

# EDUCATION & DIVERSITY

## 50% REVENUE GROWTH / 50% DIVERSE REPRESENTATION BY 2030

- The future of our industry relies on our ability to listen to the marketplace, collaborate and scale successful solutions.
- Industry and corporate growth require an urgent focus on filling knowledge gaps and activating individual company and industry solutions among all stakeholders.
- MediaVillage members are empowered to boldly lead by advancing issues and opportunities in ways that activate change rather than deepen systemic commoditization and bias.
- Now is the moment to recognize and advance wisdom, leadership, education, diversity and opportunity.
- Now is the moment to invest, implement, scale and build on success.

## **MEDIAVILLAGE IS THE INDUSTRY LEADER IN B2B MARKET INTELLIGENCE, EFFECTIVE CONTENT MARKETING, DIVERSE TALENT DEVELOPMENT AND EDUCATION.**

As business models evolve, so do the opportunities to advance growth through a Collective Impact Model focused on activating and amplifying marketing, talent development, education and business solutions.

Our Collective Impact Model enables MediaVillage members to generate 25%-35% cost efficiencies from B2B marketing budgets.

We enable and empower collaborative teams to generate measurable success and growth in a highly competitive market.

We focus on breaking down the bureaucratic inertia and resistance to change that prevent continued learning, diverse representation and growth.

# MEDIA COMMUNITY LEADERS FOR GROWTH

- 3% Conference
- 4As
- A4/Altice
- AB InBev
- Active International
- ADCOLOR
- Ad Council
- Advertising Education Foundation
- A+E Networks
- AMC Networks
- Ampersand
- American Advertising Federation
- ANA
- ANA AIMM
- Ascential/MediaLink
- Cadent
- Captivate Network
- CBS-TV
- Comcast
- Crown Media Family Networks
- The CW
- Davila Multicultural Insights
- Dentsu Aegis Network
- Discovery
- DISH Media/Sling
- Empower Advertising
- Eric Mower + Associates
- E.W. Scripps/Newsy
- Facebook
- The Female Quotient
- Fox-TV
- Good | Upworthy
- Google/YouTube
- Hearst Corporation
- Hershey Company
- Icon Media
- Institute for Veterans
- IPG
- Lifetime
- MediaMath
- Muslim Public Affairs Council
- NBCUniversal
- New York Interconnect
- Nexstar/Tribune
- Nielsen
- NPR/NPM
- Outfront
- Pandora
- P&G
- Publicis Media Americas
- Sam's Club
- Sinclair Broadcasting
- Spectrum Reach
- Twitter
- Unilever
- UPtv/Aspire
- Verizon
- ViacomCBS
- Walt Disney Television
- WarnerMedia
- The Weather Channel
- Xandr



# EDUCATION & DIVERSITY ACHIEVING GROWTH THROUGH COMMITMENT

MediaVillage members advance an agenda focused on identifying and scaling best practices and principles for growth. The power of MediaVillage comes from the engagement and real-world experience of a broad range of companies and organizations within our industry implementing a Collective Impact Approach for growth solutions right now.

## ADVANCED MARKET INTELLIGENCE/B2B RESEARCH TRANSPARENT. ACCOUNTABLE. RESPONSIVE. AGILE.

For more than three decades, The Myers Report has been singularly dedicated to identifying, developing and introducing solutions to the challenges confronting media and advertising companies.

### B2B EDUCATION

We're advancing and highlighting online-learning platforms focused on growth by enhancing the knowledge of your teams and stakeholders.

### B2B COMMUNICATIONS, PUBLISHING & PROMOTION

MediaVillage is the leading positive voice of, by and for our industry. Through the MediaVillage KnowledgeExchange members advance their marketing and communications programs and enhance positive perceptions among stakeholder constituencies, including team members.

### TALENT DEVELOPMENT

AdvancingDiversity.org activates connections among prospective employees, new and early-stage team members, and relevant and supportive mentors who share experiences and values. MediaVillage members support college loan relief to attract and retain diverse talent.

### ECONOMIC SOLUTIONS

Through capabilities integration and single-source multi-platform marketing, you can drive more effective and cost efficient B2B marketing campaigns and implement industry-leading educational programs.





MediaVillage and AdvancingDiversity.org represent media, advertising, marketing and entertainment industry leaders who have proven their commitment to activating and scaling diversity, inclusion and equality initiatives. The Advancing Diversity Council guides industry-wide agreement on programs, initiatives and goals in five areas following an agreed-upon set of best practices, principles and priorities in each area. Through the MediaVillage and AdvancingDiversity.org platforms we have committed to a ten-year \$100 million+ investment goal to advance media industry growth through education and diversity; to assure our industry is a welcoming home for a wide spectrum of diverse talent; and to connect to the tech community, veterans, educators and students, and other-abled. The overview below simplifies these five goals and objectives.

