

A BUYER'S GUIDE TO L&D SERVICES

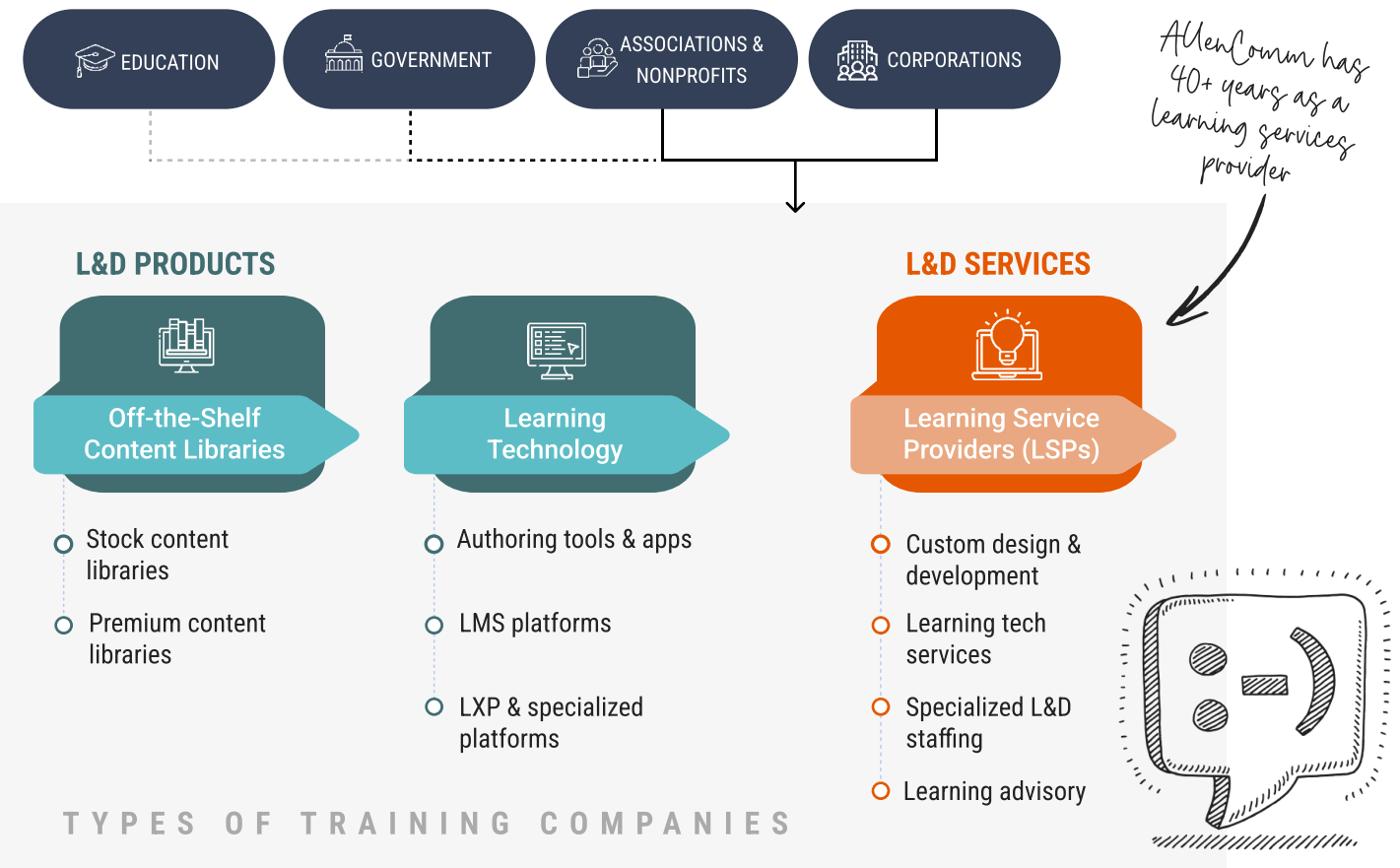
5 Questions to Ask When Choosing a Learning Services Provider (LSP)

Although there are more possibilities for **organizational learning and development (L&D)** than ever before, the vendor landscape can be complex to navigate. In their research, buyers will encounter instructional design services, content libraries, and microlearning apps. The focus and practical value may not always be clear. Also, organizations and learners have diverse needs and goals. What works in one environment may or may not work in another. In fact, data shows that **most L&D initiatives fail** to deliver measurable results.

