



EBOOK

Upskilling: A Better Path to Sourcing the Right Talent

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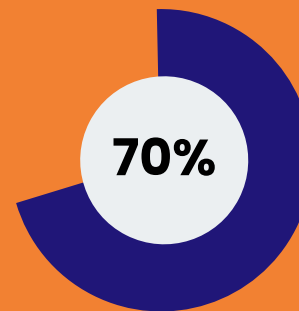


Introduction

The hiring boom of the last two years has created a massive demand for talent. The amount of jobs that employers were trying to fill drastically outnumbered the pool of the right candidates. This has created a highly-competitive market and established new table stakes for the cost of attracting, acquiring and onboarding talent. While the gap has begun to close, the dynamics of such a competitive market will have a lasting impact on wages and benefits that orgs are offering would-be candidates.

Now, as a reactive economy is causing shrinking budgets in some sectors, the number of layoffs and cutbacks might signal a shift in the talent market. However, the bar has been set in many ways regarding wages and benefits, and HR leaders are feeling it from both sides: 1. there is less budget to bring in new people, but the workload isn't getting any smaller, and 2. the workforce at-large has higher expectations of employers' investment in their teams.

Here is where the L&D team can step into the critical role of upskilling the existing workforce to improve retention and prepare the entire company for future growth. Forward-thinking organizations have shifted to building their employees' skillsets and fostering a culture of ongoing professional growth, creating an ecosystem of talent for the business and acknowledging workers' potential for advancement.¹



About 70% of job candidates prefer to be evaluated for future potential, not just their current skills and abilities.



Two in three workers have quit a job because of a lack of career growth, but 90% of those would have stayed if they had seen opportunities ahead.²

Training and development is (sometimes implicitly) a pillar in a company's performance. Talent is tied to business outcomes and has an irrefutable impact on financial goals. Accountability for building capabilities has even spread across the C-suite. In a 2022 McKinsey interview, CFOs discuss the impact of L&D on their role as financial leaders:



To thrive in this fast-changing world, leaders must treat capability building as a strategic weapon. Done right, capability-building programs not only create competitive distance but also materially enhance employee well-being"

KEVIN CARMODY, *Senior Partner, McKinsey*³



Align training to the employee experience

Regardless of the org's view of professional development, you can be sure that your employees care about their career as much as (likely more) their day-to-day job experience. So, in the same way tech, business and design has shifted to be more human-centered - training teams need to be laser focused on their humans - the learners. Considering employee concerns, we can look at two relationships that are most core to an employee's experience: the organization as a whole and the manager.

Feeling included and supported by their employer (as well as their immediate team) may be the most foundational aspect of workers' job satisfaction. Revelations on the importance of **Wellness, DEI and employee belonging** have snowballed since the pandemic, but there are increasingly clear signals that they are a core piece of professional development. More awareness in these areas help the organization at-large make more considered decisions, but it also prepares a new generation of leaders as the company moves forward.

Next, when considering the day-to-day, managers represent the single largest factor in an employee's satisfaction at work, but those leaders don't always have the support they need to be successful⁴. Often, individuals move to managerial positions with minimal experience or expectation-

“Feeling included and considered by their employer may be the most foundational aspect of workers’ job satisfaction.”

setting, beyond a minimum of core training to remain compliant. ‘Soft skills’ like delegation, coaching and succession planning may not even be on most org's radars, but someone with tenure leading a team might wish they had gotten a crash course in some of those areas, rather than learning on the job - or worse, realizing that they needed help after it was too late. Setting up managers for success in their role helps both them and their team in developing trust and advocacy, as well as driving results.



How can L&D teams build the right learning paths?

Put simply: leverage the right learning content partner. Employers in the [Lighthouse Survey](#) were 3 times more likely to say that training on DEI and mental health issues should be provided with an external training content provider, rather than only in-house.⁵ The trouble is, in a sea of courses from a [growing list](#) of providers, there exists myriad levels of consistency, quality and even [reality](#). Fresh content should also be delivered in methods that engage learners, and in formats that suit their preferences. While the bar is high for inclusion in the OpenSesame catalog (34,000 courses and growing), we encourage our customers to be deliberate when building learning paths - to consider the best content for their learners. We are proud of our roster of popular content publishers like **TED, ej4, Mind Channel, 7 Dimensions and Cegos**, but we are also excited about a lineup of amazing publishers that are exclusive to OpenSesame. In those areas that we know most impact the employee experience, we want to share some of our favorite [exclusive publishers](#) and some of their in-depth, up-to-date content that our customers are already using.

