

MOBILE & MICRO-LEARNING FOR HEALTH, SAFETY AND BEYOND



EVOTIX

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KANTAR

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About The Report

HR Tech and Learning experts from a number of different backgrounds have analysed and evaluated original data from new research. In the context of current business markets and existing technology, this report looks at the preferences, needs and demands for work apps.

The report explores where and why the market is failing to engage with Bring Your Own Device (BYOD) initiatives, specifically for learning. It also establishes why companies are suffering catastrophic implementation problems, and what buyers are failing to discover in the vendor selection process.

The original data has been taken from the following questions and was asked to a demographic of 1500 people in employment.

01 | Do you use your personal phone for work?

02 | What would encourage you to use a work app on your phone?

03 | What would prevent you from downloading a mobile app for work on your phone?

04 | What are the two most important elements of a mobile app for work?

05 | What types of content would encourage you to use your work app?

06 | If you had to use a work app on your phone, when would you use it?

07 | If you had a work app on your phone, how long would you spend on it each week?

08 | What level of effort and time would you expect when getting set-up with a mobile app?



Mobile and Micro-Learning

On the go and in the flow

If personal devices are a major catalyst for growth in the learning space, why is no one doing anything about it? Is it because they're nervous about security? Maybe privacy? Or do they believe that people just won't engage?

Despite what everyone seems to think, the demand is there so we must supply, and yet some of the most well-known technology vendors just can't keep up.

This report will dispel the myths and provide a practical guide for trailblazers in the learning space.

If you're looking to get ahead and stay ahead, then this report is a must read.

BYOD provides the possibility of global reach and engagement.

To stop learning from becoming an isolated function, businesses need to ask themselves a very simple question: can everyone get access to what they need?

The balance between reach (achieving both scale and scope of delivery) and engagement (the experience, the content, the interaction and the participation) must be found. If you've got reach, but you're struggling to get the right engagement, then this can be managed. However, if you've achieved some level of engagement

but can't get the reach, you have a far bigger challenge on your hands.

3.3 billion people use smartphones globally¹. In fact, in a number of emerging markets, due to the lack of infrastructure and the availability of computers, the smartphone (or feature phone) is the most accessible personal computing device (52%²). This statistic will only continue to rise.

Sceptics will argue that employees won't use their own devices for work, but has anyone ever actually asked?

Rather than continue to fuel the fictional and ever-growing speculation around this topic, we thought we'd ask the general population their thoughts and settle this once and for all.

This report includes the results of original research which surveyed a demographic of 1500 people in employment.

This is what we found.

1 | <https://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/>

2 | <https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet>

A woman with dark hair, wearing a red blazer over a white collared shirt, is looking down at her smartphone. She is wearing a gold watch on her left wrist. The background is blurred, showing warm and cool lights, suggesting an indoor setting like a train station or office lobby. A yellow rectangular frame is overlaid on the image, containing the text.

**The smartphone is the
most accessible personal
computing device**

The Science of Delivery

Bring Your Own Device (BYOD), is a term coined around ten years ago, with notable first use in 2009 by Intel. It allows any employee to work on their own personal device, rather than one provided by the employer³.

BYOD is considered one of the biggest accelerators of digital transformation for businesses, especially for learning technology⁴.

There is much debate surrounding the use of BYOD and its benefits in the workplace, compared with its risks. The primary reason for choosing the initiative differs from person to person, but it is renowned for its cost saving benefits.

For many organisations, the most prominent reason not to adopt BY OD in the workplace is the ever-present concern about security risks and the handling of sensitive information.

The research we have conducted already tells us that BYOD is currently being used by a significant part of the population, with nearly half of all respondents already using their personal smartphones at work.

BYOD opens the doors to any number of different devices. If you work in a medium to large-sized team, just ask yourself how many different phones your colleagues have. From iPhones and Androids to controversial Huawei's and maybe even the odd 2004 Nokia, just as people differ, so do their devices.

The differences only divide further as demographics expand. For companies spread across multiple offices, of national or global scale, then you've got different cultures, rules, regulations, laws, social expectations, trends and more to cater to. This only makes the one-size-fits-all strategy more ridiculous.

The Choice

In the consumer world choice is what makes sales thrive. Humans love to find what works best for them; this should be the same in the workplace.

In just eight simple questions, the research in this report sought to find out whether personal device use in the workplace was something people would be interested in.

Based on our experience, we've distilled the report into what we think are the four most important areas to consider when embarking upon a mobile learning journey. If vendors, buyers, employers and employees know and understand the limitations in these areas, they can better formulate an approach to successfully engage their people with mobile technology suitable for 21st Century businesses.

In essence, personal phone use at work is already far more widespread than expected, with more employees hoping to move over to BYOD as time progresses. The content of this report will look at the **willingness** of people, the **set-up** processes, the **usage** and consumption of **content**, all within the context of time.

3 | <http://www.govinfosecurity.com/webinars/mobile-learn-from-intels-ciso-on-securing-employee-owned-devices-w-264>

4 | https://www.marketsandmarkets.com/Market-Reports/corporate-lms-market-54961312.html?gclid=EAlalQobChMIxePj8efy4wIVSL TtCh2MbwAuEAAyAAEgJaVfD_BwE



Willingness

People must be willing to partake, to use and to invest their time and interest in any work initiative. As leaders you may have decided employees need to engage with technology, but that's not enough. You must ask; why are your people going to engage with technology? What are their preferences, tastes and their existing habits? What are they already using and what do they want to use? They will ask: What's In It For Me (WIIFM)?



Set-up

Failure to launch is one of the greatest problems that stops organisations in their tracks. This is the first step to access your solution. It's less about the technology you're buying, and more about considering the landscape you have. This includes devices, locations, bandwidth, time, sign-on methods and more.



Timing

Timing is everything. In an age where we are always "on" and can access whatever we want whenever we want, 9-5 limitations should be a thing of the past. When and where are users going to engage with the technology? What does this mean for functionality and accessibility?



