

# Why you need an LMS *alongside* your content library

Stop giving them content, start giving them answers.

Investing in a content library like LinkedIn Learning or Udemy is a great first step, but it's only half of the story. Without a platform to manage it, that content is just a library without a librarian, and your people are getting lost in the aisles. To get real return on your investment, you need an LMS that turns 'one-off' learning into actual performance.

## Content Providers vs. Learning Management Systems (LMS)

What's the difference?

### Content Provider

- Provides ready-made content.
- Vendor owns the content
- Limited to existing courses
- Overwhelming choice
- Internal knowledge not supported
- Manual tracking for compliance
- Only content usage reporting

### LMS

- Manages, delivers, and tracks learning
- You own the platform and structure
- Fully customised to your business
- Personalised, relevant content
- Capture and scale internal expertise
- Automated assignments and audits
- Detailed, organisation-wide reporting and ROI



## Content *alone* doesn't scale



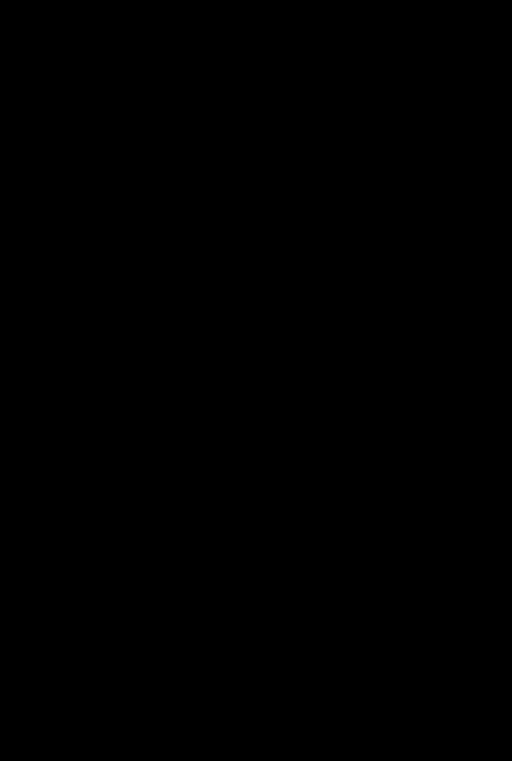
### 80% vs. 20% completion rates

Courses delivered in a structured LMS pathway see 80% completion, compared to 20% for unstructured libraries. [1]



### 60% decrease in training time

An LMS allows your team to find answers faster, putting hours back into their week. [3]



### 80% reached business objectives

Companies using a structured learning platform meet goals 3.2x more often than those without. [2]



### 130% increase in engagement and productivity

Modern platforms make learning relevant, driving a massive jump in productivity. [2]

## Better *together*

Content gives you expertise, an LMS gives you context.

A common mistake is using a content library to replace an LMS. In reality, they are the most powerful when used together.



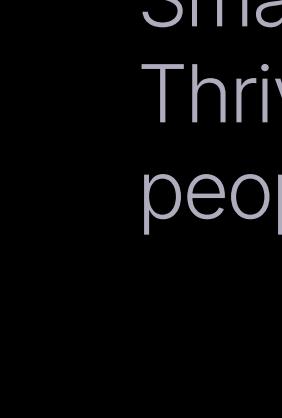
### Structured learning

By using an LMS alongside your content, you can stagger overwhelming libraries and turn them into bite-sized, personalised learning pathways that are relevant to role, department, seniority, location and more.



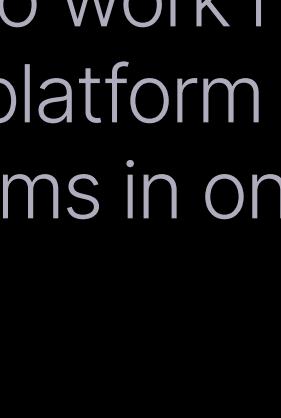
### Fill the gaps

External causes handle generic skills, whilst an LMS will capture unique internal knowledge your business needs to survive.



### Create pathways

Instead of a single course, you can build journeys that blend external videos with your own internal checklists and values.



### One place to go

Progress and completions are tracked into one central location, giving you visibility across the whole team, and rather than sending learners across different content platforms, you create one, consistent home for all things learning and more.

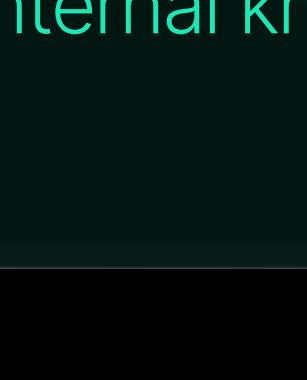
## Which should you buy first?

### Start with the LMS if:

You need structured onboarding, want visibility on compliance, or have internal knowledge that needs to be shared at scale.

### Start with content if:

You have a short-term skills gap in generic areas and don't yet have internal resources to create your own training.



Long-term, most organisations outgrow a content-only approach.

## Why Thrive?

### More than an LMS. One platform, every answer.

Small teams need their tech to work harder. Thrive is the only AI learning platform that unifies people, knowledge and systems in one place.

#### Social learning

Build a culture of sharing with user-generated content and social spaces that bring people together.

#### AI-powered

Get instant answers and surface knowledge in seconds, from every app and file in your business.

#### Learning in your pocket

A fully branded mobile app allows your team to learn and connect anytime, even offline.

#### Built-in mentoring

Build a mentoring culture that scales by matching mentors and mentees based on skills and goals, and unlock internal knowledge.

#### Your smart intranet

Replace disconnected tech and comms with a single front door for learning, comms and connection. Reach everyone instantly with news and campaigns, using powerful analytics to track every win.

#### Skills Management

Identify skill gaps and deliver personalised recommendations to help everyone level up.