



LinkedIn Learning Live



Agenda

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2019 Workplace Learning Report:
The Breakout Year for HR and L&D
professionals

02

Customer Panel

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Q&A

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Networking and drinks



01

3rd Annual

2019 Workplace Learning Report

Why 2019 is the breakout year for L&D professionals





2019 is the breakout year for the L&D Professional

Our survey indicates that L&D professionals will spend more time finding and closing skills gaps ... while exploring learner engagement tactics to inspire the modern learner.

Agenda



Ian Mcilwain

UKI, MENA & Growth Markets Sales Leader
LinkedIn Learning Solutions

01

State of the L&D industry:
At the tipping point

02

The age of digital transformation:
Understanding skills gaps

03

Marketing meets L&D:
Think like a marketer



01

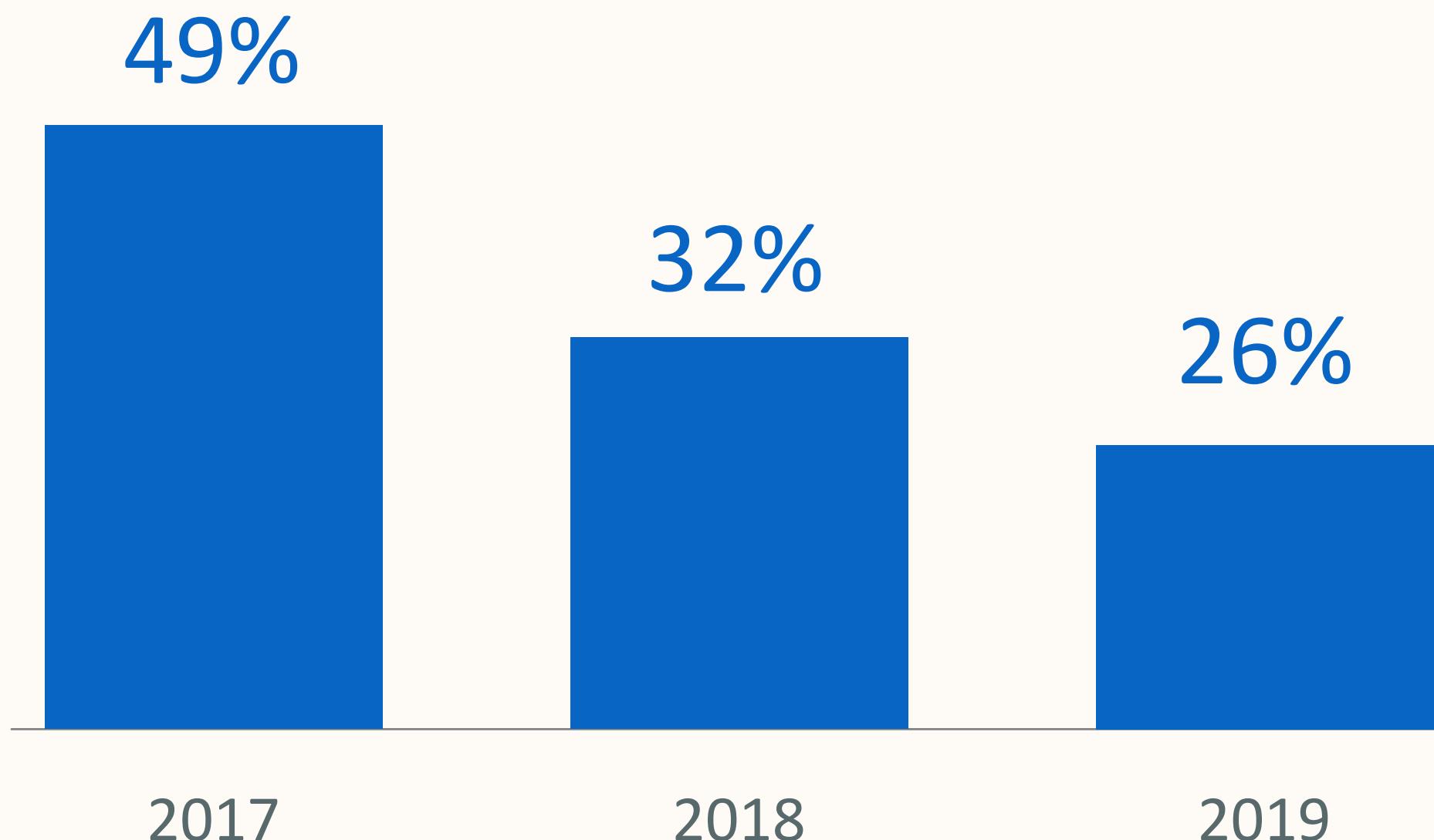
State of the L&D industry: At the tipping point

