Build high-performing teams with engaging training that sticks

How upskilling existing staff can help meet your demand for top talent

SMART®

Effective corporate training builds high-performing teams

As the hybrid workplace continues to be a mainstay, businesses need to provide more engaging and strategic training and development opportunities; particularly those that allow cross-functional groups to learn together.

> **"** The need to address talent is universal and urgent. Respondents believe that more than 40% of their workforce will need to be either replaced or fundamentally retrained to make up for their organizations' skills gaps. **"**
>
> – McKinsey Digital, 2021 survey

The forces driving this need for strategic and impactful training include:

1. Lack of talent supply

The US is in a talent crunch, reports human resources consultancy Korn Ferry, with

55% of HR professionals surveyed predicting increased turnover in the coming year.

Businesses need skilled employees to operate effectively and keep a competitive edge, and this applies across many countries around the world, too. However, a growing imbalance in the supply of skilled workers makes new talent harder to find.

2. Increased need to build resilience

Learning and development leaders recognize the need for more cross-training and upskilling opportunities to build organizational resilience and to encourage better collaboration and transparency in workflows. Resilience can positively affect both work satisfaction and engagement, according to Harvard Business Review (HBR).

3. Generational forces

Gen Zers have high expectations regarding technology and workplace tools. Out of 4000 employees surveyed worldwide,

eight in ten under age 40 say their expectations of their employer and their employee experience have increased,

according to research shared by the human resources website The HR Director. SMBs can prepare to meet these evolving needs

by providing opportunities for growth and development and access to interactive and collaborative tools.

4. The Great Resignation/Reshuffle

Proactive strategies are needed to recruit and retain talent in the face of the Great Resignation/Reshuffle, in which

millions of people are reportedly leaving their jobs in significant numbers to seek more satisfying, engaging, and meaningful work.

5. Renewed focus on learning and development

Learning and development have become a priority for many companies, gaining recognition and importance across industries. On average, companies estimate that approximately 40% of existing workers will require up to six months' worth of reskilling, according to The Future of Jobs Report published by the World Economic Forum.

40%

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Providing employees with relevant learning and development opportunities can facilitate better work environments and help you achieve business success, growth, and profitability. On average, every $1 invested in learning and development per employee offers a return of $4.70 in business revenue to the company, according to research from Deloitte. Providing the right tools and technology can enable businesses to reach these objectives by boosting productivity, improving business agility, and increasing data security.

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More importantly, if your organization relies on any amount of collaboration, visual ideation, presentations, and problem-solving, you'll require tools to support these business workflows and build high-performing teams.

In this white paper, we'll walk through how you can attract, retain and develop skilled employees through quality training and show you what you need to deliver effective corporate training. We'll also look at how to create high-performing hybrid teams, the key elements required to deliver engaging and interactive training programs, and how to choose technology that keeps learning and development simple and effective. Finally, we'll cover the future of corporate training, and introduce SMART interactive displays; the powerful tool for collaboration and engagement.

Attract and retain skilled employees through high-quality training

Businesses in the US are losing a trillion dollars annually due to voluntary turnover of employees, reports Gallup. When broad shifts like this happen across labor markets, organizations that get ahead of the changing employment environment will have a competitive edge over those that don't. With a robust corporate training program, you can attract and retain new hires seeking professional development in addition to upskilling your existing workforce to invest in the talent you already have.

With these goals in mind, more organizations plan to launch training programs to ensure their teams will have the knowledge and skills to face the challenges ahead.

Learning and development are key elements in recruiting and retention of talented workers, and have become more influential in the past year, according to nearly

75%
of learning and development leaders surveyed

for LinkedIn's 2022 Workplace Learning Report.

In addition, over 70% of these leaders agree that these elements have become more cross-functional and more strategic within their organizations.

What does this mean for today's teams? We suggest assessing your existing team first to be clear on what talent you already have ready to tap into. From there, you can create engaging and effective in-person training experiences and workshops to help upskill and retain the employees you already have, and amplify potential. In many cases, leveling up your team can be more affordable and more effective than hiring new. And as a bonus, you'll increase employee performance, productivity, and motivation by providing the knowledge and skills they need to perform their best. Innovative and interactive training can also help you stay competitive in your industry by offering extra value to new hires.

Action Step

To retain the brightest talent, focus on these four key areas:

- Fostering a collaborative and productive environment by welcoming contributions from all team members.

