



Unlock Potential, Drive Retention

# How Digital Learning Empowers Your People For Long-Term Career Success





## Introduction



# The current landscape of **employee learning**

We're living through a period of profound change in the workplace. With the rapid rise of AI and automation, many employees are asking a difficult question: *Will my job still exist in a few years?* As emerging technologies transform, workers are feeling the pressure to adapt quickly.

Alongside this uncertainty, career paths are becoming less linear. Professionals entering the workforce today are expected to hold [twice as many jobs](#) over the course of their careers compared to just 15 years ago. This shift reflects a broader reality: staying relevant now means continuously evolving your skills.

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# Introduction

Employees aren't just looking for stability and a salary, they need tangible growth opportunities presented to them. If they don't see a future with their current employer, they're often willing to look elsewhere. But with many organisations looking to [develop skills in-house](#), it's clear that the value of [upskilling and reskilling](#) is not lost on organisations.

So, what should you be doing to reduce the risk of losing your top talent? One proven approach is to prioritise staff development and ensure employees feel there is a path for progression in their current role.

This guide explores the key challenges and opportunities in upskilling, career progression, and talent development at every stage of an employee's career journey —and how digital learning can empower your people for long-term success.

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## Unlock Potential, Drive Retention

# Why employee development **is crucial for organisational success**



### Staff retention

No matter the industry, keeping your best employees happy and thriving is a marker of success for every business. A key way to achieve this is by investing in their growth. In fact, [seven in ten](#) Gen Zs say they are developing skills to advance their careers once a week or more. This shows a clear appetite for continuous learning among the emerging workforce.



### Attracting talent

Top companies laud their approach to employee learning as a competitive advantage in [talent attraction](#) from the interview stage onwards. This leaves an impression on potential recruits, so they immediately feel that their development and career progression is considered a priority by their new employer.



### Developing future leaders

Many businesses are quick to look outside of their organisation when recruiting for senior roles. However, it's usually far more cost-effective to lay out a development path that allows existing employees to acquire the skills needed to succeed in a managerial position.



### Drive high performance

It makes sense that as employees develop and gain more skills, their performance at work will improve and they will be able to bring additional value to the table. Providing the right learning and development opportunities is a key lever in [driving workplace performance](#) improvements.





**Organisations that prioritise  
career development have  
higher rates of engaged  
learners and job promotions.**

[LinkedIn Workplace Learning Report 2025](#)

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## Unlock Potential, Drive Retention

# How development drives motivation, purpose, and progress



### Develop essential skills & behaviours

Beyond technical ability, many employees lack the confidence and [soft skills](#) required to successfully navigate their career at organisations. They often turn directly to their manager for advice; although managers can also lack the [leadership skills](#) needed to support progression and provide clear direction to their teams.



### Job satisfaction

[28% of people](#) say they would quit their job if it did not offer chances of career progression. This shows how important learning opportunities are to the modern workforce and the satisfaction they feel in their day-to-day role.



### Engagement and wellbeing

Opportunities to develop are a key pillar of our psychological wellbeing at work. If members of staff feel they are stagnating or unable to build new skills, then they will likely become disengaged and perform poorly.



### Clarity on career direction

Many people appreciate their employer taking the initiative to support their career goals and lay out a clear plan for their progression. This helps provide greater direction and purpose for the individual. Development paths can also be aligned with organisational goals, including skills development to fill identified [skills gaps](#) and building a strong leadership pipeline.



## Unlock Potential, Drive Retention

# Why employee development strategies fail (without the right tools)

Opportunities for development and career progression are essential for both employee satisfaction and long-term business success — but even the best-intentioned strategies can fall flat without the right support systems in place.

**Here are three common challenges and how to overcome them** ▶

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### Lack of engagement

An uninspiring training experience is a wasted opportunity. Whether in-person or online, learning should be dynamic, intuitive, and accessible.

#### ✓ The solution

A digital learning platform that delivers seamless, mobile-friendly content with interactive features that capture attention and drive participation from the get-go.

### One-size-fits-all learning

Not every employee learns the same way - and a rigid, uniform approach to development often falls short.

#### ✓ The solution

Provide employees with the resources they need, when they need them, with on-demand, mobile and multi-format content spanning a wide range of topics.

### Failing to involve staff

Too often, development plans feel like a tick-box exercise. To truly empower your people, you must involve them.

