

WHITE PAPER

Unlocking Talent Attraction Through Professional Development

It's becoming increasingly clear that opportunities for employees' professional development will be crucial for many companies in the future. Employee development increases the company's efficiency and productivity, and makes them more attractive as an employer. We know that when an employee feels seen, valued, and has a purpose, they are more likely to be loyal to the company.

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Investments in staff training and professional development benefit both companies and individuals. At the individual level, these investments lead to increased professional skills, better opportunity to perform new tasks, and interest in development work. At the business level, quality awareness increases, customer relations improve, and there is more competitiveness and readiness for change.

Competence is therefore crucial for the company's innovation and development power, but also for the individual's livelihood, health, and well-being. Having healthy staff within all the company's projects is a prerequisite for the company to reach its performance goals. Only with a motivated staff can you be at the forefront. Investing in professional development sends the important message that you prioritize your staff. Demand for development is stronger from the new generation of employees, and investments in skills will pay dividends in the company's positioning as an attractive employer.

Professional Development from a broader perspective

Discussions around professional development often revolve around courses and learning connected to the employee's profession. It is possible, however, to look at personal development much more broadly. In addition to improving their own profession, employees can benefit from learning other skills that are not necessarily in the job description.

These types of skills include:

- Collaboration
- Leadership techniques
- Sharpening business finance skills
- Business Acumen

Three tips for success in your professional development

1. Turn theory into practice

Sitting for two days and listening to theoretical talk is not the best way to learn. "On the job" learning is much more effective for learning new skills. It is said that we remember 10% of what we read, 20% of what we hear, 70% of what we discuss with others, and 80% of personal experience. To get good at something, you must translate the general theories into practical tools that work in your daily life. Go from theory to action and practice, practice, practice.

2. Learning is a long-term commitment

An important factor of success is seeing competence development as something that is ongoing and long-term. To continue to develop, there needs to be an internal commitment to development.

3. Think through the purpose

What is our main goal in providing this course to our employees? What does it provide the company? What do we want to gain? How can our employees use their new skills? If the effort has goals and objectives, it is easier to know if you are on the right track.