

Learning & Development Trends to Know for 2025

Navigating the Future of Workforce Training and Engagement



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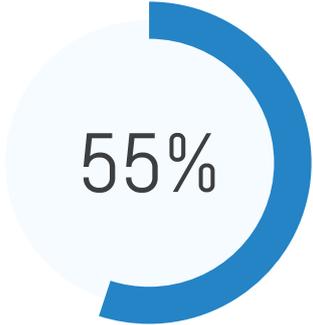
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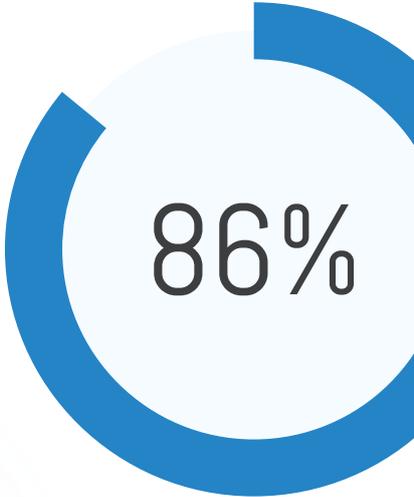
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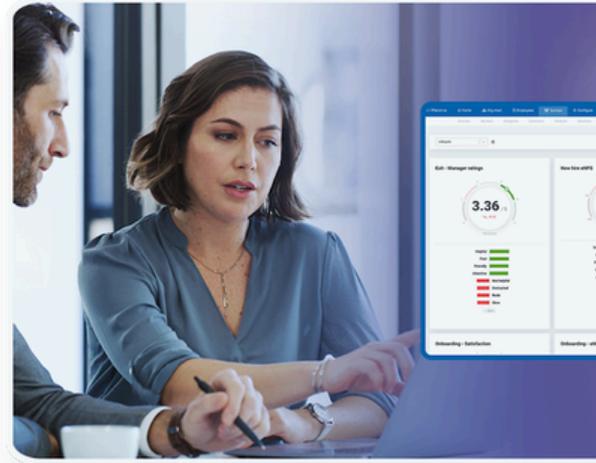
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Essential Insights for
Future-proof L&D

Multi-generational Engagement

Since 2016, Millennials have been the largest generation in the US labor force, but now Gen Z is stepping in. This shift means businesses must move beyond targeting a single demographic and focus on managing a multi-generational workforce with varied goals and expectations. Gen Z stands out as the most eager generation to learn, making it crucial for managers to prioritize their development as they enter the workforce.



This urgency pushes companies to enhance their learning and development (L&D) programs to meet the needs of all generations. By adopting effective L&D technology, businesses can boost employee engagement and retention in this evolving landscape.

L&D management systems allow managers to tailor learning experiences for different work groups and individual employees. By recognizing generational differences, these systems effectively address the challenges of training a diverse workforce while keeping everyone engaged. This approach not only fosters collaboration but also empowers employees to take charge of their growth, resulting in a more dynamic and inclusive workplace.

Focus on Upskilling and Career Development



51% of employees will seek new opportunities if upskilling is unavailable.

LinkedIn research indicates that upskilling employees is now the second-highest priority for learning and development personnel. Motivated by career growth, employees now actively seek opportunities to continuously upskill in their fields and advance in their company roles. If they don't find these opportunities, 51% of the workforce will look for them elsewhere while still on the job.

Employees see how quickly the workforce is changing. They recognize the importance of adapting to new technology, developing in-demand skills, and adopting leadership roles. PwC research finds that 77% of employees in 2024 feel ready to adapt to new ways of working. Meanwhile, McKinsey research finds that a lack of opportunities to upskill is a primary factor in high employee turnover rates. Management strategies now prioritize continuous learning and upskilling to attract and retain top talent, setting a new success standard in today's competitive landscape.

AI-assisted Learning & Feedback

Businesses have increasingly recognized the importance of replacing annual reviews with real-time feedback systems, and the results have been impressive. Gallup data reveals that employees are 3.6 times more likely to feel motivated to do outstanding work when they receive daily feedback as opposed to annual performance reviews. This shift not only boosts motivation but also significantly enhances overall performance and engagement within the workforce.

Despite these positive changes, 95% of managers remain dissatisfied with their company performance reviews while 90% of HR leaders don't believe they produce accurate information. AI-assisted feedback systems tackle these challenges by providing real-time datasets tailored to each employee's unique career goals.

To enhance this process, managers are increasingly using AI-enabled learning management tools to offload labor-intensive administrative tasks onto advanced algorithms that can efficiently gather and organize vast amounts of performance data. Generative AI tools assist in creating personalized learning paths that encourage mutual participation in career development between managers and their employees. HR leaders are now using AI to tailor learning experiences to individual needs, ensuring regular assessments align with each employee's career goals.

**Real-time
Feedback
Boosts
Motivation**



Hybrid & Remote Learning Models



With the post-pandemic push toward hybridization of remote and in-person work models, top-performing companies have responded with a learning model that prioritizes collaboration among a more dispersed workforce. Studies show that by 2025, 22% of the workforce, over 1 in 5 employees, will work remotely. This places a huge demand on learning and development tools that cater to multiple work models at once.