- Designing workspaces to facilitate knowledge sharing leveraging technology such as interactive displays.

- Becoming a learning organization and developing a learning culture that encourages knowledge sharing.

- Supporting your employees' overall wellness and inclusion.
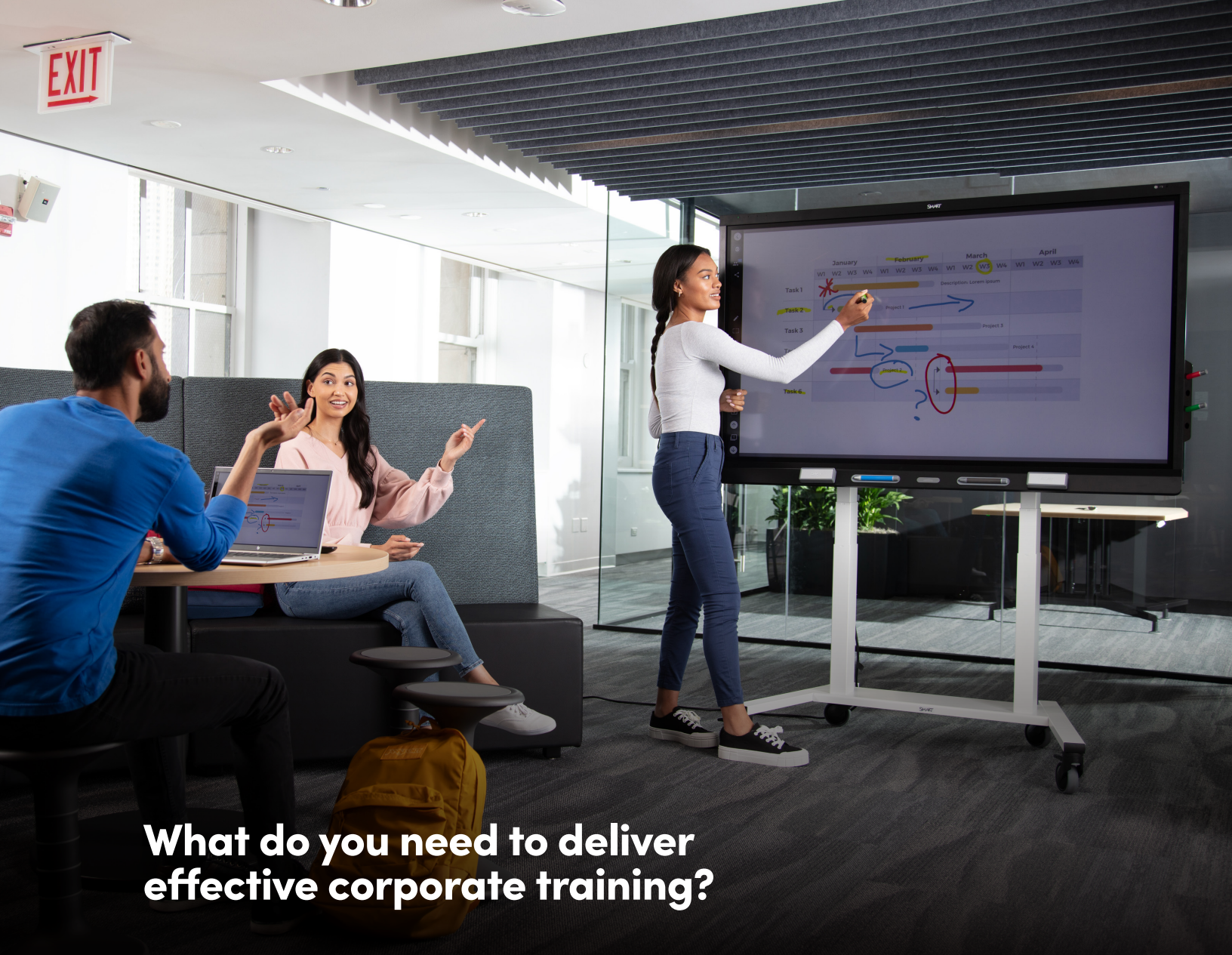
What do you need to deliver effective corporate training?

You'll need to employ strategic training plans to ensure you meet your organizational development goals and offer high-quality training. Creating the right environment for dynamic, impactful training is vital to achieving the goal of delivering effective learning and development.

