



Step-by-Step Guide to Creating a Learning & Development Program That Provides ROI for Your Business



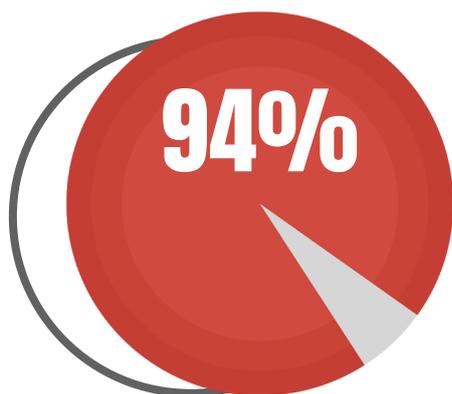
So, you're thinking about starting a Learning & Development Program for your organization?

Kudos! This singular step has the potential to be the change that your business needs to spark the engagement and growth you haven't been finding with other strategies. It won't come without a substantial amount of work, but there is so much possibility ahead that makes it worth the effort.

This step-by-step guide will walk you through how we typically build our own learning and development programs, as well as how we work with our clients to design their own. These fundamentals are ideal for talent leaders who work at small to medium-sized companies whose Learning & Development initiatives are in their early stages, so take notes, brainstorm, and bring this to your team so you have a foundation to get started that will not only impress but unlock true potential.

First off, though, why is L&D important?

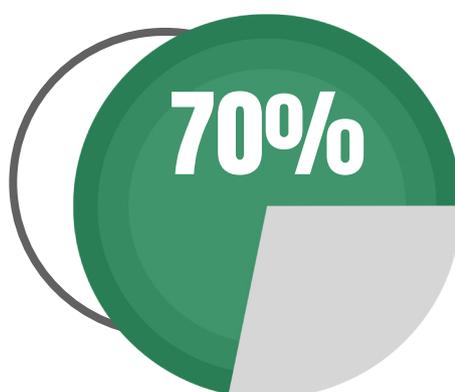
Let's touch on a few quick facts:



94% of employees would stay at a company longer if they simply invested in helping them learn.
[-LinkedIn Workforce Learning Report](#)



80% of L&D professionals surveyed by LinkedIn for their 2022 Workplace Learning Report shared that it's less expensive to reskill employees than it is to hire new employees



70% of employees would consider moving on to a company that offered L&D opportunities.

Step One: Nurture Your Management Team



“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.”

-**Jack Welch**, former Chairman & CEO of General Electric

To be frank, no learning and development program will succeed without management buy-in. The cultivation of your team starts with your leadership. Most often, it's their job to sell this as the opportunity of a lifetime to create their dream career on their own terms, paving their path forward. See how lucrative that sounds? And developed properly, that's exactly what a learning and development program can do.

However, a lot of today's management and C-Suite rose to their success with “traditional” training and outdated methods that are designed to be mass deployed rather than catered to individuals. It's important to share the changes between L&D now and then so they understand the true potential.

Here are a few ways you can start explaining the shift in L&D importance:

- Before the shift caused by the pandemic, L&D programs were a “nice to have” perk but not exactly an engagement necessity. However, now we're living in an entirely different age where L&D opportunities are one of the most valued perks for job seekers.
- Due to the rapid deployment of new tech, over 35% of workers will need immersive reskilling to stay relevant, according to the [World Economic Forum](#).
- It takes **50-60 repetitions** to learn a new skill. New, effective training formats are built around coaching and repetition that creates habits and skills, unlike the one-and-done training formats of the past.

Part of this guide is working through each step with brainstorming prompts, so let's put this into practice!

Brainstorming Prompts:

Who on your team do you need to start nurturing now?
What are 5 ways you can do that for each individual listed?

Step Two: Identify Gaps & Goals



“Growth is never by mere chance; it is the result of forces working together.”

-James Cash Penney

Once you have management on board, it's time to get to work. Every effective L&D program is specifically designed to close gaps within your team and organization. So, where are those gaps for you? What organizational goals have you set forth that you're simply not reaching? This is where you need to begin with designing a program that works for your business. By clarifying what solutions you're looking for, you're also identifying where exactly you'll gain ROI from your programs.

Brainstorming Prompts:

Answer the questions prompted above...

