ELEARNINGNEWS ARTICLE

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The answer to automation in the world of work? Training

The McKinsey Global Institute estimates that around 20% of current jobs could be automated in the coming years.

To survive technological change, the organizations will have to give priority to training to strengthen the competences and redevelop its employees in order to keep pace with the change of work roles and skills useful in the labor market.

Employees want to learn

The best talents do not want to remain fossilized on the skills they have already acquired. On the contrary, they want to be able to adapt in an evolving labor market and help their companies transform and innovate. Organizations give employees the power to do this through learning.

According to the Global Millennial Survey of 2019 by Deloitte millennials and Gen Z cite the "lack of learning and development opportunities "among the reasons why they left a job. These opportunities are tools for retaining and attracting the best talent: they allow employees to increase and expand their knowledge and skills, both technical and transversal.

According to a report by Randstad 43% of respondents want to learn skills such as data analysis, coding, writing and computer programming and 41% want to learn transversal skills such as communication, conflict resolution and time management.

This variety of skills helps employees in their daily work and makes them adaptable to changes in positions within the organization.

Organizations do not respond

Deloitte's 2019 Global Report on Human Capital Trends elects learning as most important trend for organizations. But a recent article in the Wall Street Journal shows that the companies are not willing to invest more in this direction (the article is based on an Accenture survey in which only 3% of executives say they are willing to increase training budgets in the next three years).

However, the world is changing and companies that want to remain competitive will have to consider increasing their training budget. Organizations will not only have to keep pace with advances in technology and automation, but also accept the responsibility to improve and retrain their workforce.

Indeed, it is the training programs that face the technological revolution taking place and keep the companies at the forefront in their respective sectors. Learning is in effect an investment in the future of the organization and, from this point of view, becoming a learning organization is inevitable.

Become a learning organization

What actions should be implemented immediately in order to become a learning organization?

1. **"Segment" employees**. Break down employees by department, career level, job role and seniority and make sure you focus on business goals. Then create segments in your learning management system related to each "slice" of employees.
2. **Provide relevant content**. The contents don't have to be all new, on the contrary, the old contents can be updated and reused. The content must be archived by keywords and filters for each employee segment (as per point 1). In this way, employees will be able to link learning to their career goals.
3. **Customize the content**. Presentation is everything. The content must be adapted and presented in such a way as to meet the learning needs of each segment. For example, baby boomers may prefer printed material and millennials may prefer

microlearning. The same content can be modified to affect every segment of workers through various communication vehicles.

Finding content that is relevant to your organization is an ever-changing process, as the general needs continue to evolve. But also find engaging ways to distribute such content at an individual level is equally vital.

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