Usage

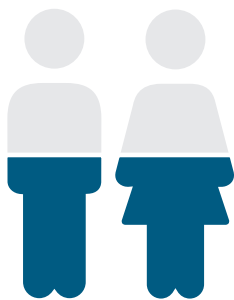
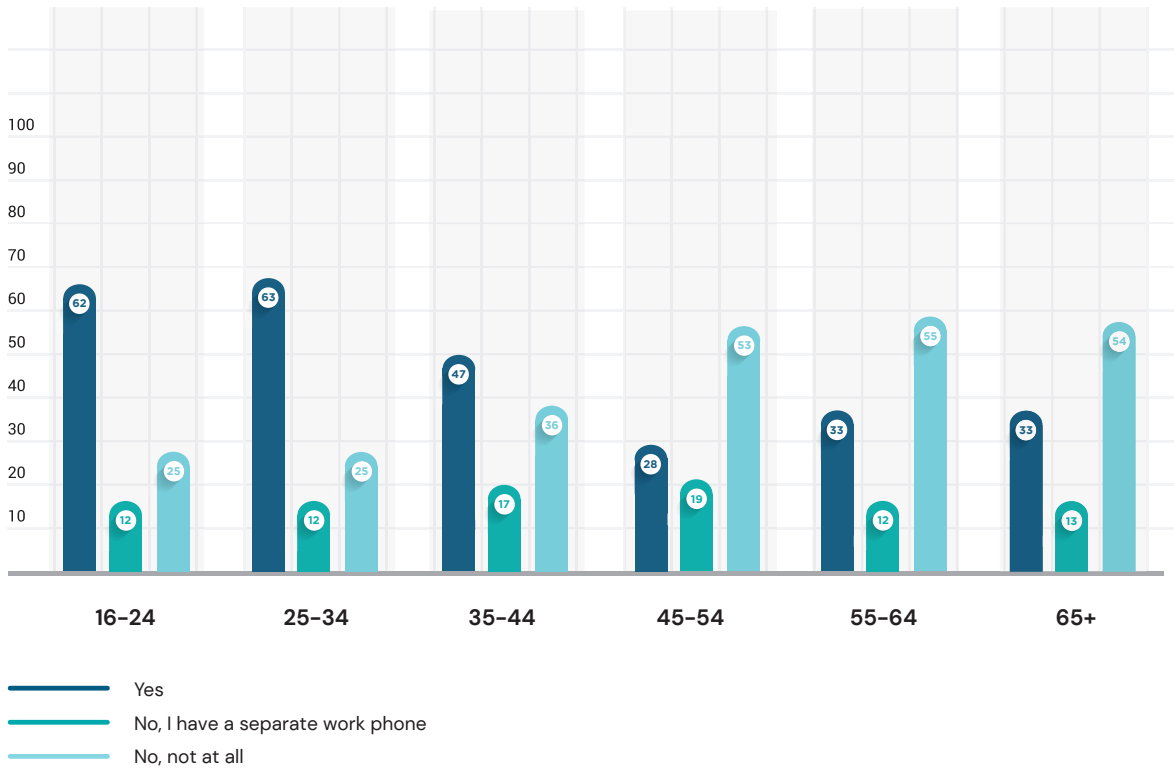
Usage is all about creating habitual practices to consume content. The trick is to provide your people with a compelling reason to engage with relevant information that directly benefits them. Cater to existing habits, don't require people to make new ones.

What are you trying to communicate? What are you sharing and what are your messages? What do you want your people to learn, and how are they going to interact with the content?



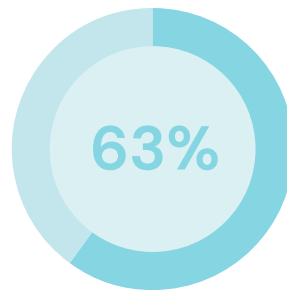
Willingness

Do you use your personal phone for work?

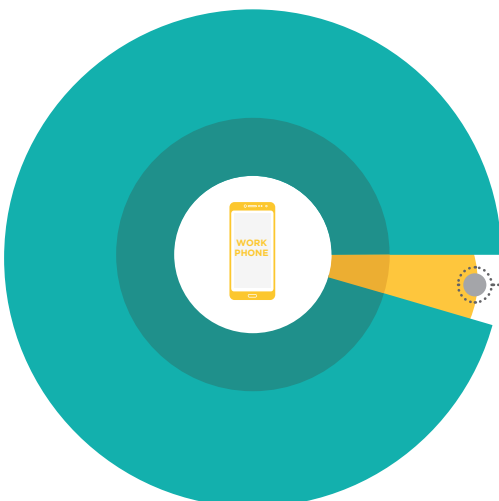


46%

Almost half of respondents already use their personal phone for work.



of 16-34 year olds use their personal phone for work.



Only

15%

have a separate work phone.

The research shows BY OD is already being used by a significant proportion of the population. The risks of BY OD are often debated, but the fact that almost half of respondents are already using their phones for work shows that ship may have already sailed.

This evidence is hugely important to vendors. They need to take this information on board and provide specific support for these use cases. Without the right technical approach or vendor who can manage deployment, a huge opportunity is lost.

Clearly people are willing to engage with BYOD. To ensure learning and engagement can reach the entire workforce, access has to be provided to all people. Recognising the different demographics within organisations, especially age, is hugely important in understanding the needs and preferences of a workforce – something a vendor should provide for.

Everyone is different. So why are sweeping assumptions still being made by businesses, seemingly based on the grounds that the people they hire are all the same?

Having reviewed the split by demographic, one of the most striking takeaways was the minimal difference between social grade. Our research showed little more than a 10% variance across the whole report between ABC1 and C2DE (social

grades). This means occupation and household income don't significantly alter the needs and preferences of users when it comes to the way they want to consume content and use technology, even in the workspace.

Demographic considerations are always important when researching the purchase of workplace technologies. The more you know about the end user, the better you can provide them with a solution that really works.

Certainly in the context of this report, age demographics have offered the most notable variation in response. In some cases the difference is significant across generations, especially looking at the 16–24 bracket versus the 55+.

