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Longer lasting learning

The Power of People

Why and how to invest in your employees

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Introduction

When tasked with a business to look after, CEOs will inevitably face the question of where to invest their time, money and resources. For those working in L&D and HR, the answer is simple – **your people**.

Although we've all seen 'people are the heart of your business' splattered across billboards and those adverts you read on the tube to avoid making eye contact with everyone else, the sentiment can become a little stale. With the ever-faithful question of annual turnover circling the minds of CEOs across the planet, investment in people can often get sidelined and reduced to Christmas parties and a decent benefits scheme. And while these are important in their own right, there's a little more to it than that…

People are not just the heart of a business, **they power the business** – investments go both ways, and it can be easy to forget that employees also invest their own time, skills, energy and sometimes wellbeing into their jobs. And when people thrive, the business thrives. From increased productivity to improving employee retention, keeping the workforce happy, motivated and fulfilled means **greater profitability for business.**

However, investing in people takes time, and doesn't necessarily have one big magical gold pot of ROI at the end of it – **the business benefits can be felt in multiple directions**. So, building a business case and getting the board on board (as it were) can be tricky. Luckily, that's where we come in!

This eBook explores the power of people, why investing in them is the best strategy for business success, and how to get it right – our very own book of life, if you will.

So, sit back, relax and enjoy some sweet, sweet wisdom…

Where we're coming from

Why listen to us? What gives Video Arts' people the power to talk about the power of people? We get it, it's a 'show us your ID' kinda deal...

Well, we've been roaming the mean streets of learning and development for over 50 years, and we reckon we've learned a thing or two about how to do it well.

With a library of multi-award-winning content under our belts – including over 400 bitesize, downright hilarious courses, available across 13 different languages and delivered at a time and place to suit everyone – we're certainly well-placed to help you build effective learning programmes that engage people at all levels.

Why to invest in people

A skilled and motivated workforce is the backbone of any organisation. Quick fixes may come and go – software that was panic purchased in a time of crisis, or that LMS that was supposed to solve all your problems but didn't (not ours, by the way, it's excellent) – but **when businesses prioritise employee development they equip their staff with the tools and knowledge necessary to excel in their roles.**

Like a can of spinach to our old pal Popeye, investing in training, mentorship, and ongoing skills development leads to increased productivity, efficiency, and innovation within the company, and ultimately makes for more motivated, loyal employees – **94% of people say they would stay in their roles if they felt their careers were being invested in.**

At the risk of stating the obvious, **no one performs at their best when they're miserable** (with the exception of having an excellent time at a music festival despite the 2.6 tonnes of rainfall). Investing in employee growth and development fosters a positive workplace culture, and can have a knock-on effect on everything from productivity to company loyalty.

Employees who feel valued and supported by their employers are more likely to be engaged and committed to their work; for instance, **44% of employees globally say they are stressed,** but this falls to **30% if they feel engaged with their role and workplace**. Likewise, a team that feels connected, motivated, and aligned with the company's values is more likely to collaborate effectively, leading to better problem-solving and decision-making. In fact, highly engaged teams show **21% greater profitability for the business**. How d'ya like them apples?

How to invest in people

Now, of course we're going to say this, but one of the best ways to truly invest in your people is through **training and skills development**. Training not only has a positive impact on the business by developing and nurturing key skills staff need to do their jobs better, but it also has a positive effect on the individual.

No one wants to be in a relationship that's one-sided – decades of breakup songs have taught us that much. So, by pouring energy into employees' professional development, you demonstrate that the relationship is not just transactional; you care and are (quite literally) invested in their career aspirations. If our strikingly well-presented arguments are quite enough, how about a few stats?

Providing e-learning training opportunities increases your retention rate by 60%

92% of employees say employee training programs have a positive effect on their engagement.

45% of workers would stay at a company longer if it invested in their learning and development.

How to approach soft skills training

Creating a workplace training programme is like crafting a recipe – it requires careful planning and just the right mix of seasoning to suit who's eating it. **And if your training programme is the recipe, your business goals are the finished product.** Like one of those fancy photos in a recipe book,

Your business goals should be the guiding light that underpins everything else you do. After all, there's no point going out and buying ingredients for a cracking shepherd's pie when you're actually making a sausage casserole. Likewise, there's no point investing in skills that ultimately won't help the business. Instead, the two should work together seamlessly to navigate you toward success. Winner winner, chicken dinner (if that's what you're making…).

On the flip side, if we're going to bang on about how important people are, we can't very well leave their voices out of the conversation when it comes to what they're learning – **you have to think about individual aspirations, too.** This recipe isn't just about filling bellies; it's about satisfying appetites! If you can create a link between employee development goals and how this will benefit business initiatives, you instil a sense of purpose in employees and drive engagement, resulting in **better performance and positive ROI**.

