

**Your best people are being recruited by your competition.**



Losing your best employees is.... really painful.

It slows your growth, disrupts your teams, and lowers morale.

“If Jen left, maybe I should look around, too?”

“Apparently, Maria left because she thinks the business isn’t going places...”

“Did you hear Luke is earning 3x what we were paying him at his new gig?”

Your best employees likely receive at least 3+ recruiting messages on LinkedIn a week. And, recent headlines stated that there are 11 million jobs open in America right now.<sup>1</sup>

If you want to get serious about keeping your employees, you need to know what they care about.

48% of employees have thought about changing jobs because they don’t have the resources they need to develop tech skills.<sup>2</sup>

75% agreed that if their organization provided those training resources, it would impact their plans to stay with the company.<sup>3</sup>

The message is loud and clear.

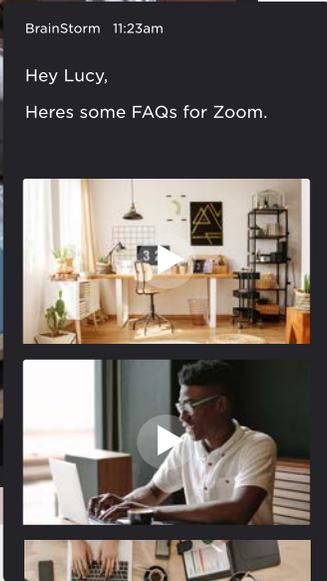
To keep your best employees, you need an employee upskilling plan.

The only challenge? Training as you know it just won't cut it.

To be worth the effort, employee upskilling should be:

1. Focused on what matters to company growth.
2. Sponsored, paid for, and prioritized by executive leadership.
3. Centered on marketable skills employees can take with them.





# Lead with a focus on the right upskilling.

—

## Help them — to help you — grow.

Yes, employees want to learn, but only if the new skills are relevant to their role and your goals. That's why 86% of employees say they want tech skills that align with their company's strategy.<sup>4</sup>



So, get intentional.

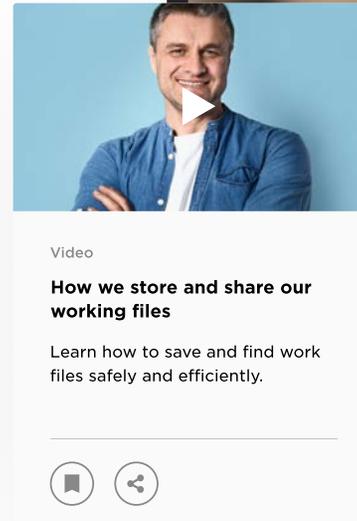
Build your upskilling programs on a learning platform that will build skills critical to your company's growth. Identify what your company needs to grow and then assign tailored learning journeys to your employees.

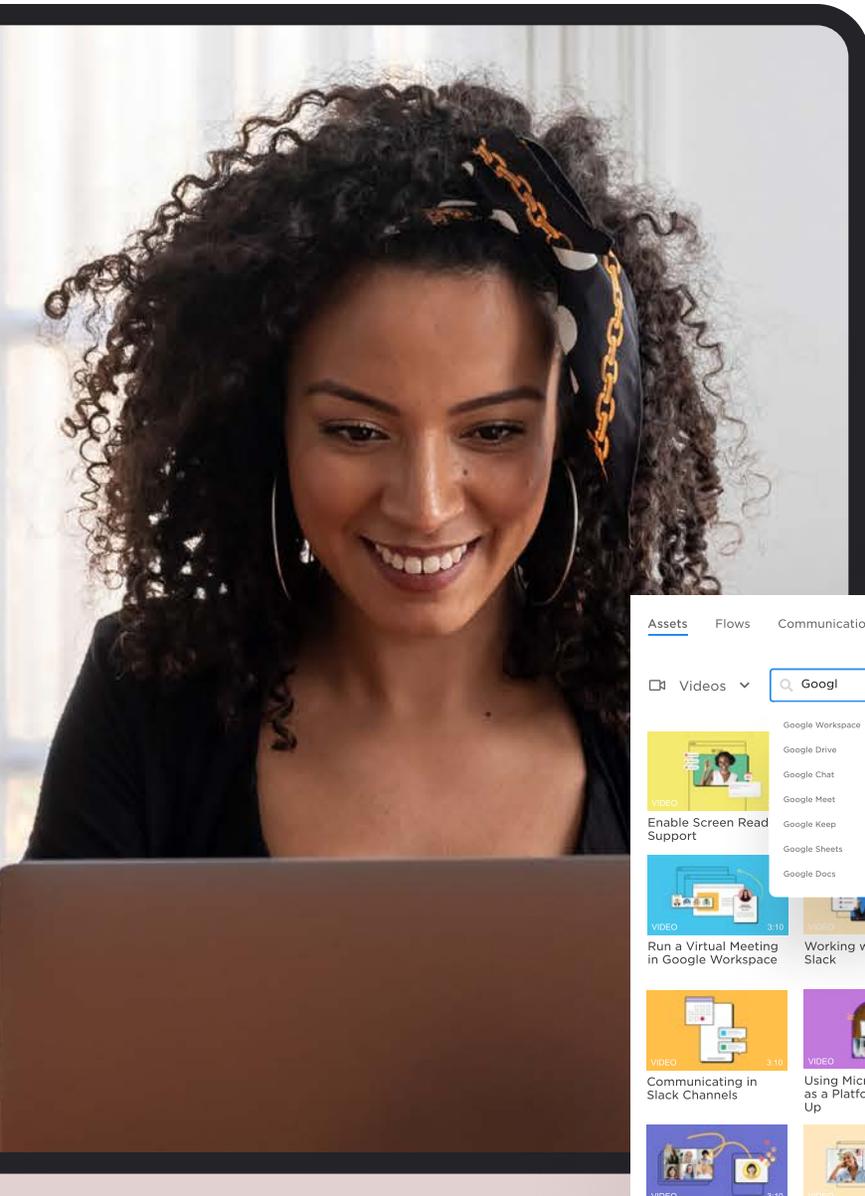
# Show you care about your employees' professional development.