 **Age demographics have offered the most notable variation in response.**

Whereas 82% of 16–25 year olds said they could be encouraged to use a work app on their personal devices, the percentage drops to as low as 19% for over 65 year olds. Comparatively, these show that if the demographic of a business is varied, then it must provide technology and solutions that cater to this so as to avoid alienating part of a workforce.

82% of 16–25 year olds said they could be encouraged to use a work app on their personal device.

82%

19%

When it comes to the benefits of a work app, respondents have a broad range of priorities:

Rewards and recognition

Work/life balance support

Reduction in paperwork/admin

Learning new things

If you cater to the priorities of your users, they will be more willing to adopt and use the technology.

To engage, people must first be willing.

Deploying any kind of initiative can only be successful if the benefits are tangible, and well articulated. Marketing any business changes internally, particularly for digital transformation, has to be about communicating what's going on and why.

Why do businesses put communication and learning experiences into their internal strategy? To benefit the employees and the organisation. But choosing and deploying the technology is only half the job. You have to sell the solution in a way that your people will relate to, otherwise it will never get used.

Sell your solution: Benefits should be tangible, and well articulated.

When it comes to work apps, look to see if they tick these key boxes:



Does it reduce admin and paperwork to save employees time?



Does it recognise people for their efforts, to help establish confidence and motivate?



Does it help people manage their workload around their personal lives?

Remember, as an employee, you will always be asking (consciously or unconsciously):

"What's In It For Me?"



Big Brother's Watching

For any kind of internal technology engagement, there has to be trust as much as there is willingness, in order to achieve widespread engagement.

In the wake of the Cambridge Analytica Facebook scandal, the relative newness of GDPR and the thousands of cookie agreements on every website you click on, privacy and security are at the forefront of everyone's minds. Without stating the obvious, there has to be a guarantee of personal safety, just as you would expect in your personal lives. Without it, people won't engage.

Privacy and security are at the forefront of everyone's minds.

To gain the trust of users, you must be upfront and completely transparent about what data you are gathering and why you're gathering it.

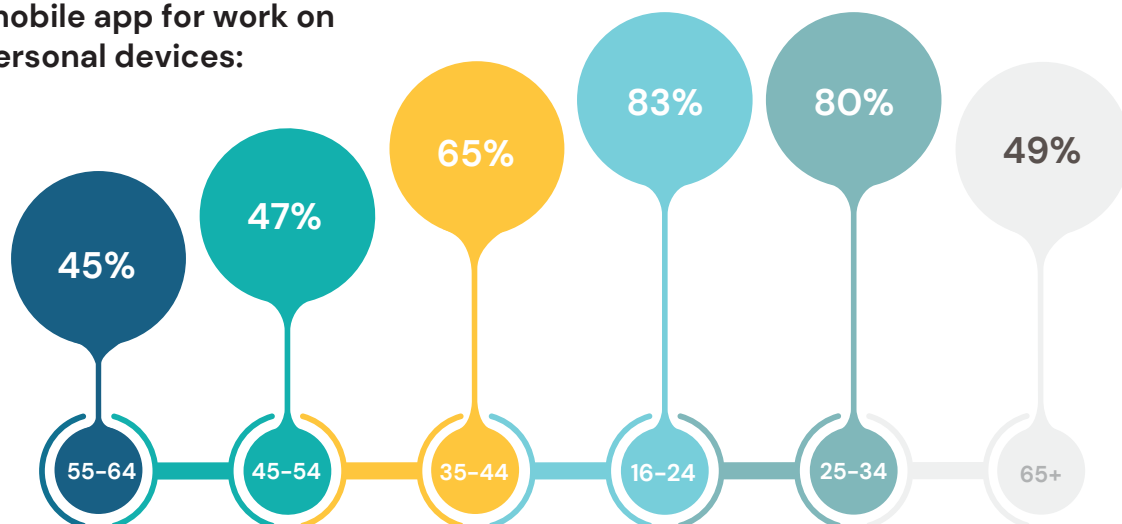
What's in place to keep data secure? What data is being stored? Where is that data kept? And who has access to it?

To give users the peace of mind that they need, you need to explain:

- | The fundamental structure of the data storage and security measures in place
- | The level of control users have over how their data is secured
- | The level of choice users have over how their data is secured

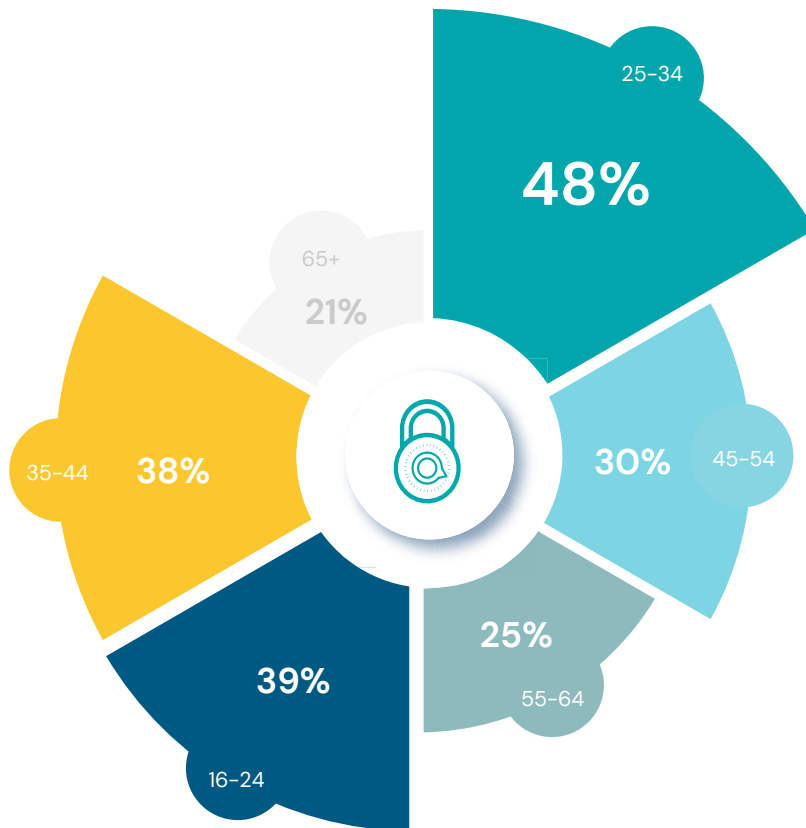
83% of 16–24 year olds would do work on their personal devices.

