

InStride™

5 ways your business benefits from workforce education

And how it transforms
your employees' lives





INTRO

Start with people to solve your biggest challenges

To help your business make it through these unprecedented times and continue on the path to growth, start with your people to quickly adapt your organization and provide employees with the skills they need for your business to succeed.

A disruption-proof education solution will drive impact now and well into the future.

Learn how workforce education can drive your business forward by keeping your employees engaged, helping you achieve more substantial business growth, and fostering social impact that enables your people to advance through education continually.

Build up your talent pipeline

Provides employees better opportunities for career advancement

Giving employees the tools and support to earn their high school diploma, pursue a life-changing degree program or enroll in a professional skill-building course can equip them with the skills, competencies and credentials they need to pursue new responsibilities or promotions. It can also prepare them to step into leadership roles in the organization, whether formal or informal.

For the individual, these new opportunities often lead to higher salaries, increased lifelong earning potential and other benefits like increased autonomy and socio-economic mobility. **For the organization, you are able to build a diverse talent pipeline and provide equitable access to education and training opportunities.**

Promoting from within leads to long-term sustainability and better performance

Creating more pathways in your organization for advancement also results in better-trained employees, better succession planning and better leadership development across all levels — creating the sustainable competitive advantage your business needs.

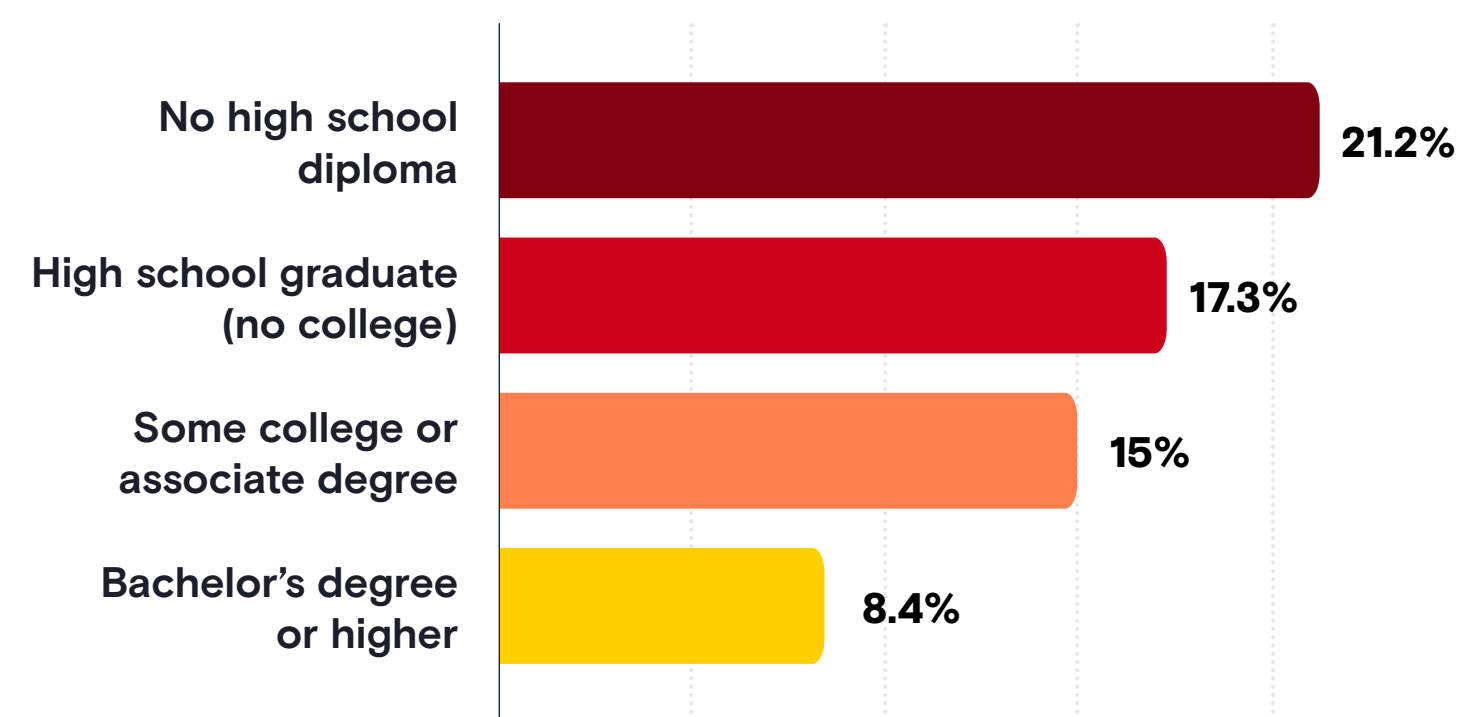
You can equip your business to achieve long-term success by upskilling and reskilling the workforce you have, attracting more employees from diverse backgrounds, increasing retention, and allowing the organization to build continuously on its growth with committed leaders who have grown right along with your business.

47%

of people who took a course or got extra training related to their jobs stated the extra training helped them advance within their current company.¹

70% of Americans fear they will lose their job in the next six months as the economic fallout from the coronavirus pandemic widens.²

Individuals with higher levels of education are **less likely** to become unemployed during an event like the **coronavirus crisis**.



