CGS®

6 CREATIVE SOLUTIONS to the Biggest L&D Budget & Resource Barriers

COMMON BARRIERS   vs.   CREATIVE SOLUTIONS

"Our employees have to prioritize their day jobs over learning"

Benjamin Franklin once said "an investment in knowledge pays the best interest" yet, research by Deloitte shows that the average employee only has time to devote 1% of their work week to professional development.

Surprise and delight them by serving up "push" style learning

Use AI-powered, seamless micro-learnings via pop-ups that align with the context of your employees' programs and processes. Content can include advice, tips and suggestions for further learnings.

"We don't have enough budget in L&D for the tools or programs we want or need."

This is a fair challenge, but not for companies trying to accelerate past their competition. In 2017 alone, Training Magazine quoted total U.S. L&D expenses had risen from the previous year, nearly 33% to a whopping 90.6 billion dollars. Your company might need to reprioritize where Learning falls in the mission statement.

Start proposing budget sharing

Many of the tools that were historically "earmarked" for L&D under the HR budget umbrella, can now be pitched as systematically valuable to other business areas. What if your teams used AR (augmented reality or 360-degree video) in training, but also to showcase day-in-the-life content for recruiting as well as for sales training? When budgeting it's worthwhile to explore sharing the costs.

"Our employees want immersive learning experiences and conferences out of their normal work environments, but the dollars aren't available."

55% of job knowledge is acquired through experiential learning. And with a 80-90% retention rate, compared to the 5% retention rate seen in traditional learning, re-energizing the learning experience really pays off.

Build it and They will Come

What if you could take a half day to create your own company's conference? Here, talent can be given the red-carpet treatment without having to be off-site with a ton of travel expenses. Consider a TEDtalk format. It could also be virtual. Think of it like the company picnic, but with an educational and engagement purpose.

### "Learning feels more like change management readiness than anything developmental"

Some training is a must, but without re-framing your approach to make your learning programs more engaging, you'll risk a stark statistic that can ultimately cost up to 13.5 million dollars per 1,000 employees!   - McKinsey

All Change is Linguistic – Time to Reframe and Reward

Forbes recently pointed out that using a linguistic shift towards a more "personal, developmental journey" lens will actually foster a "Love of Problem-Solving," as opposed to a disdain from "sink or swim" training.

"I don't have enough resources to train or manage large global groups to create learning "stickiness" or knowledge retention."
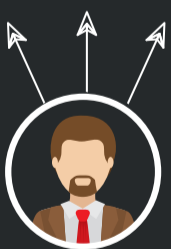
42% of training budgets are spent on outsource suppliers. Why? With expansion into other markets, the need to develop training for much broader audiences becomes exponentially more complicated with a need to train across a wide variety of languages.

Start using the concept of "Accountability Partners"

To optimize knowledge-retention, focus on creating engaging classroom environments. You can also schedule various types of follow-ups with the attendees in order to enhance knowledge retention:

1) Create a two-way conversation in which learners can make their own interpretations and have time to process the content.
2) Follow up 30, 60 or 90 days after course completion to talk about lessons learned, seek advice, help collaborate on next steps, etc.

"I'm not a master of everything and don't have the budget for hiring tons of content experts!"

Good news- in 2019, the subject matter experts, the masters, and the legends already in your organization can be digitally nurtured and their ideas can be crowdsourced and curated. Imagine how much rich content can be created by tapping into the skills of thousands of employees to break down department silos

Seek Knowledge Experts digitally

Have you heard of Masterclass? Renowned experts from around the world can now teach you through a VIP experience all from the comfort of your home. This wasn't possible in the past but can be an excellent way to either inspire and complement existing trainings for optimum engagement and results.