

L&D pros, do you know how Gen Z wants to learn?

We asked 2,000 Gen Z* workers what they want from a learning program. Then, we asked 400 L&D professionals what they thought Gen Z really wants. As you might imagine, they were not perfectly aligned. The good news is that a few simple adjustments can go a long way. Here's how.



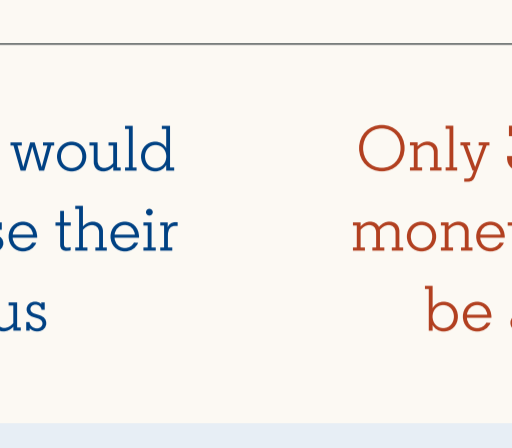
What Gen Z Actually Wants



L&D Perception of what Gen Z Wants

Primary Motivation: Monetary Compensation

59%



33%

59% of Gen Z said they would learn in order to increase their salary or get a bonus

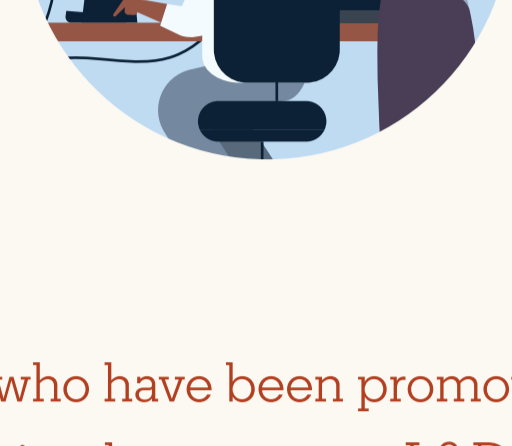
Only 33% of L&D pros thought monetary compensation would be a top motivating factor

That means two-thirds (67%) of L&D pros may not realize how important money is to these up-and-comers.

Secondary Motivation: Career Advancement

46%

of Gen Z said they'd spend more time learning to get a promotion



28%

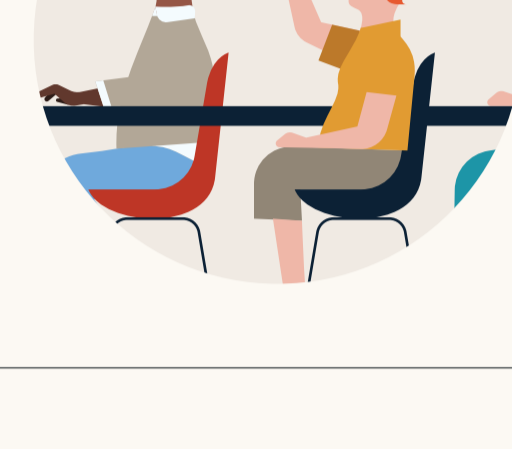
of L&D pros thought a promotion would motivate Gen Z to learn

TIP By profiling learners who have been promoted and sharing how learning helped accelerate their advancement, L&D can inspire others to start a learning habit.

Biggest Fear: Making a Bad Impression

34%

of Gen Z are motivated to learn to impress their boss



23% are worried about failing

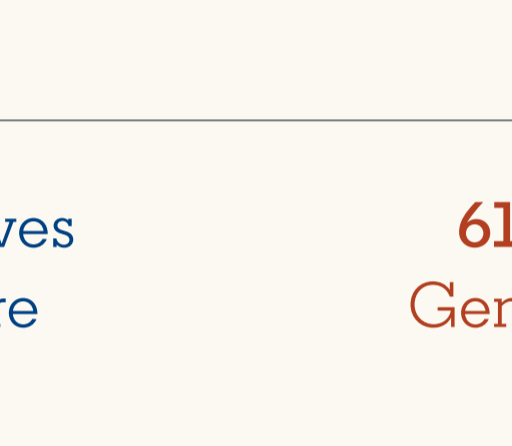
23%

TIP Share courses with Gen Z that are specifically geared towards soft skills such as body language and communication to help ease these fears.

Soft Skills vs. Hard Skills

62%

of Gen Z believes hard skills are more important



61%

of L&D pros believe Gen Z will need help more with soft skills

TIP Market the value of soft skills to Gen Z by sharing LinkedIn Learning's 2019 Most In-Demand Skills which lists creativity and persuasion as the most valued soft skills today.

Pop Quiz!

What do L&D pros think Gen Z wants from their learning platform?

- a) Anytime, anywhere learning
- b) Collaborative learning
- c) Personalized learning experience
- d) Individualized development plans

Answer below next chart

L&D pros believe Gen Z will expect:

38%

anytime, anywhere learning

36%

personalized learning experience

36%

collaborative learning environments

36%

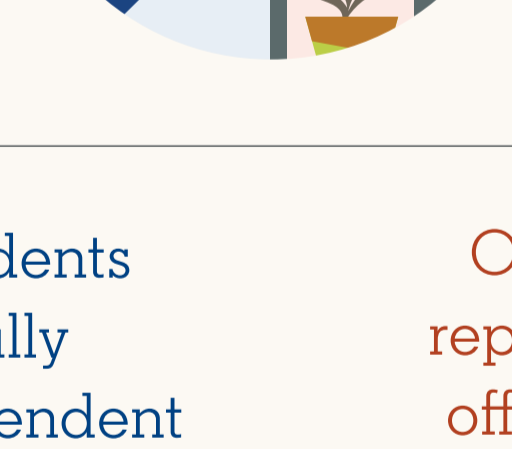
individual development plans mapped to their career path

Answer: They don't agree on what features are most important to Gen Z learners.