#### ✓ The solution

Create personalised learning plans that reflect both individual aspirations and organisational goals.



## Supercharging people is about empowerment, not pressure.

It needs to be about giving them the right tools and opportunities to thrive, to be supported, not to push them to do more. Technology plays a vital role in balancing performance and wellbeing.



**Sarah Mian**, Head of Learning Content, Access Learning

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# Unlock Potential, Drive Retention

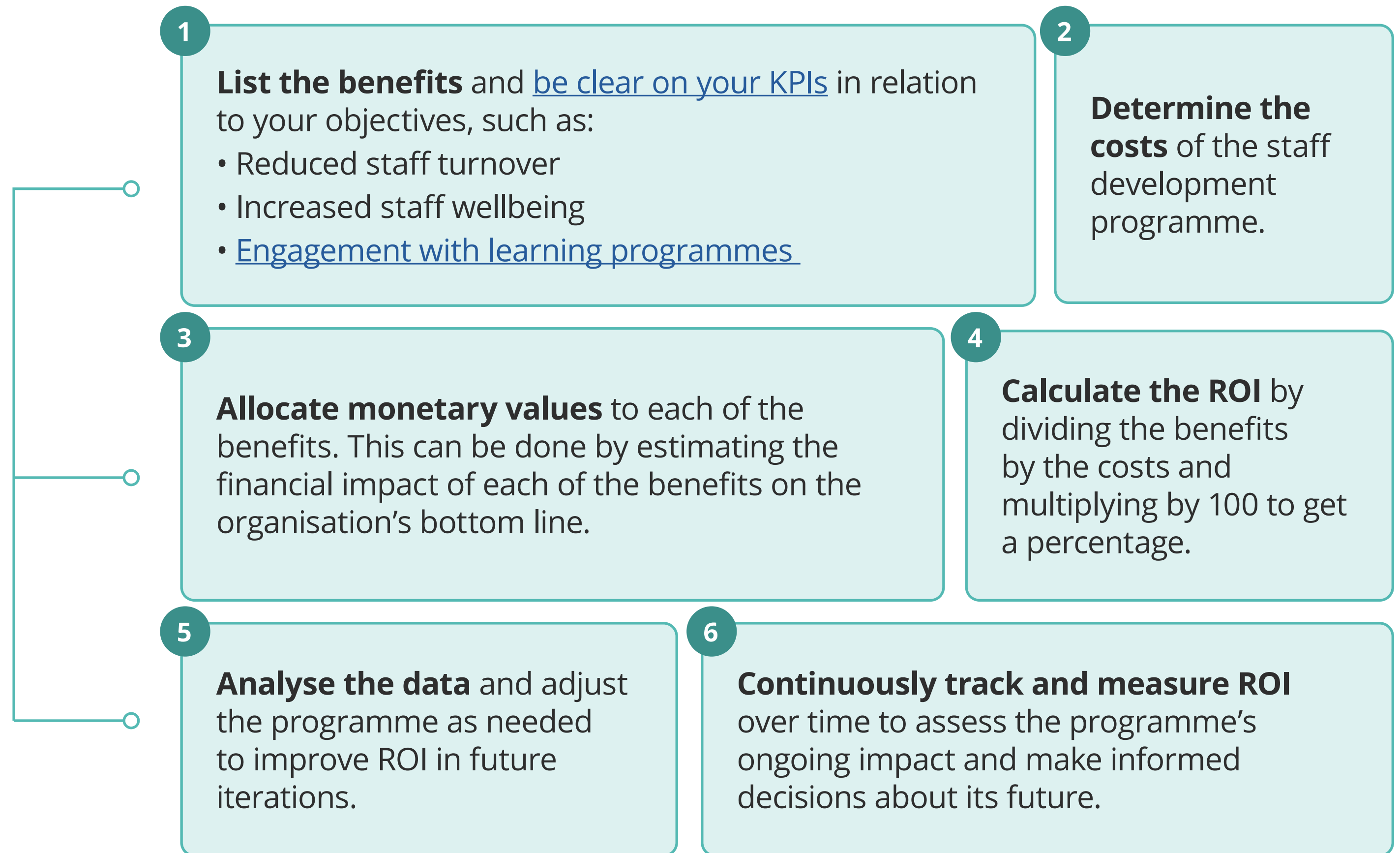
## Proving the ROI

Quantifying the impact of your staff development initiatives isn't always easy, particularly if you lack the ability to benchmark and report on progress.

