

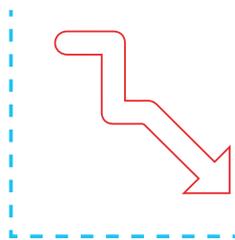
Role-based skills development: enrich your people; enhance your business



The way in which you approach your employee training plan will dictate its success. While a one-size-fits-all training program that educates employees uniformly may seem like an efficient and comprehensive training method, the return on investment is often remarkably low.

The average employee wants to learn, improve, and excel at their job. Yet, many don't have the resources needed to do so. Time, effort, and money are poured into training solutions that don't work. But, that doesn't mean investing in employee skills development should be disregarded; it just requires a different approach.

When a company invests in employee development using role-based training, it transforms businesses on multiple levels. It should be considered a mutually valuable opportunity that will benefit workers individually and businesses as a whole.



“The total loss to a business from ineffective training is
\$13.5 million annually,
per 1,000 employees”.

The statistics speak for themselves

Employees' training needs aren't being met.

Only **11%** of learners say they apply the skills from the training they receive to their job.

74% of employees felt that they weren't achieving their full potential at work due to lack of development opportunities.

Training must be engaging to be effective.

Only **13%** of all employees are "highly engaged," while **26%** are "actively disengaged."

Companies with engaged employees outperform those disengaged employees by up to **202%**

Employees desire to learn, improve, and excel in their work, but are lacking in the resources needed to do so. Evidently, traditional training methods don't deliver gainful outcomes for any party. Time, effort, and money should no longer be poured into solutions that don't work, but that doesn't mean investing in employee skills development should be disregarded.

Investing in employee training should be considered a mutually valuable opportunity that will benefit workers individually and businesses as a whole. The best way to capitalise on such an opportunity is role-based skills development. With a learning methodology that is driven by efficiency and optimal progress, role-based training is able to transform businesses on multiple levels.



4 ways employees benefit from role-based skills development

1

Self-paced and flexible

58% of employees prefer to learn at their own pace on their own time. Role-based training allows employees to take control of their own skills development and gives them a sense of responsibility. This is both more convenient and effective, especially when the learner is able to spend more time on challenging subjects or review content. In turn, self-paced education boosts employee's confidence and capabilities in their skills.

2

Fill the skills gap

Perhaps one of the best aspects of role-based skills development is its ability to anticipate and fill employees' skills gaps. With pre-assessments and evaluations, role-based training identifies and addresses weaknesses so that skills development is comprehensive and equivalent across the board. Furthermore, the modern business world is constantly changing, and often the needs of a role are evolving. Role-based learning can easily account and train for new and future skills.

3

Engaging

Personalised, role-based learning paths are proven to be more engaging to employees, as naturally learners are more interested by content that is directly applicable to them and their jobs. In result, employees will willingly pay closer attention and spend more time on skills development because it is succinct and to the point. Overall, engaging content encourages the learner to see how they apply their knowledge right away and keeps the them motivated.

4

Personalisation

Every type of employee serves a different purpose and performs a different function in an organisation, therefore training really shouldn't be one size fits all, it should be role specific. Role-based learning is personalised to the learner's job and existing knowledge base, so time isn't wasted learning skills that are irrelevant. Employees are thus well-equipped with the practical skills they need, efficiently.

4 ways business benefits from role-based skills development

1

Efficient use of time and money

Inefficient training is a lose-lose situation for both executives, who lose money, and employees, who lose time. Role-based skills development ensures that time is not wasted learning irrelevant or redundant content, safeguarding the time employees have to work. Managers also save time and money by not taking the time to guess what training is right for whom.

2

Evaluation and analytics

Role-based skills development usually offers analytics showcasing individual employee progress and larger group trends. This can help managers identify rising stars or skills weaknesses in the organisation that may need to be addressed. The factor of evaluation also creates a culture of accountability and friendly competition.

3

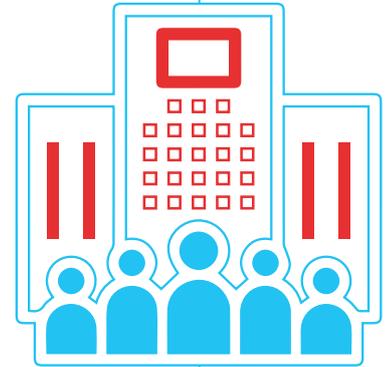
Reward high performers

94% of employees say that they would stay at a company longer if it invested in their career development. Role-based skills development makes upskilling easily accessible to your employees, meaning those who wish to upgrade and expand their skills can. This not only improves employee retention, but also enhances the abilities of a workforce and drives innovation.

4

Increase productivity

All the benefits presented above together increase productivity in the workplace and help businesses grow. With a goal-oriented methodology, role-based skills development effectively produces maximum results in minimum time. While it may require an initial investment, ensuring that employees are engaged, motivated, and properly supported makes the return on investment well worthwhile.



Real results

Role-based skills development is a valuable asset for all types of companies.

Origin Learning, a company that provides highly structured product training to large and mid-size companies such as Google and Salesforce, provides customer testimonies showcasing how their PLATO framework optimises and accelerates product learning. One of the biggest Fortune 500 companies in the locomotive industry enlisted Origin Learning to help them expedite their current training cycle to keep up with their accelerated growth. Through matching job tasks for specific roles to online micro-learning modules, Origin learning was able to transform the company's training program. Origin's skills development framework enabled new employees to learn quickly and thoroughly while currently employees we're able to upskill and take on more responsibility.

The results were both tangible and intangible.

Learner engagement was greatly increased and directly translated to more employees enrolling and completing courses. Additionally, learning time was reduced by 73% and training related travel costs were reduced 40%.

Role-based skills development for cyber security

Cybersecurity is one of the fastest growing industries in the business world today. Cyber threats and cyber technology are both evolving at a pace that cyber professionals are struggling to keep up with. 93% of cybersecurity professionals overwhelmingly feel that they must keep up with their skills to properly defend their organisation against cyber criminals, but their jobs are so demanding they rarely have the time.

Role-based skills development is perhaps more vital to cyber professionals than any other staff member. IACD's LMS platform is comprised of role-based, micro-modular learning paths that will help cyber professionals sharpen and advance their skills without compromising their job responsibilities. Cloud-based courses are kept up-to-date and allow learners to develop their skills when and where convenient, ensuring that learners stay ahead of the latest cyber threats.

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The Institute of Advanced Cyber Defence aims to advance both the quantity and quality of knowledge and skills in the domain of cyber intelligence and security. With the WEF consistently ranking 'cyber' in the top of their annual Global Risk Reports, and the (ISC)2 estimating the shortage of 'cyber' professionals at 3 million globally, there is a clear mismatch between organisational needs and available talent. It is the IACD's mission to bridge this gap and address the dearth of cyber defence competencies.

The Institute's expertise is based on first-hand experience protecting organisations from cyber threats and attacks, as well as on the expertise of a network of companies from tier-1 countries that are global leaders in advanced cyber defence services and solutions. Their offerings are military-grade and find their origins in law enforcement and national security, with their team members often having served in leadership positions in the world's elite national cyber defence units.

As such, our pedigree is unmatched and with our partners we seek to further develop and transfer this know-how for the benefit of individuals and organisations alike via a number of avenues.

For more information, please contact training@iacd.io