Keep in mind that learners also now expect adaptive learning, requiring them to complete training only where a knowledge gap exists, according to the UK-based learning and development resource Training Zone.

This helps ensure they find training content valuable and relevant, while also improving their skills and knowledge.

Instructor-led training is much more impactful when participants are engaged and involved in discussions rather than when one person is directing the conversation. Trainers can raise the energy of face-to-face training when cooperation and communication are supported. The best training solutions will facilitate high levels of engagement and retention through rich, interactive learning experiences.

To support an engaging training environment, you'll require tools and technology that facilitate:

Visualization of workflows

Ensuring collaboration toward shared goals

Execution planning and project management

Visualization of plans, designs, and processes as needed

Being able to engage groups of all sizes

Finding ways to have meetings that enable unstructured and organic discussions

Efficient information exchange between teams

Action Step

Encourage instructors and facilitators to upgrade their offering and incorporate learning activities like polls, quizzes, and game apps that are visually more engaging, interactive, and collaborative. Keep in mind that effective learning and development can, and must, happen at any level. Take advantage of training technologies like SMART interactive displays for business as strong visuals and dynamic presentations create active learning environments for maximum efficacy. Extending the impact through all levels of your organization can ensure your business becomes more resilient.
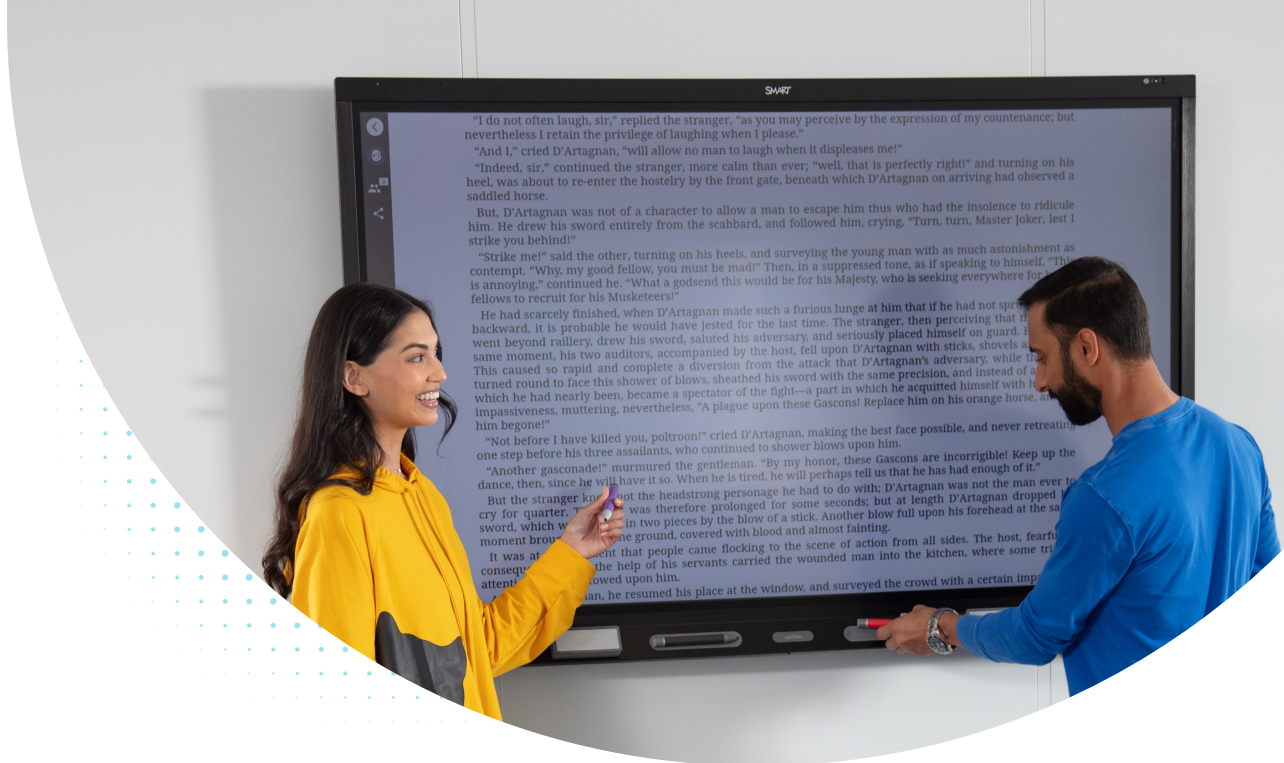
How to create high-performing hybrid teams through training

A new approach is required to balance the needs of teams who may be working partially online, in the office part-time, or in transition. These hybrid structures present communication challenges and can impede co-creation. But they don't have to.

