

BUSTING THE MYTHS OF BUILDING LEADERSHIP SKILLS ONLINE

Many believe that leadership skills can't be developed online. But what's the reality?

LEADERSHIP DEVELOPMENT

#1 area of talent investment¹ yet over 50% of organizations have put leadership training on hold, instead of moving online²

MYTH #1

ONLINE LEARNING IS ONLY GOOD FOR KNOWLEDGE ACQUISITION, NOT SOFT SKILLS



Soft skill development—such as leadership, communication, and design thinking—requires **feedback and iterative application**



Effective and engaging **facilitators** provide thought-provoking feedback and drive impact

REALITY:

Modern online facilitation models enable feedback beyond what's possible in person, developing learners' soft skills



MYTH #2

ONLINE LEARNING IS A SOLO ENDEAVOR



Catalyze community and foster deep social connections through collaborative learning exercises and group assignments



Diversify teams so learners can benefit from other experiences and perspectives

REALITY:

True social learning drives impact. Online learning programs can draw from a diverse population, amplifying the power of the community.



ONLINE LEARNERS IN TEAMS

Sign on
5X
as frequently

Remain active on the learning platform
2X
as long than learners without teams³

MYTH #3

ONLINE LEARNING IS A PALE APPROXIMATION OF FACE-TO-FACE



Immediately apply **concepts** in the context of real work



Collaborate with others and get feedback



Share in each other's learnings and growth

REALITY:

Online learning integrates experiential learning with work, often resulting in better learning outcomes



Adapted from "Busting the Myths of Building Leadership Skills Online," a NovoEd webinar featuring Audrey Witters, Managing Director, Online & Entrepreneurship Programs at Stanford Graduate School of Business Executive Education



¹ Brandon Hall Group, "Human Capital Management Outlook," 2019
<https://go.brandonhall.com/hcm-outlook-2019>

² NovoEd, "Busting the Myths of Building Leadership Skills Online," Webinar Survey (2020)
<https://www.novoed.com/resources/webinars/busting-the-myths-of-building-leadership-skills-online>

³ NovoEd, "Online Learning Is Most Effective in Teams," 2014
<https://www.novoed.com/resources/insights/stanford-chuck-eesley-study-shows-efficacy-of-team-based-online-learning>