## **ADVANCING DIVERSITY COUNCIL**

### **ADVANCING DIVERSITY FROM ADVOCACY TO ACTIVISM 2020-2025**

WHY IS ADVANCING DIVERSITY FROM ADVOCACY TO ACTIVISM NECESSARY?

- Our industry's diversity retention rate for the first five years of employment is under 25% vs. an all-industry standard of 40%.
- The average first job in 2018 was nine months, compared to 18 months in 2008 and 26 months in 1998.
- Our industry often requires a college degree. Only 33% of the U.S. population has a college degree.
- We need to expand outreach to include veterans, educators, healthcare and hospitality workers, other-abled, tech-savvy, high school, and those geographically distant from media centers.
- Financial support is required to attract and retain diverse talent.

## **FIVE PILLARS FOR ADVANCING DIVERSITY FROM ADVOCACY TO ACTIVISM**

- 1) Research and Tracking Reports
- 2) Education
- 3) Communications
- 4) Peer and Dual Mentoring
- 5) Financial Solutions



## **ADVANCING DIVERSITY ACTION PLAN #1: RESEARCH AND PERFORMANCE METRICS**

We're advancing benchmarking and tracking studies to report on industry-wide statistics and trends related to diverse talent acquisition, retention and advancement.

## **ADVANCING DIVERSITY ACTION PLAN #2: EDUCATION**

We're advancing and highlighting online-learning platforms focused on preparing potential employees for careers in media, advertising, marketing and entertainment.

## **ADVANCING DIVERSITY ACTION PLAN #3: MARKETING & COMMUNICATIONS**

We're advancing a marketing and communications campaign focusing on enhancing positive perceptions of media, marketing and advertising careers among a wide spectrum of diverse and underserved communities.

## **ABOUT ADVANCINGDIVERSITY.ORG:**

Founded in 2016 by MediaVillage chairman Jack Myers, Advancing Diversity is the umbrella organization for Advancing Diversity Hall of Honors and supports WomenAdvancing.org, 1stFive.org, LegendsLeaders.org, FutureofMen.org and Jacaronda Foundation, a 501-C3 organization underwriting college loan relief programs. We collaborate with, actively support and promote several industry non-profit organizations that share a common purpose of advancing diversity, inclusion and equality with a focus on enhancing our community's performance in talent recruitment, development and retention. Learn more about AdvancingDiversity.org and Advancing Diversity Hall of Honors at [www.AdvancingDiversity.org](http://www.AdvancingDiversity.org).

## **ADVANCING DIVERSITY ACTION PLAN #4: MENTORING ADVANCES**

We're advancing connections between new employees and relevant and supportive mentors who share experiences and values.

## **ADVANCING DIVERSITY ACTION PLAN #5: FINANCIAL SOLUTIONS**

We're advancing industry initiatives that underwrite college loan payment scholarships with a goal of attracting and retaining diverse talent.

## **ADVANCING DIVERSITY HALL OF HONORS**

Recognizing Companies, Organizations And Individuals Who:

- have successfully advanced initiatives that improve diversity, inclusion and equality;
- visibly communicate and advance best practices and best principles for advancing diversity, inclusion and equality;
- demonstrate that advancing diversity, inclusion and equality are good for business.



# ADVANCING EDUCATION & DIVERSITY MEMBER RESOURCES & TOOL KIT

- B2B Marketing – Diagnostics & R-O-I Evaluation
- Guaranteed B2B Cost Savings 15%-35%\* With Increased Effectiveness
- B2B Innovation & Invention Lab

## B2B MARKETING DELIVERABLES

- Syndicated and Custom B2B Stakeholder & Consumer Research
- Weekly Market Intelligence Reports Delivered to Your Team
- Custom Revenue Optimization Strategies
- 2000-2025 Economic Data/Insights/Forecasts

## B2B CONTENT CREATION/DISTRIBUTION/PROMOTION

- Earned Media Content Creation & Distribution
- Educational Content Creation & Distribution
- Audio/Video Content Creation & Distribution
- Social Media Content Creation and Optimization
- Dedicated Content Platform at MediaVillage B2B KnowledgeExchange
- Optimized Search for Meeting Preparation

## TALENT DEVELOPMENT

- Advancing Diversity Council Seat with Industry Leaders
- Advancing Diversity, Inclusion and Equality from Advocacy to Activism

## AT MEDIAVILLAGE, WE'VE INTEGRATED B2B MARKETING CAPABILITIES BASED ON BEST PRACTICES AND PRINCIPLES FOR DRIVING GROWTH.