The ability to work from anywhere is a tempting benefit for many. In fact, 59% of knowledge workers across the US, UK, France, Germany, and Japan now regard hybrid working as a higher priority than salary in choosing where they work, according to the Jabra Hybrid Ways of Working 2021 Global Report.

Employees are taking note of what employers are offering when it comes to hybrid work. Effective teams that work well together to advance company goals need strategies and tools that can keep them connected and collaborating in real time.

Over 90% of employers have planned to adopt a hybrid working model for their knowledge workers, reports HBR. However, HBR also predicted that some organizations may change direction based on concerns about how effectively hybrid teams can work. The challenges are real for teams that either aren't prepared for a hybrid structure or haven't been given the tools to succeed in their environment.

EMPLOYEES
Hybrid Working vs. Salary

| 59% | 41% |

EMPLOYERS
Hybrid Working Model vs. Non-Hybrid Working Model

| 90% | 10% |

Yet with strategic, impactful training, hybrid teams can thrive. You can promote participation, inclusion, and post-meeting essentials with the right strategies and collaboration tools. Training that supports your hybrid team structure can help create a smoother transition.

You can invite contributions from all participants by easily sharing four screens at once and streaming media with native, browser-based, and app-based screen sharing options on your SMART Interactive Display. You can also ink over any shared content–just select your ink color and get going.

Effective learning environments should utilize powerful technology to promote better engagement and information retention. With technology like SMART's 4K Ultra HD interactive displays and TeamWorks software, you can power up your training presentations in a visual, media-rich way, allowing everyone to share the same interactive learning experience–no matter where they are.

Why does effortless participation from all trainees have such a big impact on learning? Open contributions from all participants encourage the democratization of discussion and nurture equity, ensuring everyone has an equal voice in the meeting. This walk up and use approach allows everyone to participate, collaborate, and brainstorm, creating natural, intuitive learning experiences. You can boost engagement through dynamic interactions and a faster pace of sharing ideas while enhancing learning and development as interaction and participation levels increase.

Action Step

Attracting top talent and creating engaging training programs are just the first steps in building a highly effective learning environment. You'll also want to consider the following elements in your efforts to create high-performing hybrid teams.

Focus on hybrid team design

Bring groups together with engaging and strategic training that allows cross-functional groups to learn as a collective. Dynamic instructor-led training sessions that create lasting impact help strengthen your team, no matter where employees are located. With the right methods and tools, you can now design effective training that impacts hybrid audiences with effortless integration of local and remote workers. Upskilling staff through innovative and high-impact methods can help you improve business agility and employee productivity, while offering professional development opportunities that attract and retain high-quality employees.

Encourage equitable communication and collaboration

Invite contributions from all participants, and be sure they can participate without any obstacles. This can create a flow of collaboration that keeps everyone engaged and invested in training sessions. Share multiple screens, stream media, and annotate any shared content to help create strong visual memories for every part of your training. With the right tools, trainees can easily join any discussion, allowing for active participation.

Build a culture of knowledge sharing to help attract high-quality employees

Organizations that have learning as a value are more attractive for employees. Participation, interaction, engagements, and consistency in training across your workforce can help build relationships and trust amongst teams. Dynamic visuals and high levels of accessibility create a positive learning environment so your employees can focus on professional development and gaining the new skills they need.

Key elements in delivering cross-functional training programs

Cross-functional training can help you make the most of your existing talent by offering team members development opportunities in new areas in the organization, as well as supporting them to gain new skills and knowledge in their current areas. Employees increase their capacity and knowledge, allowing your organization to gain additional flexibility.

This type of training is very beneficial, but it's challenging to execute smoothly. Why? Delivering impactful training programs continues long past course content. What you want people to learn is just the beginning. To create memorable learning experiences, you'll also need to consider how people learn and what you can do to increase the efficacy of the training. This is especially relevant for cross-functional training where workers may be training in unfamiliar departments or learning new tasks.