The following would be willing to use a mobile app for work on their personal devices:



Demographic by age

What would prevent you from downloading a mobile app on your phone?



48% of 25-34 year olds are concerned about privacy.

Access All Areas

Typically, while the majority of business decision-makers are based in head offices with constant access to their devices and WiFi, the rest of the workforce are likely to be widespread, remote or deskless. They could be working on the frontline, on shop floors, building sites or out doing field work.

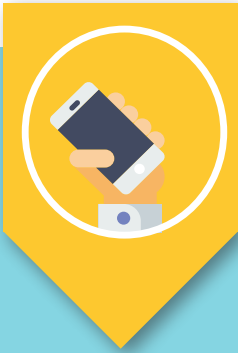
For these workers, their jobs have different needs and working patterns. Consequently they face challenges, which require nuanced solutions.

If people are going to use their own devices, storage and data will be a

concern. Not all people have a lot of storage space and large data plans. Storage and data costs money .

People's willingness to use their own storage and data influences your choice of technology. Asking employees to download huge files within an app will take up loads of space and drain data. While BYOD is brilliant, personal phones are still for personal use too.

Keep file sizes small and ensure people can access content offline.



Tech Focus

If you're a health and safety leader tasked with choosing technology, the trick is to balance security with both privacy and usability. As we've seen from the survey results, individual privacy is high on the agenda for users; your IT department is in charge of security but usability must remain a focus to achieve the goals of the learning programme.



The trick is to balance security with both privacy and usability.

Users are becoming more aware of the need to be vigilant around personal privacy. It is normally extremely unclear on the face of it what an app is tracking and sending back to base. This lack of transparency can cause people to err on the side of caution and potentially not engage at all.

Usability can be defined as enabling the user to complete a particular task in the shortest amount of time. If you don't need to log in and your content was cached offline (on your device) for fast access that would be very usable. IT security sometimes say both these aspects aren't something they can sign off on. Some IT departments

are very cautious when it comes to authenticating business users, which creates artificial barriers to entry.

Modern smartphones normally have strong multi-factor authentication built-in. Authentication "factors" are things like something you have, something you know and something you are. For example:

| Something you have – If you own a phone with the app is installed. If anyone wanted to access your device they would have to take your phone.

| Something you know – The second stage of authentication, like a pin number.

| Something you are – Would be your fingerprint or your face.



Lack of transparency can cause people to err on the side of caution and potentially not engage at all.

This is enough to authenticate a user for a device, so there's no need to log into the app every time. If a user leaves the company and you want to prevent them from accessing any further content, you will need

a technology supplier that has the capability to remotely disable that application.

If there is sensitive training content that needs to be delivered, then your vendor should be able to restrict the surfacing of this content on mobile devices. This will ensure that users consume this content when they are on premise and network connected.

The next concern for people is how an app might use or overuse their data plan. This is a tricky area – there's no one-size-fits-all solution to manage data automatically, so our view is that putting the decisions in the hands of the individual user is the most flexible. For example, when a video is about to be played, your platform should recognise that a user is not WiFi connected and can provide a choice

as to whether or not to continue watching the video on their data plan. Providing offline capability for content and features can also help with usability, allowing the individual to download content on a non-metered connection to watch anywhere.

Intelligent content authoring tools that allow the device to make a choice about what gets downloaded will save on space. If an app's file size is too big, not only will it take up too much space, but it will also take a long time to download. If your connection speed is limited (this can be a significant problem in emerging markets) then it will take a long time to download and people will get bored and drop-off.



Usage

The research from this report reveals almost a third of respondents expect a work app to function offline. This percentage rises when looking at the 16–24 age range, and consequently we predict that over the next five years the demand for offline capabilities will steadily grow .

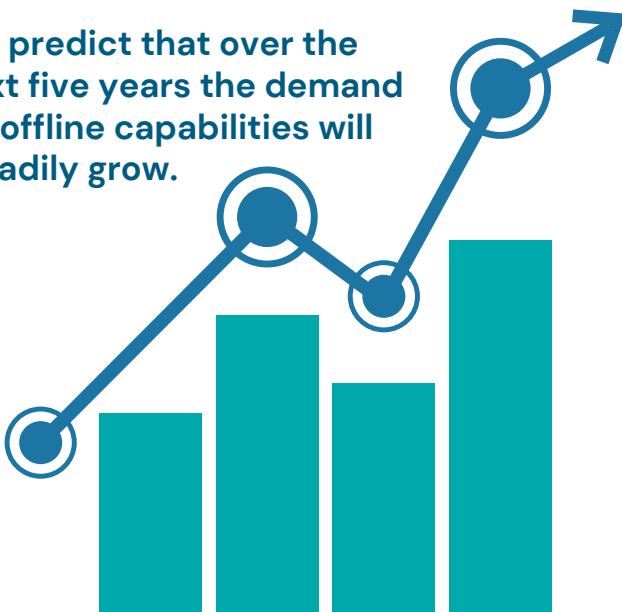
Some may expect these percentages to be a lot higher, specifically where data is more expensive. With respondents of this research based in Great Britain, data is fairly affordable and the majority of the smartphone-using population will be on a standardised contract, potentially with unlimited data. If the same questions were asked to a global audience the results would have been different. Data does not have the same cheap price tag across the globe. Consequently, the need for offline features rises.