Where are you finding skills gaps within your organizations? (i.e., soft skills like communication and problem-solving, managerial capabilities, what level are you finding the gaps, etc.)

What are organizational goals you've set forth that you are not reaching?

After you've listed the goals, list reasons why you aren't reaching them with ways that learning & development can help combat those reasons.

Step Three:

Choose Your Delivery Method & Design Your Framework



“If you don’t know where you are going, you will probably end up somewhere else.”
-Lawrence J. Peter

This is the “how” portion of designing your learning and development program. How will you leverage this with the right individuals, in the right way, at the right time? This should be your path to execution.

Brainstorming Prompts:

Do you think the gaps you’re trying to fill will be better filled with one-on-one coaching, group coaching, online learning modules, or all of the above?

Once you’ve outlined the method of deployment, outline how you will roll out the program, step-by-step (i.e., will it be open to everyone, will you select pilot participants, is it managers only, etc.)

What KPIs will help identify your organization’s ROI?

Step Four: Select Your Participants

“The secret of change is to focus all your energy not on fighting the old but on building the new.”

-Socrates, Philosopher



So, now that you have a plan, it's time to identify the participants and launch! One step you can either do here or add to Step Two is to offer a skills gap analysis to your organization. If you're not able to readily identify the gaps, this is a great practice to add.

NimblyWise can help you start with comprehensive skills gaps analysis for the entire team to identify where they'll benefit the most (and where your organization will benefit the most from your investment).

Beyond that, you can identify individuals that are best suited for the type of program you're offering. For example, high potential team members should be considered for management training programs and new hires may benefit from e-learning activities and/or group workshops and coaching to receive support and build the foundation of their career.

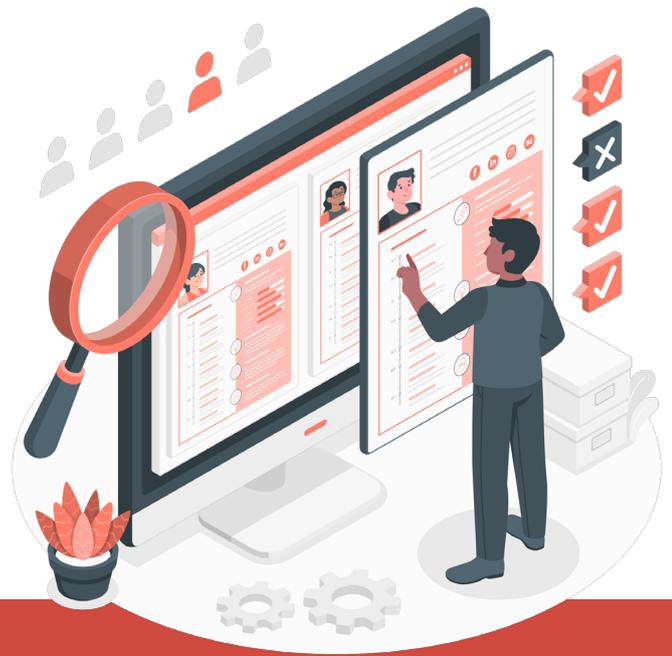
Think critically about this and ensure that you're providing equitable opportunities to those who can gain the most for the organization and their careers! You also want people who you know will fully invest and embrace the change to come.

Brainstorming Prompts:

What type of program are you offering? With that, who is best suited?

Will you do a skills gap analysis to choose participants, or will you simply select based upon previous performance reviews and manager recommendations?

Step Five: Identify How You Will Track & Measure Progress



“When performance is measured, performance improves.
When performance is measured and reported back, the rate
of improvement accelerates.”

-Pearson's Law

This section is all about brainstorming!

Every organization is different, which means that the goals and how you define ROI will also be different. This step is designed to get you thinking about what success and ROI look like for you and your team. Plus, how you'll track it to be able to actually see that progress in some way, shape, or form.

Brainstorming Prompts:

How will your organization define program success (i.e., revenue generation, customer satisfaction scores, employee engagement, etc.)? Make these measurable. What metrics will need to be tracked, and how will you track them?

Will there be a program lead, or will managers be responsible for their employees' accountability?

Step Six:

Execute, Follow-Up & Create a Plan Moving Forward



“If you don’t know where you are going, you will probably end up somewhere else.”