Cross-functional training can be an effective approach for growing digital innovation in your organization, with 83% of digitally maturing companies depending on cross-functional teams to drive innovation, according to Deloitte Insights.

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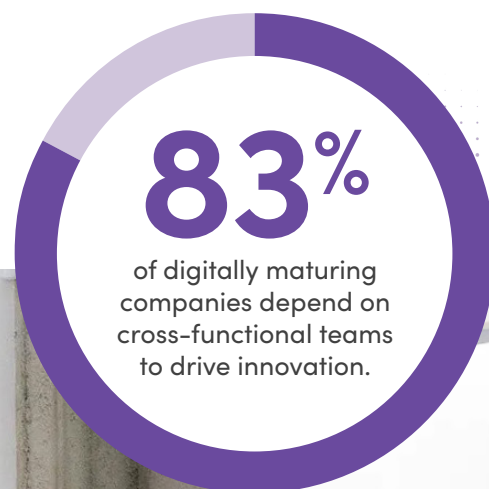
With tools that encourage interaction and remove obstacles to participation, employees can focus on training content and how it relates to their work, all through engaging and interactive learning sessions.

With these foundational aspects in place, you'll have a much better chance of running smooth cross-functional training programs that help future-proof your company.

Action Step

With the right talent in place, and a strong commitment to interactive, engaging training experiences, you're ready to consider which tools will best support your strategy. To deliver effective cross-functional training programs, consider the following:

- Know your audience. Cross-functional means training for different skills, so you need to adapt your training content to that.

- Ask the audience to contribute; their perspective can help enrich the training session.

- Provide tools and technology that foster co-creation and collaboration.

Ensure the delivery of engaging and interactive training

Dynamic interactive presentations can boost engagement and interaction, creating more meaningful training that employees can contribute to and remember.

To help ensure your training is memorable for trainees, explore how to make the content feel meaningful to them. Strong visuals can make a lasting impact long after the session is over. Whether training one-on-one, in small groups, in-room, or remotely, SMART solutions bring teams together so they can engage and interact with content in any environment.

It's no longer enough to offer static presentations that don't come to life for your team members. With SMART Ink you can enliven presentations with annotations that work overtop of and directly into PDFs, Microsoft Office files, applications, browsers, and connected video sources. This helps to capture and direct the attention of participants, improve information retention, and keep everyone engaged with real-time, dynamic annotations, whether they're on-site or joining remotely.

Companies can also enhance training sessions using SMART 6000S Pro series' exclusive Tool Explorer Technology. A variety of walk up and use pens give instructors the ability to convey ideas and focus participants' attention on content through highlighting, magnification, spotlight, and disappearing ink.

The SMART Podium, easy even for first-time users, allows instructors to effortlessly augment and interact with their training content. Intuitive interactions of touch and gesture, writing with the pen and erasing with the eraser, allow instructors to engage participants fluidly without distracting toolbars or menus. With tools that support your team in reaching their learning goals and support their development at work, you can be sure you retain your brightest talent and help them reach their highest potential.

Action Step

Effective training must be designed to be memorable, dynamic, interactive, and engaging. Here are ways to create these outcomes and ensure your participants get the most out of training.

Characteristics of meaningful training	Added value
Memorable	Strong visuals can make a lasting impact on participants, even long after the session is over. Utilize SMART business solutions to enhance visuals and create a unique training experience.
Dynamic	Capture and direct the attention of participants, improve information retention, and keep everyone engaged with real-time, dynamic annotations, whether they're on-site or joining remotely. SMART Ink provides a dynamic way to enliven presentations. A variety of pens gives instructors the ability to convey ideas and focus participants' attention through highlighting, magnification, spotlight, and disappearing ink.
Interactive	Encouraging your participants to interact with training content will help to make learning stick. Bring groups together to engage and interact with content, wherever training takes place. SMART Displays offer walk-up and use technology, breaking down barriers for new users so everyone can engage with technology.
Engaging	Engaging training will have lasting impacts on participants. The SMART Podium offers intuitive interactions for touch and gesture, writing with the pen and erasing with the eraser so you can use technology to enhance training opportunities.

Keep learning and development simple with the right technology

All technology solutions your organization chooses to leverage must be simple, easy to use, and should provide an intuitive walk-up-and-use experience for all individuals. Learning and development leaders can consider that technology must not create barriers and instead, help to break them down.

