8 Way to Create a Culture of Learning

Top learning organizations significantly outperform their competition. According to research from Bersin by Deloitte, organizations with a strong learning culture are 46 percent more likely to be first to market, enjoy 37 percent greater employee productivity and are 58 percent more prepared to meet future demand. That’s why it’s important to create a culture where learning, training and development are valued parts of everyday life at work.

How can HR or learning professionals create a work environment where everyone is encouraged to learn — and to teach?

Here are eight ways you can create a culture of learning:

1. **Use social and mobile capabilities to break down learning barriers.**

   Internal and geographic barriers can be roadblocks to distributing information. Social and mobile tools make it easy to share new breakthroughs and ideas, whether an employee is in New York or Shanghai — or just across the office in another department.

2. **Make learning resources available on-demand and continuously.**

   Training can be event-based or interval-based, but it’s important to also provide bite-sized learning opportunities precisely when that information is needed on the job.

3. **Reward and recognize informal learning efforts.**

   Recognition for training has been primarily limited to formal course progress and completion. By also publicly recognizing informal learning efforts that successfully solved a problem, you’ll encourage employees to look for answers outside of traditional channels.

4. **Establish a single learning solution of record.**

   Distribute your learning programs across the entire organization and provide immediate and easy access to learning opportunities for all employees. A single learning solution of record can also provide personalized recommendations for learning.
5. **Make it easy for employees to contribute content.**

Some of your best learning resources are employee subject-matter experts, but unless there’s an easy way for them to share what they know, you’ll miss out on that expertise. Help everyone become a teacher by providing tools that make sharing easy.

6. **Expand content options and access. Many employees will want to explore opportunities in other departments.**

Consider expanding your learning content to help employees build knowledge relevant to future jobs. This approach can increase retention and help employees grow their skills.

7. **Use reports from your learning solution to see what’s working and what isn’t, and set action items to improve problem areas.**

A culture of learning depends on continuous change and improvement. That means the focus should always be on how to improve — whether that’s by providing more training, improving communication or exploring collaboration opportunities.

8. **Measure results to fix, replace, or drop efforts that are not effective.**

Tracking the results of informal learning can be trickier than measuring formal learning efforts. Start by tracking error rates or productivity in areas where informal learning has been implemented and then use that information to see where subject-matter experts or better collaboration might help.

For more information, contact cloudinfo@successfactors.com.