mechanisms: Learn methods to hold channel partners accountable for their training and performance.
3. Best Practices Exchange: Gain insights from peers on effective strategies for partner management and training.
4. Evidence Collection: Discover the types of evidence that can effectively demonstrate a partner's readiness.

To register, follow:

<https://zoom.us/meeting/register/tJErd-ggqzwqHtJYV26bldVQ9UklupQfeFNo>

Sales and Marketing SIG Mon 16 Sep

CEdMA market data indicates that Subscription Learning product revenue contributions continue to increase. Trends show that more and more students and enterprise customers prefer a *'pay once, unrestricted access, at scale'* approach to learning.

Join SIG chair Martin Hill and guest co-host Simon Dunsmoor (Senior Mgr, Training Product Offerings at ServiceNow) where we will be discussing the opportunities and challenges in having an effective GTM/sales motion for Subscription based training products.

As ServiceNow launches new Subscription learning packages in FY25, what are the success stories and lessons learned that *you and your company* have experienced along the way about *'how to do subscriptions well'*

This session will be an interactive discussion. So please be ready to bring your thoughts, questions, anecdotes to share with the group to answer the question **"Subscription revenue keeps growing, but why?"**

To register, follow:

<https://zoom.us/meeting/register/tJMrdu-oqjsiGNHmYdxlt3pfwE2pqNqZ9N-w>

Certification SIG Tue 17 Sep

The meeting will cover AI - Past, Present and Future

With the increasing pervasiveness of AI, there are an increasing number of tools available. [Jill Burroughs](#), CEO from Certiverse and [Peter Manijak](#), Certification SIG Emeritus and Guru, will discuss the relative merits and challenges of AI including how it can be used for Item Writing, Test Development and what the future may hold.

To register follow:

<https://zoom.us/meeting/register/tJwkfuGqqojGdJEtSelO1TnWhxqGETidq7x>

CEdMA Enterprise Autumn Conference Mon 18 - Wed 20 November

This will take place at the Renaissance Heathrow Airport.

The theme for this, our 60th conference, is **Scaling your training business through innovation and best practices**. The agenda is almost complete and includes:

- Keynote “Training’s future - The prize and the challenge” by Donald Taylor, Learning Technologies Conference Chairperson for the last 24 years
- A collaborative session by CloudShare, Kryterion and Kinaxis describing latest developments fusing AI with certification and labs
- Dynamic Sessions from Eureka and Fuse Universal
- Member-experience sessions from SAS, Ping and others
- Feedback from the 2024 Business Metrics Survey
- Innovation Award Winner Presentation (so now’s the time to apply for the [2024 Innovation Award](#))
- Plus, more breakout and table sessions than before.

All CEDMA Enterprise company members have prepaid places at the conference, including overnight hotel on Mon and Tue nights. Member main contacts will be receiving invitations during the week of 9th September.

[Back to top](#)

Reviews and Current Trends (6 Articles)

[What does the new ISO standard mean for Training measurement \(Aug 24\)](#)

In June 2023, the International Organization for Standardization published its first comprehensive standard for learning and development metrics. The standard, *ISO/TS 30437:2023: Human resource management - Learning and development metrics*, has the potential to significantly improve Training measurement and advance the maturity of our profession.
©2024 Chief Learning Officer

[EU AI Act 2024 launches - A call to upskill in AI literacy \(Aug 24\)](#)

Erica Farmer reports on how the EU AI Act 2024, launched today (1st August), will affect organisations and the world of training. ©2024 HR Zone Ltd

[AI in Training - The State of Play \(Nov 23\)](#)

In this report, we outline how training professionals are currently using AI, and offer some suggestions for starting on the journey yourself.

www.donaldhtaylor.co.uk

[AI in Training - From Talk to Action \(Apr 24\)](#)

AI opens huge possibilities. The question is now whether training professionals are ready to take advantage of them.

www.donaldhtaylor.co.uk

[Are we losing expertise to AI? \(Jul 24\)](#)

There are rising concerns we will lose expertise as we increasingly use generative AI to perform work-related tasks. Robin Hoyle examines whether this is a worry we should pay attention to. ©2024 HR Zone Ltd

[Are You Realizing Your Software’s Full Value \(Aug 24\)](#)

Reaching an enterprise software launch date is the beginning of a journey that change management professionals need to adopt for the long haul.