-Lawrence J. Peter

Once you’ve determined the why, what, how, and who, it’s time to roll out your program!

Invite participants, offer an introduction to the program, explain obligations and structure, and allow them to make the most of this experience while tracking their success.

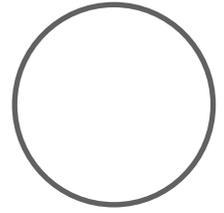
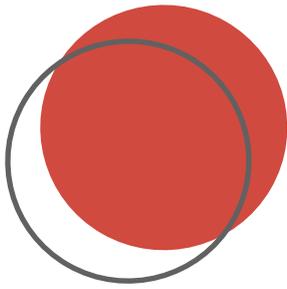
But it’s important that during this phase, you design a way to follow up and what you’ll do to deploy the next program cohort. That’s what the brainstorming below will help you define. Some questions won’t be relevant until post-program, but it’s good to keep them in mind now!

Brainstorming Prompts:

What went well? What didn’t go well?

Complete a SWOT analysis catered to the program results that will help guide the next deployment of your L&D program!

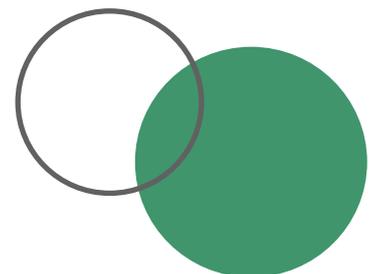
How will you manage program follow-up and who will be responsible for that portion of the program?



How NimblyWise Approaches L&D

Using our real-time learning framework as a foundation, we help design programs that customize your employee's experience while developing the necessary soft skills to succeed. And, in turn, grow your business.

Developing an L&D program from scratch is costly, and there is a lot of room for error. Enlisting the help of a team with client-backed results, certified coaches, and years of experience in L&D can help you succeed. [Let's chat](#) about how!



About NimblyWise

NimblyWise is an innovative education, training, and professional coaching company transforming the way professionals learn. By fostering safe environments for soft skill development, their personalized programs are designed to help individuals level up in life and work. While NimblyWise programs are beneficial for all individuals, special focus is placed on preparing students and early-to-mid career professionals to thrive in the world of work!

Meet Our Leadership Team



Mike Sweet,

Co-Founder, Chief Executive Officer

Mike Sweet is a visionary business leader who is taking education and the world of work into the future. His experience managing hundreds of employees helped him recognize the need for education to go well-beyond simple knowledge and technical skill acquisition to ensure people know what, how, and when to learn something new. This real-time learning ability is crucial for success as we are in the 4th Industrial Revolution. Prior to NimblyWise, Mike was the CEO of Credo Reference, a SaaS-based research platform provider, for 10 years. His expertise in technology, culture-building, and business growth strategies enabled Credo Reference to expand rapidly and build a loyal customer base of thousands of libraries. The company earned several awards for its products and services, including SIAA CODiE awards across multiple categories, Library Journal's Best Reference Award, Choice's Outstanding Title recognition, and a place on eContent Magazine's Top 100 Companies. Before joining Credo Reference as CFO in 2006, Mike served as CFO and COO of CoreWeb, a software development and consulting company. He also spent seven years at Global Insight, providing Fortune 500 companies with business planning solutions for market analysis and strategic planning. Mike holds an MBA from Babson and lives in Natick, Massachusetts, with his wife, Jessica, and his two daughters, Charlotte and Avery.



Sara Ortins,

Co-Founder, Chief of Staff

Sara brings over 15 years of experience working in human resources, business consulting and teaching. Prior to joining NimblyWise, Sara was the Director of Human Resources at Credo Reference. She worked tirelessly to build and maintain a great company culture that resulted in high employee engagement, which in turn led to strong business results. Prior to working at Credo, Sara held positions as both an internal and external business consultant at Accenture and American Skandia. She also received her certification to teach general education at the elementary level and spent a few years working in K-2 classrooms. She holds a BS in Business Management from Quinnipiac University and an MS in Education from the University of New Haven. Some of her favorite things to do are running, baking, searching for that perfect piece of sea glass, and spending time with her husband, two daughters, and Labradoodle.

Schedule a Call to Start Designing Your Customized Learning & Development Program with NimblyWise Today!

