ELEARNINGNEWS ARTICLE

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The results of the LinkedIn Report on corporate training 2019

A LinkedIn research highlights the centrality of education in today's working world.

LinkedIn conducted a survey on a world champion of **1,200 talent developers** (training or HR managers) and **2,100 professionals** involved in corporate training and integrated the data collected with those already available to the social network.

The LinkedIn report " ***2019 Workplace Learning Report***" examines training sector trends, splitting four areas of interest:

1. State of the art of the training and development sector: the turning point
2. The era of the digital transformation: understanding the skills gaps
3. Marketing meets training: thinking like a marketer
4. Do you know your students: strengthen the engagement

Key findings

1. State of the art of the training and development sector: the turning point

The results of the survey indicate that a turning point has been reached in the Learning and Development (L&D) sector. The budgets available for training have been growing since 2017, as has the sensitivity of company executives to employee training. The budget is increasingly allocated to online courses compared to traditional classroom training.

2. The era of the digital transformation: understanding the skills gaps

We are increasingly looking to grow our talents at home and digital transformation has helped make this trend easily feasible. This year, the number one goal of talent developers is to identify, assess and fill gaps in employee skills.

3. Marketing meets training: thinking like a marketer

How to promote and communicate the importance of in-company training? L&D professionals and interviewed students think that email marketing is an effective way to do it. Conversely, the learning messages that come directly from managers do not yet "touch" most corporate students, but show potential.

4.Do you know your students: strengthen the engagement

Today it is essential to know the potential, needs and preferences of all students.
What increases the engagement (involvement) and commitment of new workers (especially Millennials and Generation Z)? Social involvement, mobile learning, microlearning ...

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