

Headset to Skillset

The Rise of Virtual Reality in Workforce Training

Through use cases and case studies, explore how VR is transforming learning across industries.



The way we work, learn, and grow in the workplace has fundamentally shifted.

Today's workforces are more distributed and digitally fluent than ever before. At the same time, the shelf-life of skills is shrinking, requiring fast, effective, and deeply engaging continuous learning. Traditional training methods, from classroom lectures to passive learning, often fall short of delivering the kind of experiential learning employees now need.

This is where virtual reality (VR) enters the picture—not as a futuristic experiment, but as a scalable, proven learning solution that enables organizations to train smarter, faster, and more effectively.

VR immerses learners in interactive environments, allowing them to practice skills and navigate scenarios that closely mirror real-world situations. This experiential approach improves engagement and significantly boosts knowledge retention and skill application.

VR is no longer reserved for early adopters. It's becoming a competitive advantage—enabling companies to onboard faster, upskill efficiently, and meet the needs of a changing workforce. In the sections ahead, we'll explore how leading organizations across industries are putting this powerful technology to work.

Recent studies reflect how quickly immersive learning is gaining traction in the corporate world:



Market Growth

The global VR training market reached \$9.1 billion in 2023, growing at 40.3% year-over-year. It's projected to reach nearly **\$300 billion** by 2033, signaling long-term momentum¹.



Enterprise Investment

Commercial VR training investments were projected to hit **\$4.1 billion** by 2024, reflecting growing confidence in its business impact².

Why Organizations Are Turning to VR for Learning & Development

As the pressure to upskill and reskill intensifies, forward-thinking organizations are seeking training methods that are immersive, measurable, and scalable. Virtual reality stands out as a uniquely powerful tool to meet these demands, offering a training experience that aligns with how today's employees prefer to learn.

Here's why VR is becoming a strategic investment in corporate L&D:





Better Knowledge Retention Through Experiential Learning

Passive learning methods often fail to stick. Conversely, VR immerses employees in real-world scenarios—allowing them to do, not just watch or read. Experiential learning is known to significantly improve retention.

Research suggests that VR learners retain up to **75%** of what they learn, compared to **10%** with reading and **5%** with lectures.

As these examples reveal, immersive learning is no longer confined to pilot programs or innovation labs. VR is proving itself in the field—improving retention, enhancing safety, reducing ramp-up time, and generating real data that organizations can act on.

But perhaps the most compelling part of VR's rise is its versatility.

No longer confined to niche or high-tech sectors, VR is now making a meaningful impact in industries as varied as healthcare, retail, energy, and hospitality. From training customer service reps to simulating hazardous work environments, companies across the globe are rethinking what's possible in learning and development.

In the next section, we'll explore how leading organizations in a wide range of industries are using VR to transform their training programs—and the results they're seeing.



Industry-Specific Use Cases

Highlights the diverse applications of VR in training and performance development.



Healthcare and
Lifesciences



Education



Manufacturing



Retail



Technology

Healthcare and Lifesciences

Medical Device Training

Pharmaceutical and medtech companies are increasingly using VR to train healthcare professionals on the use of complex medical devices, like robotic surgical systems, infusion pumps, or diagnostic tools. VR enables learners to practice operating devices in a virtual environment, improving confidence and reducing learning curves.

For instance, Johnson & Johnson Vision enhanced its product training by introducing a VR-based learning solution for medical sales teams. A custom learning solution was designed to help medical sales representatives benefit from VR training to demonstrate device features, usage protocols, and troubleshooting in immersive settings.



Education

Virtual Field Trips & Immersive Classrooms

VR gives educators a powerful tool to bring abstract or distant concepts to life. Students can virtually walk the streets of Ancient Rome, dive into the circulatory system, or explore the surface of Mars—all from the classroom. In Australia, classrooms use VR, allowing students to experience various subjects interactively⁸.

Researchers at the University of New South Wales have developed a digital tool that allows educators to create customized virtual field trips. By integrating data, sounds, videos, and other digital artifacts into a 360-degree virtual environment, students can explore subjects like astrobiology, geology, aviation, and medicine in an immersive manner. This innovation democratizes education by reducing costs and logistical barriers associated with traditional field trips.



Bringing VR to Life

How ELB Learning Can Help

Making the leap to VR is a smart decision, but you have to find the right partner to guide you from idea to impact.



At ELB Learning, we help organizations turn immersive learning into real business results. Whether you're just starting to explore VR or ready to scale across teams and geographies, we bring the expertise, technology, and creativity to make it happen.

Not all training is created equal—neither is VR. Our custom team works with you to design immersive learning experiences that are:

» **Strategic**

Aligned to your business goals, KPIs, and learner profiles

» **Relevant**

Built around your tools, processes, and real-world scenarios

» **Scalable**

Designed for deployment across teams, departments, or global regions

Whether you're in manufacturing, healthcare, retail, high-tech, or any other industry, we create solutions that mirror your unique environment, so your people can learn in the context that matters most.

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Want to build and manage your own VR content in-house?



CenarioVR®

With CenarioVR®, our award-winning authoring tool, you can:

Create 360-degree immersive training scenarios—no coding required

Add branching, quizzes, decision trees, timers, and more

Publish to SCORM, xAPI, mobile, or headset-friendly formats

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CenarioVR® makes immersive learning accessible and fast.

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