- We are the leader in market intelligence, effective content marketing, talent support and industry education.
- We enable and empower collaborative teams to generate measurable growth in a highly competitive and economically challenging market.
- We focus on breaking down bureaucratic inertia and resistance to change that prevent revenue growth and a representative workforce.
- We align your talent around common beliefs and B2B marketing goals.
- We connect experienced columnists, journalists, editors, and analysts with your marketing and research teams, strategic leaders, financial and revenue management, and talent development professionals to tell your story accurately, professionally, transparently and effectively.

\*We collaboratively identify deliverables and performance measures in a mutually agreed scope-of-work.

## EDUCATION AND DIVERSITY (E&D) TOOL KIT MEMBER RESOURCES, BENEFITS & FEES

MEMBER BENEFITS	E&D ACTIVIST \$360,000	E&D LEADER \$240,000	E&D PARTNER \$120,000	E&D MEMBER \$60,000
<b>DIVERSITY &amp; INCLUSION ADVANCEMENT</b>				
Building a Learning Organization Tool Kit	✓	✓	✓	✓
Advancing Diversity Education Fund	✓	✓	✓	✓
Advancing Diversity Council Seat	✓	✓	✓	—
B2B Communications & Messaging Audit	✓	✓	—	—
AdvancingDiversity.org Content Platform	✓	✓	—	—
<i>Black Leaders Matter Profiles</i>				
<i>1stFive.org Profiles</i>				
<i>WomenAdvancing.org Profiles</i>				
<i>Age of Aging Profiles</i>				
AdvancingDiversity Talent Recruitment	✓	—	—	—
1stFive.org Talent Retention Program	✓	—	—	—
<b>TEAM EDUCATION &amp; MARKET RESEARCH</b>				
The Myers Report (Members-Only)	✓	✓	✓	✓
TMR 2000-2025 Economic Data/Forecasts	✓	✓	✓	✓
Advertiser/Agency Perceptions Research**	✓	✓	✓	✓
Media Brand Equity Valuation Research**	✓	✓	✓	✓
Advanced Technology Updates	✓	✓	✓	✓
Proprietary Strategic Recommendations	✓	✓	—	—
Custom Research Studies Available*	✓	✓	—	—
<b>B2B MARKETING &amp; EDUCATION SOLUTIONS</b>				
.COM KnowledgeExchange Platform & Archive	✓	✓	—	—
6-36 Custom Journalistic Articles	✓	✓	✓	✓
<i>Executive Thought Leadership</i>				
<i>Research Reports, Case Studies</i>				
<i>Team Profiles</i>				
<i>Earned Media Credibility</i>				
<i>Market Experts, Journalists &amp; Columnists</i>				
MeetingPrep.com Search Optimization	✓	✓	✓	—
Dedicated E-Mail Content Distribution	✓	✓	✓	—
Watch Listen & Learn A/V Content Creation	✓	✓	✓	—
Press Release Distribution	✓	✓	✓	—
Banner Ad Campaign/Social Marketing	✓	✓	—	—
Jack Myers Leadership Conversation (Video)	✓	—	—	—

\*Incremental Costs    \*\*Available when applicable





# **THE CASE FOR EDUCATION & DIVERSITY AS TOOLS FOR BUSINESS GROWTH IN MARKETING & MEDIA**

## **THE ROLE OF ONLINE LEARNING TOOLS FOR ADVANCING DIVERSITY & GENERATING BUSINESS GROWTH**

The social and technological forces that shape businesses and entire industries are constantly shifting. Some of the most prevalent forces in organizational development that have undergone drastic changes in the past decade are the methods, frequency, and breadth of educational resources and employee training that go beyond standard collegiate education.

Instituting a robust educational program, particularly access to online learning tools, is key in attracting and retaining quality employees. Not only does long-term support for employees of all educational levels and backgrounds ensure higher productivity, but it also demonstrates trust in your talent while fostering business growth. Failing to properly invest in your human resources not only causes employee retention and productivity to fall: It also causes entire industries to fail at achieving long-term growth.

