

Workplace Learning Report 2024

Every year, we survey L&D leaders across the United Kingdom to better understand the current state of the learning industry. This report is filled with unique insights that can inform and elevate your impact within your organisation and empower you to help your employees build a resilient and adaptable future.



Chapter 1

The state of L&D in the United Kingdom

Helping employees develop their careers is significantly more important than it was in 2023.



30% of learning leaders said that helping employees develop their careers is a top focus area for 2024. By providing UK-based employees with career development tools and skills, there is an opportunity to energise and retain talent.

Chapter 2

Skills agility in the United Kingdom

To thrive in the AI era, employees must be empowered to grow.

76% of learners in the UK want to learn more about how to use AI in their profession.

Let AI [assist your workforce](#), especially when it comes to allowing people more time to focus on what's next in their career path. To champion the importance of reskilling and business transformation in the age of AI, L&D pros must invest in their own leadership skills.



Top Tips

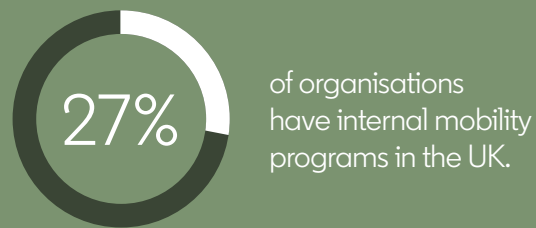
- 1. Create a culture of continuous learning:** It's important to value and reward [continuous learning](#) that not only supports individual growth, but also contributes to your organisation's overall adaptability and competitiveness. In 2024, UK employees' number one motivation to learn is "progress toward career goals."
- 2. Provide personalised development plans:** [Across the world, 'advancement' was the no. 4 priority for candidates of all generations.](#) Learning leaders can collaborate with employees to create personalised plans tailored to their individual career goals and aspirations. By aligning learning opportunities with their career objectives, they can achieve a more meaningful and motivating experience.



Top Tips

- 1. Assess your team's existing knowledge:** You can use online tools, surveys, or interviews to evaluate your team's strengths and weaknesses and map out a learning plan. Keep an open dialogue with your team and discover their willingness to learn and adapt, as some more than others may find the adaptation to AI daunting.
- 2. Provide training and resources:** Build your teams AI literacy through online courses, webinars, and events. Make upskilling engaging, relevant, and flexible for your team to maximise their potential.
- 3. Adapt to the changing landscape:** AI is part of a fast-paced evolution of technology. Keep your team updated and informed about the latest trends and best practices in AI, through continuous learning and open communication.

Internal mobility is a growing spark that requires fuel.

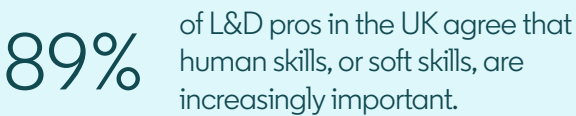


Learning leaders value internal mobility, as it enhances retention, adaptability, and cross-functional expertise. Yet, some organisations struggle to shift their culture, facing obstacles such as external hiring bias and talent ‘stockpiling’ by managers.

Chapter 3

How L&D succeeds

Impactful tactics and bold ideas inspire a brighter future.



While you may face daunting demands, it pays to cultivate a purposeful vision. Agile skills are the most valuable gift leaders like you can give to your workforce, your organisation, and yourself.



Top Tips

- 1. Drive for progress not perfection:** Don't get bogged down trying to build the perfect [internal mobility program](#). Brainstorm small steps your organisation can take today.
- 2. Promote your internal opportunities:** [LinkedIn's Future of Recruiting Report 2023](#) showed that in the UK, employees at companies with opportunities for internal mobility stay 62% longer. Investing in career growth is a keyway to improve loyalty and engagement.
- 3. Upskill your workforce to drive better internal mobility:** Companies that help their employees build skills have higher internal mobility. In the UK, companies whose employees excelled at developing skills in the last 12 months, had a 4% higher internal mobility rate than companies that fell behind on skills development. Work with employees to develop a custom skills plan, while also keeping the needs of your business in mind.



Top Tips

- 1. Lean into analytics:** Align learning opportunities to business strategies and cultivate your data literacy. Provide yourself with as many strategic insights as possible to make informed, data-driven decisions.
- 2. Build the right metrics:** Ditch the vanity metrics such as, ‘employee satisfaction’ or the ‘number of trainings delivered.’ Instead, [focus on metrics that deliver value efficiently](#), contributing to personal and organisational success.
- 3. Polish your human skills for the age of AI:** Focus on the ‘soft skills’ required to meet the demands and opportunities that come with AI. These include interpersonal, presentation, problem-solving, and people management skills.
- 4. Embrace the power of constant growth:** The phrase “little and often” is one to keep front and centre. By providing engaging, personalised, and flexible learning on a regular basis, you can help your people make consistent progress in small bites.



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