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 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.

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.

1. Offer on-demand learning
2. Curate custom learning paths
3. Support their need for self-directed learning

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

L&D pros believe Gen Z will expect:
- anytime, anywhere learning (34%)
- collaborative learning (36%)
- personalized learning experience (36%)
- individualized development plans (36%)

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

What Gen Z actually wants most: more independence

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
34% of Gen Z are motivated to learn to impress their boss
23% are worried about failing
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

Primary Motivation: Monetary Compensation
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

Secondary Motivation: Career Advancement
59% of Gen Z said they would learn in order to get a promotion
Only 33% of L&D pros thought monetary compensation would be a top motivating factor

L&D perception vs. what Gen Z actually wants

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.

3 key areas for engaging Gen Z the right way

1. TIE an increased learning environment
2. Create a career learning path
3. Support them need for self-directed learning

In 2020, LinkedIn reported that 43% of Gen Z respondents said they prefer a fully self-directed and independent approach to learning.

L&D pros underestimate the importance of money

Only 33% of L&D pros thought monetary compensation would be a top motivating factor
59% of Gen Z said they would learn in order to increase their salary or get a bonus

Soft Skills vs. Hard 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.

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