LinkedIn Learning

2020 Workplace Learning Report

4th Annual | APAC

## L&D in a new decade: taking the strategic long view

We asked L&D pros, people managers, and learners in APAC about their priorities, challenges, and what really inspires them to learn. What we found may surprise you.

Full report available on March 3rd at:
lnkd.in/learning-report

State of the Industry: L&D budgets are growing, while engaging CEOs is the next opportunity
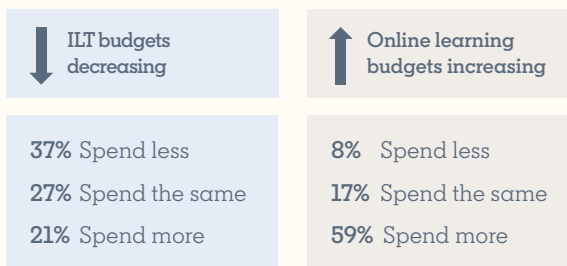
Talent developers continue to secure additional budget to scale their learning programs in 2020. Over one-third of L&D budgets in the APAC region are expected to grow and 61% of talent developers plan to spend more on their online learning programs. Given that 85% of L&D pros say that they have executive buy-in—and only 24% of CEOs are learning champions —the next big opportunity in 2020 is to engage senior leadership to promote learning programs.

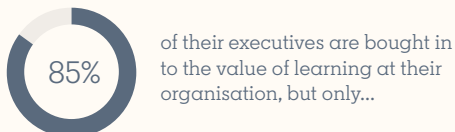### Over one-third of L&D Pros expect budgets to grow in 2020*

48%
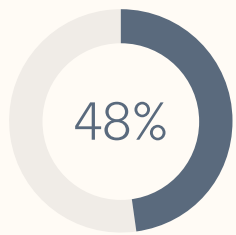
*% of respondents expecting budget increase

Budgets continue to shift from ILT to online learning in 2020 helping L&D scale learning in APAC

↓ ILT budgets decreasing

37% Spend less
27% Spend the same
21% Spend more

↑ Online learning budgets increasing

8% Spend less
17% Spend the same
59% Spend more

L&D pros believe that their executives recognise the importance of learning. CEO championship is the next opportunity.

85% of their executives are bought in to the value of learning at their organisation, but only...

24% of their CEOs are champions of learning and development.

Standards for measuring impact and engagement have yet to emerge

The top strategic focus area for L&D this year is to measure the impact of learning, yet data shows us that there isn't an industry standard. Talent developers rely on both quantitative data from online learning solutions and qualitative feedback from learners to prove the value of learning.

Ways that L&D measures the impact of online learning

1. Qualitative feedback from employees

2. Number of course completions

3. Number of employees who consistently learn online

4. Employee satisfaction

5. Qualitative feedback about behavioral change

Driving higher learner engagement is a consistent challenge for all talent developers, but—as with measuring impact—the industry has yet to converge on a standard definition of engagement, evidenced by fairly distributed results below.

How L&D defines an engaged learner

30% Course completions

25% Learner satisfaction surveys

23% Don't measure learner engagement
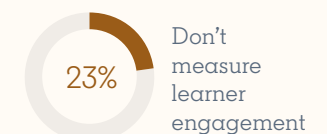
Top managers to drive engagement and create a culture of learning

As an industry, we know that managers are the key to driving engagement and creating a culture of learning. Easier said than done: while leveraging managers is a top tactic to drive engagement, activating those managers is the #1 challenge for L&D pros. That makes sense, given that only 41% of learners said that their managers encourage them to spend more time learning. For that reason, we wanted to dig a little deeper to look at what motivates managers and pinpoint tactics to help with 'manager activation'.

## Tie learning to career growth to drive engagement with both managers and learners
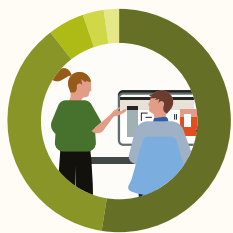
Why do managers recommend learning to their teams?

