

PROFESSIONAL DEVELOPMENT IS STILL MISSION-CRITICAL FOR L&D

AI may be changing work, but learning professionals still need structured, high-impact development to grow their capabilities and careers.

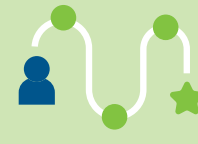


The Big Picture



89% of learning professionals say they are equally or more likely to pursue professional development now than they were over the last three years.

AI has **NOT** replaced the need for human expertise, judgment and career growth.



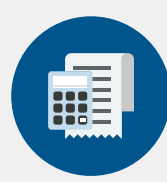
The Challenge

BUDGET IS A BARRIER: Among professionals who are less likely to pursue development, **63%** cite budget as the reason.



BUDGET ACCESS IS UNCLEAR

50% do not know whether they have access to a professional development budget.



MANY RECEIVE FUNDING

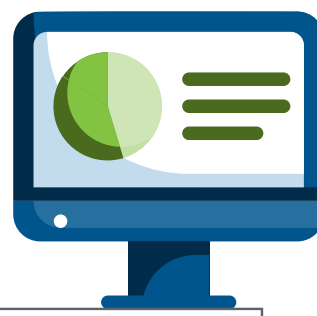
80% of [Training Industry Courses](#) participants get funding support from their organization.

Wondering how to get your manager's approval for Training Industry Courses?

[GET THE GUIDE](#)

The Impact Gap

More than **60%** of professionals turn to free or low-time-investment options such as podcasts, articles, webinars and free eLearning.



But none of these were ranked as the most impactful forms of development.

What Works Best



The most impactful activities are advanced degrees and [professional certifications](#), followed by [conferences](#) and paid [professional development programs](#) — both in person and virtual.

For professionals who cannot commit to an advanced degree, certification offers a practical, high-value path forward.

What L&D Professionals Want

Direct application to their job role

90%

Experienced facilitators

84%

Research-based content

79%

Usable tools, resources and templates

75%

For Executive Learning Leaders



Time commitment matters: Learning professionals in executive departments are nearly twice as likely as non-executive professionals to cite time as a decision factor. [Programs designed for busy schedules](#) can help L&D leaders keep growing without stepping away from strategic priorities.

Your Next Steps for High-Impact Learning

- ✓ Bookmark the [L&D Career Hub](#)
- ✓ Identify your skills to develop with the [Training Manager Competency Assessment](#)
- ✓ Mix [free resources](#) with high-impact learning experiences
- ✓ [Find the right program](#) for your goals
- ✓ Earn the [Certified Professional in Training Management](#) (CPTM™) Credential
- ✓ Lead at the executive level with the [Training Industry Senior Leaders Program](#)
- ✓ Build your business case with the [Guide to Getting Manager Approval](#)



Every learning leader's career path is different. Whether you're building foundational skills, preparing for leadership or planning your next career move, our team can help you identify the right next step.



Schedule a consultation with a director of professional development for personalized guidance.

[SCHEDULE A CONSULTATION](#)