

## **Improving employee engagement is now L&D's top business driver!**

Nigel Paine, Strategic Advisor on Leadership and Talent development, commented on the latest UK Learning Trends report's key findings and trends. He said: "The report confirms a lot of assumptions: the move to mobile, the need for a strategy for informal learning and the impetus around employee engagement. But this confirmation is actually dynamite. It gives a locus and a context for all of those involved in L&D and the senior executives that support it."

There appears to be a stronger overall emphasis on learning with this survey, with 36% (+11%) of senior Learning Managers predicting this will increase in the coming months.

The perceived shift towards using technology (such as e-learning and other virtual learning delivery methods) remains consistently high, with 76% (+3%) saying this will increase and 20% (-5%) seeing no change. Spending on technology-based learning (such as e-learning programme development) remains high, with 64% (-1%) seeing an increase and only 3% (-2%) saying it will decrease.

Reliance on informal learning stands out as a positive trend with 60% (-5%) reporting that this will continue to increase in the coming six month period. Spending on informal learning support remains consistent, with 42% (-15%) saying this will increase.

Use of social media in learning solutions continues to grow, with 54% (-9%) predicting an increase in this area in the coming months.

Spending on external coaching will not change with 61% of senior Learning Managers saying that spending in this area would not change; 17% felt it would increase, and 22% said it would decrease.

### **Business drivers:**

Improving employee engagement and commitment is ranked as the most critical business driver for L&D at 68% (+5%).

Improving organisational execution and efficiency is ranked a close second at 67% (0%), showing no increase in percentage since the previous survey.

Cost reduction and containment is ranked third in terms of overall importance for L&D at 51% (+7%), followed by revenue growth in fourth place at 36% (-12%).

### **Top five areas of focus for L&D**

1. Leadership development 53%
2. Management performance 31%
3. Talent management and retention 31%
4. Industry specific skills 29%
5. Performance management 28%

Organisations were asked if they had a specific, agreed strategy for informal learning. Only 24% said that they did have such a strategy, whilst the majority (76%) did not.

If you would like to develop a strategy for informal learning, perhaps following the 70:20:10 model, please contact me: [peter@peterwelchcoaching.co.uk](mailto:peter@peterwelchcoaching.co.uk)