

Three Reasons to Invest in Employee Education

“Upskill.” If you’ve heard the term recently and you shook your head, wondering what was wrong with “educate” or even “train,” you’re not alone. But when a new buzzword appears, there is often something behind it, and in this case, it’s the fact that ongoing employee education is increasingly a key element of employee engagement.

In fact, opportunity for ongoing development ranks in the top 5 on virtually all lists of what employees want from an employer, according to the [Council for Adult & Experiential Learning](#). And [Gallup](#) reports that when you’re talking about millennials, 87% rate “professional or career growth and development opportunities” as important to them in a job, while 69% of non-millennials say the same. Let’s face it: Both percentages are too high to simply ignore.

It’s not just employees who benefit from this benefit, though. Providing educational opportunities helps the employer as much as the employee:

1. Increased performance

If employees don’t have the skills to do their jobs well, it costs the business time and money. Providing additional skills training improves performance and productivity — and empowers workers to do a better job.

2. Increased satisfaction

An investment in additional education keeps employees engaged, enthused and growing with the company. A happy employee transmits that happiness to your customers and prospects, as well.

3. Increased loyalty

Contrary to the conventional wisdom that employees will jump ship if they gain new skills, research shows that providing ongoing development actually engenders loyalty and makes workers want to stay longer. This can be a big cost-saver, as retention is almost always less expensive than recruitment.

Additionally, the [Society for Human Resource Management](#) reports, “Offering employees professional development opportunities may help with succession planning, as well as create a more educated and talented workforce for the organization.”

Continuing educational opportunities include exam-review courses, professional memberships and conventions, university/college courses, seminars, webinars and workshops.

Is employee education an investment? Sure, but not just a financial one. It’s an investment in retaining your people — the ones who determine how well your business runs every day. So upskill away.