Average Course Ratings from Learners using OpenSesame Content:

Average of all courses: **4.17/5**



Average for OpenSesame Exclusive courses: **4.3/5**



OpenSesame continuously adds and curates course lists that reflect current trends, and our Customer Success Managers work with L&D teams to help craft custom lists. Our more self-led customers use our [Smart List feature](#) to craft lists based on their specific criteria.

Mental Health and Wellness

The term “Wellness” can mean lots of things, but let’s consider it’s broadest value: all the ways an individual can be their best selves in pursuit of personal and professional fulfillment. From there, we can identify three distinct categories where L&D programs have the most opportunity to learn in: Physical, Mental / Emotional and Financial Wellness.



Physical

- Workplace workouts
- Office ergonomics
- Healthy eating
- Personal safety



Mental and Emotional

- Managing stress and anxiety
- Identifying and avoiding burnout
- Challenges of remote work: loneliness and isolation
- Emotional intelligence



Financial

- Personal finance
- Maximize savings
- Credit and debt management
- Understanding taxes and pay stubs

Given that range in which we can support learners, OpenSesame offers more than 2000 wellness courses and 100 curated learner paths in a range of formats, languages and styles to help workforces be less stressed and grow into their best, fulfilled selves.

OpenSesame Exclusive Publishers



Open Mind

OpenMind believes in helping people be more productive, energized and happy by taking care of their bodies and minds. Presenting cinema-style, video-based training from experts in mindfulness, yoga, physical therapy, and other fields. You can apply these techniques today, right now, at your desk or in your home. By spending just a few minutes in an OpenMind course, you’ll learn simple exercises to help stretch your body and mind and reduce stress while increasing focus and energy.



Healthy Minds Program

Healthy Minds Innovations is a global leader in translating science into tools to cultivate well-being. All courses are based on a scientific framework for understanding how human flourishing is a skill that can be practiced through meditation and other forms of mental training. These courses are geared towards beginners (especially the skeptical ones) with tangible practices for finding a greater sense of connection, focus, and purpose in daily life.

DEI and Belonging

Fostering Diversity, Equity, Inclusion (DEI) and Belonging (DEIB) is more than a set of principles or the right checklist to stay compliant. Adding a high-profile program or hiring guidelines might be a great start, but Inclusivity should be as foundational to workforce training as anything else. L&D leaders have an opportunity to instill in their organizations soft skills that are as important and impactful to teams and business functions as negotiation or customer service. Check out these OpenSesame-exclusive publishers who set the bar higher without talking down.

OpenSesame Exclusive Publishers



Open Doors

OpenDoors brings the knowledge and experience of practicing DEI experts to help train for more diverse, equitable and inclusive workplaces. Course topics include hiring for diversity, identifying and disrupting microaggressions, allyship, discovering your personal “why”, and more.

FUTURETHINK FutureThink

FutureThink quickly builds the skills that matter most RIGHT NOW. Their accelerated, flexible learning solutions engage teams, help build business faster, and create a culture of collaboration from anywhere. FutureThink’s courses and workshops have helped transform teams from Pfizer, Google, Merck, and Airbnb.



Amplify Voices

Amplify Voices is an award-winning educational publishing and production company., whose content bridges entertainment and education, giving people a dynamic learning experience. Originally founded by Pete Carroll, Amplify Voices is now minority-owned, with an invested interest in developing mindful content that illuminates our diverse world which was Carroll’s intention. Through varied perspectives of age, gender, ethnicity, and educational backgrounds, they bring a modern view of internal, external, organizational, and world views on timely topics.

Workers with a higher sense of belonging score are:

4x

less likely to have faced mental health declines in the last year

9x

more likely to say their direct manager supports them consistently.