For example, if you're a large FMCG business which deploys specifically to emerging markets without ready access to data, primarily because it's not affordable, then there has to be an alternative solution in place. If there isn't, the mobile technology is rendered largely useless and

ineffective, as it becomes too exclusive and inaccessible. Cutting off an entire portion of a business, simply because of where they're based will be detrimental to the entire brand, as well as the individual.

It has been felt that a lot of business problems are only viewed by the top level senior team in a specific environment, therefore meaning things are missed. This mindset has to shift - there's something to be gained from putting yourself in someone else's shoes. You have to understand the employees' situation. By this we mean, what do the lives of these workers look like. Have you considered a use case?

We predict that over the next five years the demand for offline capabilities will steadily grow.



30%

of respondents expect a work app to function offline.

This rises to 36% in the 16–24 age range.

Great Expectations

For health and safety professionals looking to engage with work apps, it's important to remain impartial and consider all variables. Defining priorities differ from user to user, so it has to cater for all in order to be valuable and inclusive. Just because it looks fabulous and ticks your personal boxes, does not mean the same for others.

What types of content would encourage you to use your work app?



E-learning
28%



Videos
21%



Games
20%



PDFs
19%



Quizzes
15%



Articles
18%



Powerpoint slides
16%



Podcasts
13%



Infographics
12%



Something else
30%

It's not a secret that many people work to pay the bills, rather than because they love or feel passionate about their job.

Consequently they are unlikely to 'live' in a learning experience, no matter how good the technology you offer them is. As a result, any and all content you upload to a work app needs to be relevant, fast and easy to use.

The most popular apps are the ones with the best content. Just imagine if you strip content off the news feeds of Facebook and Instagram, there would be nothing

left but the logo and a plain, mostly blank shell.

Be realistic with expectations. Not everyone will jump at the chance to engage with everything a company deploys. However, if you get people engaged with the basics, keep it simple, show them what they need to do and how it can benefit them, then you will earn their attention. Everything on top of that is a bonus rather than an expectation, especially in the learning space.

Function Over Fashion

As humans, we all want things to look as beautiful as possible. You only need to look at the continued success of Instagram, with its one billion users ⁵, to understand quite how fickle we can be.

While we all want beautiful things, too often we're finding that basic function is being sacrificed for the sake of good looks in the technology space.

For older generations, it's unsurprising that simplicity is important, with 82% of 55-64 year olds believing it is one of the most important elements in a mobile app for work. And yet the younger generations also value speed and simplicity, with these two elements eclipsing looks and features every time.

So why are buyers still searching for the best in the fashion parade?

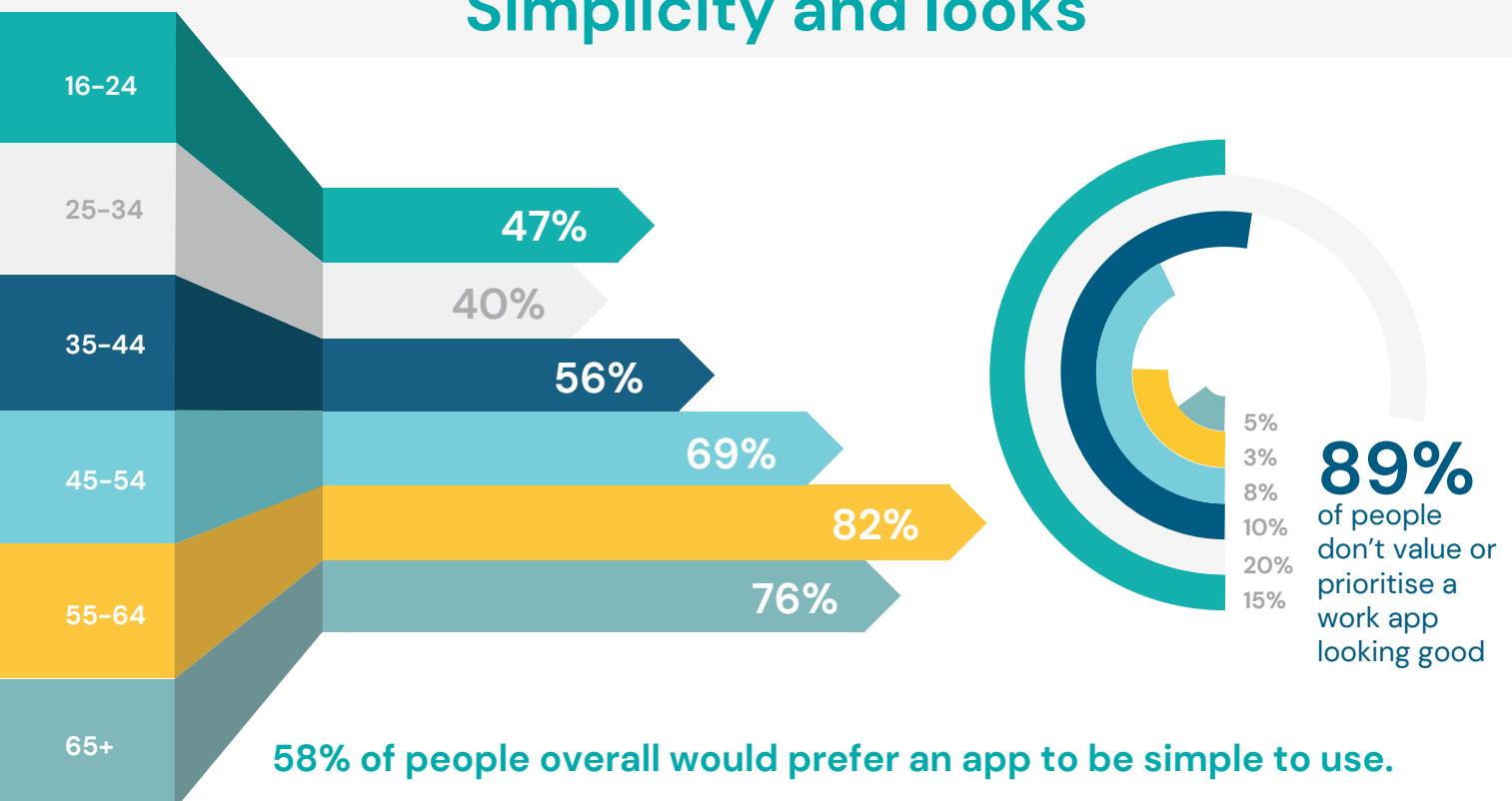
You shouldn't require training to use a training app.

