

Employees don't want to climb your corporate ladder anymore – now what?

A guide on how to reduce attrition by unlocking new learning & development opportunities.



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Fasten your seatbelts: we are experiencing turbulent times at the workplace

Ever since its June 2020 peak, employees' happiness at work has decreased by 6%, which later resulted in the Great Resignation and an even greater skills crisis. Between this and current turbulent times, employee engagement and retention have never been this challenging, since most known methodologies needed to be adapted to the shifting employee perspective on work and a hybrid reality.

In 2022, personal and professional growth opportunities have become a key factor in job satisfaction. People are looking for jobs that offer meaningful purpose, connection, and opportunities for skill development. The pandemic has made many individuals re-evaluate their priorities and prioritize these factors over traditional perks such as office amenities and free food.



Research suggests that fostering a positive and supportive work environment that encourages employee connection and skill development is crucial in retaining skilled employees. However, many employees struggle to form connections and feel that their managers do not provide adequate support or opportunities for growth. Additionally, many employees do not see clear career advancement paths within their current organizations. This presents a problem as continuous skill development is essential for job performance and retention.

In light of these challenges, companies must adapt their approach to employee engagement and development. Investing in employee growth and satisfaction can help retain skilled workers and reduce the cost of recruiting and training new employees. With the changing world and workforce, it is important for companies to adapt and prioritize employee well-being and development.



Unlocking the power of communities means to enable learning

Opportunities for learning and growth are vital for a positive work environment, but it can be challenging to provide these opportunities during uncertain times, when many people may feel disconnected from others. Netflix's Director of Learning and Organization Development noted that during times of uncertainty, people crave connection with others.

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Learning and development is not just about advancing in a job, but also about building relationships and feeling a sense of belonging within a team. Studies have shown that a majority of employees find learning with others to be more enjoyable (86%), believe it improves their job performance (91%), and makes them feel like they belong (92%).

In light of this, companies are shifting towards "community-based learning" where employees learn and grow together and make connections with their coworkers. This approach is becoming increasingly popular, particularly in the wake of the pandemic and the limitations on in-person interactions. As a result, since the pandemic hit, LinkedIn has registered a significant increase in LinkedIn Learning's social features, such as groups, sharing courses and asking questions. Companies are also beginning to tap into this trend to provide learning and development opportunities for their employees.



The “Gig Economy” for corporate workers

The main reason why community-based learning is so powerful is because it unlocks the knowledge and skills of the entire organization in the process of realizing business outcomes, while bringing everyone together, but it also has other benefits. When people learn together, they are more likely to remember what they learned. This kind of learning is different from when a boss tells you what to learn. Instead, people learn what they need to know when they need it.

Community-based learning also helps create a culture where people feel safe to ask questions and share their ideas. This is important because it helps the whole company learn and grow.



Schneider Electric started using something called "internal gigs" which are short projects that help employees learn new skills and meet the company's needs. They only take a few hours a week, but they help people learn and connect with others in the company.

One of the main goals of the internal gigs project is to provide employees with more control over their learning and development. Instead of being limited to traditional training programs, employees can choose from a variety of internal gig projects that align with their interests and career goals.



The internal gigs also help employees to connect with others within the company and build relationships across teams and departments. The project allows employees to collaborate with different teams, share their knowledge and skills, and learn from one another.

Schneider Electric has created a platform, the Open Talent Market, to support the internal gigs project and make it easy for employees to find and apply for gig projects. This platform allows employees to browse available gig projects, submit proposals, and connect with project managers.

The internal gigs project is one of the ways that Schneider Electric is trying to adapt to the changing workforce and create a more flexible and engaging work environment.

Schneider Electric is just one example of a company that experienced that the way people think about their jobs and what they want from an employer is changing. In the past, many people wanted to move up in a company and climb the career ladder. But now, people want roles that make them feel like they are doing something important, that they belong, and that use their skills. People are not just looking for one job to stay in for a long time, they want to have a variety of jobs and experiences. This is called a "career portfolio".

For example, imagine an employee is doing a stellar job in their Customer Success role, but they find it extremely unfulfilling. However, the community of young professionals speaks very highly of them, and they are also known for being a great mentor to many younger colleagues. In this case, involving them in the recruitment process or employer branding initiatives would not only make the employee stay at the company and motivate them to find new opportunities internally, but it would also contribute to business objectives and attrition reduction.



A short guide to building a strong learning foundation

To make sure employees can learn and grow in a way that works for them, companies need to create a strong learning foundation. When implementing a program to improve the culture of learning within an organization, it is important to keep the following points in mind.

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Make sure employees are empowered to explore their interests and build the skills they want. This can be achieved by providing a wide range of learning opportunities and resources, and by giving employees the autonomy to choose which ones to take advantage of.



Build a strong community within the company can also enable learning and employee satisfaction. This can be done by encouraging collaboration, communication, and teamwork, and by fostering a culture where there is space and safety to ask questions and give advice, as well as being appreciated for providing certain insights.

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Leverage leadership to encourage a culture where learning is important and valued can help create an environment where employees feel comfortable taking risks, trying new things, and taking on new responsibilities.

This can be done by providing opportunities for continuous learning and professional development and recognizing and rewarding employees for their efforts.

Lastly, companies should also encourage internal mobility by focusing not only on vertical, but also on lateral moves. In doing so, a culture of continuous learning is being fostered, as employees unlock opportunities to gain new skills and take on new challenges.

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There's so much more to learning tech than your training videos platform

The right technology, much like different software solutions, can play a key role in unlocking internal learning opportunities for employees. By leveraging technology-powered automation capabilities and insights, companies can deliver training and development opportunities in an interactive and convenient way that fits into an employee's daily work routine.

Technology can help provide structure, scale, and a clear avenue for employees to share their skills, interests, and unlock opportunities beyond their official job responsibilities. For example, internal communication software and chat interfaces can be used to create a community-based learning approach and facilitate community-building within a large enterprise. This enables employees to connect with one another, share their knowledge and skills, and collaborate on learning and development opportunities.

Overall, technology can help create a more effective and efficient learning environment, making it easier for employees to access, participate, and complete training programs. This can help employees stay up-to-date with the latest skills and knowledge, and grow in their careers.

This is also where **SkillScape** comes in - a lightweight Microsoft Teams app designed to connect and engage employees no matter where they decide to work. With easy peer-to-peer skill and knowledge exchange, SkillScape enables the gig economy within organizations, allowing employees to explore new roles, develop new skills, and take on new challenges while remaining an integral part of the organization.



Ready, steady, GO!

We are happy to support you during the journey of unlocking internal learning opportunities.

Step 1: Schedule your demo today at <https://skillscape.app/> and learn about our community-based learning app.

Step 2: During the demo, we will deep-dive into the latest employee retention and engagement strategies.

Step 3: After the demo, you will be able to set up a pilot to experience the benefits of community-based learning and our app in your organization.

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