



# 3rd Annual 2019 Workplace Learning Report: European Edition

Why 2019 is the Breakout Year for Talent Development

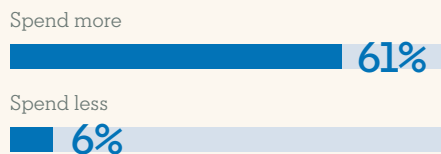
LinkedIn Learning surveyed L&D professionals and workplace learners across European countries—such as the UK and Germany—to better understand talent development today. Discover how learning leaders like you leverage increased budget and influence to create more engaging learning experiences and close skills gaps.

## 01 Increased Budget and Influence: More Strategic L&D Teams

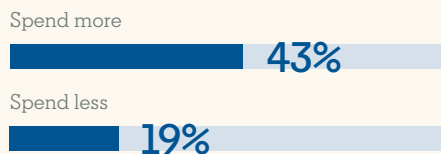
Survey results indicate a tipping point in the L&D industry. With widening skills gaps and historic low levels of unemployment across Europe, L&D teams are at the centre of workforce planning. Survey results show that L&D teams have the increased budgets and executive support not only to tackle day-to-day challenges, but also invest in more strategic and proactive efforts like understanding skills gaps.

### More budget for online learning

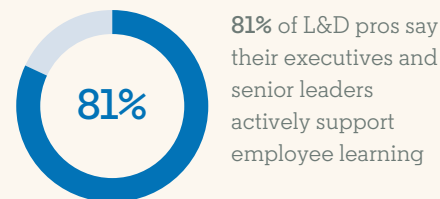
#### Online learning



#### Instructor-led training



### Active support of L&D from execs and senior leadership



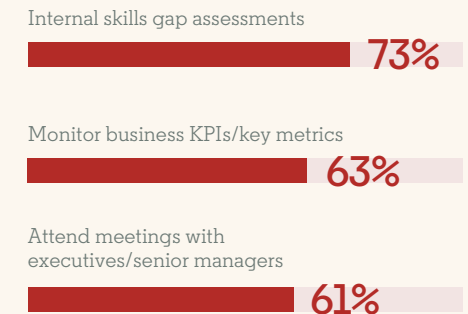
## 02 Understanding Skills Gaps: Top Priority for L&D

In Europe, as well as around the globe, L&D professionals have shifted focus to understanding skills gaps within their organisations. There is no single way to identify, assess, and solve skills gaps. L&D pros depend on data, internal partnerships, and learning technologies to help them solve the most pressing skills gaps within the organisation.

### L&D prioritises understanding skills gaps in 2019

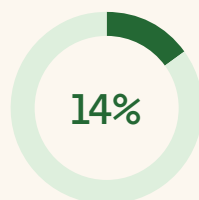
- 1 Identify and assess skills gaps  
↑ 32% increase year over year
- 2 Increase engagement with learning programs
- 3 Develop career frameworks

### 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

It's time to turn up the volume on marketing communications. Data shows that owned channels—like email marketing—successfully reach employees today. In contrast, messages about learning from managers and leadership don't reach the majority of learners yet, but they have the potential to have the biggest impact.



### It's time to embrace your inner marketer

L&D only spends **14%** of their time promoting employee engagement with learning (e.g. emails to employees, lunch & learns). Invest more time in marketing to increase learner engagement.

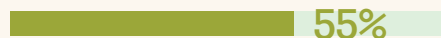
#### Email marketing is working

##### L&D Pros



62% of L&D pros use email marketing to promote learning

##### Employees



55% of employees discover learning programs via email marketing

#### Leveraging managers more is an area of opportunity

##### L&D Pros



66% of L&D pros leverage managers and leadership to promote learning

##### Employees



42% 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>

Full report coming soon. Read the report February 25th — <http://lnkd.in/learning2019>

#### Sources

1. LinkedIn Learning platform data from 2017 to 2018
2. LinkedIn commissioned study by Census Wide of 3,072 US full time workers 18+
3. LinkedIn study among employed LinkedIn Members surveyed from LinkedIn Member Databases in 2017