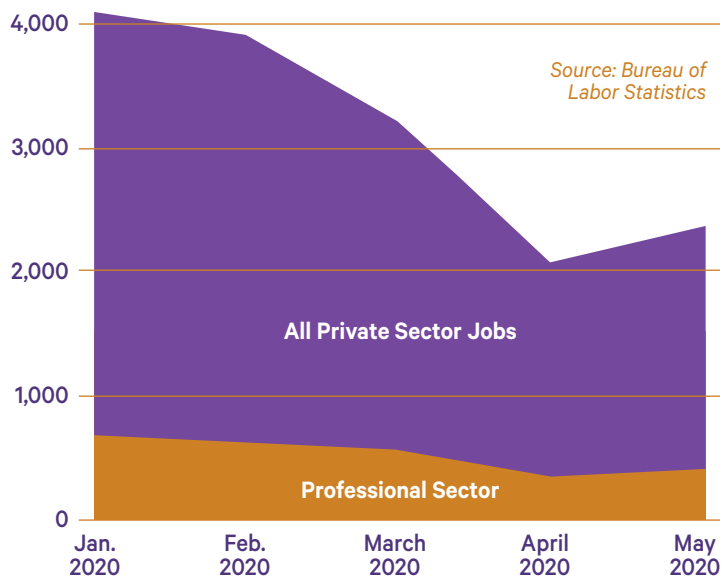
Collegiate job skills training alone is not sufficient for a highly qualified workforce that is also loyal. How can fortuitous learning and development programs take organizations and entire industries to new heights?



# EDUCATION AND TRAINING PROGRAMS FUEL EMPLOYEE RETENTION

Organizations that fail to properly invest in their talent can expect to see high attrition rates. Poor employee retention is an incredibly expensive problem. Fully **47 percent of human resources professionals** cite employee retention as their biggest challenge, surpassing that of recruiting. It is estimated that roughly **3 million Americans** leave their jobs every month. While industries with notoriously high turnover, such as retail and services, account for more than half of monthly quit levels and quit levels drastically decreased after March 2020 due to COVID-19, professional services such as marketing comprised 19 percent of all American private sector jobs that were quit in May 2019.

## PROFESSIONAL SECTOR JOBS QUIT



Several factors drive these high quit levels and turnover rates that are not necessarily related to salary alone. Low morale, hostile corporate culture, lack of flexibility, and lack of recognition for strong performance will lead to low employee retention. The 2018 Job Seeker Nation Study even found that **30 percent of job seekers leave a job within 90 days**, which has made attracting the right talent for the role and employee retention key challenges for human resources professionals in the 2020s.

Unexpected and unwanted employee turnover not only has a deleterious impact on productivity, but replacement costs are also prohibitively high. If an employee quits, it can cost **at least 1/3 of their salary** to find a replacement in terms of lost productivity. For highly skilled employees, it can even be as

high as 200 percent of their salary since teamwork will suffer and the return on marketing spend will be significantly lower.

While all of these factors contribute to low employee engagement, one of the most prevalent causes of high quit rates is that organizations are not providing enough training and educational opportunities. Education helps increase employee retention by providing more opportunities for upskilling in-house instead of engaging in costly talent searches. Some **74 percent of employees** feel that they are not reaching their true potential, and 76 percent are seeking some type of career advancement opportunity. Learning and skills training organically allow for career advancement with the same organization or a new employer. By providing a variety of learning and professional development opportunities, employee engagement increases, and motivated employees are more likely to remain with the organization than those who feel that their needs are going unmet and accomplishments unrecognized. Given that the average annual learning and development spend per employee is **\$1,299**, while replacing an employee can carry a significantly higher price tag, training and learning tools help save money and productivity in the long term.

Increased investment in learning and development helps close skills gaps and increase employee retention, which reduces replacement costs and increases employee engagement, which in turn increases productivity. The cornerstone of a successful employee learning and professional development program is to account for all skill levels. This is especially crucial if the chief goal is to reduce employee turnover and bolster specific skills. If talent developers focus solely on entry-level employees in need of new skills or on additional training or established managers that the company has prioritized to retain, much is lost with both mid-career employees and employees with very little non-collegiate training and education. Training is not strictly relegated to role-specific learning tools and coursework, such as learning how to use new software or industry-specific change management seminars. Strengthening communication, leadership, collaboration, diversity and sensitivity, and soft skills are integral for the entire workforce's talent development.

Properly investing in learning and development programs demonstrates that managers have faith in their employees and are more likely to offer superior job security. Secure and engaged employees are not only more productive, they also help ensure that the organization will achieve long-term growth. ●

# ATTAINING A MORE DIVERSE WORKFORCE THROUGH READILY AVAILABLE QUALITY TRAINING

Maintaining a diverse workforce is imperative for modern organizations to succeed. Diversity is not limited to just gender, ethnicity, and race: It also encompasses age, sexual orientation, immigration status, familial background, and people with disabilities, among other factors. Companies with a diverse staff are better positioned to meet the needs of diverse customer bases, and the cash flows of diverse companies are **2.3 times higher** than those of companies with more monolithic staff. Diverse companies are **70 percent more likely** to capture new markets than organizations that do not actively recruit and support talent from underrepresented groups.

