

TRAINING MEASUREMENT, 2026

The Comprehension Gap

Every organization can prove people were trained. Almost none can prove it worked.

INTRODUCTION

Training has always been measured by proxy: who showed up, who finished, who said they liked it. None of that tells you whether anyone learned it.

I started Elqo after hearing the same problem from L&D leaders, sales enablement leaders, revenue leaders, and training directors, just under different job titles. Every conversation came back to three questions.

Will Burden

Founder & CEO, Elqo

THREE QUESTIONS

01

Did anyone learn this?

02

Where are the gaps?

03

What next?

TOPLINE FINDINGS

Three numbers that explain why training measurement is due for a rebuild.

4%

of organizations rate themselves extremely proficient at measuring the impact of learning.

61 / 11%

adopting AI in L&D, versus confident in their future skills-building approach.

\$4.70

in extra revenue per dollar invested per employee in training. Only a third measure it financially.

ABOUT THIS REPORT

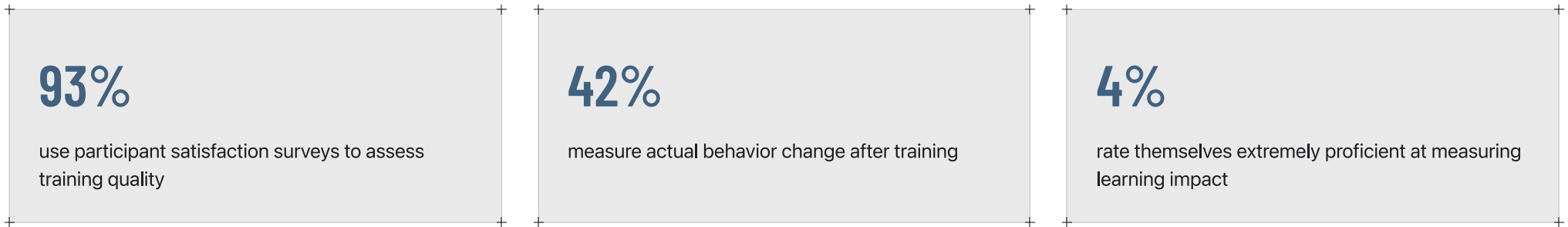
This is synthesis, not proprietary data.

This report draws on public research about training measurement, alongside direct conversations with L&D, sales enablement, revenue, and training leaders. It is not built on Elqo's own product or customer data, that stays separate.

WHAT THIS REPORT IS BUILT FROM	DETAIL
Primary sources	ATD, DeakinCo. / Deloitte Access Economics, LinkedIn Learning, NCVER, Korn Ferry, Forrester
Buyer conversations	L&D, sales enablement, revenue, and training leaders
Geography	Global research, weighted toward Australia / ANZ
Data window	2023 – 2026

THE MEASUREMENT GAP

Almost everyone checks satisfaction. Almost no one checks proficiency.



Of the 68% of Australian businesses that track L&D outcomes, 56% measure success through satisfaction surveys, 50% through productivity change, and only 33% through financial metrics.

Sources: ATD, td.org. DeakinCo. / Deloitte Access Economics, via technologydecisions.com.au.

WHY THE OLD PROXIES STOP WORKING

AI adoption in L&D is outrunning L&D's confidence in itself.

61%

of organizations have adopted or are testing AI in their L&D strategy

11%

feel extremely confident in their future skills-building approach

36% of organizations have not integrated AI into L&D at all. Meanwhile, 41% of employees say they lack time to learn, and 37% of managers say they lack time to support development.

Source: Absorb Software / Together, "Enterprise L&D in 2026," via globenewswire.com.

ONE GAP, FOUR JOB TITLES

Same blind spot, different names for it.

L&D LEADER

4%

Only 4% call themselves proficient at measuring learning impact. You can prove attendance, not learning.

SALES ENABLEMENT LEADER

65%

of sales content goes unused by reps. The content isn't the problem, verification is.

REVENUE LEADER

3 / 9 / 15

months to buyer-readiness, competence, top performance. A long time to find out someone can't do the job.

TRAINING DIRECTOR

14% vs 25%

attrition, advanced versus laggard learning organizations. Shows up on retention, not the training report.

WHAT CHANGES WHEN AI VERIFIES INSTEAD OF SURVEYS

Three shifts, once comprehension can be checked directly.



Verification replaces inference

AI-graded practice checks whether someone can perform, not whether they sat through a session.



Gaps surface before they cost something

The gap shows up in practice first, where it's cheap to fix, not in front of a customer.



The 4% becomes the baseline

Measuring learning impact well stops being rare and becomes something any team can do.

HOW TO PREPARE

One move per role, not a program overhaul.

L&D leaders

Start verifying comprehension on your highest-stakes training first.

Sales enablement leaders

Test whether reps can handle the actual objection, not whether they finished the module.

Revenue leaders

Ask for proficiency data before ramp time, not average survey scores.

Training directors

Track the retention cost of unverified training, not just completion rates.

THE BOTTOM LINE

Training has always been measured by proxy: who showed up, who finished, who said they liked it. None of that tells you who's actually ready.

AI can now check comprehension directly, at the individual level, before it becomes a cost. Companies that verify instead of assume will be harder to compete with.

**Verify.
Don't assume.**



ABOUT ELQO

Elqo is a performance-readiness platform that turns existing content into spoken, scenario-based practice. It shows exactly who's ready and where the gaps are, before a real customer finds out first.

In short, turning static training into interactive learning.

If any of this resonates, I'd like to hear about it. No demo booking, just a conversation.

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