

**SKILLSWAVE**



# Adopting a Skills-Based Corporate Learning Strategy

# A Guide to Deploying Personalized Learning Pathways at Scale

Learning and development (L&D) has been massively affected by rapid technological advancements, changing workforce demographics and evolving business needs.

Research from Morning Consult shows that 41% of employees look to their companies as a guiding light for building skills. Traditional learning programs may soon not be enough when it comes to truly helping staff find and complete the right learning to help them advance in their field—and your business.

What if you could programmatically give each employee a blueprint of learning pathways that are customized to their unique needs? This is where skills-based personalized learning pathways come in.



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## In this guide, you'll discover:

- What are personalized learning pathways and their benefits
- Why aligning skills to job-roles is critical (and easier than you think)
- How to achieve personalized learning at scale



# What are Personalized Learning Pathways?

Unlike traditional training programs, personalized pathways tailor learning experiences to the individual and are anchored in skills-based design. To be effective, they need to take into consideration the skills that an employee currently has, and their preferences and career goals. Without those considerations, a guided learning pathway won't be possible.

This approach not only enhances the learning experience but also drives better outcomes for both employees and organizations.

Some key requirements for building personalized learning pathways include:

- [Skill mapping](#) – Aligning skills to job roles specific to your organization
- Employee motivation – Allowing employees to explore and set their own learning or career path goals
- Skill tagging – Assigning skill tags to all learning content
- Smart recommendations – Using AI and machine learning to provide learners courses or programs aligned to their specific career goals, driven by a skills-based philosophy



# The Benefits of Skills-Based Personalized Learning Pathways

While learning produces benefits no matter what the type, personalized learning pathways based on skills can provide a targeted approach to take employees to the next level. They can also give your organization a way to track and monitor skill and talent growth.

## Enhanced Employee Engagement

Personalized learning pathways increase employee engagement by providing relevant, meaningful and motivating learning experiences. Data from Morning Consult shows that 20% of employees find generalized learning recommendations to be a barrier to pursuing education at work.

When your staff can see their career goals and the clear steps needed to reach them, it's easier for them to be inspired to stick with it.

## Improved Performance and Productivity

Tailored learning programs lead to better performance and productivity as your employees receive the training they need to excel in their roles. Employees' old skills are sharpened, and new ones are developed and put into practice, influencing their desire to perform.

Improved performance can also lead to increased earning potential—something that 64% of learners surveyed by Morning Consult cited as a motivator to pursue additional skills training.

## Increased Retention and Career Growth

Employees are more likely to stay with your organization if it invests in their development and provides clear career growth opportunities. In fact, data from Morning Consult showed

that 77% of employees said effective L&D programming increases their likelihood of staying with their employer.

## Organizational Agility and Innovation

Personalized, scalable learning programs can enable your organization to adapt quickly to changing market demands and foster a culture of continuous improvement and innovation.

New jobs and skillsets—like those used to incorporate AI and automation into our daily work lives—mean that businesses need to constantly be on their toes, ready to adapt to meet future demands. Personalized learning can help build the pathways needed to help your staff quickly become trained in new and emerging skills.



# How to Achieve Personalized Learning

Personalized learning zeros in on the goals of your employees on an individual level. To make the right career and educational recommendations for your staff, a focus on the right data and skills plays a big part.

## Data-Informed Learning

Data is the backbone of effective personalized learning. By collecting and analyzing data on skills across your business, employee performance, learning preferences and skill gaps, you can make informed decisions about content, delivery methods and learning paths.



## How to Utilize Data to Inform Learning Pathways

Because the scope of data for learning programs can be large at times, understanding what data should be used to inform learning pathways is important. Some of this data includes:

- Skills aligned to job-roles – Understanding what skills reside in your company—with standardized naming conventions—tied to employee roles
- Learning analytics – Tracking and analyzing learner behavior and performance
- Feedback mechanisms – Using surveys, assessments and feedback to refine learning programs
- Performance metrics – Aligning learning outcomes with business objectives and KPIs

By understanding what and how a learner wants to learn, more personalized recommendations can be made. Layering in your employees' career goals and the education that can help get them there will further make the pathway unique to them.