The truth is there are a range of both tangible and intangible costs and benefits associated with your approach to employee learning. Whilst some are easier to track than others, it's worth the effort to get a [strong grip on ROI](#) so you can demonstrate progress to senior leaders and stakeholders within your business.

Here's six steps to measure ROI ►

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**But it can't all boil down to data and figures.** True impact shows when learning experiences don't just meet business goals, but also spark curiosity, foster autonomy, and inspire individuals to take ownership of their development opportunities. This is why collecting learner feedback is so valuable; it offers insights into the personal impact of your programme that numbers alone can't show.

**Learning today means going beyond delivery—it's about creating a culture where learners are empowered to explore, experiment, and pursue their own potential with purpose and enthusiasm.**



## Unlock Potential, Drive Retention

# From strategy to execution: What high-Impact L&D looks like

Forward-thinking L&D strategies don't simply wait for annual reviews or onboarding checklists to deliver value. Instead, they are embedded across the employee lifecycle, offering targeted and meaningful learning opportunities at the right time.

Consider the following actions:



### Integrate learning into the flow of work

Ensure development opportunities are not isolated events but instead embedded in everyday tasks and tools.



### Collaborate cross-functionally

Work with managers, HR, and team members to align learning initiatives with real-time business needs and career goals.



### Personalise learning experiences

Deliver targeted, role-relevant content that supports individual growth and motivation.



### Make learning timely and agile

Provide just-in-time learning tied to key moments in the employee journey, from onboarding to role changes.

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When L&D is fully connected to the flow of work and the rhythm of [each employee's journey](#), it becomes a strategic driver of performance, engagement, and long-term retention.



**As organisations recognise the immense value of learning and development, the expectations on L&D professionals have never been higher.** To meet this challenge, we must embrace innovative strategies and powerful tools to empower our learners and drive organisational success.



**Elliot Gowans**, General  
Manager, Access Learning

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## Unlock Potential, Drive Retention

# Personalised learning: How to build a system for real employee impact

True employee development is anything but a one-size-fits-all solution. For learning and development to truly resonate, it must reflect the unique needs, goals, and preferences of each employee.

To create effective personalised learning for the modern workforce, digital learning systems are a must. They can help you provide valuable and targeted learning to those working remotely or flexibly, as it can integrate with in-person training or replace it entirely.