What's a learning leader to do? Look for a guide. We believe that no checklist will replace the value of a trusted advisor. So, think of this as a sample of the type of support you'll get from an AllenComm L&D advisor and reach out when you're ready.





1 SERVICE OFFERINGS // Do they have what you need?

Let's begin with a quick orientation and review of the market. Be skeptical of vendors that try to offer every service or product to every buyer. For example, several learning tech providers also offer content libraries and even services. However, for the majority of organizations—especially mid-size to enterprise organizations—a one-stop shop for learning services is simply not realistic. Today's learning leader will be creating a learning ecosystem that brings together various **L&D products, technologies, services, and experts**. Understanding how the market is organized will streamline your search.






2 CREDIBILITY // Will they deliver quality?

Once you identify the right category of products or services, you then need to evaluate the **reputation** of the provider. Of course, there is no substitute for first-hand experience, but, until you have the chance to work with a training vendor yourself, you'll need to rely on other indicators of the potential partner's **credibility, reliability, innovation, quality, and value.**

 EXPERIENCE	 QUALITY	 EXPERTISE	 REVIEWS
<ul style="list-style-type: none"> <input type="checkbox"/> Years of experience <input type="checkbox"/> Reputable clientele <input type="checkbox"/> Portfolio of past work 	<ul style="list-style-type: none"> <input type="checkbox"/> Industry recognition <input type="checkbox"/> Research-based practices <input type="checkbox"/> Measurable outcomes 	<ul style="list-style-type: none"> <input type="checkbox"/> Thought leadership <input type="checkbox"/> Depth of industry <input type="checkbox"/> Knowledge Technical proficiency 	<ul style="list-style-type: none"> <input type="checkbox"/> Reviews & listings on industry sites <input type="checkbox"/> Client testimonials <input type="checkbox"/> Industry ratings
<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; margin-right: 5px;">ALLENCOMM</div> <div style="flex-grow: 1;"> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Learning services leader 40+ years <input checked="" type="checkbox"/> Extensive clientele, including Delta Air Lines, PNC, Kraft Heinz & Korn Ferry <input checked="" type="checkbox"/> See Our Work to review past projects </div> </div>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Hundreds of industry awards <input checked="" type="checkbox"/> Methodology on leadership, compliance, onboarding & more <input checked="" type="checkbox"/> Detailed case studies with measurable outcomes 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Learner Experience Evolution Podcast <input checked="" type="checkbox"/> Articles on Forbes & Training Industry <input checked="" type="checkbox"/> See Our Work in Finance, Healthcare, Tech, Retail & more <input checked="" type="checkbox"/> Tech innovation & Tech Services 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> 5-star reviews on eLearning Industry <input checked="" type="checkbox"/> Client testimonials from Nestle, Panera, Freddie Mac & more <input checked="" type="checkbox"/> Rated as a top provider by Training Industry & eLearning Industry

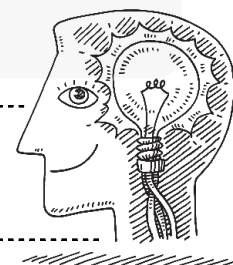
3 FLEXIBILITY // Can they tailor their solutions to your needs?

Another consideration when looking at L&D providers is whether they offer **sufficient options** to meet your needs. An expert advisor will discuss not only the organizational and learner needs but desired design features, available budget, and preferred working models. Can the vendor flex to meet constraints? (Pro tip: Discounts alone cannot provide the flexibility most clients need. Select a provider that can design to all of the project specifications, including cost.)

 DESIGN FLEXIBILITY <input checked="" type="checkbox"/>	 RIGHT-SIZED PRICING <input checked="" type="checkbox"/>	 YOUR PREFERRED MODEL <input checked="" type="checkbox"/>
<ul style="list-style-type: none"> • Learner journeys or individual experiences • Delivery options for multiple modalities • Rapid design & fully custom 	<ul style="list-style-type: none"> • Ability to scale design to suit the budget • Maximized efficiency or innovation • Phased approaches to stagger costs 	<ul style="list-style-type: none"> • Advisement & consulting • Project-based initiatives • Specialized L&D Staffing

PRO TIP

Discounts alone can't provide the flexibility most clients need. Select a provider that can design to all of the project specifications, including cost and your preferred working model.



