

TOTARA:

WHAT IS EXTENDED ENTERPRISE TRAINING?

*This is a transcript of a video
on the Totara Academy*



Hi, John Leh here from Talented Learning to talk to you about extended enterprise training. What is extended enterprise training? Well, it's the field of the learning technology market that focuses on providing learning, education and certification to non-employee and non-academic audiences, such as your prospective customer, your customers, your partners, channel partners, suppliers, value added resellers, distributors, and even gig workers. It's all those learning audiences that are associated with your organisation or corporation, but they're not actually employed by you.

Why does that matter? Well, employee systems and academic systems are less user-friendly because of the mandatory nature of learners using their systems. Employees don't really have a choice. If you assign them training, they have to consume it. It's mandatory for them and for their performance in their job. But external learners and extended enterprise learners in general are voluntary learners. You have to entice them to want to come to your site, consume content, sometimes pay for it, and find enough value to do it over and over again.

Over the last 10 years, extended enterprise has developed into its own segment of the broader learning technology market and something that we study a lot here at Talented Learning.

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