Budgets are no longer
a top challenge

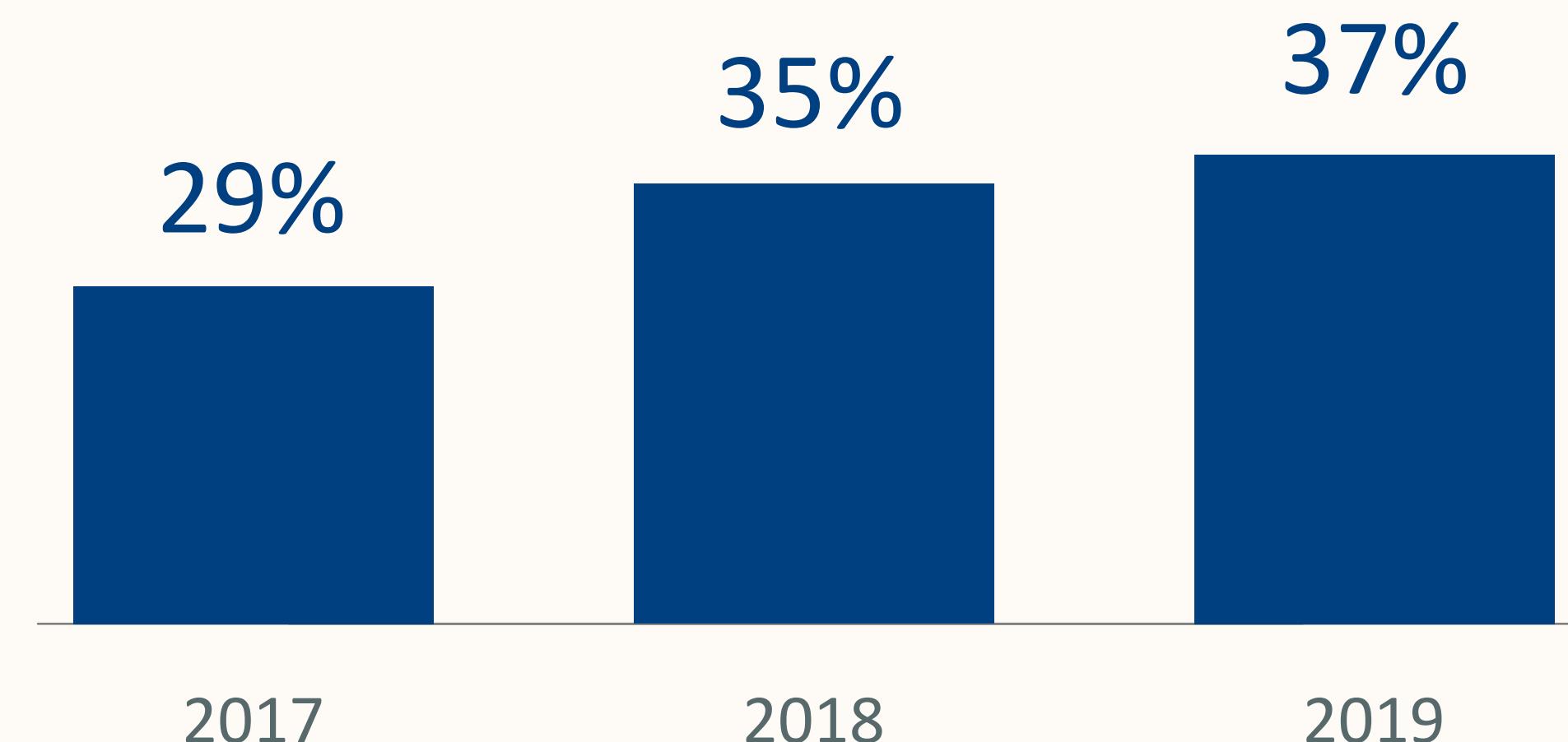


Budgets are no longer a top challenge

L&D professionals have fewer budget constraints

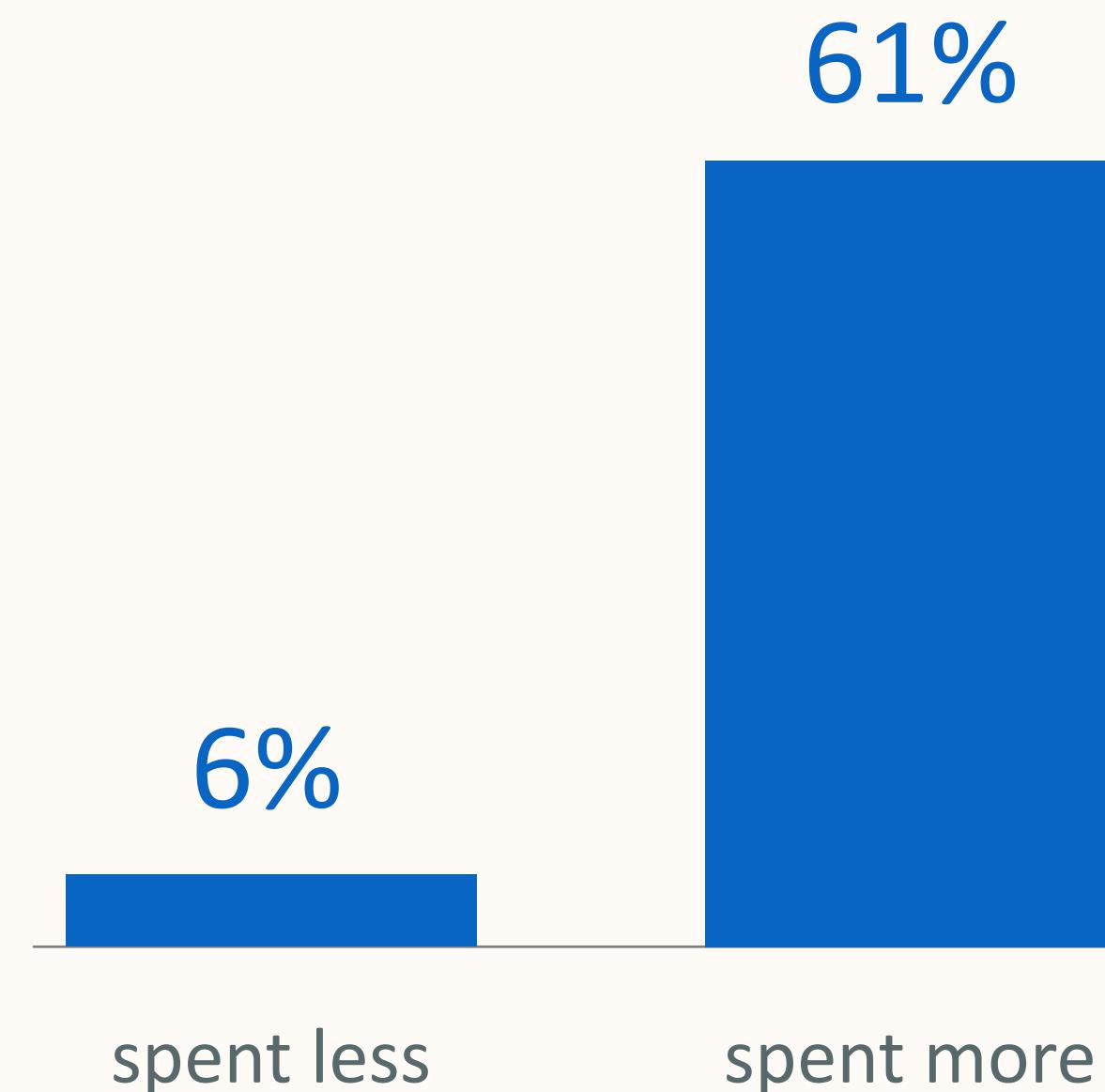


Talent development budgets are increasing

