

The Mineral logo is positioned in the top left corner of the page. It features the word "Mineral" in a bold, orange, sans-serif font. The background of the entire page is a photograph of a woman in a beige turtleneck sweater sitting at a conference table, gesturing with her hands as if in a meeting. A man in a dark blue suit is partially visible on the right side of the frame, looking towards the woman. The setting appears to be a modern office with large windows and indoor plants in the background.

Mineral

HR and compliance made simple.

EBOOK

Training transformation

Building the business case to create a
workplace culture of learning.

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When it comes to employee training, the current forecast reveals a widespread development drought.

According to recent training data:

- More than half of employees (59%) say they've had no workplace training and that most of their current job skills were self-taught.
- Nearly three-quarters of employees (74%) feel they aren't reaching their full potential at work due to lack of development opportunities.
- Only (34%) say they are "very satisfied" with their job-specific training, and another third who left a previous job say they were motivated to do so because of a lack of workplace training/development opportunities.

In today's tug-of-war for talent, small and medium-sized businesses (SMBs) tend to be more vulnerable to turnover. And when an already small organization loses even one employee, the accompanying financial loss is amplified—particularly in two key areas:

Hiring

According to 2022 data from the Society for Human Resource Management, the average cost per hire is nearly \$4,700. However, talent management and development expert Edie Goldberg tells SHRM that the true cost can be three to four times base salary—meaning a job that pays \$50,000 could actually cost a business up to \$200,000 to fill, when accounting for "soft costs" that sap at productivity like reviewing resumes, interviewing candidates, and providing feedback.



Institutional knowledge

In a recent sit-down with HR Advisor, marketing leader Ari Bixhorn discussed the physical, and thereby financial, impact to an organization when an employee leaves.

"Every time employees walk out the door, they're taking their institutional knowledge with them," Bixhorn says. "And in an era where everyone is a subject matter expert in something, that puts most businesses in a precarious position." According to research by Bixhorn's organization, 42% of the skills and expertise required for a role are known only by the person currently in that position. "Should that person leave," he explains, "their remaining colleagues won't be able to do 42% of their work, and someone hired into that role will need to learn 42% of it from scratch," adding that those productivity delays and inefficiencies have real consequences—that cost real dollars.

Upskilling and reskilling employees through an expansive training program can help SMBs mitigate or avoid those losses and retain your current workforce as one that's more skilled, flexible, competitive, and poised to achieve long-term success.



Three strategies to transform employee training.

A robust and comprehensive employee training program can be a reservoir release, so to speak, for small business leaders looking to breathe new life into dried-up development efforts and build a workplace culture of learning that will sustain employee retention over the long term. SMBs—understandably working with limited time, people, and resources—can maximize employee training and development by focusing on three learning strategies:



1. Restock your learning library.



2. Make it personalized.



3. Leverage the power of partnership.

1. Restock your learning library.

We've all sat through enough cringeworthy training videos and modules to know what's not ideal and/or makes little impact on employee development and long-term learning. At Mineral, we mined those ineffective experiences and leaned on a century of HR expertise across our team to create Learn, Mineral's Learning Management System (LMS). Learn makes it easy to assign, track, and manage employee training courses—all from the convenience of the Mineral Platform™. It enables SMBs to deliver simple, scalable, and measurable training to their employees to address a variety of business and development needs.

There are hundreds of Core Courses available for all Mineral SMB clients. Learn also features additional Premium Course Catalogs (available at additional cost), specially curated according to leading workforce trends to help small organizations fill learning gaps and address top training needs:

Workplace safety

According to the National Safety Council, the total cost of work injuries in 2021 was \$167 billion—including \$47.4 billion in lost wages and productivity, \$36.6 billion in medical expenses, and \$57.5 billion in administrative expenses. However, the NSC also estimates that for every dollar spent on workplace safety training, injury prevention returns can range anywhere from \$2 to \$6. The Safety Premium Course Catalog, can help your organization to achieve that return and keep employees safe at work, both of which are critical to any small business.

Workplace harassment

Close to half (45%) of U.S. workers have experienced some form of discrimination or harassment in the past 12 months, Gallup finds. No employer wants the reputation damage that comes from being characterized as a toxic and discriminatory workplace, never mind the monetary damage that can come from a discrimination or harassment lawsuit. Mineral's Anti-Harassment Course Catalog, part of the Learn Premium offering, helps small and medium-sized businesses send a strong signal that yours is a workplace that's inclusive, welcoming, and bias-free. This Course Catalog also helps meet state-specific requirements for workplace anti-harassment training.

Diversity, equity, inclusion, and belonging (DEIB)

Unfortunately, progress made toward DEIB gains has waned from 2020 levels, and the backslide is being felt across employees nationwide. Research from Arizent shows that:

- Non-white employees are less likely than white employees to feel valued at their organization.
- Just over 50% of BIPOC employees (Black, Indigenous, and people of color) agree that leaders at their organization are creating a sense of belonging for all employees (compared to more than 70% among white employees).

- Non-white women are least likely to receive help or support from people with power in their organizations, and 35% of women overall say they have an overall workplace experience that is unhealthy or toxic.
- Only 35% of organizations across the industries surveyed have executive leadership teams that include four or more demographic groups.



However, through DEIB training, small businesses can be beacons for their communities to help live up to our national ideals. Investing in DEIB also can be a way for organizations to do well by doing good: According to 2019 research by McKinsey, companies that exhibit cultural, ethnic, and gender diversity are significantly more likely to outperform less diverse organizations on profitability. DEIB is a Learn Premium Course Catalog; the added investment has the potential to post meaningful and lasting returns on company culture and growth.

