



Creating a culture of learning at work

In a rapidly changing skills economy, developing your team's collective power skills is the key to future-proof success.



To succeed in an increasingly global economy, and to meet changing employee expectations, organizations are prioritizing a culture of learning more than ever before.

Your employees are the driving force behind business success, and investing in a culture of learning is key to unlocking a wealth of benefits including better staff retention and productivity, and increased employee engagement. Here's how learning and development professionals can establish, streamline and scale a healthy culture of learning.

Pearson partnered with Google to poll 4000 workers across the US, UK, India, and Brazil for the [Pearson Skills Outlook series](#), examining how and why workers are looking to upskill, and which skills they are prioritizing for their career development. It is clear from our analysis that today's employees expect their workplace to give equal weight to interpersonal (soft) and technical (hard) skills.

Our report found that:

- Effective communication is the theme that runs through all the top skills that workers say they are keen to develop in the future. They include leadership and problem-solving, project management, entrepreneurial skills and language learning.
- **92%** of employed workers expect that their workplace will increase or maintain learning and development opportunities.
- More than **75%** of employed workers expect learning and training opportunities throughout their entire career.
- **61%** of US workers and **47%** of UK workers agree that learning a new language would help advance their careers. This leaps to **77%** for Brazilian workers, and **85%** for Indian workers.

Gallup's State of the Global Workforce: 2021 Report found **that highly engaged teams are 14-18% more productive than low-engagement teams, on average.**

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Engaged employees are less likely to look for a job. With quit rates higher than ever (Gallup's report also states that **3.6 million Americans resigned in May 2023 alone**), all the statistics point towards proactively investing in a culture of learning to boost employee engagement and retain top talent. It's clear that organizations that neglect their learning culture risk being left behind.

Creating an effective culture of learning starts with fully understanding your organization's skills gaps, along with the spectrum of skills – hard and soft – that your employees are interested in developing.

These findings are reinforced by the **2022 Power Skills Survey: Asia Pacific** by Pearson and People Matters, in which we consulted with 180 unique organisations across the APAC region, discovering that:

- For **69%** of organizations, soft skills like language proficiency, problem-solving, collaboration and decision-making are now as important as hard skills.
- **39%** of organizations have, or plan to have, an English language training programme to upskill their team.
- **58%** of organizations now test English language skills at interview stage.



Lauren Gomez

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Businesses everywhere are asking the question: how do we maintain and enhance the value of our most vital asset – our people? Employees and learners are asking: how do I chart the best course through my working life and boost my career success? It is clear that we need to radically rethink our approach to reskilling and workforce learning, and the answer lies in an improved culture of learning that blends hard and soft skills for better outcomes.



We know that organizational investment in interpersonal skills is on the increase.

Leaders and HR professionals are becoming more aware of the importance of soft skills like emotional intelligence (EQ), creativity, collaboration, and adaptability at work, and how these feed into skills like management, problem-solving and project management. Developing communication skills will also help to address a pandemic-induced, workforce-wide **erosion of social skills** which needs to be proactively reversed.

The value of language skills in the workplace cannot be overstated.

Language has a vital role to play in developing interpersonal business skills. English language learning, in particular, improves communication which in turn delivers a **raft of benefits** like improved employee confidence and engagement, and a sense of personal and professional growth.

Raising the standard of English proficiency across your organization also helps to unlock international markets, bringing demonstrable and significant benefits to your bottom line.

Every touchpoint with an employee is an opportunity to reinforce this learning culture. As our survey reported, increasing numbers of businesses are assessing language proficiency from interview stage onwards using AI-based software like Versant by Pearson, with this initial data going on to inform goal-setting and identify skills gaps.

So, how do you create a culture of learning in your organization? In a [recent podcast](#) from Pearson TalentLens, Charlotte du Payrat, a change management and team coaching consultant and author, recommends “**fostering a collaborative culture**” and “**developing virtuous cycles of learning**” that contribute to knowledge transfer within a team.

This includes keeping the dialogue open.

End-of-year performance management and appraisals are a good opportunity to celebrate success, reflect on progress and better understand employees’ learning ambitions for the year ahead. Seeking employee input increases collective buy-in, which in turn helps foster a learning culture that everybody feels a part of. The outcome of these discussions can inform your 2024 learning and development roadmap.

Testing, measuring and assessing is key.

With measurable and achievable learning milestones in place, your learning culture will be bolstered, employees will enjoy a sense of accomplishment and continuous development, and leadership can produce management reports that demonstrate overall organizational progress.



**Giovanni
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“Language learning enables employees to evolve professionally, grow culturally, access more diverse perspectives, and gain new experiences. This is the foundation on which all business power skills are built and developed, and it’s an integral element of a healthy and progressive learning culture.”

Mike Mayor, Senior Director, Global Scale of English at Pearson English Language Learning is an expert in English for employability, and strongly believes that measuring skill progression, particularly in language learning, is a critical factor in ensuring success.

He says, “We know that detailed learning objectives and defined milestones are critical for effective and efficient learning, teaching and assessment, unlocking opportunities for personalized learning journeys, motivating learners and ultimately leading to fast-tracked progress. That’s why our suite of English language learning solutions for work – including Mondly by Pearson – is underpinned by our internationally recognised Global Scale of English (GSE).”

For a learning culture to thrive, make workplace learning accessible, fun and interactive.

As Forbes says, emerging technology including AI (Artificial Intelligence) and XR (Extended Reality) has reshaped how we learn and absorb information. If you want your employees to actively engage with a culture of learning, then outdated training methods are out, and user-friendly, tech-based learning is in.

Creating a culture of learning at work takes a proactive approach from the top down, and communication skills must be prioritized. Developing a blend of hard and soft skills in your first language, or through an additional language, is essential to a successful learning culture, employee engagement and business growth.

Pearson Language Solutions for Work provides organizations with tailored language-learning solutions to recruit, develop and retain top talent.

Contact us to learn more.



About Pearson

At Pearson, the world's leading learning education company, we empower individuals and organizations through transformative learning experiences. With a global presence in over 70 countries, we offer a wide range of products and services to institutions, corporations, governments and learners worldwide.

Pearson Language Solutions for Work plays a vital role, providing organizations with tailored language learning solutions to recruit, develop and retain top talent.

Pearson Language Solutions for Work includes our assessment tool, **Versant by Pearson**, which helps you hire with confidence. The AI-based test enables global brands and businesses to assess candidates' English proficiency quickly, accurately and at scale, and up to 3 million tests are completed each year across 100 countries. Then, with **Mondly by Pearson**, our suite of language-learning solutions, employers can build on this to develop employees' language skills and unlock business growth.