This segues ever so nicely into the final element of this recipe – **mapping the skills in your existing talent pool.** If we continue with the analogy, talent mapping is like checking what you've already got in before doing a food shop. **Analysing what you have already**, **what you may need in the future and tying these into your business goals** all come into play here. After all, you can't go shopping if you don't know what you're in the market for.

And remember, **it's not just about performance; it's also about potential.** If there's a team or an employee that perhaps aren't quite performing up to scratch currently, but there's great potential there in the future, training can be a great way to realise this potential in line with the business goals (top tip: **coaching and mentoring** are your best friends here).

Designing your training

To create a development programme that suits everyone, you need to zero in on these two key elements:

1. **Personalisation:** Curating your training to the person receiving it means you're developing lessons that will bring the biggest personal impact, the highest returns in performance improvement, and greater employee retention.

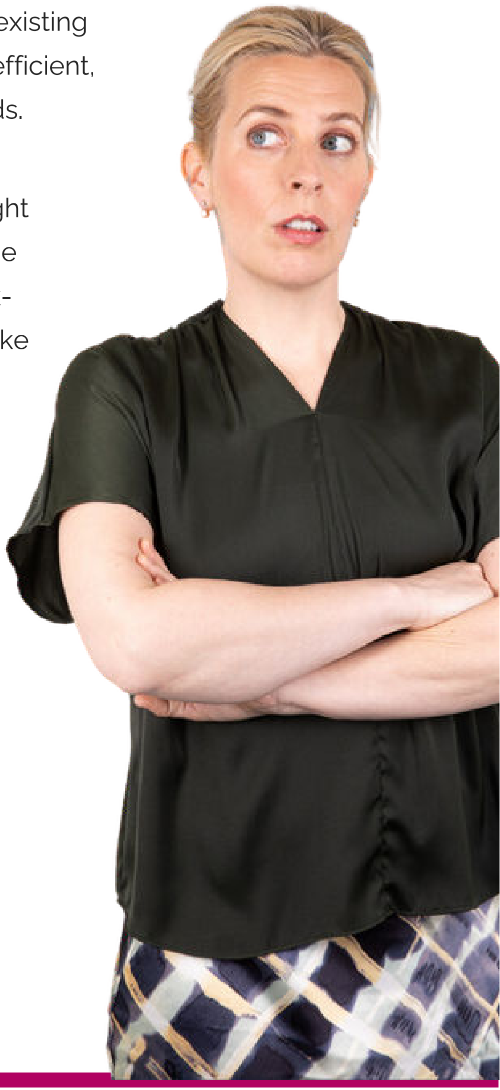
2. **Engagement:** You learn very little when you're bored, and nothing when you're asleep, need we say more? As a key success factor for learning programmes, ensuring you have high quality, varied content that is easily accessible and engaging for the end user is vital.

Like any other kind of training, the success of even your best-intentioned soft skills initiative needs top-tier design. So, what exactly does a foolproof blueprint for effective training implementation look like?

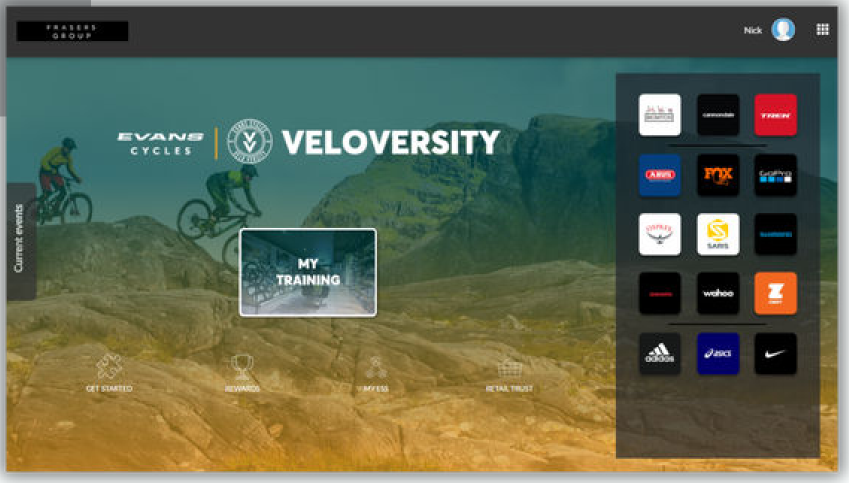
1. **Learning in the flow of work:** Employees take an average of **25 minutes** just to slow down long enough to start learning at work. Short-form video courses that can slot into the working day quickly and easily are a must. Not to toot our own trumpet here, but Video Arts' iFrames can be embedded right into your existing LMS or displayed as quick access QR codes. This keeps learning quick, efficient, and engaging wherever your employees are, even in their busiest periods.

2. **Quality content**: Results aren't possible without content that gets the right points across in the right way (or, in other words, without boring everyone to tears). Invest in content that employees will remember – no dull, click-next, off-the-shelf animations, but videos full of famous faces that feel like you're watching your favourite Netflix series...wink wink, nudge nudge...