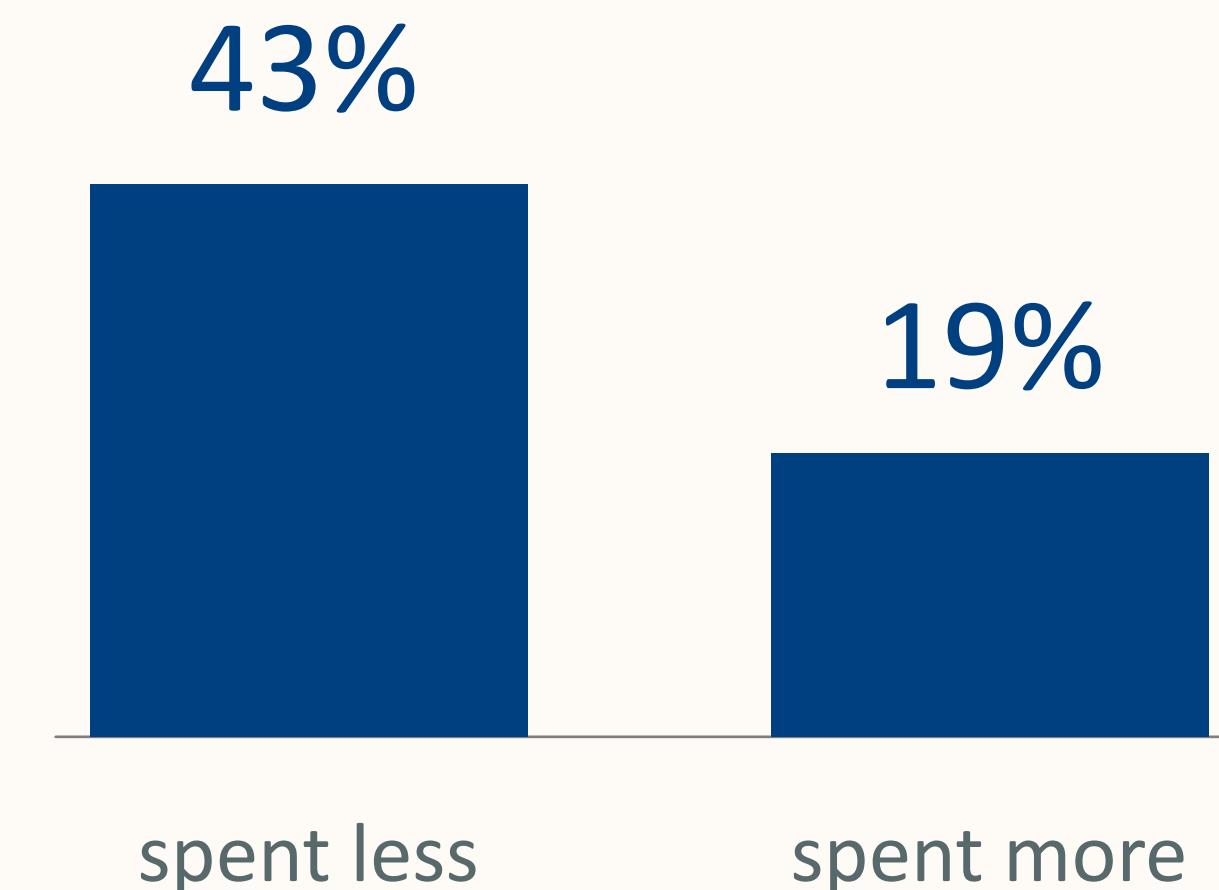


Budgets shift to online learning, fueling the ability to scale L&D

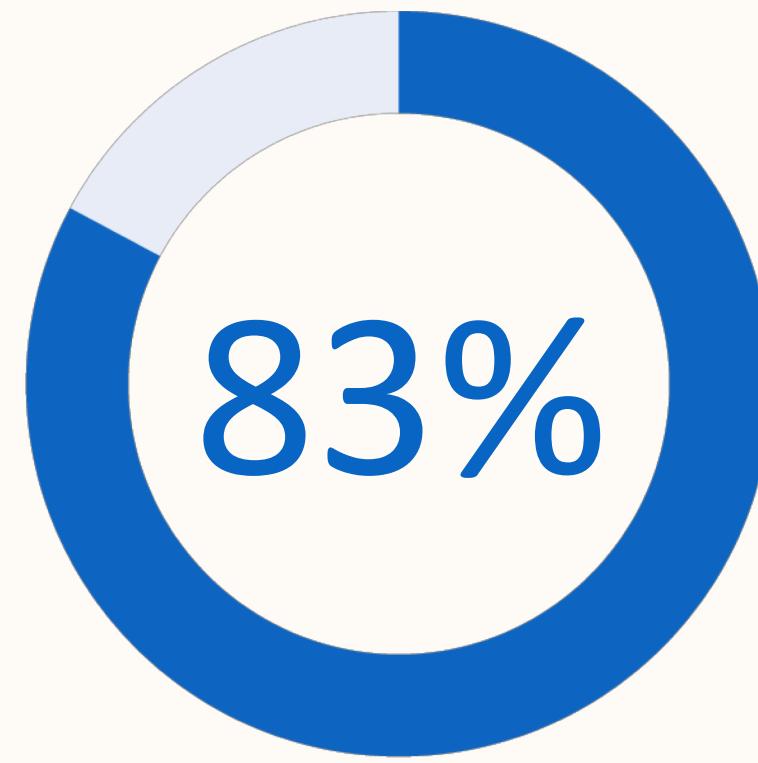
Online learning



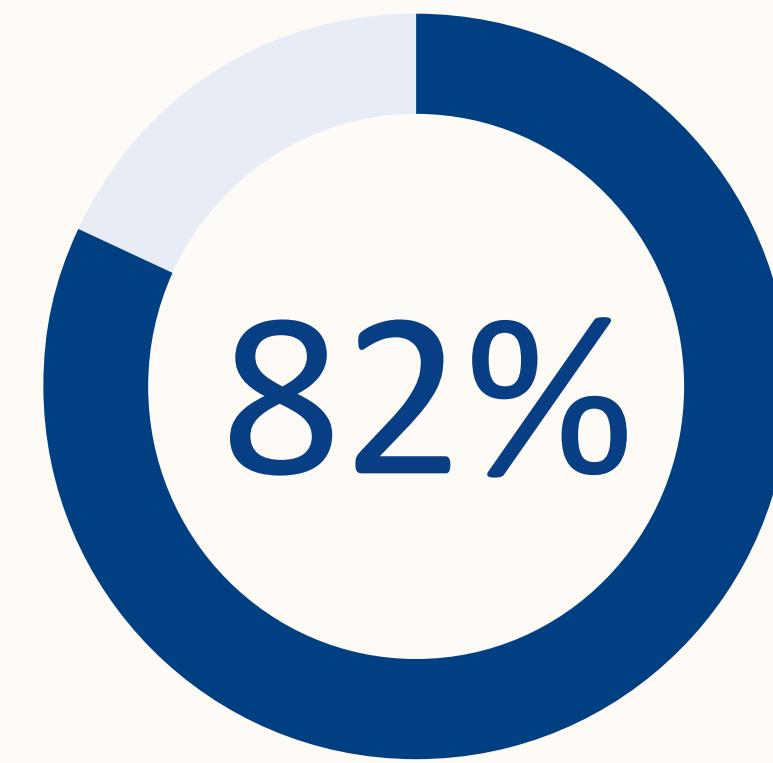
Instructor-led training



Headcount and executive buy-in signals empowerment for L&D professionals



Talent development teams continue to grow
83% of L&D professionals report that their teams will either stay the same size or grow this year.



