

Achieving Personalized Training

While classroom and one-size-fits-all training may have their space in the world, employee development is shifting toward a more personalized approach.

According to a LinkedIn and Growth Engineering survey, 94% of businesses think that personalization is critical to the overall success of a company. Included in that should be company training programs. By personalizing training, a culture forms that fosters the growth leads to a more productive training program.

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A Trends in Training survey completed by BizLibrary and HR Daily Advisor found that HR professionals are using the following personalization tools:

67% Coaching Conversations

56% Skills training based on job role

53% Surveys and assessments

50% Training on demand

Have Coaching Conversations and Offer Mentorship

Managers and leaders can confidently engage with employees to:

- Empower employees
- Identify training needs
- Give direction and feedback
- Establish goals and expectations

Provide Skills Training Based on Job Role

Role-based training provides employees with the skills they need to do their jobs well. Being able to assign or provide training based on job role is essential to personalizing training.

Administer Surveys and Assessments

Surveying employees before implementing any sort of regimen helps establish what they are interested in and can help determine what content to deliver.

Deliver Training on Demand

Offering online training that is available anywhere and anytime helps training fit into the flow of work.

Strive to Drive Engagement

For personalized training to work (and to get employee buy-in), engagement must start at the beginning. Without training engagement, interest will wane quickly.

Utilize Emerging Technology

There are online platforms that can provide the functionality to map your employees' job roles to relevant skills and content, but they're often set up as an "empty box" that you then have to take the time and energy to fill with content and map it all out yourself. BizLibrary has released a new one-of-a-kind product called BizSkills that allows HR and L&D professionals a platform where jobs, skills, and content are all pre-mapped, making the process of personalizing employee training effortless.

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Learn from Past Mistakes

There are a lot of reasons training programs fail. Budgets, lack of interest, poor planning, information overload, etc. According to Training Industry, 90% of new skills are lost within a year.

By presenting information in different learning styles, employees will enjoy the training session more because it is presented in a way that best helps them learn.

Emphasize the Benefits

Make everyone aware of how training will improve some aspect of their lives at work

Employees

1. Higher engagement and motivation
2. Skill progression through mastery
3. Alignment with goals they've set
4. Better learning retention
5. Career growth

Employers

1. Attract new talent
2. Retain current talent
3. Better marketability
4. Improved productivity
5. Higher engagement and performance

Personalization makes employees feel like their training was really made just for them, which helps to increase engagement. Having more engaged employees leads to higher retention, which boosts the bottom line for your organization.

We've recently made training personalization significantly easier with the release of BizSkills, a platform that takes the guesswork (and gruntwork!) out of upskilling and reskilling. We've mapped 5,000+ video lessons to 1,500+ job skills. We then mapped those job skills to more than 500 job roles, making it effortless to help each employee build the right skills. With BizSkills, employees are involved in their training and can look at what skills are needed to move up in the organization, and through these, feel engaged and empowered in their work.

Click the button below for more information on what BizSkills offers and to see how you can get started using it!

[See BizSkills](#)

To see what other organizations are doing for job-specific employee training and what employees want for their career growth, check out our ebook.

THE RACE TO PERSONALIZED SKILLS TRAINING

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