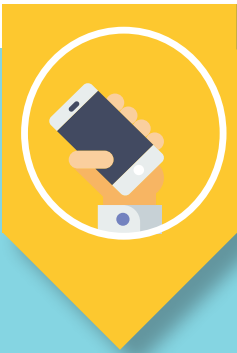
Intranets and Learning Management Systems (LMS) are often unnecessarily complicated, and this can hinder engagement and usage. Picking up a new system should be as easy as possible, almost so easy you could call it self-explanatory. This is what people want.

The aim of the game should be to get access to learning content as easily and simply as possible.

What are the two most important elements of a mobile app for work?

Simplicity and looks





Tech Focus

When was the last time you asked a vendor to start by demonstrating the speed and simplicity of their solution, before asking to see the features?



A good question to ask technology vendors is where their data centres are physically located.

You might have heard of the term "latency". Latency refers to the round trip time from when a request is made by a user in an interface (e.g. "give me this learning article") to the time it takes for that user to receive what they just asked for. If you can reduce latency, your app will be perceived by end users to be fast.

So how do you overcome the problem of latency so your users can get their learning content in the quickest possible time? The main way this manifests in an app is fast navigation speed, where you can click around and the responsiveness of the interface is in sync with their physical hand movements. This is one way to test an app's sensitivity to latency.

It's difficult to engineer fast response times in mobile apps, but vendors who are invested in application performance will be able to enhance this element of the user experience.



If you can reduce latency, your app will be perceived by end users to be "fast".

A good question to ask technology vendors is where their data centres are physically located (where your learning content will be stored and delivered from). The more points of presence (data centres) they have that are nearer to your end users, the better the experience will be.

Content Consumption

Pleasing Everyone

For most of the research there was a clear winning answer for each question. The one notable deviation from this was the question: **What types of content would encourage you to use your work app?**

The results showed a great amount of variation, with no clear leader in terms of popularity. E-learning came out on top with a small margin at 28%, showing that the drive to learn is still a priority, but it had some close followers.

Video and games were also popular content types, which is mostly unsurprising. The rise in popularity of video has been stratospheric. Every single consumer platform contains video, including Instagram, Twitter and Facebook, which has over half a billion users watching video each day⁶. You only need to look at the popularity of YouTube, with over 1.9 billion logged-in users visiting the site each month, to see the power of video. Of this, 70% of YouTube watch time comes from mobile devices⁷.

With such an undeniably popular media type in the consumer space, it should be emulated across the corporate world to keep up with competitors and rising demands.

The range of content types on offer is extensive. Our research only covered the primary ones, with plenty of others to consider.

“The strongest principle of growth lies in human choice⁸.”

Catering to choice prevents you from isolating parts of the business, who prefer different content types. If you deploy a work app which doesn't let you play video for example, you may find you lose the interest of an entire section of the audience.



6 | <https://www.forbes.com/sites/andrewarnold/2018/09/26/facebook-now-dominates-youtube-for-video-content-heres-how-brands-should-respond/#1c0354991cc0>

7 | <https://www.youtube.com/intl/en-GB/about/press>

8 | George Elliot, <https://www.theguardian.com/books/2008/jun/12/georgeeliot>

What types of content would encourage you to use your work app?



E-learning came out on top with a small margin at 28%



Video in second place with 21%

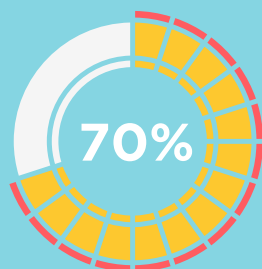
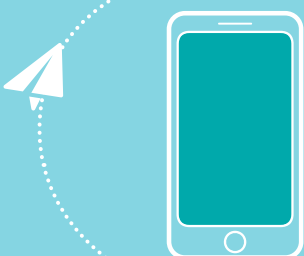


Games in third place with 20%



1.9

billion logged-in YouTube users visit the site each month to see the power of video.



of this watch-time comes from mobile devices.



A man in a high-visibility vest is shown in profile, looking at a tablet device. He is wearing a blue and white checkered shirt under a bright yellow safety vest with reflective strips. The background is a blurred industrial setting, likely a warehouse or factory, with various equipment and lights. A yellow rectangular frame is overlaid on the image, containing the text.

**To achieve
widespread
engagement
there has to
be trust**

If you had to use a work app on your phone, when would you use it?

22%

Are willing to do work during their evenings



With BYOD you can support your early birds and your night owls, catering for all and making the apps as accessible as possible



