



# The ROI of L&D

The benefits of learning and development might be clear in theory, but that doesn't mean every solution will lead to a positive impact. To develop a business case and show benefit, ask these questions about your company, and determine how an investment in learning and development might change your answers to these questions for the better.



## HOW IS EMPLOYEE RETENTION AND ENGAGEMENT?

If education and opportunities for advancement are not offered, employees often leave for companies that do make these investments. Employees also will feel more ownership of the company's mission. Clear succession planning will also provide workers with a clear path forward.



## DOES LOW RETENTION CAUSE KNOWLEDGE LOSS?

Companies with high turnover rates spend extra time and money training new people on processes and information lost when knowledgeable employees leave. This impact is felt even more if employees were to take that knowledge to a competitor.



## DOES YOUR COMPANY FACE A SKILLS GAP?

If your company faces rapidly advancing technology and techniques and fails to keep up, is that affecting your business results? If a gap has been identified, how are you establishing goals and measuring progress?



## IS YOUR WORKFORCE BRINGING NEW KNOWLEDGE TO THE JOB SITE?

Employees exposed to additional learning will bring a new perspective and level of knowledge to their jobs, changing their behavior for the better and ultimately clearly improving performance.



## ARE RECRUITMENT EFFORTS SUCCEEDING?

Engaged employees are also more likely to recommend a company to others, emphasizing the opportunities it presents to its workers and building a stronger culture.