

# Strategic Sourcing for L&D in 2024

## (What Exactly to Look for)

Strategic sourcing can revolutionize L&D, driving organizational success through targeted, innovative, and employee-centric training initiatives. Here's what to look for to streamline L&D processes for maximum impact in 2024: -

### Superior Content

#### Relevant & Engaging Content

**75%** of employees prefer learning content that is relevant to their job roles.

Source: LinkedIn Learning, 2024.

#### Interactive Learning Experiences

Courses with interactive elements have a **60%** higher engagement rate.

Source: Training Industry Report, 2024.



### Accessibility & Flexibility

#### Mobile-First Approach

**67%** of learners use mobile devices to access learning materials.

Source: Towards Maturity, 2024.

#### On-Demand Learning

**82%** of employees prefer learning opportunities that are available on demand.

Source: Deloitte Human Capital Trends Report, 2023.



### Personalization & Adaptability

#### Adaptive Learning Paths

Personalized learning paths can increase engagement by up to **60%**.

Source: Bersin by Deloitte, 2024.

#### AI-Powered Recommendations

**73%** of L&D professionals believe AI can enhance the personalization of learning experiences.

Source: Gartner Research, 2024.



### Measurement & Analytics

#### Real-Time Feedback

**68%** of organizations believe real-time feedback is essential for measuring L&D effectiveness.

Source: McKinsey & Company, 2024.

#### Data-Driven Decision Making

Companies using analytics to guide L&D decisions see a **35%** increase in employee performance.

Source: Brandon Hall Group, 2024.