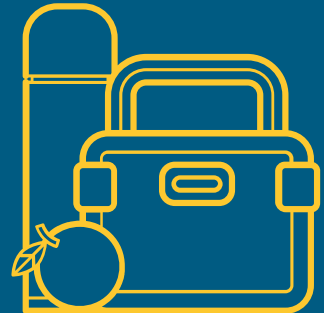
The content must be bite-sized



The app needs to be available both anytime and anywhere

28%

Work during the journey to work

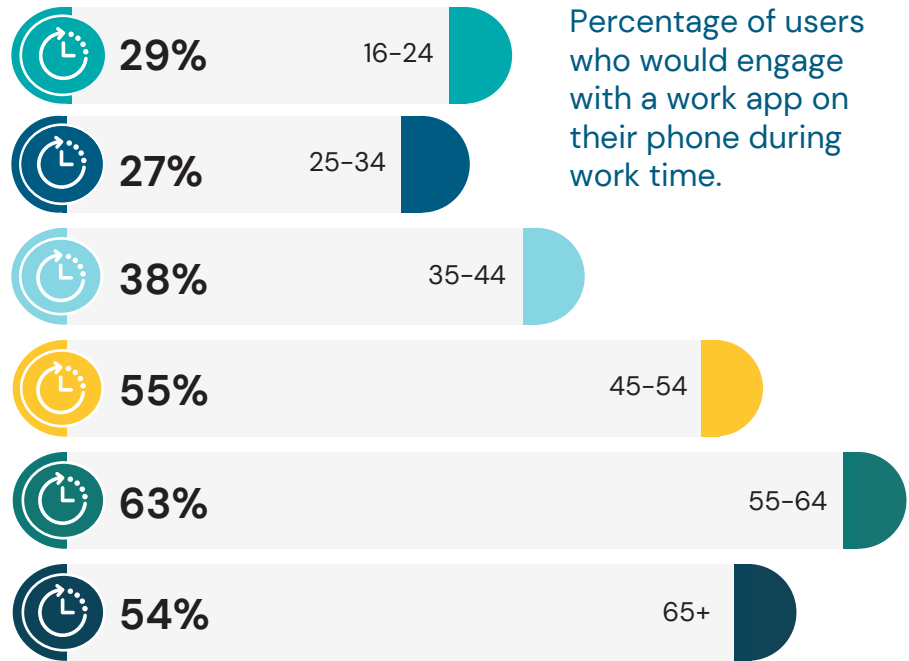


Work during their lunch break

27%

Timing

58% of respondents would use a work app outside of working hours.



More than half of people are happy to use a work app outside of their required working hours.

Time and time again businesses argue that the workforce still have a “clock in and out” mentality and won’t access anything outside of working hours. The research contradicts this claim, showing that well over half of respondents would access an app outside of working hours.

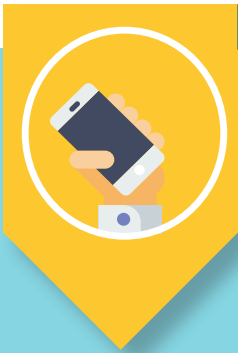
By giving people the flexibility to focus on their jobs, it helps them make the right work/life choices. It enables individuals to get all of their tasks done and then be able to dip into other non-critical work activities when it suits them.

Working on the journey to work (28%) and during lunch breaks (27%) are the most popular times for content consumption, and a selection of respondents are still willing to do work during their evenings

(22%). This not only means the app needs to be available anytime and anywhere, more notably these are also short, limited timeframes. This means the experience must be bite-sized.

Working during the journey to work and on a lunch break are popular times for content consumption.

A work app can be the push people need to embrace digital transformation. Already catering to an existing habit, with the average mobile phone user checking their device between three and four hours every day, it isn’t too big a step to ask employees to take ⁹. By giving users choice, you provide an opportunity for people to learn, develop and grow .



Tech Focus

The results show that people want to access short-form content outside of the office and likely offline. This does not lend itself well to traditionally produced content, particularly SCORM.

The paradigm of someone sitting down at a computer and taking a long-form learning course for an hour, with their “completion” being tracked is why SCORM was invented. We’re not saying this doesn’t have a place right now, but it’s not designed for an up-to-date mobile, short-form offering. The newer “Experience Application Programming Interface (API)” has tried to tackle this problem, however it’s not clear how much adoption there is likely to be from learning technology vendors.

There also exists the challenge that businesses want learning systems to talk to other business systems, not just other learning systems. There are no standards for this type of interaction.

If you’re asking whether a vendor supports SCORM today, you may be asking the wrong question. You’re probably considering how the technology vendor supports interoperability with third party platforms and how it supports mobility. While SCORM was a solution to some of these problems with learning systems many years ago, the nature of interconnected business

systems means that the answer extends beyond learning technology.

Interoperability means that the multiple data and content silos that exist across your business (and the internet) can now be pushed and pulled in an effective way. Perhaps you would like to push learning content to sales executives based on the content of their pipeline, and then report the competencies they learn in your skills inventory. Such a workflow involves CRM and HCM integration, not just learning products.



Businesses want learning systems to talk to other business systems

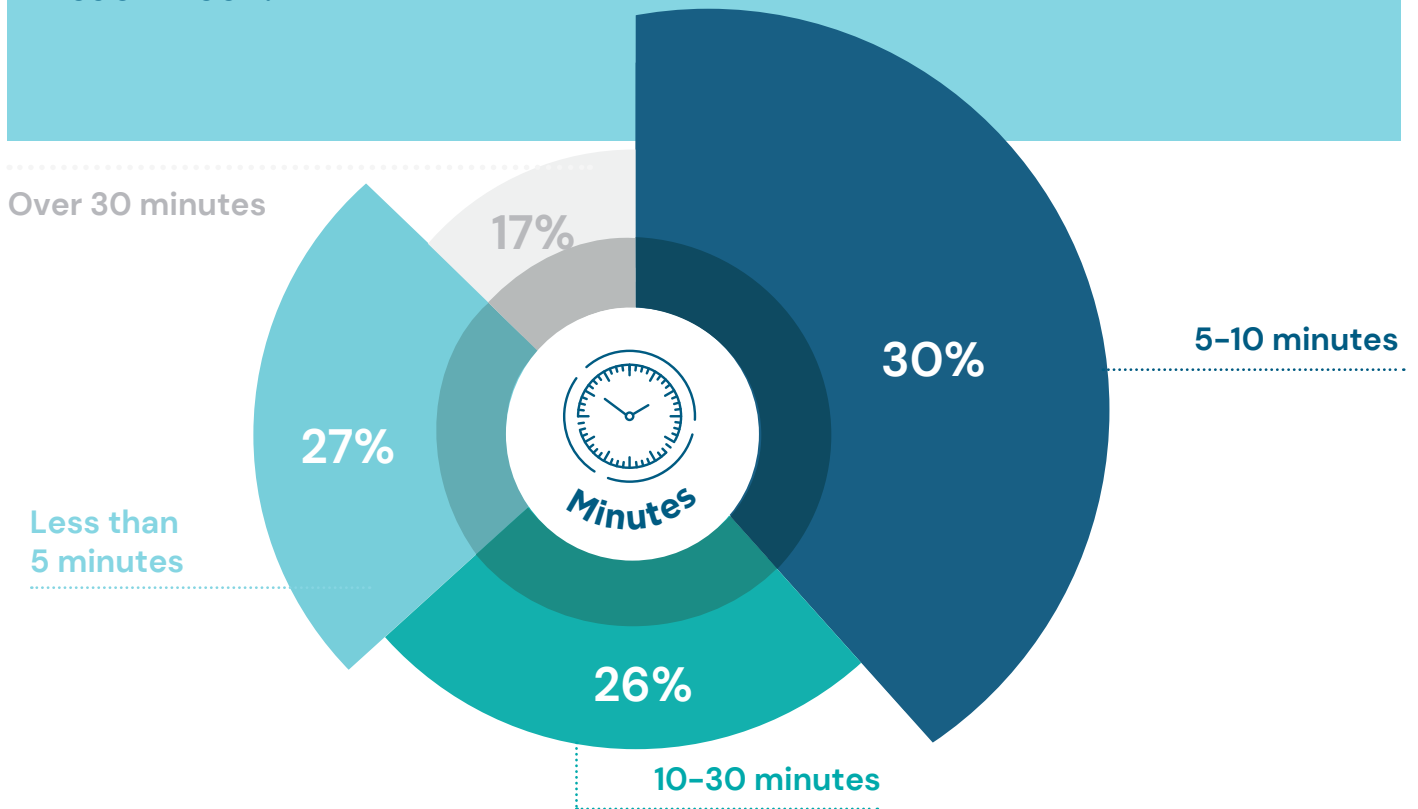
Content mobility is about avoiding lock-in with one particular vendor. You need a trusted vendor that can support the free-flow of content and data both in and out of their platform. They do this through what the industry calls APIs.



