

# TRAINING INDUSTRY ANNUAL REPORT

2022



The Annual International Study  
of The Training Industry

# Training industry

The Annual International Study of The Training Industry - Report 2022

**2022**  
ANNUAL  
REPORT



New  
challenges,  
opportunities,  
and  
transformation  
of the training  
industry

## **Post pandemic challenges and transformation of the training industry.**

AISTI's annual report aims to give you as a training provider an insight and an overview of the Training Industry. During the last two years the Training industry has gone through extensive changes and transformations. What will the landscape look like in 2022? In this report you will find information about the market, business opportunities and trends of the industry.



The Annual International Study  
of The Training Industry

# The Annual International Study

**2022**  
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## International anonymous training industry survey

In this survey, we have reached out to over 25 000 training providers all over the world and collected insights about the training industry by letting them answer 13 questions about the training industry and upcoming challenges for 2022.



The Annual International Study  
of The Training Industry

## Scope 2022

Anonymous survey made between  
December 2020 - February 2022

25 000 training professionals reached  
13 questions

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ANNUAL  
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## Scope 2022

Anonymous survey made between  
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# 01

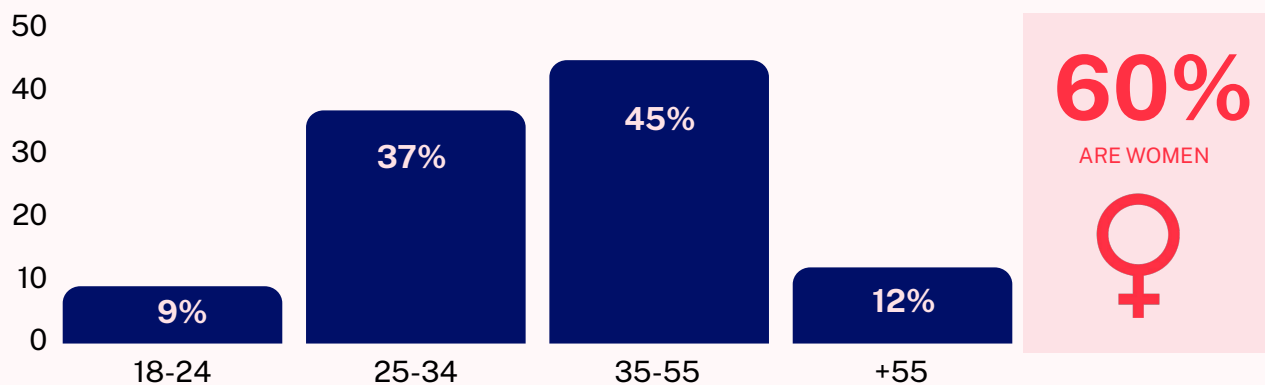


A demographic  
snapshot

# The Annual international Study

## Training professionals

### A demographic snapshot



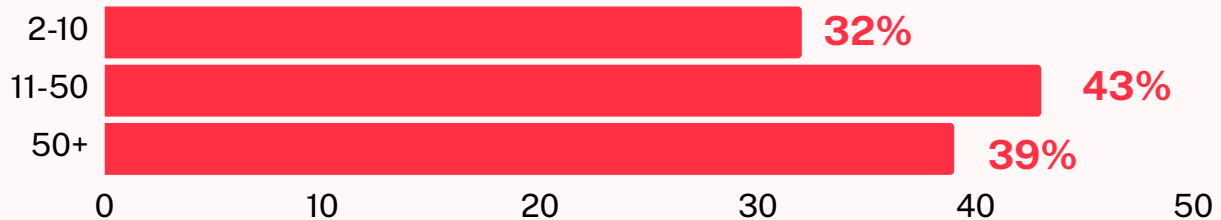
#### Education level

- 28% Have a bachelor degree
- 54% Have a master degree

#### Type of industry

- 15% Education Management
- 11% Professional Training & Coaching
- 10% Higher Education
- 9% Non-profit Organization Management

#### Company size (employees)



**61%** of training consultants have more than 10 years of experience

\*Sources: LinkedIn 2021  
UK, Canada, Australia, Singapore, USA, Ireland, New Zealand.

# 02



## Type of Training programs and delivery methods

# Type of Training programs and delivery methods

## Blended learning The new normal

**70%** of training companies deliver **blended learning**

**15%** of training companies deliver **only Face-to -Face training**

**15%** of training companies deliver **only online training**

## A need for upskilling

**89%**

**89% of training professionals** see a need for upskilling within their organization to be able to meet the needs of their customers in 2022.

**11%**

**No**

## New skill domain

**66% of training companies** plan to deliver training in a new skill domain in 2022.



# The 8 most important components to deliver a successful program

## According to the training professionals

Delegate engagement

Leader engagement and support for the learners

Relevance and sustainability

Alignment to actual needs

Anchoring the concepts and having participants validate their understanding and use of the ideas and principles.

