



The Importance of Investing in

LEARNING & DEVELOPMENT



FREEDOM ★ LEARNING
GROUP



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About Freedom Learning Group

FLG is majority owned by Achieve Partners. Achieve is an impact investment firm with the goal of placing 100,000 Americans into meaningful careers in high-growth industries. Achieve companies support America's workforce through "Training Hub," or training in the high-demand skills and competencies that enable diverse and underrepresented talent to accelerate their careers and drive socioeconomic mobility.

Founded by a Military family, FLG is the leading educational courseware, content, and services provider powered by a global remote workforce. FLG entered the educational courseware industry in 2017 with a cutting-edge business model intentionally designed to fit the needs of Military Spouses, Veterans and displaced professionals while keeping them competitive in their respective professional fields. Today, FLG's social mission has expanded to include civilians, especially women because they too are experiencing drastic unemployment rates due to COVID-19.

FLG is committed to providing an environment where equal employment opportunities are available to all contributors. Our team is innovative, multidisciplinary, and taking careers into the future.

FLG has always been about bringing people together, inspiring hope and creating change.

Introduction

“What if we invest in our people and they leave,” a CFO asks their CEO. The CEO responds, “What happens if we don’t and they stay?” In the past two years, COVID has exposed the absolute necessity of businesses, both large and small, to prioritize the well-being of their workforce. Now more than ever, the importance of a Learning and Development program has come to fruition. Talent communities need access to training and upskilling opportunities while understanding paths for growth within their organization.

Learning and Development (L&D) is a term used to describe everything a business does to encourage professional development among its employees or contractors. Training courses, development programs, and online learning all fall under the bracket of L&D. In large companies, L&D is usually highly structured and powered by a Human Resources team in charge of implementation. In smaller businesses, the L&D strategy is often more constrained by the available budget and staff. Those companies are also less likely to have a dedicated Human Resources department, so responsibility might fall to someone with a similar role. And in some instances, outsourcing L&D might be the best option.

Investing in your workforce takes time, energy, and money. Replacing talent that may leave because they don’t feel valued takes even more time, energy, and money.

Freedom Learning Group (FLG) developed this white paper to:

- 1 Shed a light on the necessity of investing in L&D
- 2 Share how FLG can be a trusted solutions-based partner for companies needing to outsource L&D
- 3 Enlighten businesses, especially small business, how FLG uses Training Hub to upskill our own talent community

Almost 3% of workers in America quit their jobs in November of 2021 matching the exodus in September of the same year according to the [Labor Department](#). Pundits are calling this period in history the “great resignation” or the “great reshuffle.” After two years of navigating remote work and personal responsibilities, employees and contractors are examining their work life, what is most important in an employer, and whether they excel in their field at all. Reasons for dropping out of the workforce may include lack of fulfillment, flexibility, connectedness, being forced to return to the office, and inadequate professional growth opportunities. Professionals are using this time to reevaluate their goals, leverage their networks and experience and try new industries and work models such as “gig” or seasonal work.

Almost **3% of workers** in America quit their jobs in November 2021—a period in history known as the “great resignation.”

Now is the time for employers to develop a top-notch recruitment and retention strategy to fill millions of open positions. Companies both large and small must create attractive recruiting and retention strategies and invest in their employees to combat the expensive and growing trend of attrition. **One highly valued retention strategy is a professional development program.** According to a [2018 LinkedIn Learning Report](#), nearly 94% would stay at a company longer if it invested in their career. In addition, employers must meet the growing gap in skills and knowledge within their current workforce. A [recent Gartner study](#) revealed the total number of skills required for a single job is increasing at 6.3% annually and new skills are replacing old ones. 29% of the skills that were present in an average job posting in 2018 will be obsolete by this year.

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“L&D also leads to more referrals which is FLG’s largest source of applicants. Great talent attracts great talent - having a workforce that feels valued and supported inevitably leads to the growth of this pipeline.”

- Melissa S., SVP, Global Talent Acquisition
Freedom Leaning Group

Replacing people who leave your organization and onboarding new people takes a great deal of time and money that could negatively impact your bottom line. According to an [IBM study](#), employees who don't feel that an organization is providing the development they need are twelve times more likely to leave for another opportunity than those who say they're receiving enough training. Consequently, reducing turnover is a huge incentive to prioritize professional development opportunities.

If a professional development program is designed thoughtfully, companies can:



Increase employment
engagement



Increase
productivity



Positively impact their
bottom line

Investing in your labor force by providing training and workforce development will lead to a more prosperous organization. The [Gartner study](#) on the “Top Five Priorities for HR in 2021” also found that 68% of HR leaders cited “building skills and competencies for the organization” as a key initiative, yet 38% of them said that they do not know what skills gaps employees have.

FLG focuses on learner engagement with world-class content created by industry-leading experts for clients in the education, corporate, and publishing sector. Our digital courseware is designed to drive employee engagement, achieve learning outcomes, and improve performance through annual training, continuing education, and remote training solutions.

According to the [2022 LinkedIn Learning Study](#), companies that excel at internal mobility retain employees for an average of **5.4 years**, nearly twice as long as companies that struggle with it, where the average retention span is **2.9 years**.

Outsourcing Your L&D Needs

FLG is driven by the idea that people make businesses better.