2.5x

less likely to have plans to quit their job

5x

more likely to recommend the company as a great place to work.

Managers Matter

Professional Development training is arguably core to success against the issues we established earlier. By fostering growth in management and leadership skills, organizations can not only help curtail HR headaches like turnover and incidence of complaint, but prevent bullying, reduce unconscious bias, promote clearer communication and build a culture of collaboration. The employees benefit from a better experience within their teams, but it's compounded with a sense that their employer values them now AND in the future.

OpenSesame Exclusive Publishers



Management Pocketbooks

Speed of learning and transfer of knowledge lie at the heart of the Management Pocketbook courses. They are developed by skilled communicators, management and L&D professionals who know how to make their messages simple, accessible and of real practical value.

Click here to see [The Communicator's Pocketbook by Management Pocketbooks](#) curated list



On this Topic

On This Topic was created to capture, curate, and distribute the lessons gained from real life experiences of champions in sport. From athletes to coaches to executives, we connect you to compelling stories on key topics.

FUTURETHINK FutureThink

FutureThink quickly builds the skills that matter most RIGHT NOW. Their accelerated, flexible learning solutions engage teams, help build business faster, and create a culture of collaboration from anywhere. FutureThink's courses and workshops have helped transform teams from Pfizer, Google, Merck, and Airbnb.



Ideas for Leaders

Ideas for Leaders reviews the latest research from the world's top business schools and distills that information into concise, actionable Ideas. These ideas kick-start conversations about how people can change, develop and make organizations better places to work – and work better.



Lou Adler's Performance-Based Hiring™

Lou Adler's Performance-based Hiring™ provides a blueprint for sourcing, interviewing, hiring, and retaining top talent. Unlike traditional approaches to hiring, which seek to match a set of skills to a person, Performance-based Hiring™ starts by defining the real work involved, not skills or experiences. These courses teach this successful hiring methodology through high-quality video instruction aimed at anyone involved in the hiring process: recruiters, HR teams, hiring managers, and those interviewing candidates.

In companies that don't prioritize manager development, just one in three managers say they are a capable people leader. That number doubles to 67% when managers say their company does a great job of developing leaders.⁶

Investing in your workforce **always makes sense.**



Hiring from within is less risky than finding an external candidate



It's less expensive to move someone to a new role in the organization



Candidates with existing institutional knowledge dramatically reduce onboarding time

As with any investment or organizational effort, leaders need the right information and the right partners in place to drive lasting impact. We can help with both.

To learn more about how you can bring the right training to your team, book a demo and chat with one of our personalized training consultants today.



LET'S TALK



About OpenSesame

With a library of more than 30,000 courses, OpenSesame offers the world's most comprehensive elearning catalog. Content from expert publishers is available in a variety of formats and languages, and is routinely updated to provide the best information possible across a broad range of categories and industries.

But more than just a content provider, OpenSesame is your elearning partner and advisor. We're a strategic addition to your team, providing hands-on curation that ensures the right courses are going to the right learners, and helping you reach your desired business outcomes. From aligning courses with core competencies, to syncing content with your LMS, to increasing training completion, we're here to help at every turn.

OpenSesame Exclusive publishers bring together a stellar team of global educators and subject matter experts to create and tailor unmatched and original content from real world experiences. From crucial upskilling to unique training, to course refreshers and entire series, OpenSesame Exclusive covers the elearning spaces and topics customers need the most to better advance their purpose.

Want to hear more from the publishers themselves? Check out our [Exclusive Webinar Series](#).

For more information, visit www.opensesame.com



- 1 Navigating the end of jobs: 2023 Global Human Capital Trends, [Deloitte Insights](#)
- 2 "In conversation: The CFO's role in talent development", [McKinsey & Company](#)
- 3 "3 Key Learning Trends for 2023: What Employers Need to Know", [Lighthouse Research & Advisory](#)
4. Ibid, [Lighthouse Research & Advisory](#)
5. Ibid, [Lighthouse Research & Advisory](#)
6. Ibid, [Lighthouse Research & Advisory](#)