The consistent availability of skills training and learning tools is inexorably linked to attracting and retaining a diverse workforce. People from marginalized groups are less likely to have had access to professional development resources while in college, and they may have been systemically excluded from them at their prior jobs. First-generation Americans and employees who were the first to go to college in their families can also face significant skills gaps based on their educational backgrounds and responsibilities that may have prevented them from accessing supplementary training in addition to a degree.

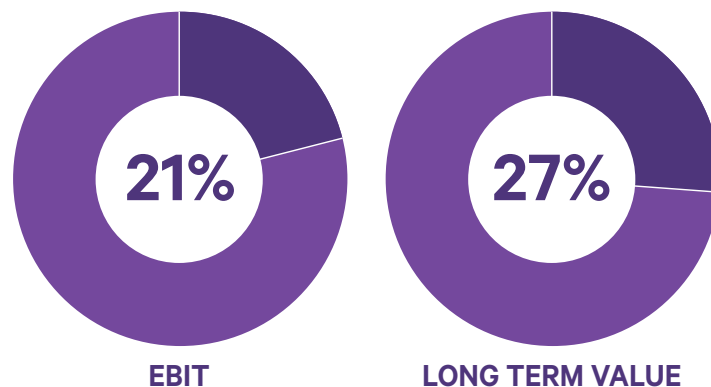
A lack of role models and mentors is a frequent roadblock for women and minority employees and leaders, and access to education and training that is tailored to their needs can alleviate this mentorship disparity. Industries that are facing notorious difficulties in recruitment and retention of diverse talent such as STEM fields must take extra steps to create training, mentorship, and professional opportunities that are specifically tailored to underrepresented groups.

Having readily available training and education is crucial to attract diverse employees and retain them,

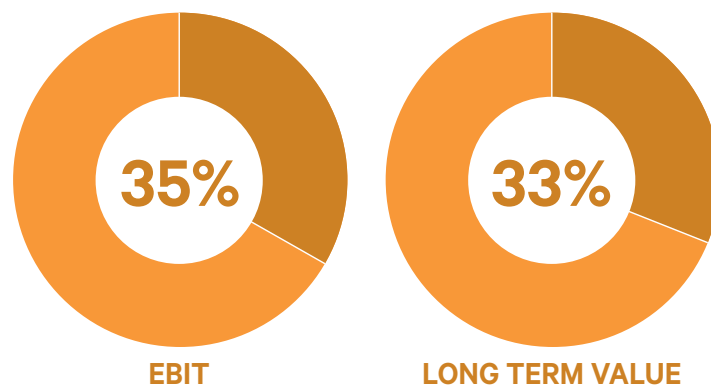
particularly if training is part of inclusion strategies. Attracting diverse talent is not enough in and of itself: Diverse employees will feel unappreciated and disengaged if they feel tokenized or excluded

## GENDER AND RACIAL DIVERSITY CORRELATION BETWEEN HIGHER PERFORMANCE

### GENDER DIVERSITY



### RACIAL DIVERSITY



# DIVERSE TEAMS DRIVE IMPROVED PERFORMANCE AND REVENUES

from their coworkers and hold back from making contributions and performing as well as they could. Executing actual inclusion strategies fosters more innovation than companies that only strive for diversity from an optic or statistical level.

By embedding inclusive values into corporate culture and prioritizing closing skills gaps stemming from marginalization, a positive top-down change results that can have ripple effects throughout the industry and business world in general. Moreover, diverse companies are more profitable and more likely to achieve long-term growth on both entity and industry levels. According to the McKinsey study [\*Why Diversity Matters\*](#), the firm tracked companies in the top quartile for gender-diverse executive suites and found that they were 15 percent more likely to generate above-average profitability compared to the bottom quartile of companies whose executive teams were predominantly white and male. When it comes to staffing, companies that have higher degrees of racially and ethnically diverse employees have a **35 percent performance advantage** over companies relying on a “culture fit” that tends to trend white and monocultural.

Per the McKinsey study, companies with gender-diverse executive teams in the highest quartile outperformed male-dominated companies by 21 percent in terms of EBIT (earnings before interest and taxes) and 27 percent in terms of creating long-term value. Racially diverse executive teams provided an advantage of 35 percent higher EBIT and 33 percent more long-term value creation over the least racially diverse companies. Subsequently, companies with diverse talent and executives are more likely to retain the best talent and engage in decision-making that accounts for orienting to larger varieties of customers than companies with a more monolithic customer base.