Delivering innovative learning, training, and education solutions for all business entities with the following L&D services:

- ✓ [Assessment Authoring](#)
- ✓ [Audio & Video](#)
- ✓ [Content Development](#)
- ✓ [Curriculum Development](#)
- ✓ [Instructional Design](#)
- ✓ [Instructor & Student Supplement Authoring](#)
- ✓ [Subject Matter Expertise](#)

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“FLG exceeds expectations of all stakeholders and exerts excellence in every innovative product. I am honored to be a part of this dynamic team. The company embraces innovation as the world of education evolves. My work at FLG challenges me to be more than just good at what I do, but rather accept nothing but excellence.”

- Sandra P., FLG Subject Matter Expert



FLG's Solution: Providing L&D Opportunities Through "Training Hub"

FLG, a small business, invests in our own talent community through "Training Hub," and shines as an example of a successful recruitment and retention strategy. Nearly 86% of FLG contributors return for project based work.

Our Model

Training Hub takes typical onboarding and upskilling a step further by formalizing intentional and measured learning outcomes to ensure our contributors are successful on day one while offering continued growth opportunities. Training Hub offers numerous learning paths and touchpoints that can be customized to fit the needs of our talent community and our clients.

Contributors can enroll in upskilling opportunities through stackable learning paths or standalone modules. Each learning path consists of robust, automated training for FLG specific operations, in tandem with industry specific training through our learning partners. Upon completion of the automated training, learners are immersed in on-the-job training focused on refinement of newly learned skills all while ensuring client and project success.

Training Hub currently offers various learning paths for our talent community:

- 1. FLG Orientation:** New contributors are encouraged to participate in this learning path before joining an FLG project.
- 2. Accessibility:** This course trains FLG subject matter experts (SMEs) effective ways to make online learning environments accessible to all learners.
- 3. Instructional Design:** This learning path orients instructional designers to FLG's instructional design processes, products and tools.
- 4. Project Management:** Mandatory for all new Project Managers, this learning path will allow team members to upskill and become an FLG certified project manager.

To learn more, visit:

freedomlearninggroup.com/join-our-team/training-hub



FLG is committed to strengthening the career paths of our contributors.

SME Training Hub Stats

73%

Identify as female

42%

Military Spouses

PM Training Hub Stats

93%

Identify as female

47%

Military Spouses

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“If a company is going to be competitive - both for talent and new business - they must invest in their people through Learning and Development programming. The commitment is both financial and cultural and must reach every corner of the enterprise. FLG is positioned to build and deliver first in class educational courseware across a spectrum of disciplines.”

- Elizabeth O'Brien, CEO, Freedom Learning Group

We [strategically partner](#) with nonprofit organizations, educational institutions, government agencies and corporations to identify, hire, and upskill Military Spouses, Veterans and the millions of displaced workers impacted by COVID 19. Since 2017, we have paid over \$7.2 million dollars to Military Spouses and Veterans. In 2021, 59% of our contractors identified as female and 64% are military-community connected. Our goal is to increase military-connected community hires to 80% by 2025.

In consultation with our [Future of Learning Advisory Board](#), we are continuing to expand our learning paths and stand alone modules for our team. These additional opportunities will not only help meet the future needs of our clients, they will further decrease the ongoing training gaps that Military Spouse, Veteran, and underrepresented professionals experience throughout their careers.



According to the [2022 Workplace Learning Report “The Transformation of L & D”](#) published by LinkedIn: In the context of the Great Reshuffle – a period unlike anything in the history of work – organizations must prioritize enabling employees’ personal success through career development. Learning leaders can create more robust, sustainable programs by connecting skill building to career pathing, internal mobility, and retention.



“The project management learning path has given me the necessary skills, resources, and connections to become a successful PM at FLG. I appreciate the guides to PM lingo and have a full understanding of processes. The mentorship and community-building within the learning path have been invaluable!”

- Elizabeth R., FLG Project Manager

Recommendation

FLG recommends employers of all sizes implement a program similar to FLG's Training Hub to recruit new talent and upskill current talent. This best practice can be easily implemented as a first step toward a robust L&D initiative.

"Achieve Partners is proud to back FLG, which aligns with our mission of re-engineering the future of learning and earning to create economic opportunities for millions of Americans. FLG's Training Hub is the only model within the e-Learning industry to offer upskilling and reskilling pathways for a fully remote workforce. Training Hub will harness digital transformation to level the playing field and support continuous career growth for thousands of talented remote professionals."

- Cassidy Leventhal, Vice President at Achieve Partnerships

Conclusion

Only 40% of companies say that their learning strategy is aligned with business goals. This missed opportunity will increase costs to recruit and retain top talent, potentially resulting in missed revenue targets if your workforce can't deliver. This year, employers must prioritize learning and development opportunities to win back workers, attract new ones and upskill the current workforce. According to the World Economic Forum, 50% of employees will need to be reskilled by 2025. Let's get started now. Make this the year to assess skills gaps, opportunities to level up employees and budget for these investments which will lead to your bottom line.

FLG is your trusted solutions-based L&D partner. We take a consultative approach, consider skills gaps, development opportunities and various learning styles - visual, auditory, kinesthetic, verbal, multi-generational when designing and developing programs for our clients.

FLG will continue to create workforce focused change for underserved populations leading to a path of economic opportunity. FLG is challenging businesses worldwide to invest in their L&D strategy. The future of the workforce depends on it.



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