



The **future**
of **lifelong**
and **executive**
education



carringtoncrisp

The world doesn't stand still

In July 2021 CarringtonCrisp, working with LinkedIn, published a report titled 'The future of lifelong and executive education'. The report found that over three-quarters (79%) of employers anticipated that online learning would become the standard approach to developing people in their organisations, while two-thirds of employees expected to increasingly use online for their learning and development.

That was then, in the depths of a pandemic which had forced almost all organisations to rapidly digitise their businesses. Moving to online learning was a natural next step. And, for some, it offered considerable cost savings, greater flexibility and an opportunity to access learning brands that had previously seemed out of reach.

But this is now, COVID is very much in the background. Instead we live in a world racked by geopolitical tensions and

economic uncertainty, a world where AI is at the heart of so many conversations, and a world where many employers struggle to recruit sufficient skilled staff to deliver their products and services.

Some of the big learning technology businesses are laying off thousands of workers, yet at the same time investment continues to flow into education start-ups around the world. Consulting companies continue to build learning provision to extend the scope of their offers. Even a bank has a learning platform open to all. For some building a brand is as important as building quality and impactful learning experiences.

So what is the future of lifelong and executive education? How will work change? What will employers want? How will employees want to learn? And what part can business schools play in the landscape of lifelong and executive education?



THINK
ABOUT
THINGS
DIFFERENTLY

A new study on the future of lifelong and executive education

The scope of the study will bring together four perspectives:

- **employers,**
- **business schools, and**
- **individual learners,**
- **market trends.**

The study will be global in nature and will involve desk research, interviews and online surveys.

Desk research will assess market trends in key executive education and lifelong learning markets around the world. Insights will be gathered on new providers entering the market, new approaches to learning, innovation and best practice across lifelong and executive education.

Interviews will be conducted with participating business schools to understand their perspectives on the changing marketplace.

We will also talk to 40 leading employers around the world to gain insights on what business wants and needs to support learning and development, and what role they foresee for business schools.



Online surveys will be conducted with

10,000
INDIVIDUAL LEARNERS

1,000
EMPLOYERS

50
COUNTRIES

Among the questions to be addressed in the study are:

- How is work changing?
- What skills will be prioritised by employers and employees?
- What is driving corporate learning and development?
- What lasting impact will the pandemic have on the world of work?
- Where will face-to-face, blended and online provision sit in the marketplace?
- Will there be a greater focus on shorter, cheaper approaches to learning?
- Will employers seek different qualifications such as microcredentials and digital badges?
- How will employers choose partners to deliver learning and development for their staff?
- What part will technology play in learning?
How will AI change learning?
- How can business schools build an effective and appropriate lifelong learning offer?
- Where will employers look for providers – in rankings, online, social media or elsewhere? And which providers – business schools or others?
- Will employers skip business school providers turning to new market entrants, consultants or technology-led providers?
- Do business schools need a new business model to thrive?

Participation

Individual schools will be able to participate for a fee of £8,000 and will receive:

- A comprehensive report covering all aspects of the research
- Insights on the specific positioning of their school in the executive education and lifelong learning marketplace
- Comprehensive data sets detailing the findings from the total survey sample and splits based on a variety of metrics
- Individual school presentations of the findings and a virtual group presentation for participating schools

Reports will provide schools with actionable insights to develop their offer in the important and growing lifelong and executive education marketplace. Schools will gain understanding of employer and learner expectations, as well as the nature of the growing market competition and how best to position their offer.

Research and surveys will take place from late September 2023 over a two-month period. Schools will receive initial reports in December 2023 with full reporting to follow in early 2024.



**SCHOOLS WILL GAIN
UNDERSTANDING OF
EMPLOYER AND LEARNER
EXPECTATIONS**



For more information on how your school can participate in
The future of lifelong and executive education 2023/24,
please contact us by email at
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