Diverse companies attain **19 percent higher revenue** than monolithic companies on account of greater innovation. Providing education and training that underrepresented groups may not have had access to in the past can foster innovation by exposing employees to new skills and ideas. With millennials becoming the dominant generation in the workforce, attracting millennial talent must take diversity into account given that they are the most diverse generation in American history. Per the 2018 Deloitte Millennial Survey, **74 percent of respondents** stated that they believe their workplaces will have greater innovation if management actively makes diversity and inclusion a key component of organizational culture.

Having diverse employees bodes well for creating value and innovation, but so does having access to quality educational resources on a regular basis. Given that there is a strong correlation between on-the-job training and education and employee retention and ongoing business growth, diversity, and inclusion measures also factor into this as far as innovation and value creation go. Organizations that do not actively make diversity and inclusion part of their values and culture are likely to begin to decline. ●

# WHAT HAPPENS TO INDUSTRIES THAT DON'T PROPERLY UPSKILL THEIR TALENT?

Strong employee retention, diverse workforces, and formidably executed inclusion initiatives can increase cash flows and have a long-term positive impact on corporate culture and individual employee happiness and productivity. In going beyond this level of operational stability, how will the organization grow? What can foster growth in the long run?

Education and training provide fuel for long-term growth since they are an active investment and demonstration of trust in employees. However, it is also important to note how entire industries tend to treat learning and development. Companies that provide learning opportunities for their employees will have competent and motivated workers who feel more secure at their jobs. When industry-wide practices lead to high attrition and lack of security, the industry itself fails to grow and innovate.

Cultural and technological forces can account for the decline of industries, and the drawn-out COVID-19 global crisis has resulted in the contraction of industries like travel and entertainment, while retail and digital media are experiencing booms. Large-scale failure to invest in employees' professional development can equate to the downfall of an entire industry, even if it does not happen overnight. By failing to take part in conferences and seminars in addition to individualized employee training and classes, it becomes harder for an organization to maintain its competitive advantage. Ignoring the latest technologies, research techniques, and other cutting-edge developments in the field results in a sequestered organization that can end up isolated and irrelevant from the rest of the industry. When a significant amount of companies value short-term cost savings and isolating from the industry to maintain operations the way they are, the industry will eventually collapse by virtue of being unable to meet modern users' needs.

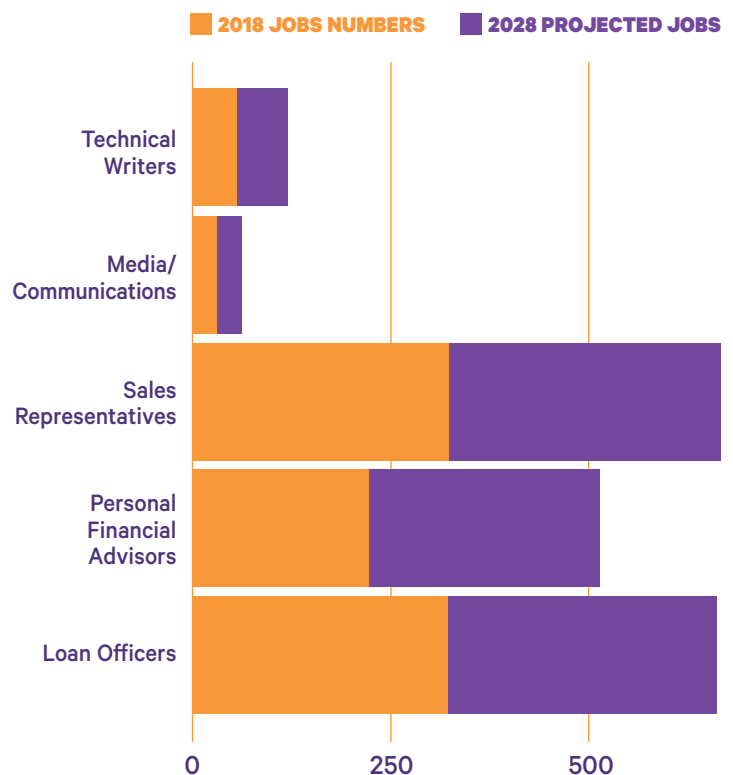
It all stems from the failure to innovate by refusing to create strong diversity and inclusion initiatives and overall employee engagement, which encourages innovation.