Technology solutions must:

- **Create powerful team connections no matter where people work**
  Learning and development happen most easily in environments where connection is encouraged and accessible by everyone in the group. The best solutions will help you connect your teams in meaningful ways, offering:

  - Seamless integration with technology

  - Flexibility to connect anywhere work happens

  - The ability to interact with content and use multiple devices

  - The right solutions will connect people, technology and spaces, no matter their location

- **Simplify training tools to ensure seamless adoption and accessibility**
  When you simplify the experience for your teams, you boost interaction and accessibility for your employees. You also ensure a better overall experience for the company, with easier adoption of training solutions that include:

- Interactive displays with a more straightforward, walk-up-and-use experience

- Tools that are easier to use, for everyone on the team

- Technology that is simpler to deploy and maintain

- Better future-proofing and superior quality for long-term value

- **Engage employees with memorable training experiences**
  The best training brings your employees into the experience with tools that build critical engagement and bolster learning. When these tools are used consistently in your workplace, you drive higher rates of collaboration and cooperation, allowing you to:

  - Keep participants engaged, no matter where they are

  - Get everyone on the same page - literally and figuratively

  - Achieve deeper collaboration and co-creation in your training sessions

  - Deliver dynamic, interactive training content

Increase the capabilities of your team across every department by delivering high-quality, engaging, and cost-effective training remotely and in-office with SMART Board Pro displays. The right technology solution will do all of this, while also protecting your data and providing secure digital working environments. SMART displays offer exceptional privacy and security without compromising interactivity.

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The future of corporate training

The demand for learning and development is evolving amid digitalization trends, according to a report entitled Future-Proofing Adult Learning in Berlin, Germany, which shows that 47% of workers in Berlin could be directly affected by automation, compared to less than 30% in cities like Oslo or London. Corporate training can not only help ensure you attract new employees where needed, but can help you increase the capacity of your existing workers by helping them acquire valuable new digital skills.

FUTURE-PROOFING
Workers affected by automation in Berlin vs. Oslo or London

30%	47%

Companies that unlock the full power of collaboration with business software can build resilience for the entire organization. By getting strategic about training, you can ensure your organization will navigate change smoothly

and adapt to shifting circumstances to be better prepared for the future. You can also be ready to meet the expectations of the current and upcoming workforce, increasingly made up of more Gen Z workers.

> " Gen Z stands out as a cohort that is wholeheartedly embracing continuous learning at work. From an early age, this digital-native generation imbibed the value of lifelong learning—and today, it's the way to win their hearts, minds, and effort at work. "
>
> – Forbes

Quality technology empowers results. The right technology will boost employee productivity, increase data security, and improve business agility. You can support your business for years by investing in high-quality solutions.

SMART interactive displays for business are designed in-house by knowledgeable industry experts. They're crafted to update automatically over the air, last longer, and provide exceptionally sharp picture quality. As a result, they offer the best return on investment by lowering your total cost of ownership over the long term.

Action Step

Fostering effective training programs will be an ongoing process as your organization grows. To ensure your training evolves with the expectations of current and future talent, refine your strategy over time for optimal results.

- Gather insights from your Gen Z workers to help align your strategy with their expectations.

- Create focus groups to invite feedback on where technology is most valuable to them in their roles.

