

# Learning and Development strategy



## Learning and Development Strategy



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- In order to create a successful, long-lasting organisation, a **learning and development (L&D) strategy** outlines the workforce capabilities.
- It further plans skills, and competencies the organisation needs, as well as how they might be developed.

### Learning and Development Model

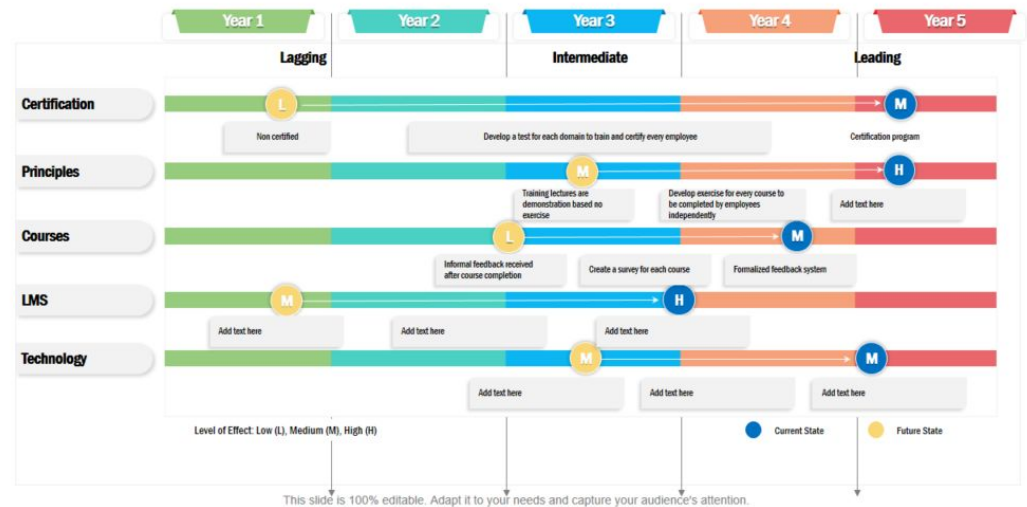


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## Goals of L&D strategy :

- Ensuring that employees have the information and skills they need to function well in their roles and contribute to the overall business performance of the organisation is the aim of learning and development (L&D).
- The goals put faith in the idea that , from a young professional to a senior management, every person has the potential to learn.

Five Year Employee Learning Development and Certification Roadmap

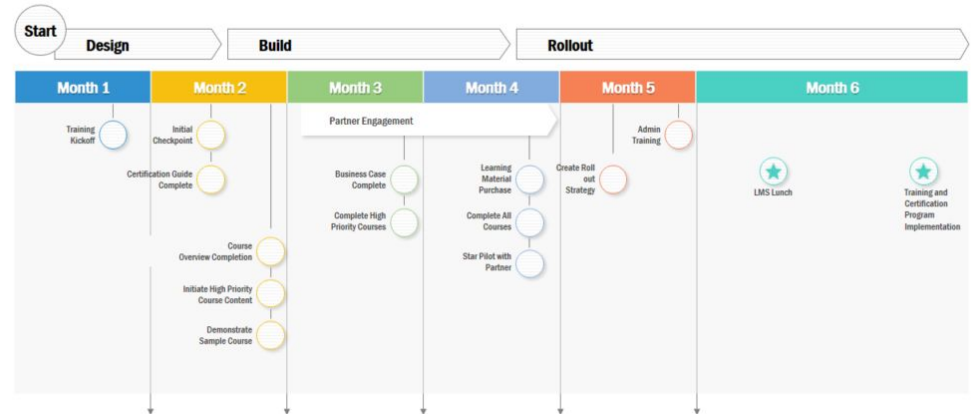


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## L&D strategy must include :

- sets out the workforce capabilities
- skills and competencies the organisation requires
- And how to improve to ensure a sustainable, successful organisation.

### Six Months Learning Development and Implementation Roadmap



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## Creating and Introducing an L&D Strategy :

- Examine Skills Gaps.
- A flexible L&D framework should be used.
- Align personal and organisational learning objectives.
- Tell your story to the workforce.
- Promote your brand.
- Create contextual L&D strategies for various roles.
- Monitor Performance and Make Adjustments.

### Four Quarter Organizations Learning and Development Roadmap



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## Employer Branding:

- Employer branding is a method of marketing your business to potential employees.
- Putting your firm's distinctive cultural differentiators on display and working to make them more prominent will help you achieve this goal and establish your organisation as a great place to work.

## Key Areas of Learning and Development Strategy



### Learning and Development strategy has strategic role in five areas:

- o **Attract and Retain Talent:**  
*New opportunities for learning and development in the organization motivates the employees to stay with the company*
- o **Develop People Capabilities:**  
*Helps in improving the employees' knowledge and capabilities of doing their work more efficiently*
- o **Create a Values-based Culture:**  
*In diverse workforce, learning and development help to build a values-based culture and a sense of community*
- o **Build an Employer Brand:**  
*Investments in L&D can help to enhance company's brand and boost its reputation as an 'employer of choice'*
- o **Motivate and Engage Employees:**  
*Best way to engage employees is to provide them learning and development opportunities*

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# FAQs

## What are the 3 levels of strategy ?

- Corporate level
- Business level
- Functional level

## What are the levels of L&D strategy planning?

- Goal-setting
- Analysis

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- strategy formation
- strategy implementation
- strategy monitoring.

## **What are the basic strategies that MNCs choose?**

- International
- Multidomestic

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- Transnational
- Global

## What are the 3 types of Branding ?

- A corporation or company brand.
- A product brand.
- A personal brand.

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