

ATD Research Highlights  
Impact of COVID-19



# The COVID-19 Impact Study



- Snapshot of 126 TD leaders



# The COVID-19 Impact Study



- Key Findings:
  - 67% reported a high or very high level of business disruption.
  - 60% said the head of TD (e.g., CLO, CTDO) was involved in the COVID-19 response.
  - 68% converted in-person trainings to virtual classroom trainings (challenges with virtual classroom design and delivery).
  - 60% cancelled some live in-person offerings.
  - 72% postponed some live offerings.

# The COVID-19 Impact Study



- Key Findings:
- What content did you add as a result of COVID-19?
  - Working and managing remotely: **89%**
  - Updating or adding safety, hygiene, and infection control procedures: **71%**
  - Addressing or managing change: **60%**
  - Addressing customer COVID-19 concerns: **60%**
  - Updating employee benefits awareness/education (e.g., sick/caregiving leave, employee assistance programs): **62%**



# COVID-19 Impact: ATD Forum Companies

**Now more than ever,** the ability to connect, collaborate, and share best practices with other senior TD leaders in a known community becomes a differentiator in delivering business impact and building performance capabilities.

Surveys with ATD Forum Members indicate the COVID-19 pandemic drastically changed how organizations are currently operating.



# COVID-19 Impact: ATD Forum Companies



**The top three unexpected or unplanned new happenings in organizations include:**

**70%**  
increase in informal and ad hoc gatherings simply to connect and check in on each other.



**65%**  
of employees use internal communication tools like Yammer and Teams to seek help and provide ideas.



**60%**  
of employees are taking more on-demand learning through various channels.

**Changes organizations made to in-person trainings**

Delivered virtually (86%)

Canceled (81%)

Converted to digital assets (76%)

# COVID-19 Impact: ATD Forum Companies

## What's being asked of learning and development (L&D) teams in response to the disruption?

Nearly  
**90%**

of L&D teams are tasked with curating and providing resources to help employees operate in a virtual environment.

**80%** increase in the development of new virtual training offerings.

**70%** increase in virtual offerings that were already in place.

**65%** increase in content curation (especially related to working in a virtual environment).



**30%** of organizations employed the learning function to develop new safety training specifically related to COVID-19 and infection control in the workplace.

## How are L&D teams operating to remain successful and achieve their goals?

- Frequent check-ins and status updates
- Increased usage of technology
- Influx of shared tools and techniques for personal needs such as childcare and isolation



The top four tools to help employees connect and work together are:



Microsoft Teams



Skype



Zoom

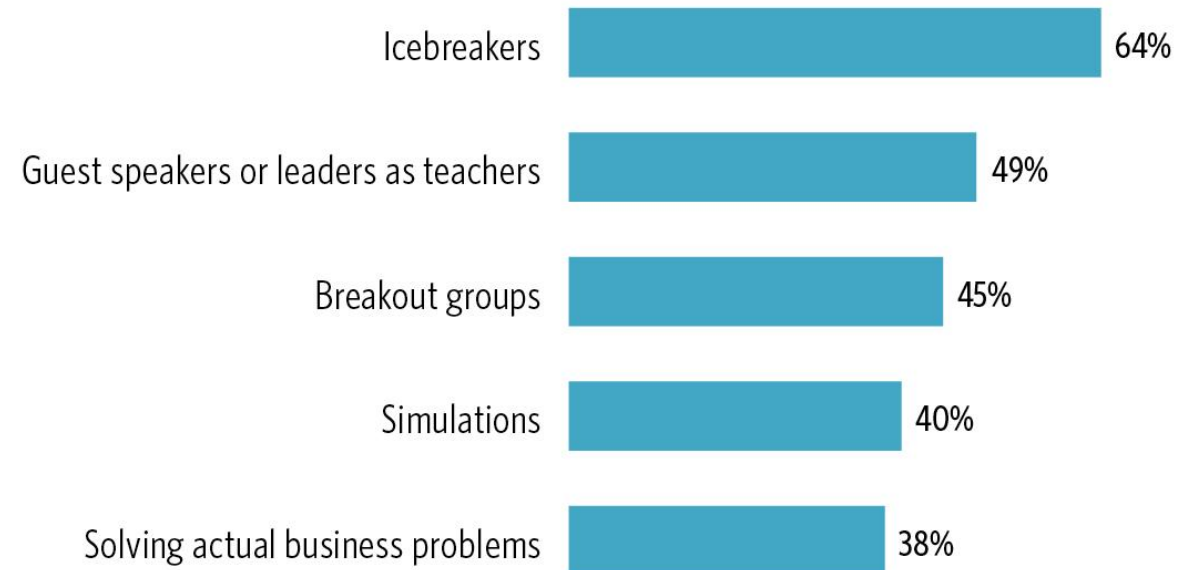


WebEx

# Virtual Classroom Activities Today



*What activities do virtual trainers in the age of COVID use?  
From a 2020 poll of 244 organizations*





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