- Monitor emerging trends in corporate training to ensure your organization continues to lead in offering valuable, effective training.
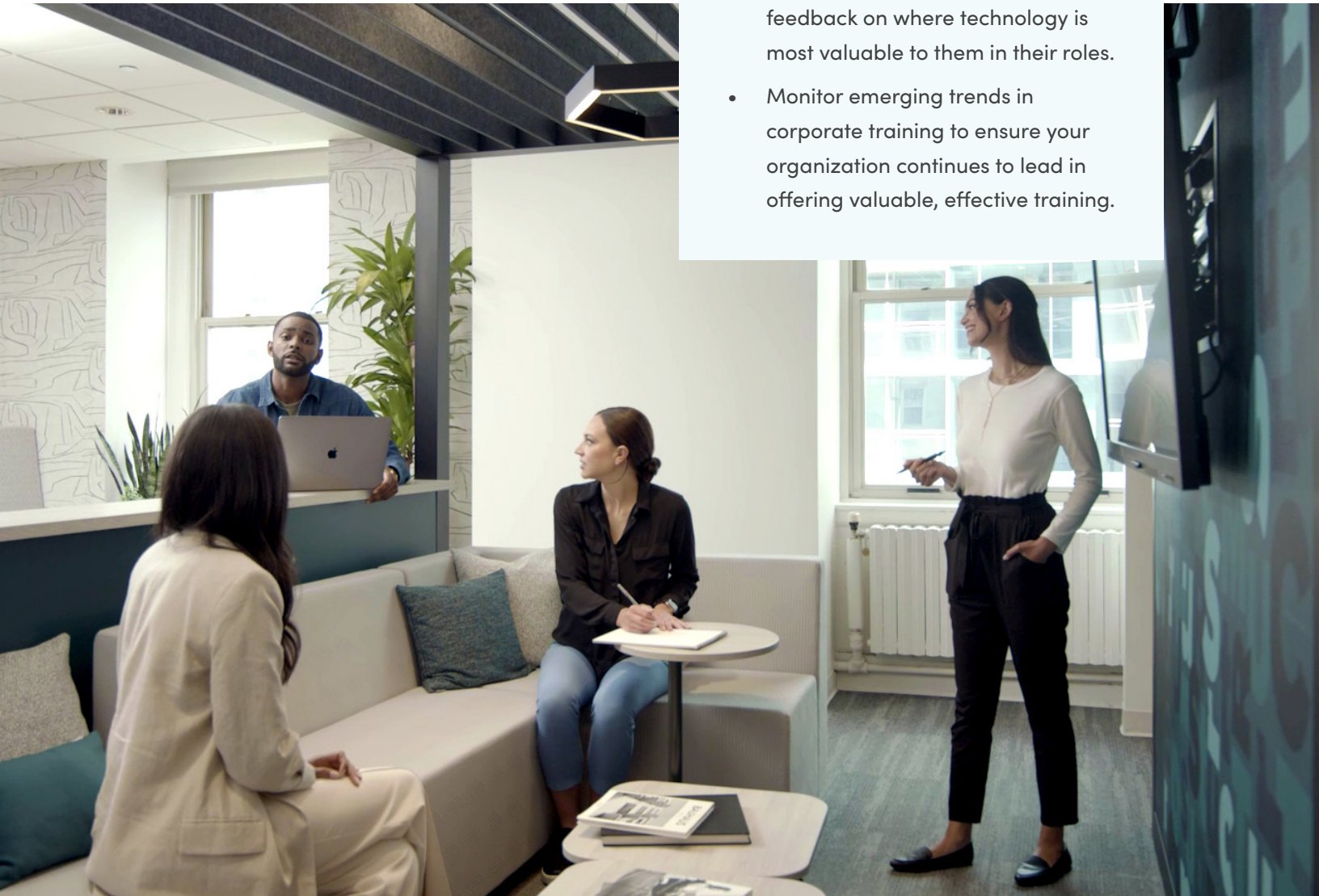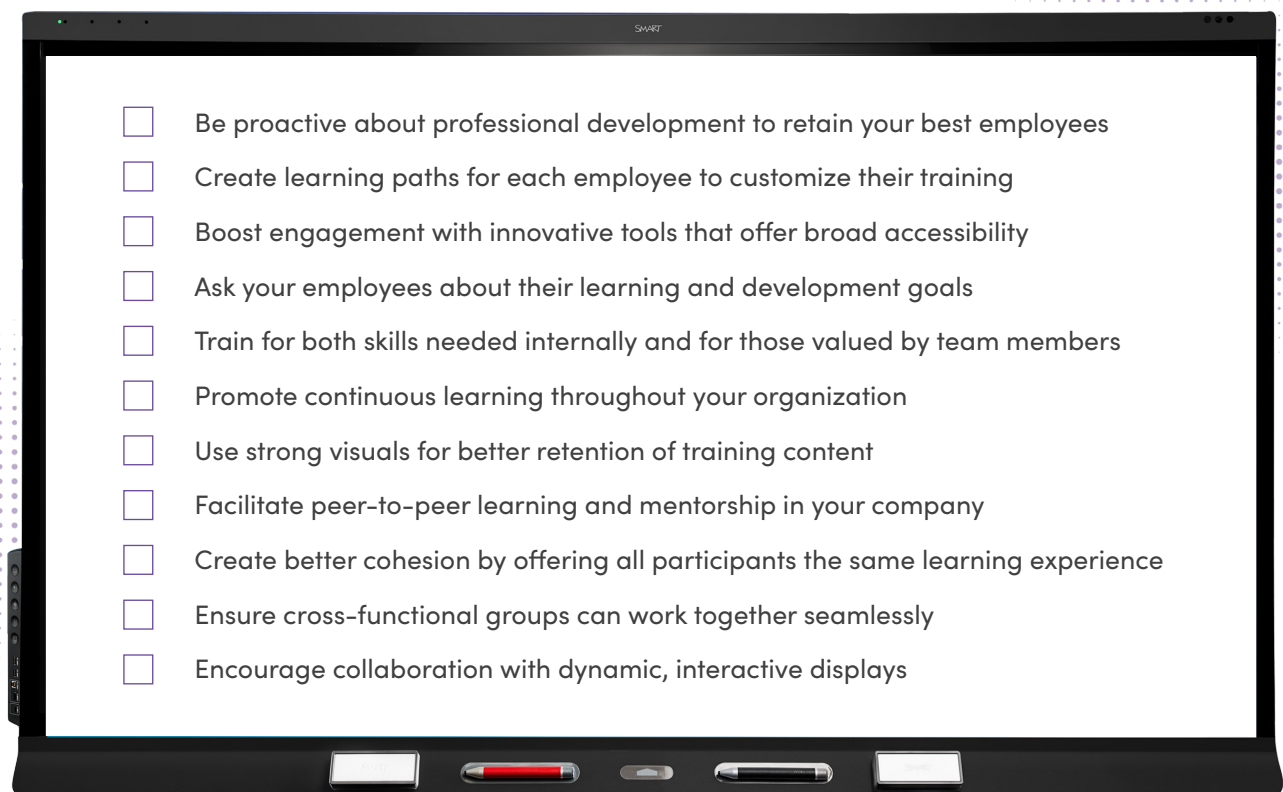
How to create an engaging and interactive training environment