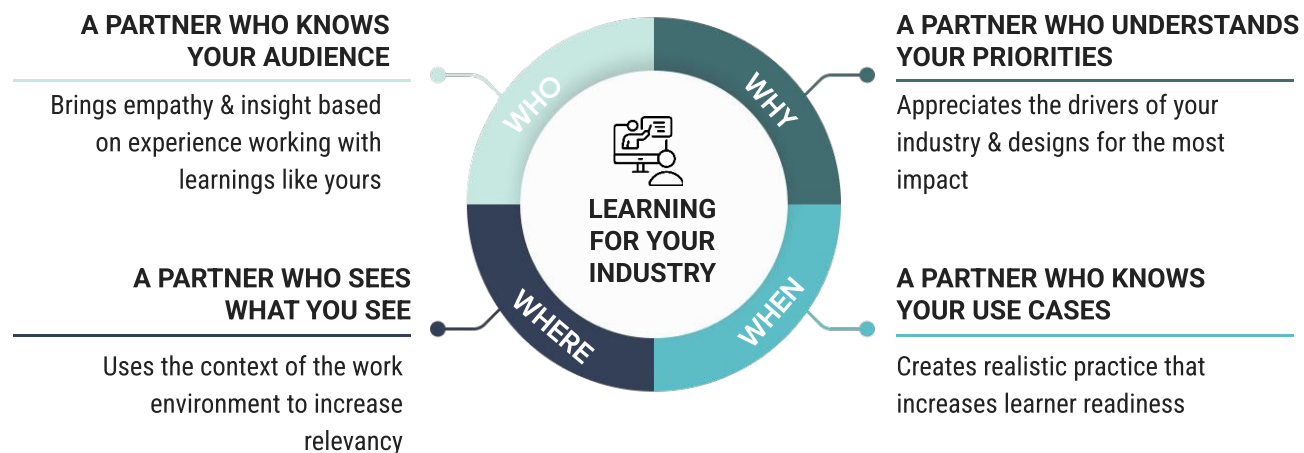
4 TYPE OF CORPORATE TRAINING // Do they have expertise in what you need?


Working with a partner with **expertise in the type of corporate training** you need to develop can significantly improve the design and the outcomes of the program. Experts will bring insights you might otherwise miss. It's often true that your organization's subject-matter experts (SMEs) know the content best. However, content knowledge is only part of the overall need for expertise. You also want to find expertise in the type of training.

TOP TRAINING AREA INSIGHTS	ONBOARDING TRAINING	COMPLIANCE TRAINING	LEADERSHIP & GROWTH SKILLS	SALES/PRODUCT KNOWLEDGE	PROFESSION-SPECIFIC SKILLS
	<ul style="list-style-type: none"> Support the employee experience Foster relationship-building Increase readiness 	<ul style="list-style-type: none"> Overcome training fatigue Shape culture & behavior Create situational context 	<ul style="list-style-type: none"> Engage all levels Prioritize the most critical capabilities Build an achievement portfolio 	<ul style="list-style-type: none"> Align with customer success Provide context-specific practice Track measurable impact 	<ul style="list-style-type: none"> Design tiered journeys Support upskilling & reskilling Accelerate certification
PAST 10 YEARS	200+ ONBOARDING PROJECTS	400+ COMPLIANCE PROJECTS	250+ LEADERSHIP PROJECTS	130+ SALES PROJECTS	500+ JOB SKILL PROJECTS

5 CONTEXT // Have they worked in your industry?

Many believe that the value of industry expertise lies in the specialized content and language for that industry. But, when it comes to training, **content is even more powerful when paired with context**. A learning services provider that has industry-specific expertise can accelerate the instructional design and development process and increase learning outcomes.



 *Context is king. At AllenComm, not only do we talk to learners, but we also want to experience their context. Our research may include job shadowing, listening to customer calls, or walking the factory floor.*

A FINAL RECOMMENDATION **drum roll**

Of course, one of the best ways to accelerate your research and evaluation is to **speak with an AllenComm learning expert**. They can guide you through all of these considerations and more. They will also share insight on your particular needs. For a complimentary consult, visit allencomm.com.