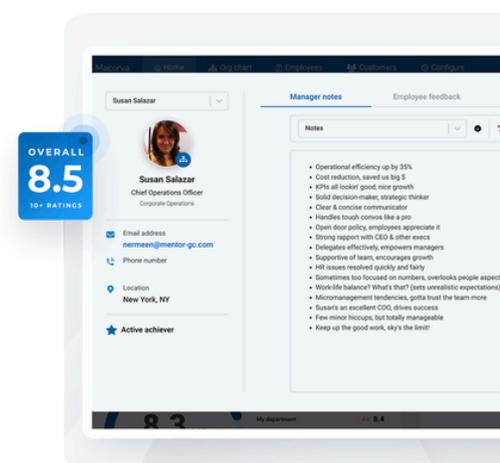
For instance, 72% of employees report that the collaboration tools their managers provided were incompatible with other company systems, making cross-team collaboration difficult. A unified learning and development platform solves many of the challenges facing a geographically and technologically dispersed workforce. By implementing systems that allow access to L&D materials from any connected device, companies can facilitate seamless knowledge-sharing and collaboration among all team members, regardless of location.

Focus on Diversity, Equity, and Inclusion

Diversity, equity, and inclusion (DEI) are pillars of the modern employee learning experience. By prioritizing DEI practices, organizations ensure that employees feel respected by their managers, valued by their company, and supported by their colleagues.

However, as organizations focus on DEI, HR managers face the challenge of fostering collaboration within a dispersed remote and hybrid workforce. Modern learning and development systems actively enhance DEI by focusing on reducing anonymity, allowing employees to feel heard and included.

They accomplish this by deploying 360-degree feedback, including a peer feedback system, addressing unconscious managerial bias with AI-generated feedback surveys, and focusing on team collaboration within the centralized learning platform. With real-time updates, managers can view their teams' compliance status in terms of DEI training initiatives and address issues in real time *before* they impact engagement and employee safety.



Soft Skills Development

Developing soft skills or “behavioral skills” has become a top priority for company leaders. According to Gallup data, giving meaningful feedback is a manager’s most important task in encouraging employee engagement through soft skills development. Meaningful feedback has three crucial traits:

1. Builds on recent experience from a stance of appreciation
2. Presents opportunities for collaboration and relationship-building
3. Demonstrates empathy between management and team members

A feedback process centers on the individual worker’s experiences reinforces the need for soft skills as a training focus and a management initiative. As Microsoft CEO Satya Nadella said, empathy is not a soft skill – “It’s the hardest skill we learn.” The rising awareness of soft skills and their role in success has led many companies to focus their learning and development efforts on defining, coaching, and tracking these skills to find and cultivate new leaders among their workforce.

User-generated Content and Social Learning

User-generated content, or UGC, refers to content created and shared by the actual users of a company's system. UGC has been trending in response to employees' hunger for more personalized experiences. Since employees tend to think of learning content created by their peers as more personal than traditional user manuals and protocols, UGC adds a social component to the learning experience that encourages greater collaboration between employees.

According to [LinkedIn](#), companies with socially engaged employees who generate and distribute company content are 58% more likely to attract top talent and 20% more likely to retain it. In 2024, as training resources become increasingly limited due to budget constraints, economic uncertainty, and the need for rapid upskilling, many L&D professionals will lean heavily on UGC.

Unlike traditional learning materials, UGC requires minimal capital investment since employees create and maintain the content themselves, which frees up critical L&D resources.



ROI Data Analytics

Using data analytics to evaluate the ROI of learning programs is hardly a new idea, but this will perhaps be the most important trend for L&D in 2025 and beyond. The economic challenges following the pandemic have made businesses acutely aware of the need to justify their investments, leading executives to scrutinize L&D programs more closely as they seek to cut costs.

To thrive in this environment, L&D teams must demonstrate the effectiveness of their programs through data-supported learning outcomes, measuring not just participation rates but also the impact on employee performance and business results. [AI-enabled performance management systems](#) will be essential, providing real-time insights into the ROI of specific learning initiatives.

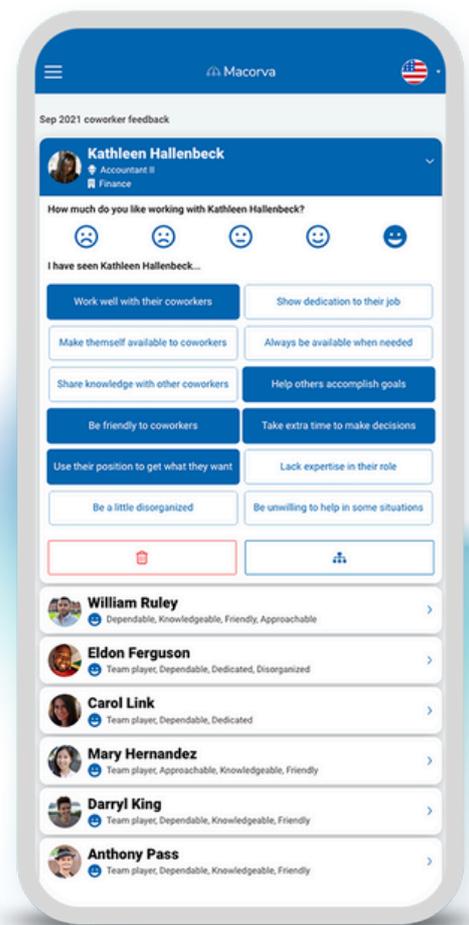
By leveraging these tools, organizations can make informed decisions about their training investments, ensuring that every dollar spent contributes to overall business success while securing ongoing support for L&D initiatives.



Stay ahead of the curve

Staying ahead of the latest industry trends is essential for the success of your L&D team. Macorva's employee experience platform empowers companies by:

- ✔ Enhancing feedback with anonymous employee insights for a more open workplace
- ✔ Boosting collaboration among remote and hybrid teams for seamless engagement
- ✔ Strengthening DEI by using AI to identify and amplify individual voices
- ✔ Driving data-driven decisions with real-time analytics on L&D ROI



START NOW

[Click here](#) to contact a member of our team for a customized demo and discover how our solutions can empower your organization to excel.

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