A proactive training strategy should combine your organizational training goals, the current skill level of your team, any need for cross-functional training, and whatever your desired hybrid office structure may look like. From here, you can begin to design training programs that will attract new talent, retain your existing workforce, and upskill employees as needed.

Learning and development leaders will probably also want to balance broad organizational goals with customized training goals for each member of your team.

Are you ready to deliver engaging and interactive training to your team? Use the checklist below to ensure your corporate training will hit the mark.

- ☐ Be proactive about professional development to retain your best employees
- ☐ Create learning paths for each employee to customize their training
- ☐ Boost engagement with innovative tools that offer broad accessibility
- ☐ Ask your employees about their learning and development goals
- ☐ Train for both skills needed internally and for those valued by team members
- ☐ Promote continuous learning throughout your organization
- ☐ Use strong visuals for better retention of training content
- ☐ Facilitate peer-to-peer learning and mentorship in your company
- ☐ Create better cohesion by offering all participants the same learning experience
- ☐ Ensure cross-functional groups can work together seamlessly
- ☐ Encourage collaboration with dynamic, interactive displays

As you develop your corporate training plan, you'll begin to see how the right tools and technology can boost the efficacy of each of your learning and development goals. Investing in the proper training resources can deepen the impact of every training session you carry out, ensuring that your team gains the necessary skills to help build out your company's future.

Invest in collaborative technology

Learning and development will continue to play a key role as people return to work and companies plan for future growth. No matter what industry you're in, you'll need to be prepared to provide high-quality training to recruit, retain and upskill your team.

No matter what your work environment looks like, in-office, hybrid or remote, into hybrid work structures, the right tools will be especially critical to support collaboration and engagement in teams. You can increase the capabilities of your team by delivering high-quality, engaging, and cost-effective training, remotely and in-office, with SMART Board Pro displays.

SMART is a world leader in education technology, providing interconnected solutions to help every person discover and develop the greatness within them. The first SMART Board launched in 1991 and has continued to innovate through SMART Notebook®, the world's most popular collaborative learning software, and through Lumio, the award-winning digital, collaborative learning platform. With a full range of products used by millions of educators and students around the world, SMART helps create connections that matter.

For businesses looking to offer a real-time active learning environment, SMART interactive displays are designed to promote participation through content sharing, annotation, and manipulation.

Book a personalized demonstration for more information on how SMART hardware and software can support your training needs.