

NEW RESEARCH: What Learners Want Most in 2023

INTRODUCTION

Work has never been harder for many workers, but at the same time, employers aren't always sure how to best help. In new research that spans 1,000 employers and 1,000 learners, we uncovered some critical aspects of what employers can do to support and enable the modern worker, driving better performance, productivity, and retention.

DEVELOPMENT IS KEY TO TALENT ATTRACTION AND RETENTION



6M UNEMPLOYED WORKERS

10M JOB OPENINGS



Government data show that there are millions of jobs unfilled in spite of there also being millions of unemployed workers at the same time. Employers that want to attract the right talent can use learning and growth as a key differentiator.



NEARLY 70%
of job candidates
want to be
evaluated for
future potential,
not just current
skills



Lack of
advancement
is the
#1 REASON
frontline
workers ghost
employers



**2/3 OF ALL
WORKERS**
have quit a job
at some
point due to a
lack of career
growth



7 IN 10
frontline workers
want to learn
through
opportunities and
experiences, not
just training content

4 WAYS WORKERS DEFINE TRAINING SUCCESS

While employers try to define learning's return on investment or other outcomes, workers look at a few key things to define whether training is useful or not in the ranked list below:

1

**IT HELPS ME
PERFORM
BETTER**

2

**IT HELPS ME
GROW MY
SKILLS**

3

**IT'S
CUSTOMIZED
TO MY NEEDS**

4

**IT IS
CREATIVE
AND EXCITING**

Unfortunately, workers tell us the number one reason they complete training today is because it's mandatory/required. Employers have to help draw a line between training and job impact for workers to take it seriously.

SKILL DEVELOPMENT CORRELATES WITH COMPANY OUTLOOK

Employees who don't think their company is on the right path are more likely to be honing skills for their next job/company.

WHAT TYPE OF SKILLS DO YOU WANT TO DEVELOP?

	COMPANY IS GOING A POSITIVE DIRECTION	COMPANY IS GOING A NEGATIVE DIRECTION
SKILLS FOR MY CURRENT JOB	46%	21%
SKILLS FOR MY NEXT JOB	31%	49%

Workers who are unsure about their company's direction are
2X MORE LIKELY
to be developing skills to help in a future job.

CONCLUSION

In a workplace where employees command more power than ever before, employers need to realize that developing and growing their people is a key way to differentiate from the competition. But it's not just about winning more workers: employees that receive development are less likely to experience burnout or have plans to quit their jobs.

Check out all of our research and learn more about how it can support your organization's talent, HR, and learning objectives.
LHRA.io/research

ABOUT THE RESEARCH

The Lighthouse Research & Advisory 2022 Talent Development, Upskilling, and Career Mobility study was gathered via online surveys in Q3 2022 from 1,000 global employers and 1,000 currently employed workers.