

TRAINING'S ROLE IN BUILDING COMPANY CULTURE

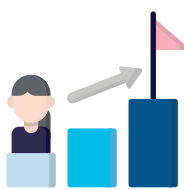
THREE TIPS FOR SUCCESS

GATHERED FROM A GLOBAL NETWORK OF LEARNING LEADERS JUST LIKE YOU

A strong company culture goes beyond pool tables and free lunch — today's employees want to feel **supported** and **valued** in their roles. Here are three ways learning and development (L&D) can help build a company culture that employees and employers can be proud of.



1 EMBRACE CONTINUOUS LEARNING



Today's employees want professional development opportunities that can help them **improve their performance** and **advance their careers**.

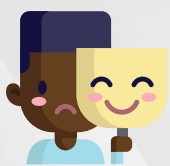


At the same time, companies need employees with **in-demand skills** to remain competitive in the market.



By **building learning into the flow of work** and ensuring employees have the **tools** and **resources** needed to hone their skills, everyone wins.

2 MAKE IT HUMAN-CENTRIC



Gone are the days when employees “wear a mask” during working hours. L&D must work with top executives to build the **psychological safety** and support needed for employees to bring their whole selves to work.



Training on mental health and wellness, and on soft skills like [empathy](#) and [self-awareness](#), is a great place to start.

3 DON'T STOP NOW

Company culture doesn't build itself — and it doesn't sustain itself either. Continuously **assess and reevaluate your organization's culture** to ensure it's supporting your people and the business goals they are working toward.



As the way we work and learn continues to transform, a strong company culture that **values its people** and **celebrates continuous learning** may very well be the difference between companies that sink or swim during waves of change.

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