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[Back to top](#)

Education Management (6 Articles)

[AI Readiness - Prepare Your Workforce to Embrace the Future \(Aug 24\)](#)

Lay the groundwork for a successful adoption of AI-based tools by taking these steps to prepare your organization. ©2024 Learning Guild

[How to Train and Educate Customers - 6 Best Practices for B2B Organizations \(Jun 24\)](#)

Imagine a successful, satisfied customer. This customer uses your products in meaningful ways, prepares for changes, engages with your brand, and shouts best practices from the rooftop. Organizations are discovering that great customer training and education can nurture more of these unicorn customers. ©2024 Learntowin.com

[Transforming Organizational Education Initiatives from Cost Center to Profit Center \(Jun 22\)](#)

As you'll see, formalized, curriculum-based organizational education programs designed to deliver the best possible content in the most engaging way can increase employee performance, customer retention, and partner success, thereby increasing revenue and fortifying the business for the challenges ahead. ©2024 Intellum

[Right Candidate, Right Role, Right Way \(Aug 24\)](#)

How are companies deciding whom to hire and how to hire them? *Global Trends Report*, ©2024 HIREVUE

[5 Ways to Identify Perfectionism Red Flags \(Aug 24\)](#)

Infographic, ©2024 Greg Chasson

[Productivity Hacks to Get your Time Back \(Aug 24\)](#)

Be efficient and effective to get things done, *TD*, ©2024 ATD

[Back to top](#)

Training Delivery and Operations (6 Articles)

[Training a Global Workforce - Decoding Translation with Large Language Models \(Aug 24\)](#)

Artificial intelligence (AI) is shaking up every aspect of our society and language translation is no exception. ©2024 Training Industry

[The Power of AI in Training Measurement - Improving Training ROI \(Aug 24\)](#)

When it comes to measuring the effectiveness and impact of training programs, AI will intersect and influence major aspects of our industry. ©2024 Training Industry

[Build a Future-Ready Workforce with AI and Data-Driven Learning Technologies \(Aug 24\)](#)

Building a workforce that can thrive amidst technological advancements and market uncertainties is no longer optional: It's essential. Organizations must equip their employees with the skills and agility necessary to keep pace as industries pivot and evolve. ©2024 Training Industry

[Data in the flow of training - suggestions for training teams of one \(Aug 24\)](#)

It's hard to assess the impact of your training initiatives. It's even harder when you're a team of one. But whether you're a small and mighty team running one or two programs, or a full department serving thousands of learners, measuring the impact of learning remains one of the most important steps that most organizations continue to miss. ©2024 Chief Learning Officer

[How to Measure What Matters in Online Education Programs \(Jul 24\)](#)

To truly harness the potential of online education, we need to move beyond simple metrics like page views and clicks. Instead, we should focus on measuring meaningful learning outcomes that provide valuable insights and concrete results. ©2024 LinkedIn

[Take Your Time - 5 Steps for Measuring Training ROI for Stakeholders \(Aug 24\)](#)

Here are five steps to measuring learning ROI prior to training so stakeholders can receive a thorough analysis of training's effectiveness. ©2024 Training Industry

[Back to top](#)

Sales and Marketing (1 Article)

[10 Tips for Promoting Education Internally, From Customer Education Professionals \(Aug 24\)](#)

The customer education community recently shared their tips and best practices for this type of internal promotion, including format and frequency. ©2024 Intellum

[Back to top](#)

Subscriptions (None)

[Back to top](#)

Training Partnerships (1 Article)

[Outsourcing Learning and Development - The Good, the Bad and the Ugly \(Aug 24\)](#)

Let's explore the optimal mix of in-house and outsourced talent and managing the risks of partnering with a training provider. ©2024 Training Industry

[Back to top](#)

Education Design and Development (9 Articles)

[How to Align Training Programs with Organizational Goals using KPIs and AI \(Aug 24\)](#)

The usual approach to designing training programs (learning experiences) begins by identifying learning objectives that support organizational goals. Key Performance Indicators (KPIs) further clarify those objectives.

Organizations are shifting to "SMART KPIs" powered and influenced by AI.
©2024 Learning Guild

[Resistance to Change - A Recipe to Set Your Microlearning Initiative in Motion \(Aug 24\)](#)

Introducing microlearning into your training strategy can be a disruptor. Learn how to plan and manage this change to ensure the buy-in of key stakeholders. ©2024 Learning Guild

[A Brief Guide to Effective Alt Text \(Aug 24\)](#)

High-quality alt-text is not just a 'nice-to-have' element of any content with images; it is an essential component that enables users who rely on screen readers or who may be unable to access visual content due to technical limitations to fully experience your content. ©2024 Learning Guild

[Optimizing eLearning Design for Enhanced Learning Experience and Impact \(Aug 24\)](#)

This article aims to provide instructional designers with comprehensive strategies to optimize the learning experience and impact their eLearning programs. ©2024 Training Magazine