## Skills-Focused Development

In today's fast-paced business environment, identifying and developing critical skills is paramount. L&D professionals must focus on both current skills gaps and future needs to ensure the workforce remains competitive and capable.

### Aligning Learning Programs With Business Objectives

If personalized learning is your goal, aligning those needs to business objectives will help show the ROI of all the effort.

For example, if you have a particular goal to hire for certain roles, consider how personalized paths can

upskill existing staff into the roles instead—like by looking for skills overlaps and areas of interest.

Here are some ways to make sure your personalized learning paths are ladder up to your business goals:

- Strategic alignment – Ensuring learning initiatives support overall business goals
- Competency mapping – Identifying essential skills and designing or finding programs to develop them
- Career pathing – Aligning learning pathways with career advancement opportunities



# Implementing Personalized Learning Pathways at Scale

A scalable learning program is one that can be expanded to accommodate an increasing number of learners without compromising the quality of the learning experience. Scalability is essential if your organization is seeking to grow and develop its workforce efficiently.

Being able to offer personalized learning to all your staff means everyone has the chance to reap the rewards. Some company-specific benefits include:

- Cost effectiveness – Reducing per-learner costs as the program expands
- Consistency – Ensuring uniform quality and content delivery across the organization
- Efficiency – Streamlining the process of delivering training to a large audience

Here are three ways to start implementing personalized learning pathways at scale.

## 1. Assessing Organizational Readiness

Evaluating your organization's readiness for implementing personalized learning pathways involves assessing current capabilities, technology infrastructure and cultural readiness. Knowing where gaps exist or challenges that may pop up will help troubleshoot solutions to ensure your business is ready to successfully take on personalized learning at scale.

## 2. Understanding Common Challenges

Implementing new tech and learning doesn't come without some common challenges. Some common challenges—and solutions—of implementing personalized learning at scale include:

### Common Challenges of Scaling Personalized Learning

Challenge	Solution
<a href="#">Diverse work needs</a>	Comprehensive skill inventory
<a href="#">Technology infrastructure</a>	Holistic upskilling tech
<a href="#">Content development and maintenance</a>	Database of curated content
<a href="#">Resistance to change</a>	Culture of continuous learning
<a href="#">Data management</a>	Robust data analytics



### 3. Building the Infrastructure

Creating a company-wide skill taxonomy—a database of all the skills that exist within your company, using consistent language and tied to individual job roles—that can adapt to change is a near impossible task to complete manually. This is where AI can easily come in. Those exact technological advancements that are putting pressure on L&D to adapt can also be wielded by them to adjust to the change of pace.

In the end, L&D leaders need to get really good at determining when to build learning experiences and when to buy them. Oftentimes the skill that's

needed can be gained through external education opportunities, and the faster connection to content is where scale becomes available. If your L&D team determines the content needed is too niche to go external, you can utilize modern content creation tools. Generative AI, if used carefully, can have massive value to learning leaders.

To make personalized learning more simplified, many choose to invest in an [upskilling solution](#) that does the heavy lifting of deploying a skills-based philosophy. From a skills taxonomy to skill mapping, data collection, curated content from top providers and more, an upskilling solution can make scaling personalized learning easier to manage.



# The Future of L&D: Personalized and Scalable

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The future of learning and development lies in creating scalable, personalized learning experiences that are data-informed and skills-focused. This approach not only meets the needs of today's workforce but also prepares your organization for the challenges of tomorrow.

By investing in developing scalable, personalized learning pathways, your team of L&D professionals can significantly enhance employee development, performance and satisfaction. These actions will ultimately drive organizational success and competitiveness in an ever-evolving business landscape.








## About SkillsWave

SkillsWave is on a mission to drive people and businesses forward—building tomorrow's most valued skills, today. By providing quality learning opportunities that align with organizational needs, we're helping organizations transform their workforce into a competitive advantage. Our upskilling platform and strategic education partnerships not only propel career and company growth, but also deliver measurable and meaningful ROI for learning.

To learn more, visit [SkillsWave.com](https://www.skillswave.com).

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