**Consider digital learning solutions that offer:**

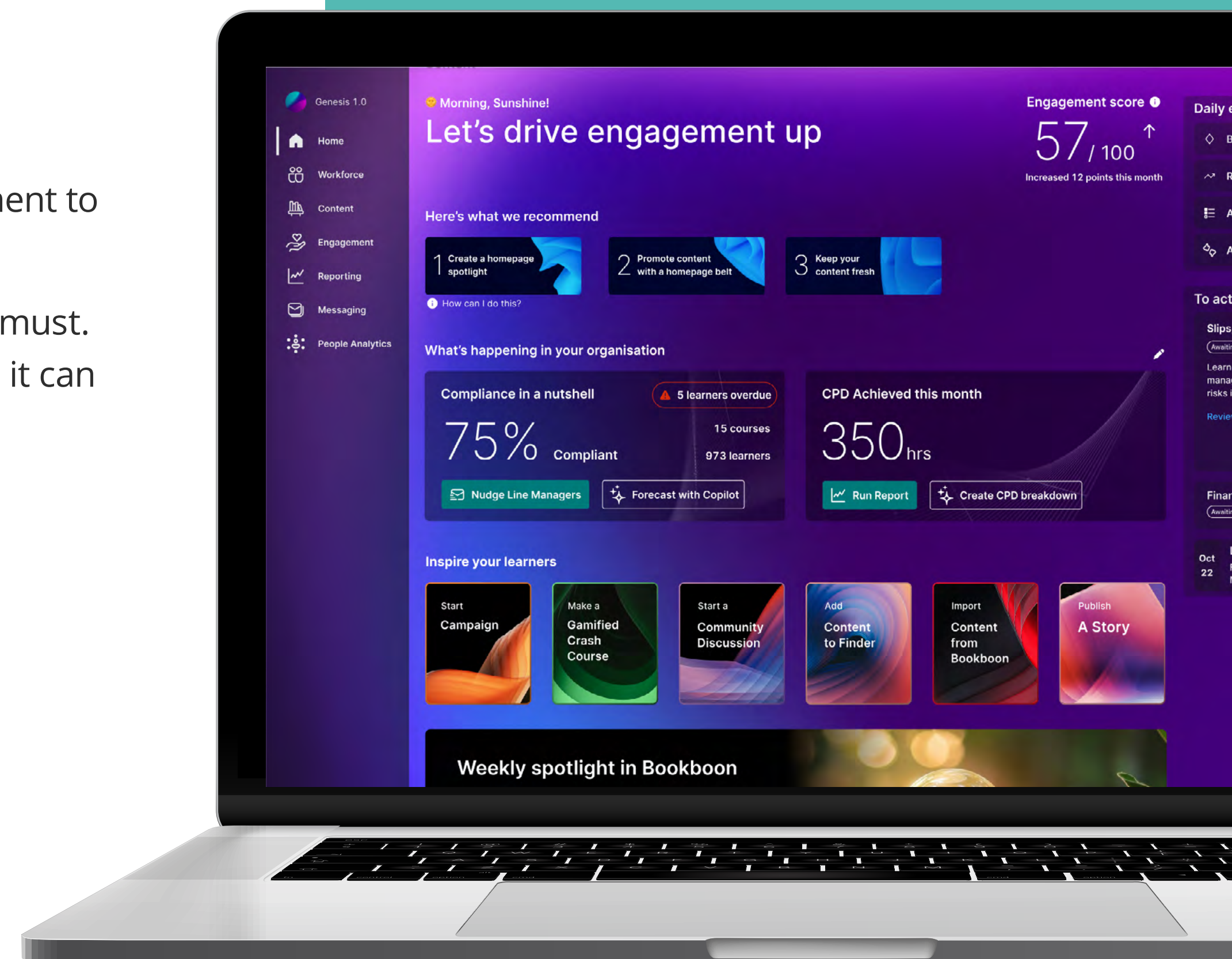
### ✓ Skill assessments

Personalised assessments and aptitude tests are a great way for employees to identify the areas they need to work on, whether it's workplace skills, management skills, critical thinking, assertiveness or wellbeing.

### ✓ Scalability

Whereas one-to-one coaching is difficult to scale as your headcount grows, it's far easier and cheaper to give your new recruits access to an intuitive digital platform that houses all the eLearning materials they need.

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# Unlock Potential, Drive Retention

## ✓ Targeted delivery

Intelligent learning platforms enable you to promote the right content to the right people, based on their roles, performance data, and career goals. By delivering personalised learning recommendations, employees are more likely to engage because the training feels timely, useful, and aligned with their aspirations.

## ✓ AI capabilities

An AI-powered LMS can send smart reminders about deadlines, track time left on modules, and help learners manage their training tasks. AI assistants can also suggest personalised learning paths based on goals and progress, while providing managers with insights into team development.

