

Training employees for the digital world

Agencies need to help employees develop the necessary skills to support citizen engagement

IS YOUR AGENCY engaging with citizens? Are you communicating with them in a thoughtful way through social media or other channels? In order to do that, your employees need to be aware of the current skills needed for success in today's world.

Talent developers are being asked to play a central and forward-thinking role in strategic workforce planning by increasing the breadth and depth of

learning programs, while catering to a multigenerational workforce and scaling programs across regions.

For LinkedIn's 2018 Workplace Learning Report, we surveyed over 1,000 talent development professionals, 200 executives and 400 managers to provide a holistic view of the state of modern workplace learning. We learned that the path to opportunity is changing. With the shelf life of skills being less than five years and the labor pool

shrinking, the result is a multitude of skill gaps.

The role of talent developers

Businesses are fighting to stay ahead of the curve, trying to hold onto their best talent and struggling to fill key positions. And employees are conscious of the need to stay relevant in the age of automation.

Enter the talent developers. These organizational leaders create learning opportunities to enable employee growth and achievement. They have the ability to guide their organizations to success in tomorrow's labor market, but they can't do it alone.

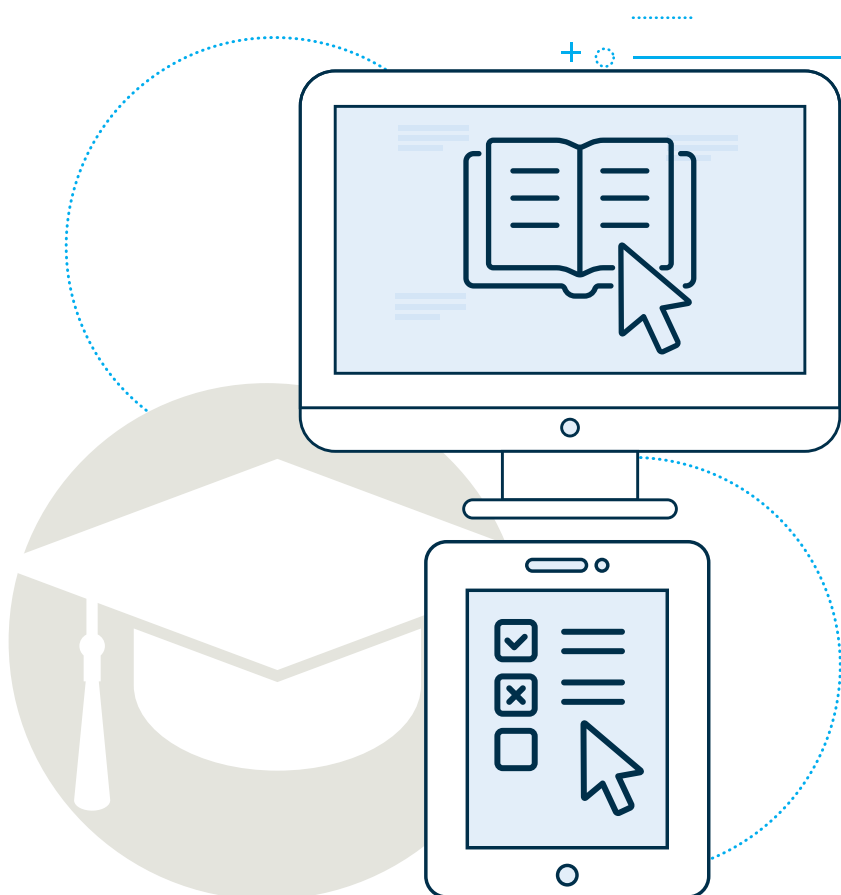
Training for soft skills is the No. 1 priority. Areas of importance are leadership, communication, collaboration and role-specific skills. The most important areas of focus for talent development in 2018 are training for soft skills, identifying trends to prevent skill gaps, understanding the impact of technology, offering consistent global training, delivering insights on internal skill gaps and tracking skill development.

The rise of digital technology is transforming talent development. Talent developers depend on online learning solutions to meet the needs of an increasingly diverse, multigenerational workforce – and there's no turning back. Our survey results indicate that talent developers rely on online learning solutions more than ever before. Furthermore, 68 percent of employees prefer to learn at work, 58 percent prefer to learn at their own pace, and 49 percent prefer to learn at the point of need.



Deanna Grady

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Getting managers involved

The No. 1 challenge for talent developers is getting employees to make time for learning. Although 94 percent of employees said they would stay at a company if it invested in their career, the No. 1 reason employees feel held back from learning is because they don't have the time.

Managers have an essential role to play. Getting managers to support employee

learning is not the only way to see increased engagement, but our data shows it will likely make an impact. Indeed, 56 percent of employees said they would take a course suggested by their manager. That's why the No. 2 challenge for talent developers is getting managers involved in employee learning.

Agencies should explore how to engage key partners in cultivating a culture of

learning that adapts to the pace of workplace change. Talent developers, employees, managers and executives need to work together to develop a plan for skills growth to help their employees better serve citizens. ■

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