—

Yes, employees want the skills to do their jobs well—but they also want to progress in their careers. In fact, 91% of people want to improve their tech skills to meet their own career goals.<sup>5</sup> And if those career growth opportunities aren't provided, 40% of employees say they'll move on to other organizations.<sup>6</sup>

The most effective training is more than just a content library. Make sure to build your programs with the goal of curating and serving content to employees based on role + team characteristics. It's critical that employees are never left wondering, "what's in it for me?"





## It's a journey, not an event.

—

Traditional training is infrequent, if it's offered at all. The same survey<sup>7</sup> found that 64% of organizations don't allocate dedicated work time for learning. Among organizations that do offer training, it's usually once a year, and that just isn't enough.

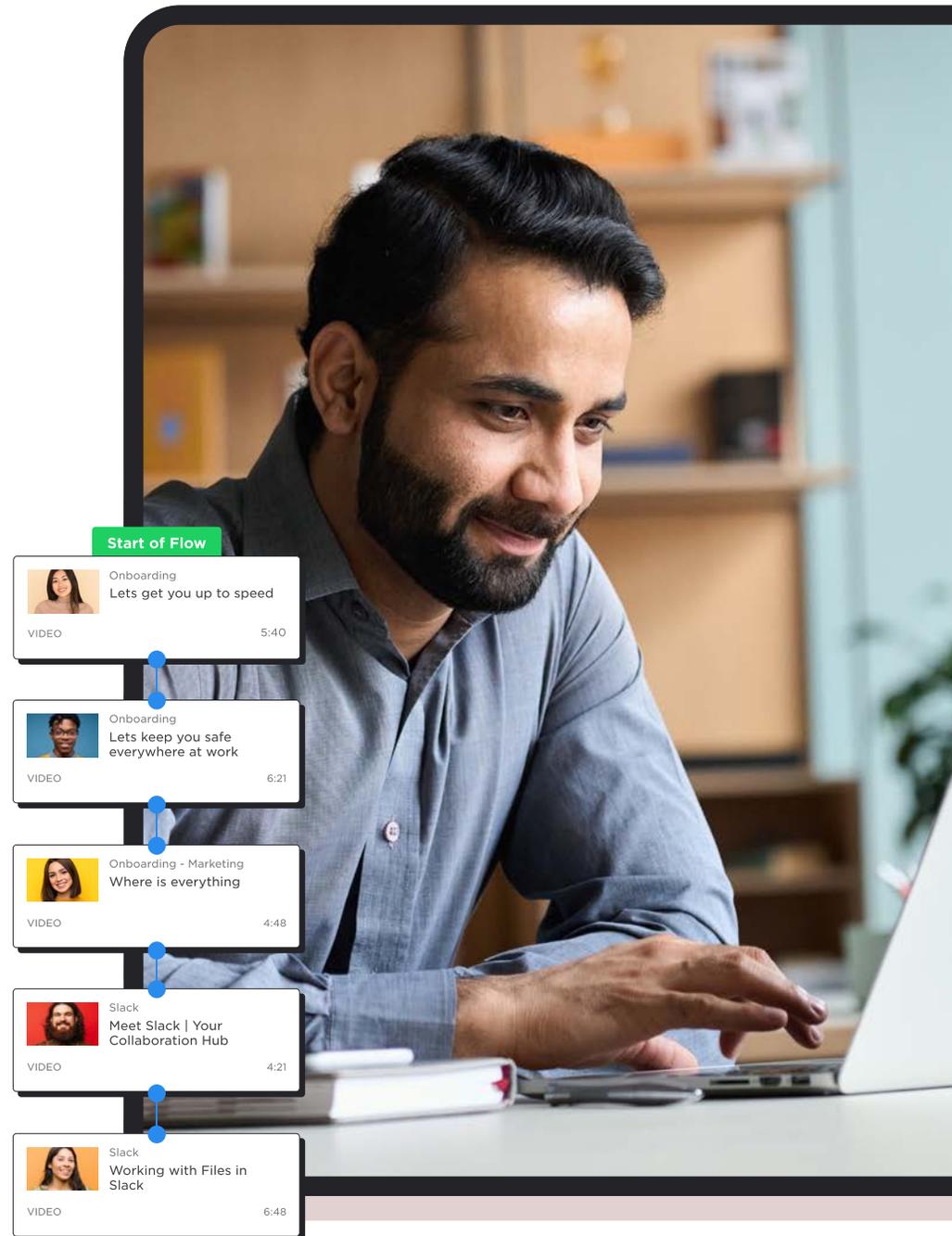
Tech changes fast, and to keep up, employees need much more frequent training. Modern learning platforms allow for constant, automated upskilling opportunities; they include evergreen content that keeps pace with ever-changing software updates. With reliably up-to-date content, and automated engagement, modern training platforms allow you to put training on cruise control.