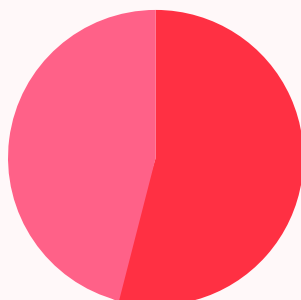
Meeting the defined objectives/outcomes and participants retaining what they learn.

Understanding the needs, change required and outcomes.

Retention and application of the learning

95% Love being a training professional

## Employment forecast 2022



**More than 60%**

of training companies plan to **hire**  
one or more employees in 2022

# 03



## Training market and business opportunities 2022

# Training market and business opportunities 2022

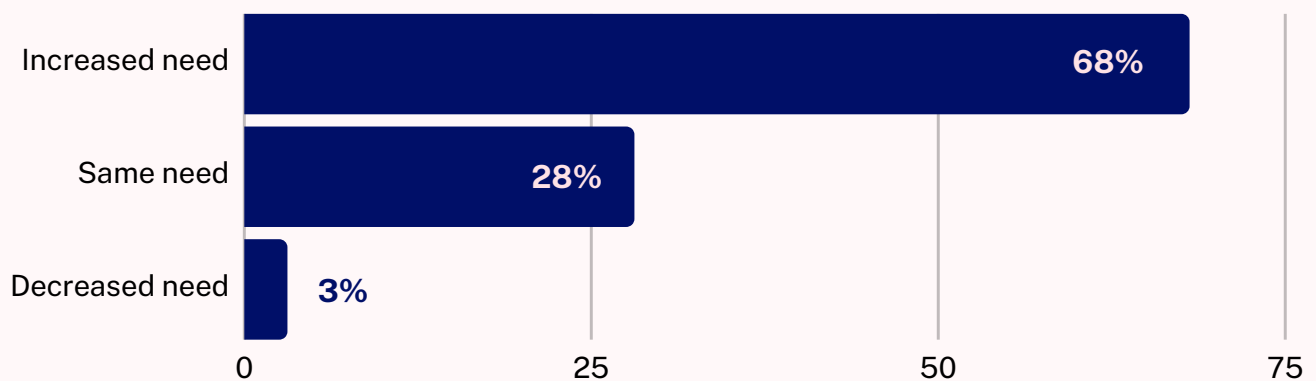
## Global opportunities for international companies



More than 63%

of training companies have  
**international clients**

## Clients of the training companies have an **increased need** of training



**7 OUT OF 10**

training companies believe their customers will  
have an increased need for training in 2022

**People want to be skilled**

**+52%** Soft skills\*

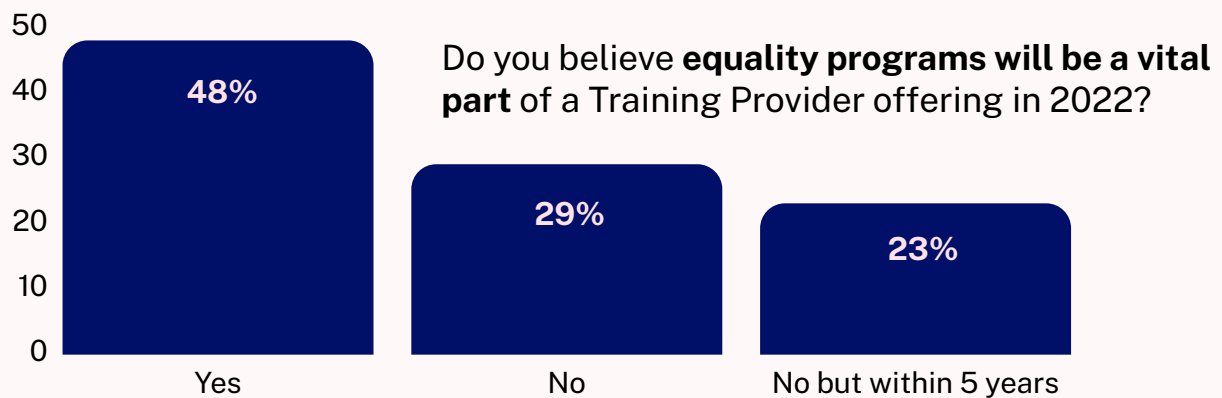
**+23%** Reskilling\*

# The 6 most important trainings that will be most sought after in 2022

According to the training professionals

- 1:1 online coaching
- Managing mental health and well-being
- Leadership skills
- Communication skills
- Team work
- Multitasking