Talent development teams feel supported by their C-suite
82% report their executives actively support employee engagement in professional learning.

02 The age of digital transformation: Understanding skill gaps

This is the year that L&D hones their ability to identify, assess, and close skills gaps



Skills gaps top the priority list in 2019

Top 7 focus areas for talent development in 2019

<p>1 Identify and assess skills gaps</p> <p>2 Increase engagement with learning programs</p> <p>3 Develop performance management and career frameworks</p> <p>4 Provide consistent and valuable learning to employees globally</p>	<p>5 Train for soft skills</p> <p>6 Deliver company-specific insights to close organisational skills gaps</p> <p>7 Understand the impact of technology and automation on skills development</p>
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Most in demand skills for 2019

EMEA - Soft Skills

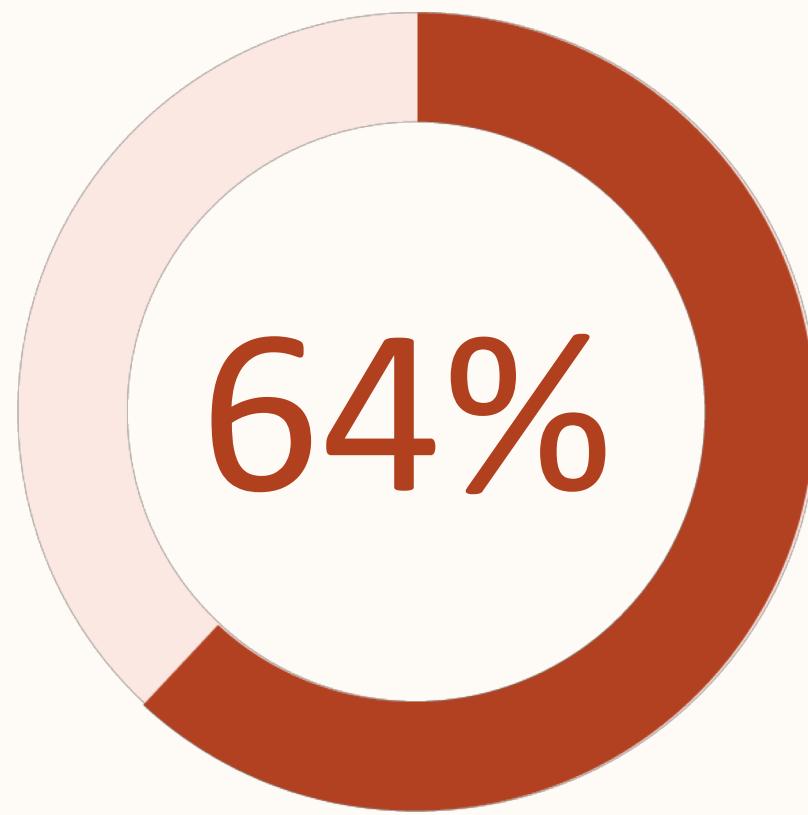
- 1 Creativity
- 2 Persuasion
- 3 Time Management
- 4 Adaptability
- 5 Collaboration

