

2020 Workplace Learning Report

4th Annual | EMEA



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

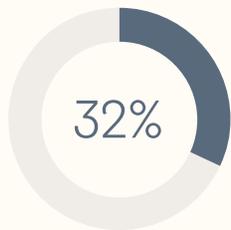
We asked L&D pros, people managers, and learners in EMEA (Europe, Middle East and Africa) about their priorities, challenges, and what really inspires them to learn. What we found may surprise you.

Full report available at: lnkd.in/learning-report

State of the industry: L&D continues to garner both budget and buy-in

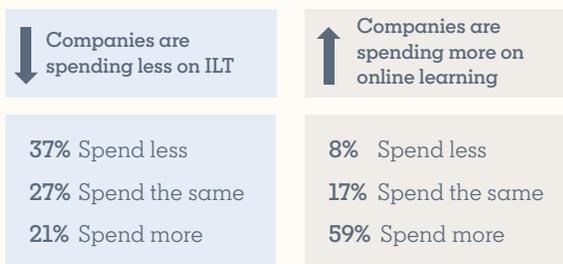
Talent developers continue to secure additional budget to scale their learning programs 2020. Almost one-third of L&D budgets in EMEA are expected to grow and 57% of talent developers plan to spend more on their online learning programs. Given that 85% of L&D pros say that they have executive buy-in—and only 25% of CEOs are learning champions—the next big opportunity in 2020 is to engage senior leadership to promote learning programs.

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



*% of respondents expecting budget increase

Budgets continue to shift from ILT to online learning over the past 3 years, helping L&D scale learning in EMEA



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



Standards for measuring impact and engagement have yet to emerge

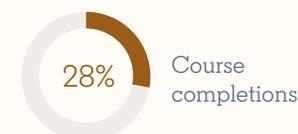
The top strategic focus area for L&D this year is to measure the impact of learning, yet data shows us that there isn't an industry standard. Talent developers rely on both quantitative data from online learning solutions and qualitative feedback from learners to prove the value of learning.

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



Top managers to drive engagement and create a culture of learning

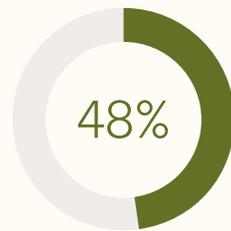
As an industry, we know that managers are the key to driving engagement and creating a culture of learning. Easier said than done: while leveraging managers is a top tactic to drive engagement, activating those managers is the #1 challenge for L&D pros. That makes sense, given that only 43% of learners said that their managers encourage them to spend more time learning. For that reason, we wanted to dig a little deeper to unpack what motivates managers and pinpoint tactics to help move the 'manager activation' needle.

Tie learning to career growth to drive engagement with both managers and learners



Why do managers recommend learning to their teams?

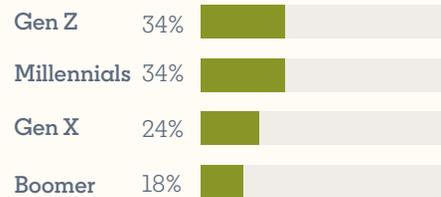
- 56% | Grow their career
- 31% | Get better in current role
- 6% | Learn a new skill
- 3% | Solve a problem
- 1% | Other



of employees would spend more time learning if they had specific course recommendations to help them reach their career goals.

Motivate younger employees to learn by asking managers to recognise learning accomplishments

Take a look at the percentage of learners who would spend more time learning if it was recognised by their manager.



L&D is focused on building soft skills today and upskilling and reskilling tomorrow

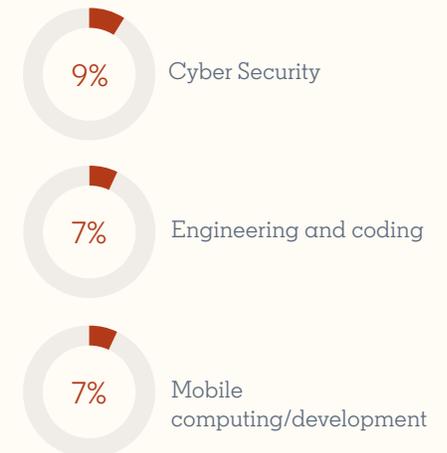
In 2020, they're focused on building soft—or uniquely human—that can't be automated and are foundational regardless of an employee's role. Interestingly, developing technology skills landed at the bottom of their priority list, indicating that they may already have programs in place to address these gaps.

Skills gaps that L&D wants to close in 2020

Highest priority gaps



Lowest priority gaps



As the pace of digital transformation increases, the era of upskilling and reskilling has begun

52% of L&D pros plan to launch **upskilling** programs in the future

39% of L&D pros plan to launch **reskilling** programs in the future

Download the full report 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

LinkedIn Learning is a leading online learning platform that helps professionals learn relevant skills and achieve their goals. It combines a library of 15,000+ up-to-date courses taught by local experts—including 7,500+ courses in German, French, Spanish, Portuguese, Japanese and Mandarin Chinese, with an engaging, intuitive, and personalised learner experience. LinkedIn Learning also includes real-time skills insights that help learning leaders identify skills gaps and learner needs. For more information, visit <http://learning.linkedin.com>