

# How to Make Learning Part of Your Company Culture



Company culture goes deeper than staff picnics, ping-pong tables, and happy hours. While these things all contribute, they don't go deep enough. To have a foundationally great company culture, you must encourage continued learning and development across your team. Here are our three ways to make learning part of your company culture.



## 1. Start with “Buy-in” at the Top

Leaders should understand how a learning culture works, why they'll need to be visible champions of it, and, of course, why it's worth the investment. Why would your employees want to grow and develop if they do not see their managers or executives doing the same? When leadership provides the model for continuous learning, it will increase the likelihood of company-wide buy-in.

Getting buy-in from the top starts with leaders having a growth mindset. Executives should practice what they preach when it comes to continuous growth and development. Leaders should share the steps they're taking to invest in their self-growth with their company. This can look like weekly videos to their staff or monthly emails, just to name a few examples.

Buy-in also comes from data to back-up why continuous learning is crucial for your company's employee engagement. In a recent Dale Carnegie survey, companies with engaged employees outperform those without up to 202%. That's a staggering figure that proves just how important it is for companies and leaders to encourage professional growth and development.

Leaders must show that learning underlies constant improvement, operational excellence, and innovation. To get your employees excited, prove how learning can improve not only the business and its results, but also how it can improve their own career growth. Highly engaged employees are employees who take the time to invest in professional learning.



## 2. Implement Learning Platforms

Encourage employees to continue learning by implementing learning platforms into your company. There are plenty of software options available - everything from a virtual book club, like the Better Book Club, to online certifications specific to different industries.

When it comes to digital learning platforms, your options are essentially endless. Some best-in-class examples include:

- Skillshare - Skillshare is one of the most popular online learning programs with over 20,000 classes. Skillshare has three main categories users can select courses from Thrive (Lifestyle, Productivity), Build (Business Analytics, Freelance & Entrepreneurship, Leadership & Management, Marketing), and Create (Animation, Film & Video, Graphic Design, Music, Creative Writing, Photography, Web Development, and more). It's important to note that while users will gain knowledge and skills, they do not receive any type of accreditation or certification upon course completion. There are also free and paid membership options, making it ideal for any business budget.
- Coursera - Coursera is another mega-popular online option for professional growth and development. It has an inventory of over 4,300 classes that range from individual courses to online degree courses. However, most users would use this platform for the individual courses and professional certificates. Coursera pricing starts at \$29 a course and range up to \$25,000 for the online degree options.
- LinkedIn Learning (formerly Lynda Learning) - LinkedIn Learning is another great option for professional growth that has courses spanning across industries and interests. Like Skillshare, there is not any certification upon completion, but users will gain valuable skills and knowledge. With over 16,000 classes, there is something for everyone, and subscriptions start at \$29/per month.

There are also in-house options for learning platforms your company can implement to encourage continuous development.

- Staff book club - This could be done company-wide or broken down by different business units, where a manager or team member selects a book to be read, then the staff comes together to discuss key takeaways and what they've learned.
- Have a learning mentorship initiative - If you have strong leadership learning, have your exec team start mentoring your employees who've expressed an interest in their professional development. These employees can work with a leadership team member to set development goals and action plans on how to achieve those goals.
- Rewards for learning - When someone on your team takes the initiative to develop themselves, publicly reward them professionally. This can be a gift card, cash amount, or a paid subscription to one of the above programs. When other employees see this, they will be encouraged to participate as well.

## 3. Encourage and Reward Participation

Just like buy-in from the top is important, peer buy-in may be even more crucial. Your employees will be more apt to continue learning and developing when they see their peers participating. Direct supports should encourage and reward employees who are taking the initiative of utilizing the learning platforms the company has put in place.

Rewards can include gift cards or company SWAG but do not have to be monetary if the budget doesn't permit. A reward can be as simple, yet as powerful, as public recognition of an employee continuing their learning.

When learning is one of the foundations of your company culture, your organization will see an increase in its productivity, output, and bottom-line. Want to learn more about how EG is promoting a learning culture? Contact us today!

### About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.