Hard Skills

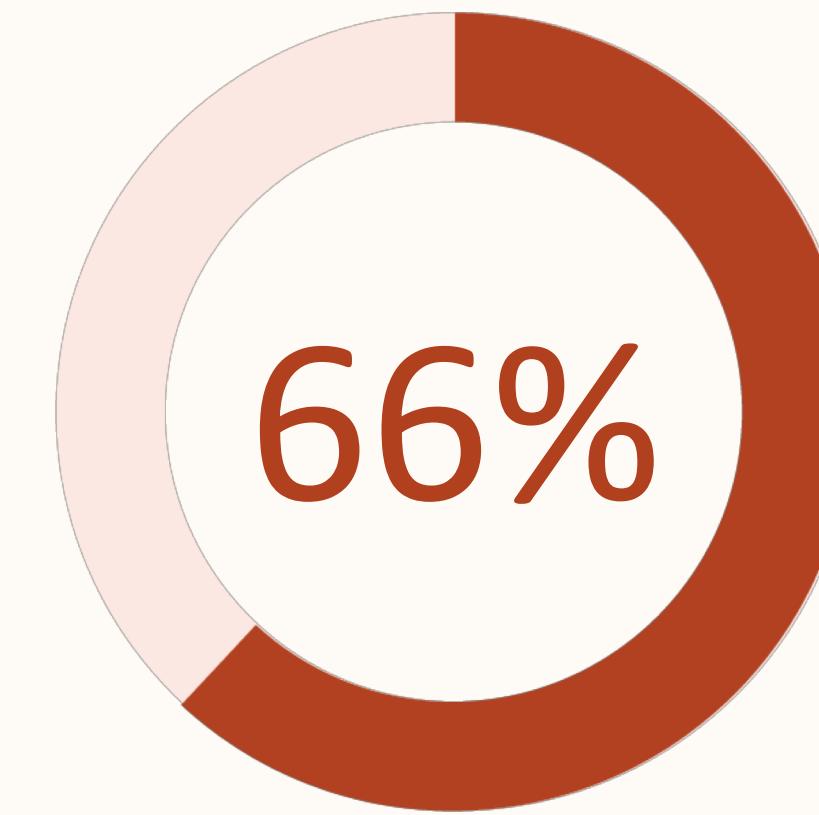
- 1 Cloud Computing
- 2 Analytical Reasoning
- 3 People Management
- 4 AI
- 5 Video Production
- 6 Sales Leadership
- 7 UX Design
- 8 Social Media
- 9 Game Design
- 10 Audio Production

Closing skills gaps: A new measure of success

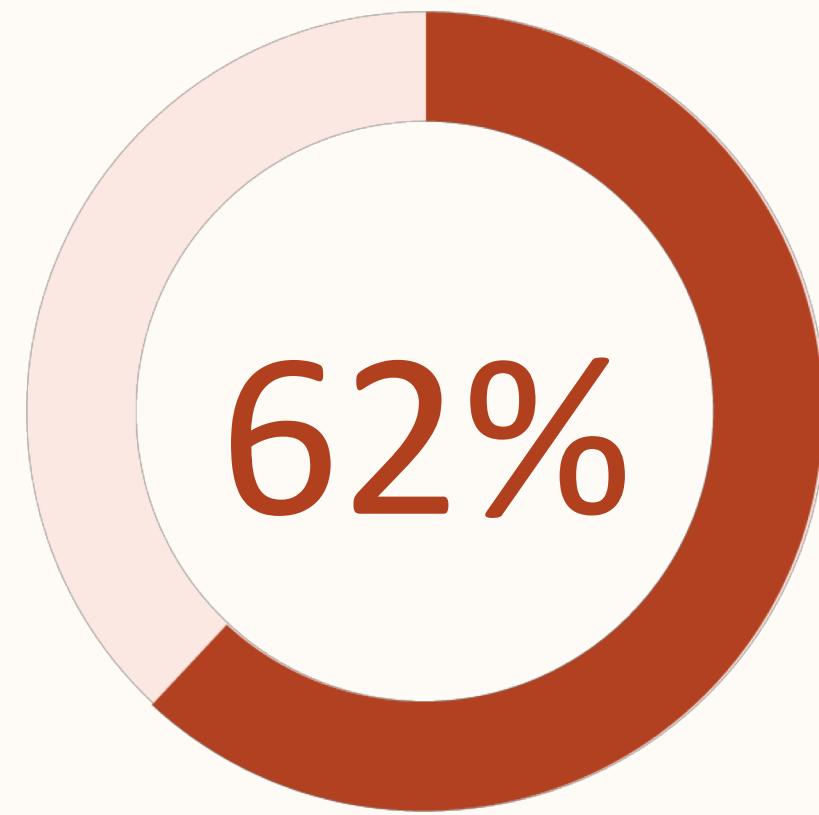
Top 3 ways L&D professionals demonstrate the success of learning