A question to ask your vendors is whether every element of data and every feature of their platform can be accessed through their APIs. Vendors who can answer “yes” to this question have clearly thought about how they are going to work in the modern enterprise content ecosystem.

Whenever you have a great technology experience outside of work, this will be because of seamless integrations between multiple systems.

If you had a work app on your phone, how long would you spend on it each week?



Top result

83% of respondents wouldn't spend over 30 minutes a week on a work app.

12%



is between 5-10 minutes a week, which is 1-2 minutes every weekday.

The younger generation (16-24 yr olds) are willing to put more of their time into a work app, with only 13% spending less than 5 minutes on it each week.

Set-up

You don't get a second chance to make a first impression. If you make a technology decision and hope to successfully deploy it to every part of the business, then it's important that it makes an impact from day one. The first thing your user will experience, before seeing the features and navigating the interface, is the onboarding process.

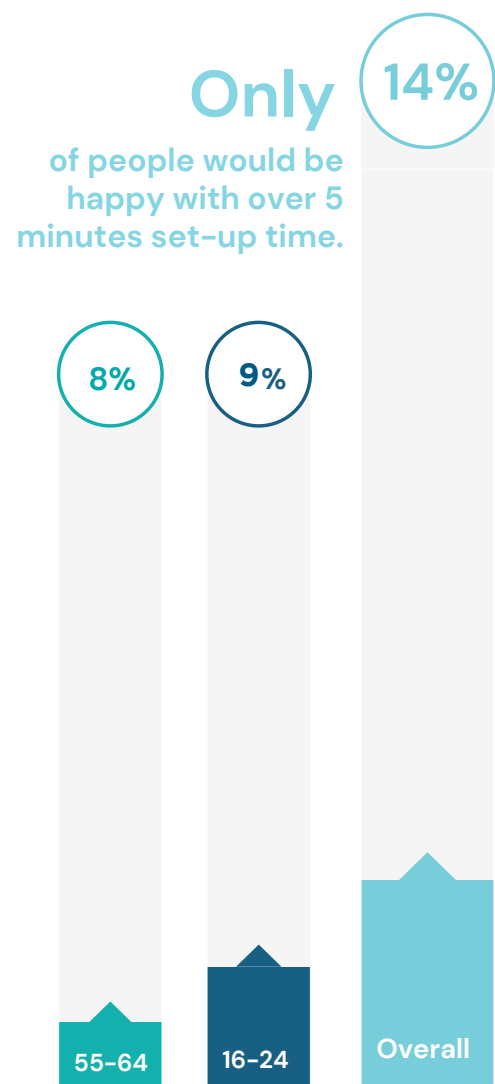
Traditionally technology onboarding is forgotten amongst end-goals and outcomes. This is a huge oversight by a business, as the onboarding process is part of the experience and sets up all expectations going forward.

If the set-up process is negative, perhaps because it's laborious, time consuming or complicated, it will completely overshadow the platform and engagement will drop.

All areas have to be considered, especially when it comes to the download and installation experience. It should be as simple and efficient as signing into a new consumer app – if not easier! We've said it before, but no one wants a training course on how to use the training course.



You lose **62%** of your audience when set-up takes longer than 2 minutes.



Moving The Needle

Engaging a workforce relies on unity between people and technology. To find balance, the technology should flex to fit the person.

The typical misconception is that success only comes from a huge leap forward and change in strategy that involves wide scale upheaval and extensive, often extreme, changes. More often than not this only successfully impacts a small portion of the workforce, and the rest are still left without any benefits.

Rather than attempting to make a change that is near-impossible to deploy en masse, make small changes that benefit subgroups of the whole business. Move

the needle slightly – small steps can make a huge difference.

BYOD will be the major influencer for learning in businesses in the future. The challenges of changing 21st century environments can and should be addressed now. Remote, deskless and modern employees demand technology that recognises this change in approach. Everyone should be given work/life choice. The demand is there, so we must supply.

Bring Your Own Device is an enabler, not a barrier. If you only take one thing from this report, it should be that.



**Bring Your Own Device is an enabler, not a barrier.
If you only take one thing from this report, let
it be that.**



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Thank you to all the contributors.

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