
UNICON & Financial Times

Chief Learning Officer Survey Review

UNICON – Director’s Conference 2021

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April 14, 2021



1. About the Survey
2. Survey Results
3. Dialogue between directors
4. Conclusions, Insights and Q&A

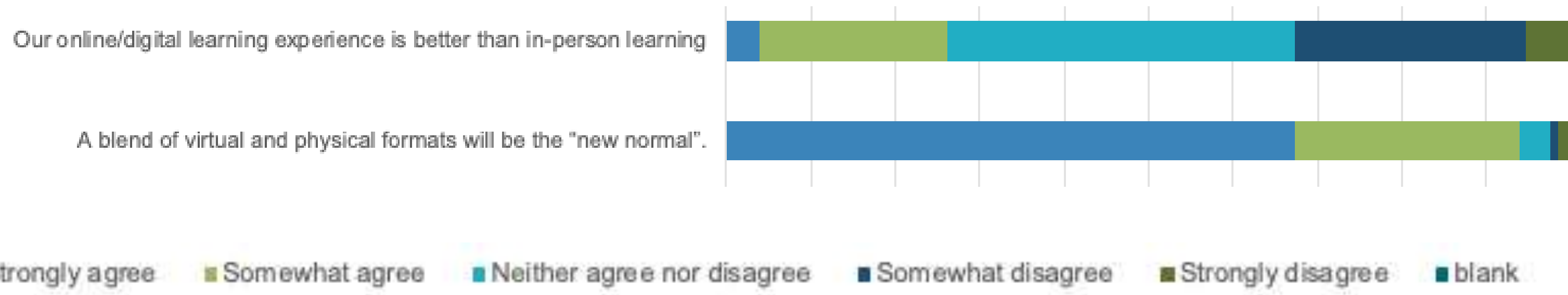
FT Executive Education Report 2021 vs 2020



- Run by Financial Times and UNICON
- AACSB, EFMD and SHRM provided valuable support in fielding the survey
- 28 questions about CLO organisations, market trends
- 363 responses
- Full results will be released by the Financial Times on 10 May 2021: <https://www.ft.com/executive-education>

Insight 1:

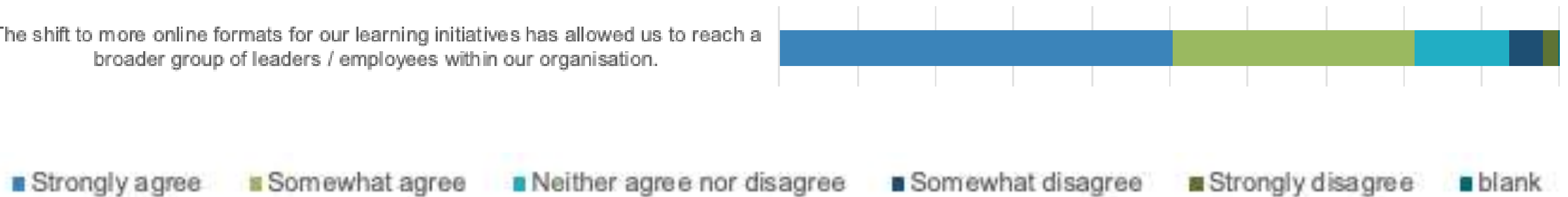
- *26% of CLOs consider online/digital learning experience is better than in-person learning.*
- *94% of CLOs think that a blend of virtual and physical formats will be the ‘new normal’*



Insight 2:

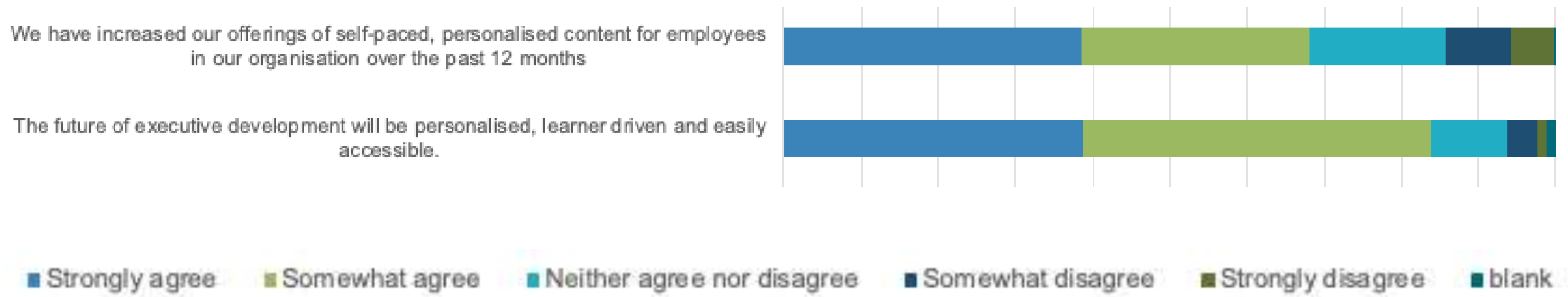
- The shift to online formats for their learning initiatives has allowed CLOs to reach a broader group of leaders / employees within their organization. (81%)*

The shift to more online formats for our learning initiatives has allowed us to reach a broader group of leaders / employees within our organisation.



Insight 3:

- *68% have increased their offerings of self-paced, personalized content for employees over the past 12 months.*
- *84% consider that the future of executive education will be personalized, learner-driven and easily accessible.*



Insight 4:

- *47% consider that their criteria for evaluating candidates for Executive Education will change this year and in subsequent years.*
- *52% consider their criteria for evaluating the success of Executive Education programs will change this year and in subsequent years.*

Our criteria for evaluating candidates for Executive Education will change this year and in subsequent years.



Our criteria for evaluating the success of Executive Education programs will change this year and in subsequent years.



■ Strongly agree

■ Somewhat agree

■ Neither agree nor disagree

■ Somewhat disagree

■ Strongly disagree

■ blank

1. *26% of CLOs consider online/digital learning experience is better than in-person learning.*
2. *However, 94% of CLOs think that a blend of virtual and physical formats will be the 'new normal'*
3. *The shift to online formats for their learning initiatives has allowed CLOs to reach a broader group of leaders / employees within their organization. (81%)*
4. *68% have increased their offerings of self-paced, personalized content for employees over the past 12 months.*
5. *84% consider that the future of executive education will be personalized, learner-driven and easily accessible.*
6. *47% consider that their criteria for evaluating candidates for Executive Education will change this year and in subsequent years.*
7. *52% consider that their criteria for evaluating the success of Executive Education programs will change this year and in subsequent years.*

*The role of
online/blended
learning moving
forward*

*Democratization
of learning*

*CLO vision on the
future of Exec Ed*

'Success Criteria'



Please go to www.menti.com

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- *Breakout rooms:*
 1. *Share and discuss your 2021-2022 priorities based on these insights*
 2. *Define the 2-3 top key metrics of success:*
 - *For our clients*
 - *For our institutions – beyond financial goals*



Thank you!

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