



Brandon Hall Group
**EXCELLENCE
AT WORK**

Executive Interview

with **Brendan Noud**,
Co-founder and CEO,
LearnUpon

The Future of Learning



About LearnUpon

Founded in 2012, [LearnUpon](#)'s mission is to partner with businesses that believe delivering great learning is essential to achieve great results. The company's learning management system (LMS) is powered by leading technology and provides companies with a centralized hub to easily create and manage learning programs for every audience in an engaging, learner-friendly way.

LearnUpon partners with over 1,300 customers to champion simple, learner-centric experiences for over 13 million learners across over 30 countries globally. With over 300 employees and offices in Dublin, Philadelphia, Salt Lake City, Belgrade and Sydney, LearnUpon LMS makes it easy for businesses to deliver learning that impacts what matters most: performance, retention and growth.



Recognition

A Brandon Hall Group Platinum Preferred Provider with L&D Membership, LearnUpon won eight Brandon Hall Group Awards in 2022.

EXCELLENCE IN HCM AWARDS



Learning and Development	2	Gold Awards	1	Silver Award	1	Bronze Award
Talent Acquisition	1	Gold Award				

EXCELLENCE IN TECHNOLOGY AWARDS



Learning and Development	2	Silver Awards				
Future of Work	1	Gold Award				

The Brandon Hall Group Preferred Provider Program is specifically designed as a single source of truth that can validate your technology selection decisions.

[Learn More](#)

About Brendan Noud



Brendan Noud is the CEO and co-founder of LearnUpon. Launched in 2012, with over 1,300 customers worldwide today, LearnUpon's user-focused LMS and industry-leading expertise enable businesses to deliver impactful training that fuels employee, partner and customer success.

With over 20 years of experience in the eLearning industry, Brendan has overseen some of the largest and most complex LMS implementations in the world. Prior to co-founding LearnUpon, he worked with WBT Systems and KPMG Consulting. In late 2020, Brendan was selected as an Endeavor Entrepreneur, joining the leading global community of, by, and for high-impact entrepreneurs.



About Rachel Cooke

Rachel Cooke is Brandon Hall Group's Chief Operating Officer and Principal HCM Analyst. She is responsible for business operations, including client and member advisory services, marketing design, annual awards programs, conferences and the company's project management functions. She also leads Advancing Women in the Workplace and Diversity, Equity and Inclusion initiatives, research and events. Rachel worked in the HCM research industry for 20+ years and held several key management and executive positions within the Talent and Learning Research, and Performance Improvement industries.

Q **RACHEL**

What do you see as the next phase of learning and what does that look like?

A **BRENDAN**

We're seeing a real shift toward just-in-time learning — delivering the right content to the right people at the right time. It's a move away from learners always logging into the LXP or LMS to search for and find the courses and content they seek, enroll in those courses and consume that training or have it assigned to them. Now, they're much more able to access learning resources in their day job through the apps they're using — Slack or Salesforce or Zendesk, if you're a customer support rep.

From a LearnUpon perspective, being a delivery engine that serves up the right content is a key focus for us. We've always thought about learning from the LMS perspective — in some ways just to get out of the way and make the learner experience as seamless and user-friendly as possible. Embedding learning into other apps is just the next iteration of that trend. We're talking to a lot of our prospects and customers about that and we're very excited to see how our platform will evolve to support that.

Q **RACHEL**

How does the role of AI feed into microlearning?

A **BRENDAN**

AI is going to play a very important role. We've seen ChatGPT making waves across the world recently with discussions around what it means for content creation. Historically, content creation has been one of the most time-consuming aspects of eLearning. AI is going to play a significant role in making that much more efficient. It's unlikely to be perfect, although the advances we've seen are impressive. I can see the role of instructors evolving to reviewing, tweaking and improving that base content. AI can play a significant role in developing that.

Another significant role for AI is understanding what learners are doing in their roles as they work through different apps and software or type a message in Slack. AI could be working in the background and understanding the impact of those conversations, and again, serving up relevant content at the right time.

We've probably at the start of AI and it will have a positive impact overall. It will make learning delivery more efficient, both from an administrator-instructor perspective and the learner's perspective. AI will be there as support and not be intrusive or disruptive, but actually make people's jobs easier as they won't be spending lots of time looking for relevant content or information.

Q **RACHEL**

How do you see AI accelerating just-in-time learning?

A BRENDAN

It's all about efficiency. As we think about career paths and people attaining the right skills for their job, often they must go through very structured programs. Those could be quite long, with a lot of content and various assessments. There's an element that's maybe not relevant or you're not going to need. Hopefully, AI can make that process more efficient so that the information, knowledge and skills you attain are relevant to the role you're doing at that particular point in time and at a high level.

Q RACHEL

How do you utilize learning to develop career paths?

A BRENDAN

LearnUpon has been very focused on the business results of learning programs. We implement a "results strategy" with all our customers, which helps to see the real impact from the business perspective of that investment in L&D or training programs, be they internal or external. As you extrapolate that out from the employee's perspective, we can leverage those business results with real data and the overall impact it's having on someone's job, and help people feel empowered. They know the work that they do plays an important role in the success of the company.

The feeling that your job matters and being able to link that into your career, whether internally or externally, ties that experience and knowledge back to real results. If recruiters or businesses know they're bringing someone in who has the practical experience and can drive positive results, it's a win-win all around.

Q RACHEL

How long do people stay in a particular role before they shift?

A BRENDAN

LearnUpon has grown to over 300 people since we started 10 years ago. We're proud of the fact that a lot of our early hires are still with LearnUpon. A lot of people have moved roles internally and their roles have evolved. That's key if you're going to retain employees for the longer term. People want to be challenged and they want to learn new things. We certainly look internally to create those opportunities. We see people stay in a role for three or four years, where they then may advance into more senior positions. But other times, we see requests where people are interested in other areas of the business and they'd like to build their skills and experience there. Creating opportunities for internal mobility is key.

(continued)

There's also an increase in people moving jobs. The idea of being at one company for a career is becoming very unusual. People are keen to move into different areas. A lot of people we hire are looking to join companies that have a real vision and mission. They want to know the company is going to have an impact and that they can have an impact with that company as part of that bigger vision. If you don't create opportunities for growth and learning, it'll be difficult to retain your best people.

Q RACHEL

What are some trends that you are seeing with companies either wanting to optimize their LMS or select a new system? What are some things you recommend they do?

A BRENDAN

Some companies may have multiple LMS systems, particularly larger Enterprise companies. They've maybe ended up with three or four different LMSs and they're at different use cases. The opportunity to consolidate onto a single platform is something companies could consider. LearnUpon has always been focused on multi-audience training, particularly with external audiences. Our platform is designed to give flexibility for different types of training delivery, be that internal programs or external audience training such as customer-partner training.

The other area that businesses are focused on is leveraging that knowledge across their different learning programs and different L&D teams. A lot of our customers bring in all the relevant stakeholders early in their process, especially if they're considering a new system. Even if you're not looking to do different use cases or train different audiences, choose a vendor that can scale and future-proof your learning solution.

Here are some ways to listen to the interview on Brandon Hall Group's Excellence at Work Podcast:



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EXCELLENCE
AT WORK

About Brandon Hall Group

With more than 10,000 clients globally and 30 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Membership

Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

Advisory Offerings

Custom Research Projects, including surveys, focus group interviews and Organization Needs Assessment for Transformation, Technology Selection and Strategy.

Excellence Awards

Two annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

SOME WAYS
WE CAN HELP

ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.