



THE INVESTMENT OF EMPLOYEE EDUCATION

How could purposeful training be the missing link to engaged employees?



TRAINING MATTERS.



It's hard to find a tool more powerful than training and development for influencing both an organization's culture and productivity at once. Done with intention, employee education programs can be pivotal turning points in an employee's lifecycle. But what really makes all this learning actually stick? And how does it impact workforce engagement at the end of the day? That's what pushes us at [Vision Wheel](#) to create memorable, meaningful and measurable educational experiences.

Traditional training programs are now virtually extinct, as employee expectations have evolved enormously over the last decade. Today, people are far less likely to compromise on that lacklustre, stale, 1980's video-taped training. Let's acknowledge that development opportunities can often be the very [reason](#) why people decide to [stay](#) and continue their career at one organization, rather than looking elsewhere. And it may well be a [deciding factor](#) for the sought-after talent that are shopping around for the best offer.

Organizations cannot afford to get this wrong. There is simply too much at risk when it comes to retaining, and motivating, your best people.

Too many organizations see employee education as a cost, rather than an investment.

70%

of employees report that they don't have mastery of the skills needed to do their jobs

– Harvard Business Review

1 in 3

professionals cite boredom as their main reason to leave their jobs

– Korn Ferry

Organizations that provide their employees with learning opportunities find those employees to be more **purpose-driven and more engaged** (and probably less bored). Obviously, those that don't, struggle to retain their **talent**.

The trouble is, many organizations see employee education as a **cost**, rather than an **investment**. It is often seen as an 'extra' or a 'nice-to-have' when there is time, rather than an essential, and necessary, part of the employee lifecycle. But these organizations are missing both the bigger picture and the much more costly link to productive, engaged employees. The facts are well-known: the cost to replace an employee is far greater. **Rehiring and retraining are much more expensive** than providing training and development opportunities for employees who are already bought in.

Equipping people to keep up with skills and knowledge in their field, helping them to feel cared for, thereby contributing to both individual and corporate success, is the return on that investment. And who doesn't want to show low churn and burn to their stakeholders at the end of the year?

THREE PILLARS OF EMPLOYEE EDUCATION



NEW HIRE ONBOARDING

When employees join an organization and undertake training in all the practical ins and outs of a role, they are being 'onboarded'.

In onboarding, proximity matters. The closer the person is to customers or clients, the more initial training there should be. But essentially Initial training helps to ease a new hire into their role, with a staged, intentional, measurable plan.

CONTINUOUS LEARNING

As employees move through their lifecycle, they need continuous learning to keep growing in their role and capabilities.

This may include a combination of soft skills and hard skills, depending on the role. For example, there may be new products or new systems that are introduced by the organization, that need widespread adoption or understanding.

LEADERSHIP DEVELOPMENT

As employees grow and are promoted through the ranks, they are likely to be faced with the need for new competencies, or leadership skills, to match.

Many people are promoted when they demonstrate great skills in their role, but the fact is that they may be completely ill-equipped to lead teams and manage others.

BRINGING EMPLOYEE EDUCATION BACK ON THE RIGHT SIDE OF THE LEDGER

Since many organizations may be falling short in the area of employee education, we think it's vital to consider these **hidden impacts** to your bottom line:

NEW HIRE ONBOARDING

New employees deserve a well choreographed, considered experience during their first few weeks with the organization. When they don't have that, it can have a lasting impact on them and their attitude toward their new employer.

Inject special experiences into initial training. Helping new hires feel more purpose-filled, more engaged and less likely to abandon after the first few weeks is essential.

CONTINUOUS LEARNING

Employees become naturally less efficient and productive if they are constantly trying to figure things out without training. They may even need to spend time beyond their contracted hours to stay current and begin to resent their employer.

Prevent the downward spiral that begins with a lack of continuous learning by seeing the opportunities that investing in employee education can yield!

LEADERSHIP DEVELOPMENT

Individuals who are recruited at a managerial level are more likely to be expected to hit the ground running with a lot less training, but don't make a sweeping assumption that leaves your teams craving leadership they won't get without an investment in development.

Since culture is often transferred through leaders, it's even more important to ensure they are just as steeped in the vision, mission and values as leaders rising through the ranks.

HOW DO WE IMPACT EMPLOYEE EDUCATION?

Careers are becoming less linear, so knowing the skills that employees need on an ongoing basis is really hard. Making time to create a **competency framework** that identifies the skills and qualities needed for roles, particularly at the leadership level, is a great first step. It will help in planning the most relevant **learning opportunities** for teams and leaders.

In every case, the key is recognizing the need – or seeking it out through open, honest dialogue – and then jumping on the opportunity to make it happen. Don't miss the chance to help an employee either learn something new or improve in an area of weakness. It shows you are listening, you care and are genuinely invested in them.

Leadership training is a valuable asset at any stage of the career ladder.

Consider making development training available to people at many levels of an organization's hierarchy. The personal growth and competencies gained will help employees to better understand their roles and to see themselves as future leaders. It can spark engagement and productivity too.



THREE E'S: EDUCATION. EXPERIENCE. ENGAGEMENT.

Uninspiring and static training programs do very little for employees. Stating the obvious, they're boring, and even harder to watch, listen to, or participate in – and that makes them harder to learn from. There's no point viewing employee education as a **check box exercise**. Frankly, it's a waste of time and resources.

Since we know that education, experience and engagement are the ultimate trifecta when it comes to the most successful workplaces, why not start here?

It's this simple: when employee education is fused with **special moments** that contribute to the employee experience, employees become much more **engaged**. Full stop.

Whatever time, effort and resources are invested, employee education will pay them back, many times over.

A NOTE ON VIRTUAL EMPLOYEE EDUCATION

As with any in-person training, learning in a group can make the experience much more memorable and really boost engagement. There's no reason why this should fall off the radar when employee education goes online. Encourage relationship building amongst online learners with purposeful, fun icebreakers, activities, breakout discussions and tasks. Learning outcomes will soar and the experience will be heightened in all the best ways.

WHY IS EMPLOYEE EDUCATION AN IMPORTANT INVESTMENT?

**“AN INVESTMENT IN
KNOWLEDGE ALWAYS
PAYS THE BEST
INTEREST.”**

– Benjamin Franklin

Achieving your strategic goals may hinge, in part, on getting the employee training and development formula right. There is a real **multiplier effect** from any investment in employee education – and on the flipside, the downward trends when employee education is overlooked, can be truly damaging. The secret sauce is focus. Be intentional and purposeful with decisions around employee education, and start seeing the benefits.

- ✓ Employee education leads to happier and more satisfied employees
- ✓ It a driver of innovation as employees apply their learning
- ✓ Staff retention improves and absenteeism decreases
- ✓ It frees up managers, as employees require less supervision
- ✓ It can play a big role in transforming an organization's culture
- ✓ Sales and productivity increase as engagement is boosted

At [Vision Wheel](#), we love when organizations invest in employee education programs that are both focused and engaging. And when it changes employee's hearts and minds toward their organization, keeping them happy and growing, it's a double bonus.

As we make employee education memorable, meaningful and measurable across the financial, telecom, government, education, consulting, and philanthropic sectors, we find ourselves also learning so much along the way. What could be better than that?

How could [purposeful training](#) be your missing link to more engaged employees?

START YOUR JOURNEY OF DISCOVERY TODAY.





VISIONWHEEL

Vision Wheel is an internal communications agency specialized in one-of-a-kind employee experiences, result-defining employee education and long-lasting employee engagement.

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