## Equality programs



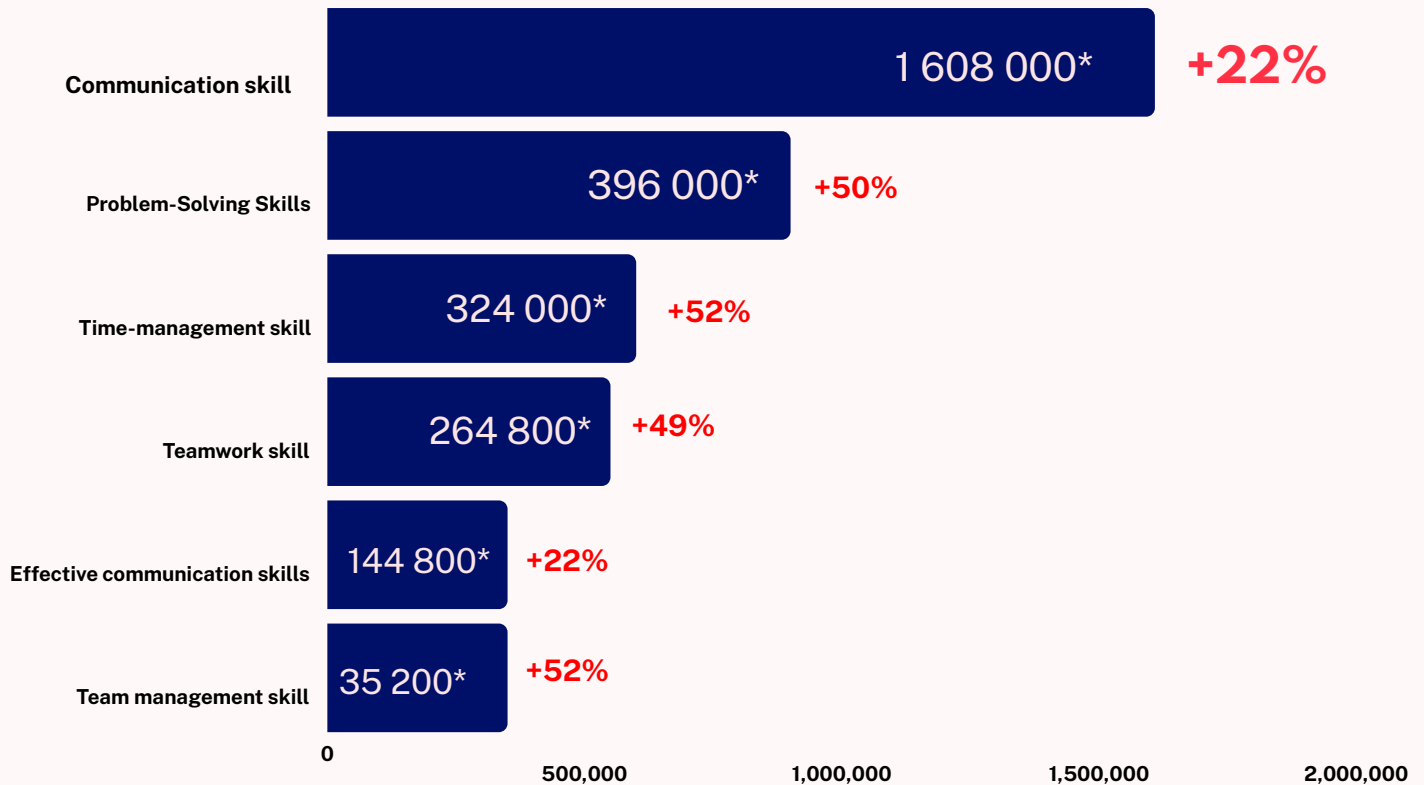
**48%** of training professionals believe **equality programs** will be a vital part of a Training Providers offering in 2022

# 04



## Training trends for 2022

# Top 6 skills that Organisations will need in 2022



"communication skill" is one of the most searched skills online with an increase of 22%\* between 2020 to 2022

\*Google Search Volume (2020-2021)

# Top Hot topics in 2022



Less focus on self-service learning **more focus on learning performance.**

**-18%**

One of the major online **course providers\***

**+49%**

Learning performance\*

\*Google Search Volume (2020-2021)

# 05



## Takeaways



# Takeaways

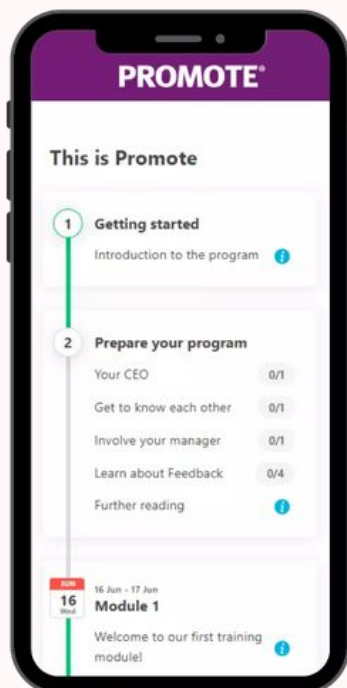
## Training industry 2022

- ✓ Learning performance more important
- ✓ More reskilling
- ✓ Equality is on a rise
- ✓ Increased need of training
- ✓ Blended learning is a must to have
- ✓ Increased need of training
- ✓ More new skill domains
- ✓ Global opportunities
- ✓ Training providers love their job
- ✓ Clients of the training companies have an increased need of training

# Next Step

## A learning platform to grow your training business

The learning journey focused digital learning platform, Promote, increases learner engagement and drives performance results.



### By trainers for trainers



Promote has won a multitude of awards for its technological excellence. Even more important are all the awards won by its licensees when using the platform.

[Learn more](#)

**86% of participants** using the Promote platform apply their new learning consistently post training