



3rd Annual

2019 Workplace Learning Report

Why 2019 is the Breakout Year for Talent Development

We surveyed HR and L&D professionals in the UK to better understand talent development today. Discover how learning leaders like you leverage increased budgets and influence to close skill gaps through engaging learning experiences in 2019.

01 Increased budgets and influence pave the way for more strategic L&D teams

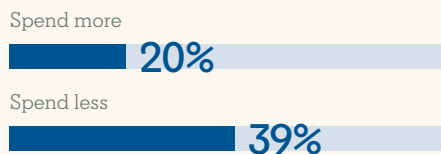
Survey results indicate a tipping point in the L&D industry. Increased budgets and executive support are paving the way for a more empowered L&D teams — one with the support and technology to tackle day-to-day challenges, as well as even more strategic and proactive efforts like understanding skills gaps.

More budget for online learning

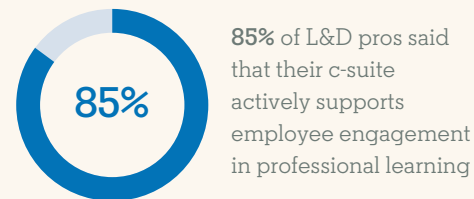
Online learning



Instructor-led training



Active support of L&D from execs



Active support of L&D from senior leadership



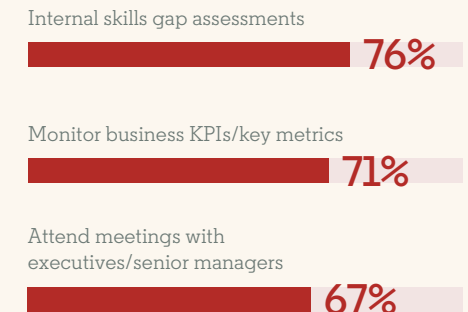
02 Finding and Closing Skills Gaps: What L&D needs to Master

This is the year that L&D hones their ability to find and close skills gaps. Macroeconomic trends including automation, digital transformation, and record low unemployment numbers leave organisations to play catch-up as they try to hire and develop the right skills—and L&D is ready.

L&D prioritizes understanding skills gaps in 2019

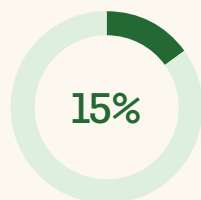
- 1 L&D's #1 focus is to identify, assess, build, and track skills competencies
- 2 Develop career frameworks
- 3 Increase engagement with learning programs

Today, L&D uses a multipronged approach to identify the most pressing skills to train for:



03 Marketing Meets L&D: Think Like a Marketer

If L&D wants to dramatically increase learner engagement, then It's time to focus on the creativity of marketing communications of learning programs.



It's time to embrace your inner marketer

L&D only spends 15% of their time promoting employee engagement with learning (e.g. emails to employees, lunch & learns)

Email marketing reaches learners

L&D Pros



61% of L&D pros use email marketing to promote learning

Employees



59% of employees discover learning programs via email marketing

Opportunity to leverage managers and leadership

L&D Pros



68% of L&D pros leverage managers and leadership to promote learning

Employees



43% of employees discover learning programs through managers and leadership



LinkedIn Learning, the leading online learning platform, helps increase learner engagement and close critical skills gaps. The library has over 13,000 courses taught by real-world experts—and over 7,500 courses in international languages such as German, French, Spanish, and Portuguese. The library is always up-to-date with the most in-demand business, technology, and creative content with more than 50 courses added each week. Additionally, LinkedIn insights and social experiences make learning more personalised and interactive so employees develop the most relevant, applicable skills. For more information, visit <http://learning.linkedin.com>

Check out the web experience and download the PDF — lnkd.in/learning2019

Sources

1. LinkedIn Learning platform data from 2017 to 2018
2. LinkedIn study among employed LinkedIn Members surveyed from LinkedIn Member Databases in 2017

