

# How to Motivate Your Team to Invest in Their Professional Development

Fri Sep 03 2021



## Content

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## The Benefits of Professional Development

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The good news is that employees crave professional development opportunities. Seventy-four percent of people are willing to learn new skills or retrain to remain employable. Plus, 87 percent of millennials believe L&D in the workplace is important. What's more, 76 percent of employees want opportunities for career growth. The message is clear: employees want professional development opportunities, so it is your job to offer them engaging, relevant, and timely learning.

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Finally, a robust learning culture doesn't just benefit employees but includes the whole organization. For example, 86 percent of millennials would be prevented from leaving their current position if their employer offered better training and development. To exemplify this point, companies that offer professional development opportunities have 34 percent higher retention rates. As such, a strong learning culture can save you a sizable amount in retention, recruitment, and turnover costs.

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## How to Motivate Your Team to Invest in Their Professional Development

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The benefits of a strong professional development program are hard to ignore. With that in mind, let's explore the how. The exciting news is that, in many cases, you don't have to do a lot to motivate your team to invest in their professional development. Usually, they're already motivated and just need you to provide them with the right opportunities. In fact, 59 percent of employees say they already invest in their own upskilling.

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Even so, there are always ways to motivate your team to achieve even better results. According to DeakinCo, one of the best ways to motivate your team is by aligning

learning value and business value . As they explain, “as you define what your organization wants to achieve, work from a high level to ensure your human resource planning—incorporating employee learning and growth programs—aligns with your strategic goals. By taking this top-down approach, your HR development initiatives will align with your goals, and your entire organizational culture will value employee development and learning.”

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Similarly, Nav advocates for a culture of knowledge sharing to motivate employees, explaining, “employees exposed to a ‘learning culture’ will benefit from an improved mindset while developing a stronger sense of self-worth, ownership, and accountability. Together, these things can provide the intrinsic drivers that your employees need to complete development tasks.”

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Other potential methods to motivate your employees to invest in their professional development include formalizing your L&D strategy, conducting regular performance reviews, incentivizing employee development, personalizing training programs, offering mentorship opportunities, and fostering a culture of career advancement and upward mobility.

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#### ABOUT THE AUTHOR



**Dom Murray**

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