- **51%** | Grow their career
- **36%** | Get better in current role
- **5%** | Learn a new skill
- **3%** | Solve a problem
- **2%** | Other
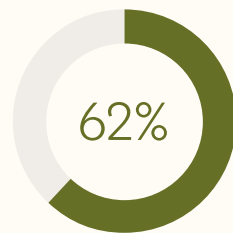
62%

of employees would spend more time would spend more time learning if they had specific course recommendations to help them reach their career goals.
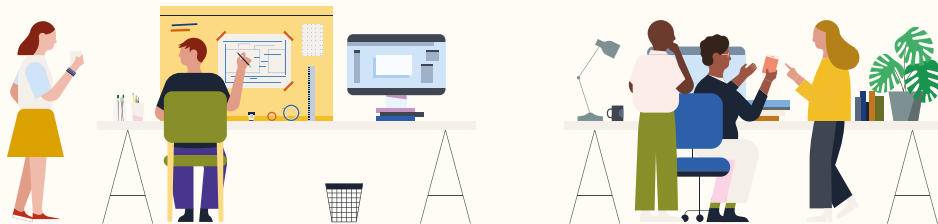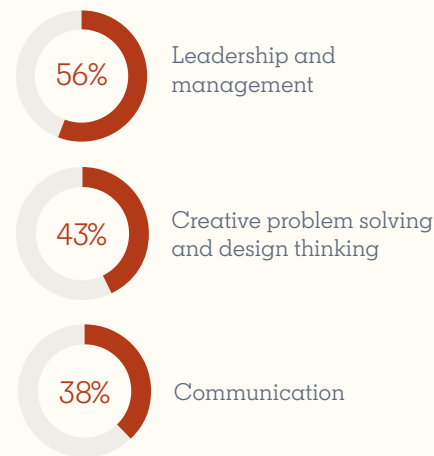
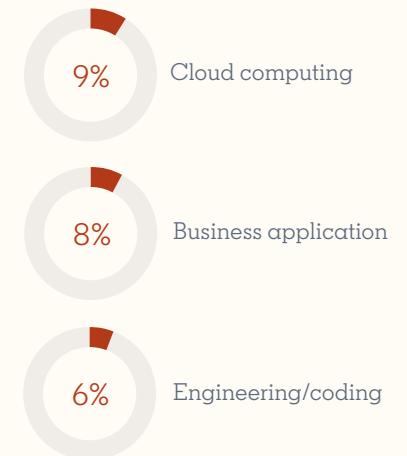# L&D is focused on building soft skills today and upskilling and reskilling tomorrow

In 2020, they're focused on building soft—or uniquely human—skills that can't be automated. Interestingly, developing technology skills landed at the bottom of their priority list, indicating that they may already have programs in place to address these gaps.
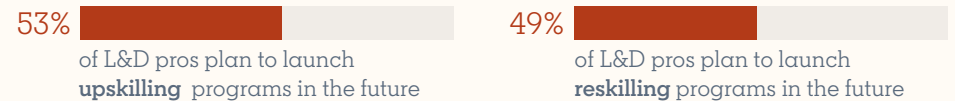
Skills gaps that L&D wants to close in 2020

Highest priority gaps

- **56%** Leadership and management
- **43%** Creative problem solving and design thinking
- **38%** Communication

Lowest priority gaps

- **9%** Cloud computing
- **8%** Business application
- **6%** Engineering/coding

As the pace of technology advancement increases, the era of upskilling and reskilling has begun

53% of L&D pros plan to launch **upskilling** programs in the future

49% of L&D pros plan to launch **reskilling** programs in the future

Download the full report on March 3rd and find out what learning leaders at Kraft-Heinz, Verizon, MGM Resorts International, Kellogg's, LinkedIn, Novartis, ServiceTitan, and Josh Bersin think about these insights: lnkd.in/learning-report

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