Increasing employee engagement with learning resources



Closing known skills gaps within the organisation



Attend meetings with executives/senior managers

Measuring skills gaps is a multi-pronged approach

How L&D professionals find the most important skills to train

Perform internal skills gaps assessments



Monitor business KPIs/key metrics



Attend meetings with executives/senior managers



Looking to industry trends to prevent skills gaps



We rely on manager input

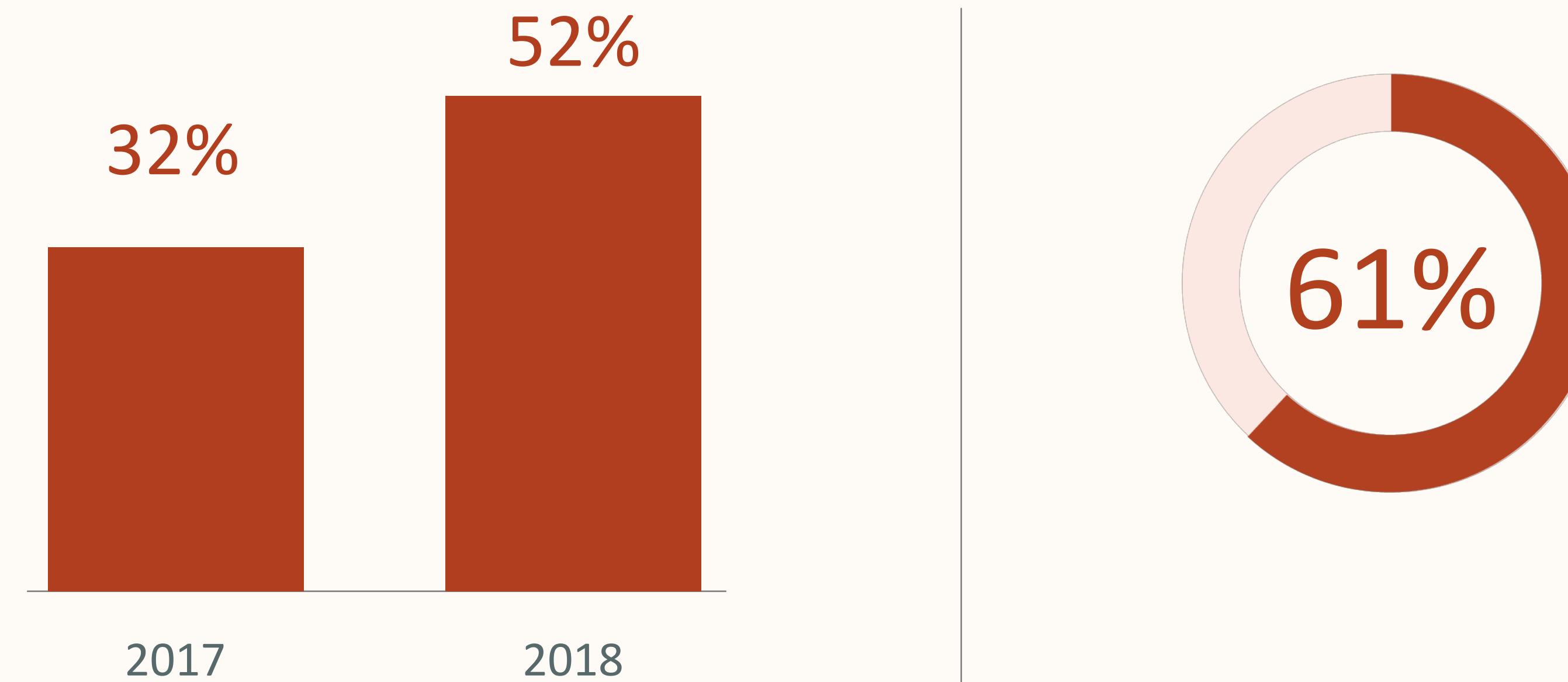


Monitor complaints



L&D professionals increase collaboration with business partners to close skills gaps

More L&D professionals leverage business partners





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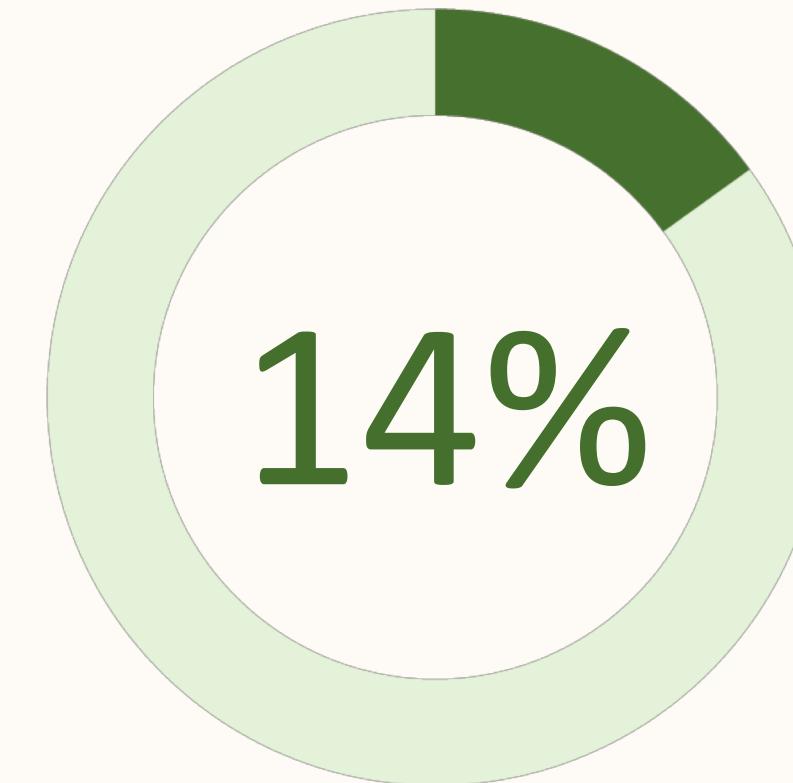
1
It's time to turn up the volume and creativity of marketing communications



Spend more time marketing programs to increase learner engagement

Creative marketing can help solve top challenges

Investing more time in creative marketing can help raise awareness of learning programs



L&D professionals only spend **14%** of their time promoting employee engagement with learning

(e.g. video marketing, creative signage, competitions, success stories)

Keep using tried and true marketing channels to reach learners

Email marketing

L&D professionals



62% use email marketing to promote learning.