What Gen Z actually wants most: more independence

43%

of Gen Z respondents said they prefer a fully self-directed and independent approach to learning



20%

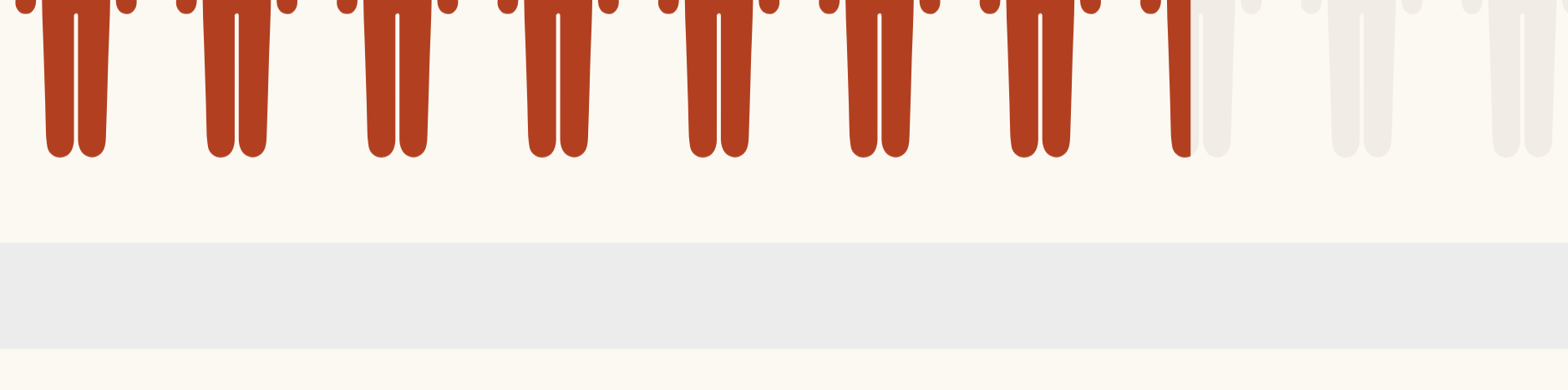
Only 20% of L&D pros reported that they plan to offer Gen Z learners this level of self-direction

Only 1 in 5 L&D pros plan to offer self-directed learning, which could cause Gen Z learners to disengage.

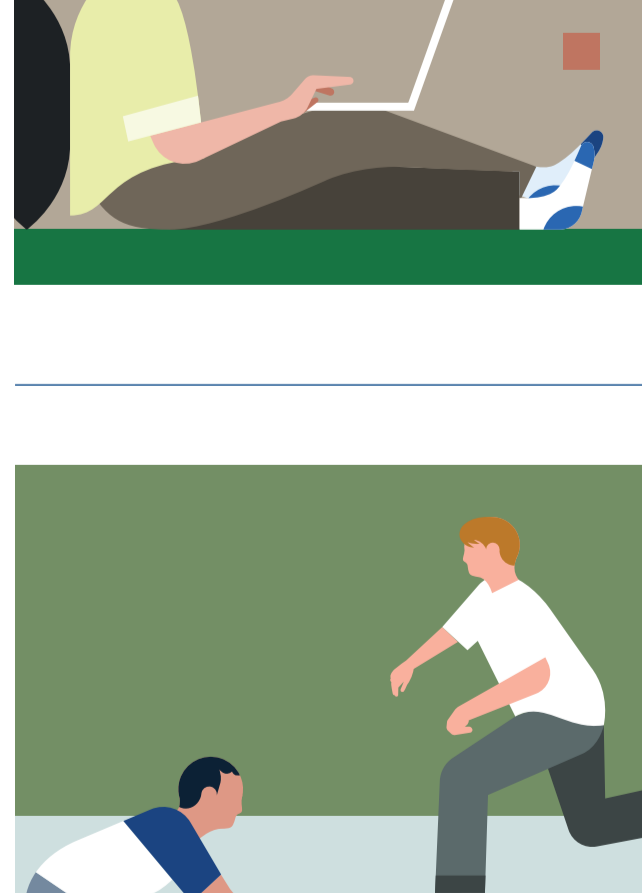
L&D pros are ready to meet the needs of Gen Z

over 7 in 10

(74%) L&D pros said they plan to make changes to their L&D program to accommodate Gen Z workers.



3 key areas for engaging Gen Z the right way



1. Offer on-demand learning

The generation that grew up with Youtube and Netflix doesn't just want learning on-demand, they expect it. Putting less emphasis on in-person training and more on digital courses is a great way to engage self-directed learners.



2. Curate custom learning paths

A big personality trait of Gen Z is their desire for autonomy. Create several custom learning paths for Gen Z learners to take, supporting their independence, while also giving them what they need to be successful.



3. Support their need for self-directed learning

Gen Z not only enjoys autonomy, but they also make good use of it. If you give Gen Z the freedom to simply explore a course catalog of say 13,000+ courses on their own, then they might surprise you.

Discover more learner engagement tactics in the [Learner Engagement Playbook](#) at:

lnkd.in/learner-engagement

About LinkedIn Learning

LinkedIn Learning, the leading online learning platform, helps organizations increase learner engagement and close critical skills gaps. With over 13,000 courses taught by real-world experts—and more than 50 new courses added every week—the library is always up-to-date with the most in-demand business, technical, and creative content. Additionally, LinkedIn insights and social experiences make learning more personalized and interactive so employees develop the most relevant, applicable skills. For more information, visit <http://learning.linkedin.com>.

*Gen Z as defined by those born between 1995-2010