When **only 13 percent of employees feel engaged**,

it signifies that major fixes are needed in corporate culture and employees' relationships to their work. Disengaged employees who don't feel recognized for their contributions are not only more likely to quit, they will do the bare minimum while they still have their jobs. Lack of innovation and high burnout resulting from disengagement will not bode well for the industry as a whole. Investing in employees' skills motivates them to learn and do more for both their employer and the industry as a whole.

There is often hesitance regarding increasing learning and development spend due to concerns about ROI and taking time away from employees' tasks and projects. By harnessing employees' drive for learning and hope for advancement, employee education can offer a stronger ROI than marketing campaigns. If there are concerns that employees will leave after being

## PROJECTED JOB GROWTH RELATIVE TO ON-THE-JOB TRAINING (IN THOUSANDS)



Source: Bureau of Labor Statistics

significantly upskilled, this concern is often unfounded. However, there is a correlation between offering on-the-job training and long-term job growth that has been noted by the **Bureau of Labor Statistics**: professional sector jobs with moderate to long-term training routinely offered are more likely to demonstrate long-term growth.

The Bureau denotes the consistent availability of on-the-job training in five categories:

- None
- Internship or residency
- Short-term on-the-job training
- Moderate-term on-the-job training
- Long-term on-the-job training

Of the professional jobs highlighted, technical writing and media and communications have short-term on-the-job training; sales representatives receive moderate amounts of employer-sponsored education; and personal financial advisors and loan officers, among other professionals in the legal and financial industries, receive long-term education and training from their employers for most of their careers.

Contrary to the job growth of the professions with consistent moderate and long-term education sponsored by employers, technical writing and media jobs with only short-term training are not expected to see as much job growth in the ensuing decade. The financial and legal industries are more likely to offer long-term on-the-job training than communications in light of these professionals being mandated to earn continuing education credits in order to maintain licensure. In comparison, continuing education in the marketing and advertising field is not mandated for these professionals to continue working. Since continuing education credits are not required to work and on-the-job training availability varies by employer but is overall not expected like the other jobs highlighted, the BLS put marketing managers and marketing specialists in the “None” category.

Despite the industry’s current place in this BLS category, **marketing is the top-ranked professional service for the highest job growth** in the United States. There were 259,200 marketing management jobs in 2018, and the Bureau of Labor Statistics expects there to be 280,100 by 2028, while marketing specialists will

see the largest decade-over-decade boom, going from 681,900 jobs in 2018 to 821,100 jobs by 2028; this growth is only being superseded by service fields, such as home healthcare aides who need to take care of the largest elderly population in American history.

It may seem counterintuitive to invest in training for long-term growth purposes when considering these fruitful job growth numbers alone. But if there is such significant industrial growth in the marketing field without the expectation of additional on-the-job training, this growth could become exponential and revolutionary if agencies routinely invest in their employees’ hard and soft skills. With job growth for other media and communications workers being projected to only increase by 2,100 jobs in the span of a decade, the crossover between marketing and communications could be utilized to the advantage of both industries. As the marketing field continues to grow and evolve, it is only a natural next step to expand on-the-job training and educational opportunities to the point that it is expected enough that the BLS shifts marketing jobs from “None” to “short-term” or “moderate-term” on statistical tables.

Salesforce is a prominent example of using employer-sponsored education as a change agent. The company transformed the marketing industry in numerous ways, one of the most prevalent being that they made ongoing learning a cornerstone of their corporate culture. Salesforce sought talent from the gaming sphere to help spearhead their Trailhead initiative, which deployed gamified skills training in business and technology topics, how to use and modify Salesforce software, and soft skills training like communications and change management. With hundreds of modules available, digital education can be found in any length, from 10 minutes to several hours, with a variety of badges, ranks, and achievements as well as leaderboards to provide employees and management with a top-down view, of which teams have completed the most additional training on their own. Trailhead was so wildly successful on an internal level that Salesforce began offering it to outside companies for \$25 per user per month and as a complimentary add-on to any Salesforce subscription. **myTrailhead grew to 1.2 million users** shortly after becoming available to the public in March 2019. ●

# BEST PRACTICES FOR BUILDING A DIGITAL LEARNING AND SKILLS TRAINING PROGRAM

In order to address skills gaps, talent developers must assess them internally; then determine how to close them from the ground up. Some **75 percent of talent developers** perform this assessment, but how do they address the problem head on?

IBM decided to address both their lack of diversity and skills gaps with STEM graduates with their **P-Tech program** that begins at the collegiate level and expands into apprenticeships for 24 different roles. P-Tech serves more than 125,000 students per year, and it works in conjunction with a program dedicated to closing the tech skills gap with an apprenticeship coalition spearheaded by the **Consumer Technology Association**. For candidates and employees who have already completed college, IBM has an AI-driven virtual education platform called “Your Learning” that is designed for continuous usage in hot button technology areas such as blockchain, cybersecurity, AI, and other fields that are expecting to see tremendous growth in the near future. Additionally, **IBM has various in-house academies** that offer role-specific and skills-specific training for employees that zero in on solving very specific problems, such as solving supply chain inefficiencies.