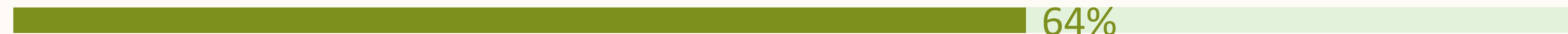
Employees



55% discover learning programs via email marketing.

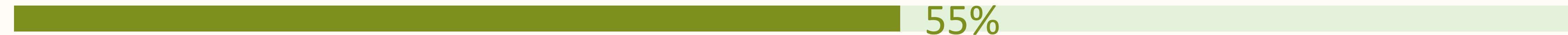
Employee intranet

L&D professionals



64% use the employee intranet to promote learning.

Employees



55% discover learning programs via the employee intranet.

Turn up the volume on partner marketing to reach learners

Manager involvement

L&D professionals



66% leverage managers and leadership to promote learning

Employees



42% discover learning programs through managers or leadership

Employee intranet

L&D professionals



58% leverage talent management initiatives to promote learning

Employees



40% discover learning programs through talent management initiatives



How TomTom Marketed LinkedIn Learning: With an Epic Video

Leading L&D teams like TomTom are implementing marketing tactics to connect with learners. These creative and attention-getting tactics foster a strong culture of learning within the company.

1 Create a brand for the L&D team.

The program was announced at a quarterly all-hands meeting, and immediately following the announcement, a company-wide email went out with information on how to access the platform, as well as the video.

2 Get creative.

At each remote location, the site “owner” received a t-shirt that mirrored the video game promotion, and was tasked with talking up the program among staffers.

3 Embrace your organisation’s culture.

The L&D team used an upbeat, conversational tone in their internal communications by working jokes and quirky quotes into their emails so employees enjoy—and even look forward—to reading monthly updates.

Use video to get the organisation excited about learning

What's the best way to raise awareness about learning programs? Develop a full-production video with all the bells and whistles; or simply use your smartphone to make a quick video of your CEO sharing thoughts on why learning is important. Either way, you're sure to get the attention of learners and inspire them to learn.

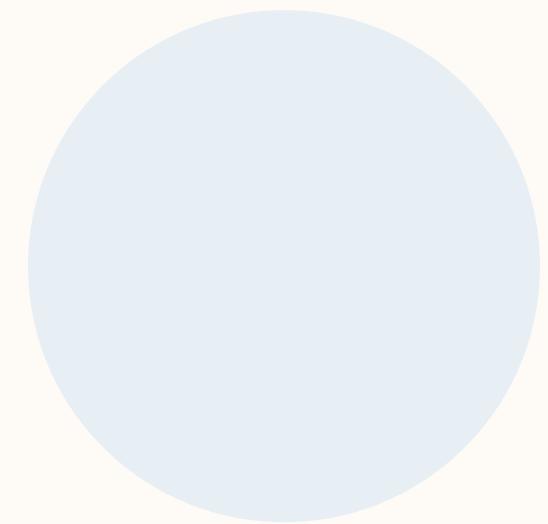


TomTom taps into its gaming culture



Econet's COO champions the importance of upskilling

Conclusion: How to take action on key findings



Next steps

- Get proactive:** With budgets increasing, have a plan ready for where additional budget can be allocated.
- Understand skills gaps:** Assess where you are with skills gaps: What are the current methods and tools you're using? What's working? What's not?
- Harness skill data:** Consider solutions like LinkedIn Learning that not only help you deliver up-to-date content, but also help you measure skills gaps and benchmark skills development against your peers.

- Tap into technology:** Continue to increase your investment in online learning to meet the learning styles of every generation.
- Mix and match:** Combine in-house content with expert off-the-shelf content in curated learning paths to make them even more relevant and applicable.
- Try new marketing communications:** Invest more time in marketing learning programs and leverage the creative ideas in this report to increase learner engagement.
- Keep up the effort to engage managers:** It is tough to get managers to take on a stronger roll in employee learning, but this strategy is effective. Keep up the effort and try new strategies to motivate managers.

The shift is on and the stakes are high

In LinkedIn Learning's 3rd annual Workplace Learning Report, you'll discover how Learning leaders like you:

- Leverage increased influence and budget
- Lead organisations in closing skills gaps
- Think like marketers to increase learner engagement



Customer Panel



Featured Speakers



Sian Brown
Head of People at
FitFlop



Andy Mellor
Learning & Development Design
Manager at BookingGo

03

Q&A



