

LinkedIn Learning

See how L&D is shaping the professional services industry this year

Executive Summary from our
2024 Workplace Learning Report



Discover how L&D powers the future for the professional services sector

In a world awake to AI's impact, skill building is no longer simply a perk for professional services employees — it's a priority for organisational success. So it's no surprise that aligning learning to business goals is L&D's top focus area for the second year in a row.

Aligning learning to business goals is L&D's No.1 priority for the professional services industry

Top 5 L&D focus areas for 2024:

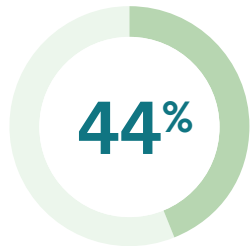
- 1 Aligning learning programmes to business goals
- 2 Upskilling employees
- 3 Creating a culture of learning
- 4 Helping employees develop their careers
- 5 Improving employee retention



Learning across professional services companies is evolving, in format and delivery

In 2024, professional services employees expect to access learning in increasingly condensed, and more virtual, environments.

Learning works well in small bites



of L&D teams in professional services plan to deploy microlearning programmes (short bursts of instruction available in the flow of work) in 2024.

Companies are meeting the needs of the modern learner



of L&D professional services pros expect to have more virtual ILT (VILT) or live online training delivered in a virtual environment.

Companies are empowering everyone to grow

45%

of L&D experts in the professional services industry surveyed indicate that their budgets are increasing in 2024, with the highest change in online learning/recorded on-demand online content.



“

In the future, everyone will have an AI-powered learning and development strategist to keep track of their career metrics and offer an at-a-glance dashboard reviewing how they're doing at work, including engagement levels, mood, feedback, strengths and weaknesses, and contributions to the team's strategic priorities. AI strategists will advise on skills and experiences employees need to succeed by analysing data from the most successful people in a company and formulate a customised menu of options for employees to enhance their learning and growth.



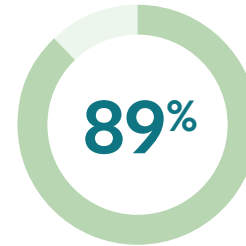
– **Crystal Lim-Lange**
CEO and Co-Founder,
Forest Wolf

The value of L&D in the professional services space is being recognised

Employee engagement, retention and internal mobility are directly linked to learning.

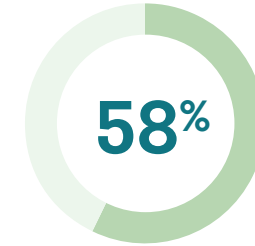


L&D drives impact with internal mobility



of L&D pros in the professional services sector say they can show business value by helping employees gain skills to move into different internal roles.

L&D encourages employees to stay and grow

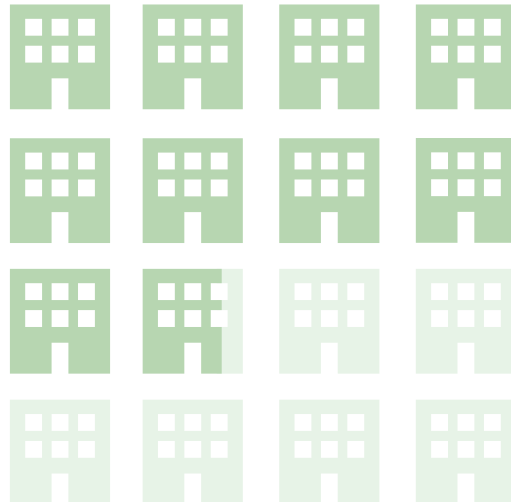


of professional services organisations are providing learning opportunities to boost employee retention.

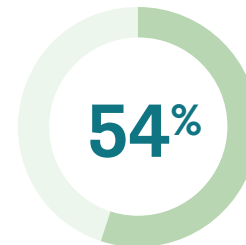
L&D's voice is growing

63%

of professional services companies now give L&D a seat at the executive table.



Investing in L&D keeps employees engaged



of professional services industry experts say that learner engagement at their organisation has increased over the last year.

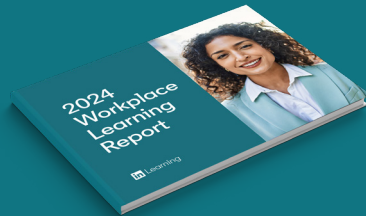




It's not all about AI

While AI continues to permeate all aspects of professional services, the human element is still vital to business growth.

92% of L&D pros agree that human skills, or soft skills, are increasingly important.



For more great global and UK insights, explore the full 2024 Workplace Learning Report.

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