AIHR | ACADEMY TO INNOVATE HR

Creating A Learning Culture:
9 Tips

80%
of employees say that having learning & development opportunities would help them feel more engaged

84%
of employees in the best performing companies are getting the training they need. Opposed to 16% in the worst performing companies.

#1 Make learning a priority from day one

Provide new hires with pre-boarding courses right after signing the contract. Here you can introduce them to your company values, add introductions of some departments, and give tips for the first day at work. This helps people get used to learning from the very beginning.

#2 Lead by Example

Have managers and company leadership participate in the learning process by acting as coaches or mentors. Or organize "Train-the-Manager" sessions for Managers. These sessions will help them understand how to ensure behavior change through on-the-job coaching.

#3 Block time for learning

Encourage people to block time in their calendars for upskilling and learning during office hours. Don't forget to lead by example and block some time in your own calendar too!

#4 Set a goal

Example: at AIHR, we've set a goal for our team of 50 people to dedicate a total of 2500 hours to development and learning in 2021. This translates to about one hour per working week for each of us.

#5 Experiment with learning methods

The world of learning methods is your oyster, so don't be afraid to experiment and see what works best for your people! Consider creating learning jounreys with a mix of different content types

#6 Reward learning

Start company-wide initiatives that reward people for their dedication. The prizes can either be small and less formal (think a shout out in an email or via Slack) or big and more formal (an official award at the end of every month, for example).

#7 Maximize organizational knowledge

Leverage organizational knowledge by using internal experts in learning initiatives. You can have some seasoned Sales Managers run a webinar on their best practices or set up finance for non-finance-professionals e-learning as a part of your onboarding process. By doing this, you also start distributing ownership over learning with the rest of the organization.

#8 Create champions

Instead of management telling why learning is important, turn the learning-junkies into champions by providing them a podium to inspire others by showcasing their achievements and how they are using new knowledge and skills to become better at their job.

#9 Incorporate learning into coaching

Enable managers to set development goals with their people and provide a learning library that they can use as a resource to help their employees upskill. Encourage them to making learning a talking point during performance reviews and regular one-on-ones to discuss the impact from previous learning activities and determine the next steps.