

# THE EXPERTISE ECONOMY

## How the Smartest Companies Use Learning to Engage, Compete, and Succeed

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**MAIN IDEA**

To excel today and in the future, you have to make sure your people's skills sync with what the markets value the most. You have to help your people keep transforming themselves into experts in new and emerging fields. Learning agility is now the biggest competitive advantage any company can have.



For all its obvious benefits, learning is always complicated and messy. It's not enough just to encourage your employees to keep learning and leave it at that. If you aspire to stay competitive and relevant in the future, then you need to be applying seven principles to boost your organization's learning agility:

- 1 Make learning a clear advantage
- 2 Embrace personalized learning
- 3 Combat content overload
- 4 Understand the power of peers
- 5 Use the right technology
- 6 Analyze skills with data
- 7 Make skills and expertise count

*"Today, there are more tools, content, and technologies than ever before to help your employees become the experts you need. Above all, success requires that you adopt a new mindset when it comes to skilling your talent, your most important asset. It demands that you start thinking of your employees as complex, unique individuals who should be in control of their own learning and careers."*

– Kelly Palmer and David Blake



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**1. Make learning a clear advantage** . . . . . Page 2  
 If you build a culture where people want and love to learn, that will enable you to make learning a competitive advantage. The best talent wants to work where learning is valued.

**2. Embrace personalized learning** . . . . . Page 3  
 Learning is never one-size-fits-all. You have to let your people integrate learning with doing. Offer personalized learning opportunities so people build next-level skills.

**3. Combat content overload** . . . . . Page 4  
 By all means access a variety of learning resources but don't do it in a way which overwhelms. Let people learn what they need when they need it the most.

**4. Understand the power of peers** . . . . . Page 5  
 People love to learn from other people and yet most companies fail to take advantage of this dynamic. Get your entire workforce engaged in learning from each other.

**5. Use the right technology** . . . . . Page 6  
 Forward-thinking companies use technology to put the learner front and center. Create an in-house learning ecosystem which will help your people succeed.

**6. Analyze skills with data** . . . . . Page 7  
 Technology now exists that will generate data about how and what your employees are learning. Use that data to create clear upskilling career paths.

**7. Make skills and expertise count.** . . . . . Page 8  
 Never stop learning. Be intentional about developing new skills and expertise so you can thrive in the marketplace of the future. Don't get left behind.

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