3. **A partner that understands your needs**: Let's not beat around the bush here, we're talking about us! We've been in the game for over 50 years and are truly dedicated to helping your business realise its full potential through award-winning content that actually promotes positive behavioural change (AND for **a lot less** than a lot of the others out there...). Don't believe us? **Book a free trial** and see what you think for yourself...



WHAT GREAT TRAINING DESIGN LOOKS LIKE



Our work with Evans Cycles

There's no better way to understand great training design than to see it in action. Consider, for example, this case study of how Evans Cycles enjoyed a revolution in their training materials with our help.

1. ***The business:*** *Evans Cycles: Britain's leading independent bike shop, famed for all things cycling.*
2. ***The challenge:*** *1,000 staff members across 50+ stores, all of whom needed access to personalised training content that just wasn't possible with existing paper and classroom techniques.*
3. ***The goal:*** *Meeting employees at their points of need with high-quality, on-demand content that was deliverable across locations.*
4. ***What Video Arts brought to the table:*** *In a word — personalisation! We created a customised learning experience platform called Veloversity, which came preloaded with our award-winning video content and gave Evans Cycles the ability to create, curate, and edit their modules based on factors like seasonal requirements and location-specific products.*
5. ***How we helped:*** *By creating incentives for engagement with Veloversity through gamification techniques, resulting in active use of our platform by 85% of staff and enabling the L&D department greater talent retention and business performance.*
6. ***Where they are now:*** *Evans Cycles now enjoys a digitalised training strategy that's:*
   A *Tailored to their needs*
   B *Integrated seamlessly into various locations*
   C *Brought significant improvements in staff engagement and learning outcomes*
7. ***What we won:*** Best Learning Technologies Project in the UK Commercial Sector.

READ MORE

Build it and they will come

To get any sort of return on investment on your training programme, you need people to actually do the training (shocker). The best way to do this? **Build up a bit of excitement...**

Like every big movie release has a premier and whole PR campaign attached to it, so should your training programme (although we reckon you'll be okay without a world press tour, but to each their own...). For this, **it's time to don your marketing caps!**

When launching a new product, all great marketeers will consider what is known as **'the marketing mix'**. But far from flour and eggs, the ingredients of a great marketing mix look a little more like this:

Product

Communicate fully what your product is, who it is for and why your audience should be interested. Instead of simply sending a blanket company-wide email saying 'new content on the LMS', give a bit more detail into why you're launching this training programme, what's new, and how it will benefit individuals and the business.

Price

This part is reserved for the room where it happens: the boardroom. There's no hiding the fact that, ultimately, money talks the loudest when we speak about new investments. So, communicating the (very competitive) price point and why it's worth this money is crucial.

Place

Tell people where they can access the product with, if necessary, a step-by-step process for logging in. No one will use training if they don't know where it is, the logic is simple.

Promotion

time to go all evangelical on this investment. Once launched, don't assume that's enough – keep pushing it. Consider monthly communications or check-ins on usage, have some internal champions to help practise what we're preaching, make support materials easily accessible in an internal hub, whatever works best for your business and your workplace culture.

Demonstrating ROI

As with any initiative, a new learning programme is only ever worthwhile **if you can prove its value**. So, ensure you have the metrics in place from the start to monitor and demonstrate ROI. This can include:

- → The time learners are saving
- → The money you're saving on training
- → Retention and progression rates
- → Employee job satisfaction feedback
- → Employee engagement (e.g. morale and motivation)
- → HR risk management

Assessing your ROI

Trying to quantify naturally qualitative results has long been a pain point of every L&D professional's working lives. On top of that, positive results can sometimes be of the slow burning kind – years in the making but well worth the wait. While customer surveys are one way of gauging feedback on a learning strategy, they can allow too much margin for error and variation, and also rely on employees doing something on top of what you're already asking them to do (because let's be real, how many times do we all actually fill out feedback questionnaires...?).

Fortunately, the **gamification**, **quizzes** and **interactivity** you'll find within our **micro e-learning courses** are specifically designed to provide you with **people-centric metrics** that are every bit as easy to track as figures on a page **– and they're all native to the content itself!**

Join the club

In case it wasn't already blindingly apparent, we know a thing or two about training.
Our library of **bitesize**, **interactive videos and e-learning courses**, and extensive array of **delivery options** enable you to construct learning programmes that work for your organisation's needs – after all, it's not really about us (sadly), **it's about you and your needs.**

We know, not all heroes wear capes...

If any of this is floating your boat, let's have a chat?! Simply **get in touch with us** today to discuss how Video Arts can help you achieve your learning goals.

No matter which route you choose, you'll be delivering engaging materials that explore a plethora of development areas in the workplace, like the evolution of management, featuring some of the most famous faces in comedy from the last 50 years. And of course, all in the most relevant format — our old friend video.

400+
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