[Visual Hierarchy - Turning Training Modules into Masterpieces \(Jul 24\)](#)

Visual hierarchy is a fundamental design principle that organizes content to direct and guide a learner's gaze effectively. For training professionals, it is more than just a tool — it's a method to highlight what's essential, gently steering learners through information without overwhelming them. ©2024 Training Industry

[AI Skills Training for Programmers - What They Really Need to Know \(Jul 24\)](#)

This article reviews three technical skills every programmer needs to effectively work alongside AI. ©2024 Training Industry

[Training Needs Analysis Template \(Apr 24\)](#)

A quick reference guide for training needs assessment and analysis.
©2024 iSpring

[No Pain, No Gain \(Aug 24\)](#)

Incorporating desirable difficulties into training leads to long-term retention and lasting learning. TD, ©2024 ATD

[The Dilemma regarding Transfer \(Aug 24\)](#)

Transferring knowledge and skills across different contexts isn't automatic. TD, ©2024 ATD

[Back to top](#)

[Learning Technologies \(10 Articles\)](#)

[Blueprint for Success in the Age of AI \(Aug 24\)](#)

To paraphrase Sundar Pichai's advice, start with AI. This article begins with that caution and expands it into a blueprint for success. ©2024 Learning Guild

[More about Succeeding with Artificial Intelligence \(Aug 24\)](#)

Developing skills with Artificial Intelligence is becoming a matter of long-term, if not lifelong, learning. Keep up with the changes as you build your in-service learning curriculum. ©2024 Learning Guild

[How to Recognize Ethical AI in Voice Generation, and Why You Should Care \(Aug 24\)](#)

Here's a closer look at the issue of data ethics in AI voices. Our deep dive into this technology can help you spot ethical failures that might show up in any AI-enhanced edtech product. ©2024 Training Industry

[How to Select Learning Technologies to Best Support Your Training Efforts \(Jul 24\)](#)

Here is a simple, prescribed process you can use to help overcome the issues involved. ©2024 Training Industry

[Leveraging Learning Technology to Amplify Learning in the Flow of Work \(Aug 24\)](#)

Implementing LIFOW requires leveraging advanced technologies like artificial intelligence (AI), machine learning and mobile platforms to enhance accessibility, personalization and efficiency, aligning learning directly with employees' daily tasks. ©2024 Training Industry

[6 Questions to Ask LMS Providers Before You Buy \(Aug 24\)](#)

In this article, we evaluate two simple steps to selecting the right LMS for your organization, including six critical questions to ask LMS providers. ©2024 Training Industry

[7 Tips to Get Your Team Through an LMS RFP \(Jul 24\)](#)

Here are some tips to assist your team as you go through the process. ©2024 Training Industry

[The Case for Hand-Held Learning \(Aug 24\)](#)

Add mobile learning to your training curriculum, *TD*, ©2024 ATD

[Training for the Future of Video \(Aug 24\)](#)

Training professionals can take the reins and help organizations properly expand their video capabilities in today's ever-changing landscape. ©2024 Training Magazine

[Flat to Fascinating \(Aug 24\)](#)

If a picture is worth a thousand words, a 3D model is worth a million. *TD*, ©2024 ATD

[Back to top](#)

Certification (None)

[Back to top](#)

From our Sponsors

Certification Leaders Networking Lunch: Strategies for Growth

Learn how growing technology companies like yours are extracting brand value and revenue growth from introducing user certification programmes.

Date: September 12th 2024

Time: 12 PM - 2 PM

Venue: 5 Hertford Street, London

Host: William Dorman, CEO Kryterion

William Dorman is the visionary CEO of Kryterion, a global leader in certification solutions for the IT and software industries.

With over two decades of experience, William has revolutionised the certification landscape, helping businesses enhance their credibility, drive revenue growth, and achieve operational excellence.

Under his leadership, Kryterion has developed innovative solutions in secure test development, online proctoring, and credentialing programmes, trusted by industry giants such as Salesforce and Google.

William's commitment to quality and innovation continues to set new standards in certification, empowering companies to achieve their strategic goals.

Spaces Limited: Register your interest now to secure a seat!

[Yes! Reserve my seat now!](#)

[Back to top](#)

And Finally ...

Measuring by averages story (analysis, measurement, statistics)

Three statisticians went hunting in the woods. Before long, one of them pointed to a plump pigeon in a tree, and the three of them stopped and took aim. The first fired, missing the bird by a couple of inches to the left. Immediately afterwards the second fired, but also missed, a couple of inches to the right. The third put down his gun exclaiming, "Great shooting lads, on average I reckon we got it..."

[Back to top](#)