# Create programs that are time-affordable + cost-effective.



Depending on the method you choose, training can be costly—especially in time taken away from employees’ responsibilities. Among the surveyed employees, 52% said they’re too busy to upskill, as demands on their time don’t allow them to train.<sup>8</sup>

Modern upskilling solutions are more time-affordable and don’t require employees to sacrifice so much of their day. In the “State of Upskilling” survey<sup>1</sup>, 61% of employees said they prefer more or completely self-paced learning.<sup>9</sup> Modern tools integrate learning into employees’ existing workflows.

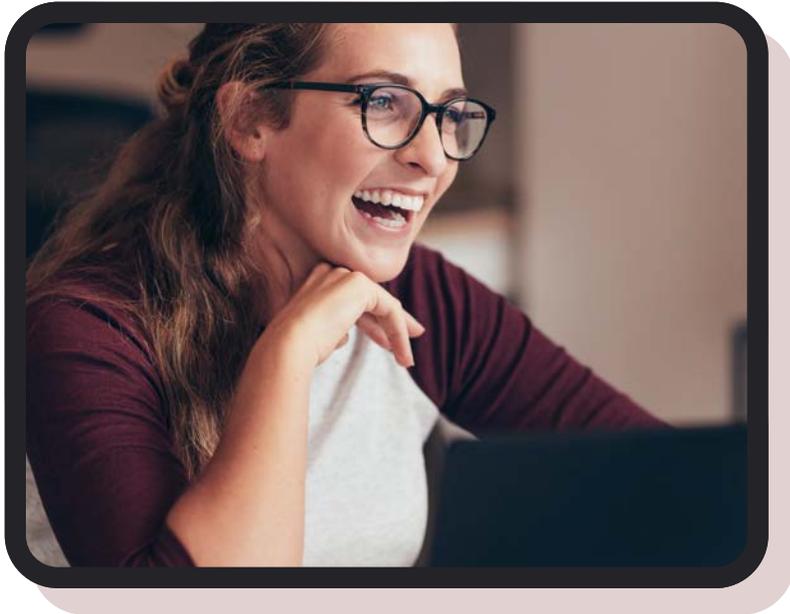


## Modern problems require modern solutions.

To beat your competition, you need a guaranteed way to:

1. Grow the talent your future company needs.
2. Retain the best talent on your team today.





## With BrainStorm, you get:

A centralized platform to execute your company's upskilling programs:

1. In-line content authoring
2. Learning + behavior reporting
3. Integrations

Thousands of on-demand learning experiences:

1. Evergreen
2. Self-paced
3. Role-based
4. Built into automated learning flows
5. Baked-in comms to keep learners progressing

A multi-modal approach to learning, including:

1. Short 1-3 min videos
2. Monthly live events
3. Guides
4. Knowledge checks

Intrigued?

[Let's chat](#)

(1) Source: There are more than 11 million open jobs in America right now (cnbc.com)

(1, 2, 3, 5, 6, 7) Source: "State of Upskilling," Pluralsight and Qualtrics, May 2022

(4) Source: "Why Gen Zen + Millennials want to be jobless — and what it means for you." BrainStorm Blog, June 15, 2022