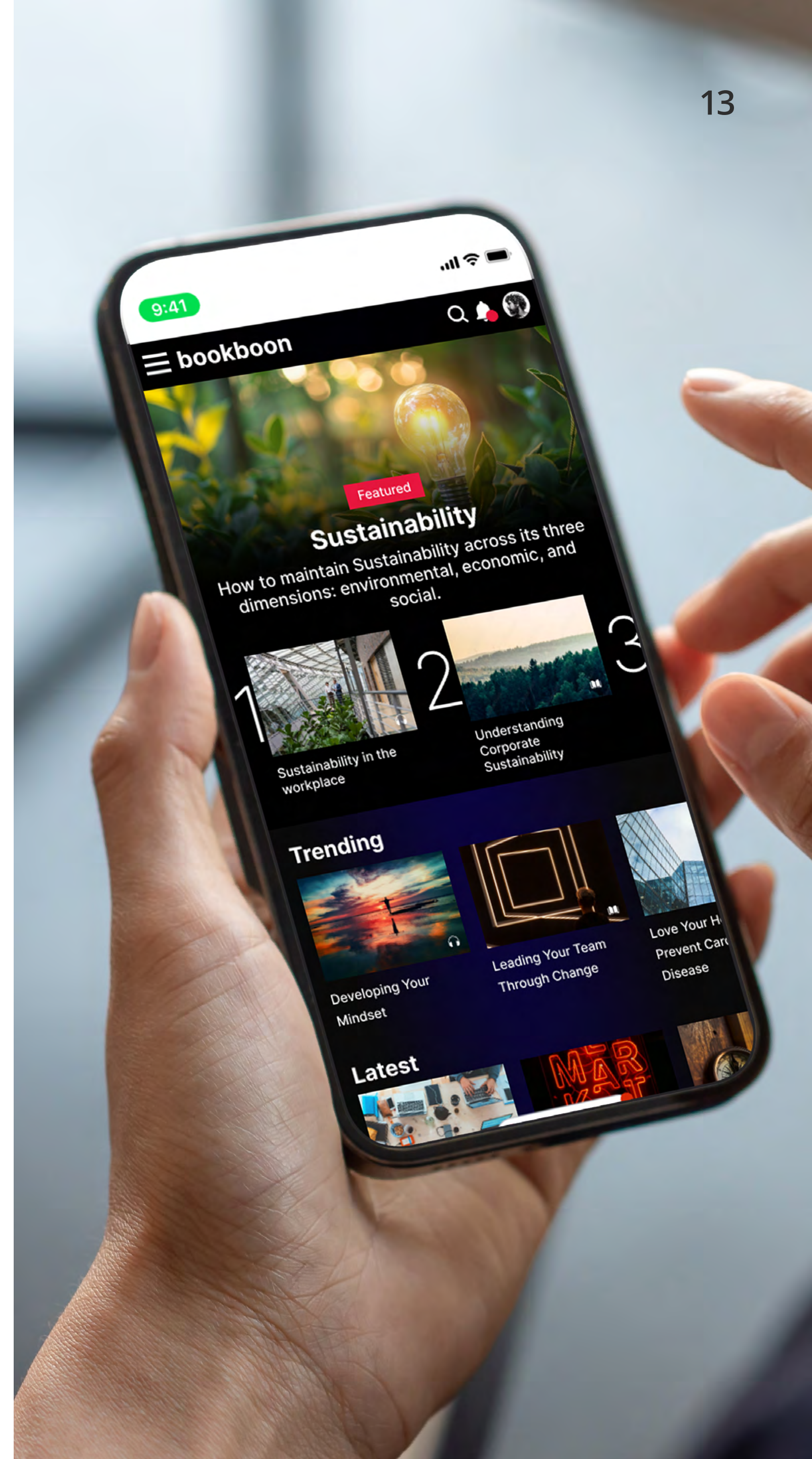
## ✓ On-the-go learning

Mobile-friendly learning platforms allow employees to access training anytime, anywhere. This flexibility encourages continuous learning and helps integrate development into the flow of daily work.

## ✓ Flexible content formats

People learn in different ways—some prefer reading, others respond better to video, audio, or interactive content. Offering a mix of formats helps meet individual preferences and keeps learners engaged across various topics.

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## Unlock Potential, Drive Retention

**Access Learning** has everything you need to turn employee potential into lasting career success

### Learn with Access LMS Evo



Drive workforce excellence, spark a curiosity to learn and supercharge your people with our AI-powered, user-friendly, and robust Learning Management System. Keep your people informed, compliant and engaged.

### Explore with Access Bookboon



Empower your people to upskill at their own pace and create a culture of continuous learning. See your engagement rates rocket and learners who keep coming back for more.

### Discover with Access eLearning



Go beyond tick-box compliance with our market-leading eLearning courses. Crafted by experts and delivered through engaging, multimedia-rich, bite-sized modules, our courses drive knowledge retention across a wide range of topics.

### Grow with Access Career Development



Our simple, scalable Career Development tool supports self-driven progress and leadership guidance—keeping your workforce skilled, engaged and ready for what's next.



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## The Access L&D Suite

Combining **Access LMS Evo**, **Access Bookboon** and **Access eLearning**, our comprehensive L&D suite provides everything you need to create engaging learning experiences, empowering your employees to grow their skills, advance their careers, and drive business success.

Find out more





Unlock Potential, Drive Retention

# Take your Learning and Development to the next level

Access Learning's digital learning solutions empower employees to take charge of their development while enabling you to build a skilled, future-ready workforce.

Contact us 