Cybersecurity

In a time when the most popular workplace technology passwords are QWERTY, 123456, and password, security awareness training is a simple but effective way to help small businesses prevent cybersecurity breaches, especially when data shows that employees are most likely to unknowingly open the door to hackers. Osterman Research finds that the ROI of security awareness training is 69% for small businesses—more than enough to make the business case for this Learn Premium Course Catalog.

Health and wellness

Forrester Research's Total Economic Impact report shows that engaging employees in their health can potentially increase productivity by 14%. Additionally, Harvard researchers have found that for every dollar spent on employee wellness, medical costs decrease by more than \$3 and absenteeism drops by nearly the same amount. What health and wellness areas are most urgent for your workforce? No matter how diverse and varied the need, customized employee training through the Mineral Learn Health and Wellness Premium Course Catalog could bring effective solutions and savings for your small business.

Communication

Long known as a soft skill, investing in communication training holds the potential for hard-dollar savings for SMBs—which is why Mineral has added it to the Learn system as a Premium Course Catalog. One LinkedIn Pulse survey finds that managers spend 50% of their time in meetings, and that executives say most meetings are “failures.”

Even if not complete failures, unproductive meeting time and poor communication drains productivity and profit from SMBs. Businesses as small as 100 employees spend an average 17 hours a week clarifying previous communication, according to LinkedIn, which translates to lost productivity costing more than \$5,000 per employee per year.

Leadership and management

The development drought is even more acute for managers who, according to statistics from Lorman, receive little to no training despite 56% of HR managers who consider manager training as essential to business.

- 59% of managers who oversee one to two employees report having no training at all; 41% of managers who oversee three to five employees say the same.
- Nearly 50% of managers with more than 10 years of experience claim they've only received about nine total hours of training.
- 43% of managers who have been in their role for less than a year say they've had no training.



Even for businesses that invest in overall employee learning, manager training is important to employee retention since a bad relationship with a manager is one of the top reasons people leave jobs (second only to salary). Mineral client SMBs can invest in the Leadership and Management Premium Course Catalog through Learn to help make managers better and uplift your organization as a whole to operate more cohesively and efficiently.

Microsoft skills

As remote and hybrid work has extended beyond the end of the COVID-19 pandemic, investing in baseline technology skills for employee communication, workflow, and productivity is a solid way to talent-proof against skills shortages needed to take your small business to the next level. According to Forrester, Microsoft skills training can equal up to an hour per remote worker per day in productivity gains, as well as reduced IT support. Microsoft Skills is available as a Learn Premium Course Catalog for Mineral SMB clients.

59%

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Lorman

2. Make it personalized.

From the expansion of social media to streaming services, we've been conditioned to prefer just-in-time and just-for-me content—and employees, according to data from Lorman, are extending those preferences to training and development.

- **91% want** their training to be personalized and relevant.
- **89% of employees** want training available anywhere and anytime they need to do their job.
- **85% of employees** want to choose training times that fit their schedule.
- **58% of employees** prefer to learn or train at their own speed.
- **49% of employees** prefer to learn or train when necessary.



Mineral's all-digital Learn platform allows our SMB clients to provide personalized training experiences that allows room for training that spans more diverse learning styles and native languages for diverse workforces—at a fraction of the cost of in-person options. The Learn LMS features the ability to easily assign, track and schedule employee training in a single location. Start by uploading in-house training and add optional premium course upgrades to enrich and expand the curriculum. Additionally, Learn offers:

- **Learning tracks**, for you to create and assign a personalized curriculum of e-learning courses where you can easily track your employees' progress as they complete their courses. Schedule automated last month and last week reminder emails to employees who have courses in progress or are over their due date.
- **Multiple course styles and features**, including:
 - Content from 15 publishers.
 - Interactive course features and presentation in diverse formats—live-action and animated video, audio narration, inline activities, offline exercises, post-assessment, and supplemental resources
 - Multiple language options beyond English and Spanish such as Hindi, Japanese, Chinese, and French.
 - Mobile-friendly courses.
- **Tech support** across all times zones.
- **Certification**, to provide downloadable PDF certificates of course completion stored in the Mineral Platform for easy access.





3. Leverage the power of partnership.

Precious few organizations, particularly SMBs, are able to create and/or afford the level of quality and comprehensiveness needed for a wide-ranging employee training program on their own, which is why Mineral is a proud partner to more than 1 million SMB clients to provide critical workforce development.

Small and medium-sized businesses play a vital role in driving economic growth, creating jobs, and generating innovation and entrepreneurship in communities. However, these businesses often operate with limited resources and tight budgets, which can make it challenging to compete with larger enterprises. Training employees—through leveraging partners like Mineral—can help SMBs remain competitive and achieve long-term success by:



Improving employee productivity and retention.



Boosting employee morale and satisfaction.



Enhancing customer service.



Adapting to technological advancements and industry trends.



Mitigating compliance and safety risk.



Developing new skills and filling gaps in the workforce.

Mineral's Learn resources could be the training transformation your business needs.

Visit trustmineral.com to learn more about employee training and our **Learn solution**.

About Mineral

Trusted by more than 1 million companies, Mineral combines data, technology, and human expertise to take the guesswork out of HR and compliance. Partnering with insurance brokers, PEOs and HCMs, Mineral has built the largest HR community in the U.S. Mineral was formerly known as ThinkHR and Mammoth. Learn more: trustmineral.com. ©2023 Mineral, Inc. Ebook-Learn-Comprehensive-Overview-BB-20230628

Mineral
HR and compliance made simple.