**In following IBM's lead, countless other organizations are seeking to build similar multimedia digital experiences that can supplement live instruction with a trainer or replace it in the current age of social distancing. How can organizations build their own digital learning and skills training programs that provide effective instruction for their employees?**

First, an internal job skills and skills gap assessment should determine which job families need the most improvement and what talent developers think will be the most relevant in the near future. Allianz Insurance has remained relevant after more than 120 years and is paving the way by upskilling their workforce of 140,000 with their **AllianzU program** that maps must-have job skills for the insurance industry.

Next, employees need access to as much educational material as possible. Live instruction can be orchestrated digitally in the age of COVID-19, but motivated employees



**70%**  
OF TALENT DEVELOPERS USE VIRTUAL LEARNING



**BUT ONLY 18%**  
DEPLOY SELF-PACED VIRTUAL TRAINING



**58%**  
OF EMPLOYEES PREFER TO LEARN AT THEIR OWN PACE

Source: Statista, LinkedIn Workplace Learning Report

who want to train on their own should be able to access digital materials with ease. Online learning has evolved and can cater to a variety of learning styles and take on a variety of media:

- E-books and whitepapers
- Interactive and static worksheets
- Written e-courses
- Game-based learning
- Simulations
- Webinars
- Podcasts
- Video
- Digital portals
- Apps

Human resources thought leaders predict that **continuous professional development** will surpass traditional one-time training sessions, whether they are in person or digital. Despite the necessity for digital learning materials due to shelter-in-place orders from COVID-19, human resources professionals have been slow to adopt virtual learning tools.

**Seventy percent of talent developers** are engaging in digital learning tools in some capacity, **but only 18 percent are doing so in self-paced**, continuous methods. Given that 58 percent of employees prefer to learn at their own pace, it seems only natural that ameliorating digital training and expanding access to it are the next steps.

Talent developers also must actively make employees aware of the opportunities available to them. **Only 15 percent** of talent developers reported spending significant time on marketing the internal learning

and development programs to employees. If the workforce is not aware that the program exists, they will not benefit from it, and the ROI will not be very robust. Managers must take the initiative to engage employees with the learning materials available to them and then stress that it is available to use at their own pace on a continuous basis.

Once employees begin making efforts to educate themselves and improve their skills, recognition is key. To maintain momentum and inspire engagement, demonstrate recognition of their efforts. Even if they complete only one webinar or book, show that attempts to master a skill are being noticed. The entire team needs to be involved in this effort, as lack of recognition for hard work is frequently a driving force behind high attrition rates. Recognition of closing crucial skills gaps is necessary for both motivation and innovation.

Upon recognizing the effort put into mastering a new skill or improving existing skills, rewarding this effort demonstrates that the organization values both the skill and the employee. Monetary rewards, such as cash bonuses, or quasi-cash-like gift cards and additional employee benefits can motivate employees to improve their skills and make them feel that their contributions are truly valued. Incentives to finish coursework, listen to podcasts, or watch videos can motivate even the most disengaged employee.

Training and education are crucial for growing a workforce's skills and putting the organization's contributions to the industry at the forefront. Online learning has drastically evolved in recent years and has been successfully deployed in several industries and organizations. Instituting a digital learning program that employees can participate in at their own pace is a cost-effective way to make them feel valued and secure in their careers. ●

**MediaVillage is the media and marketing home for advancing industry, corporate and individual growth through education and diversity. For membership details and opportunities visit <https://www.mediavillage.com/about-us/>. Contact: Jack Myers, Chairman, [jack@mediavillage.com](mailto:jack@mediavillage.com)**





**ADVANCING  
DIVERSITY**

**FROM ADVOCACY TO ACTIVISM**

# **BLACK LEADERS MATTER:**

## **FOUR IMMEDIATE ACTIONS TO END SYSTEMIC BIAS IN THE MEDIA BUSINESS**

**1. RE-ALLOCATE MEDIA SPEND  
TO ETHNIC MEDIA BUYING**

**2. END AGEISM BIAS**

**3. ELIMINATE “BLACKLIST” AND  
“WHITELIST”**

**4. EMPOWER BLACK LEADERSHIP**

**READ DETAILED RECOMMENDATIONS  
FOR MEDIA INDUSTRY ACTION [HERE](#)**





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