Unemployment status of the civilian noninstitutional population 25 years and over by educational attainment (April 2020)³

No. 02

Long-term investment from employees

Providing education and skill-building opportunities helps employees feel increased job security

Research shows that more education often leads to better job security. When employees know they're valued and feel invested in by their employer, they feel more secure and committed to the organization. This is especially true for employees during times of increased uncertainty, when feeling an increased sense of job security is significant for both employers and employees.

Recent data from the U.S. Bureau of Labor Statistics shows that the higher the level of education one has completed, the less likely they were to be unemployed as a result of the pandemic.

During difficult business cycles, this security is crucial to mitigating employees' fears and keeping your workforce operating as efficiently and effectively as possible. Increased employee confidence generates myriad benefits for their personal lives as well—decreasing the stress that comes from worrying about finances, family members and other areas.

Additionally, increased job security can lead to a stronger feeling of ownership and affinity for the employer. Secure employees are more likely to go the extra mile in their work and take on responsibilities beyond their scope. When employees love their workplace and feel equipped in their skills, they share it with others—all leading to positive effects on your brand.

To rise from periods of uncertainty prepared to rapidly regain ground and ultimately thrive, employers must continue to invest in and support their employees, their people, as their number one stakeholder. By doing so, employees will emerge from challenging periods feeling proud of the company they work for, connected to their leaders and engaged with their work—fully prepared to move the business forward.

New pathways for employees to explore

Create better alignment with career interests

In addition to the increased opportunities for promotions, benefits and growth that employees experience, education also opens up the door for employees to pursue their specific career interests — all while staying at your company.

Education allows employees to dive deep into the particular areas and skill sets that interest them most in their current role.

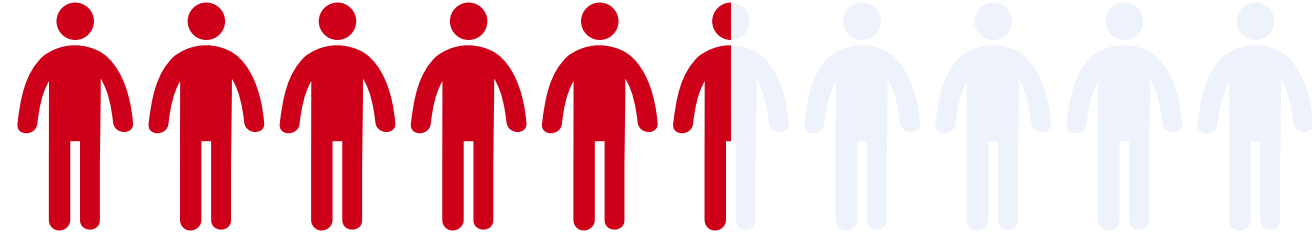
A degree or skill-building course can equip employees with the specializations and qualifications they need to change directions and shift their roles at your company to better match their own passions.

This could include lateral career moves like moving from marketing to client-facing sales. Or it could empower an employee, like a part-time retail employee who wants to become a long-term corporate manager, to specialize in the aspect of their domain that most interests them. Education can give your employees the skills, confidence and credibility to make that move with your organization instead of going elsewhere.

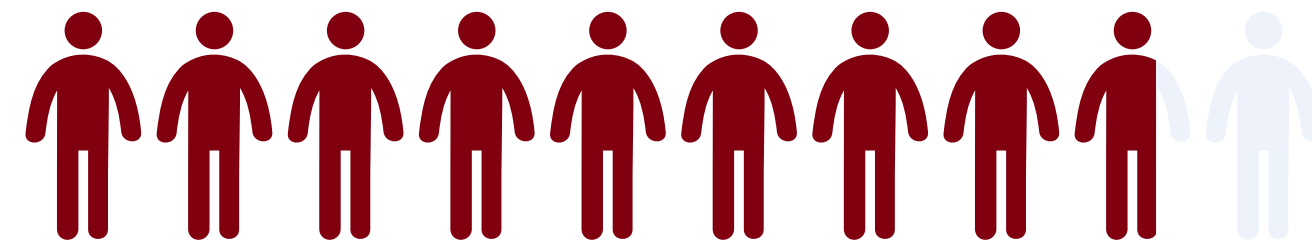
This contributes to higher levels of job satisfaction, as employees have more freedom to pursue careers and roles that are challenging and suit their skills and interests. They feel more comfortable discussing job growth and career interests with managers, resulting in deeper engagement. Even more important, **it helps your organization with strategic workforce planning and hiring, giving you better insight into the best way to get the right people in the right roles at the right time.**

60%

of executives struggle to keep workforce skills current and relevant in the face of rapid technological advancement.⁴



55% of executives believe they are not able to innovate effectively due to their workforce lacking key skills.⁵



87% of professional learners reported their educational activities helped them feel more capable and well-rounded.⁶

No. 04

Soft skills for better decision-making and innovation

Increase employee confidence and performance

Equipping employees to increase their knowledge and skill sets leads to increased confidence in their personal and professional lives.

Going back to school or enrolling in a skill-building course can have a big impact on your employees' self-esteem, which will ultimately help them make stronger, more effective decisions and lead to better performance at work. You'll build stronger leaders who are more confident in their ability to innovate, solve problems, and serve customers.

Whether you're focused on the business or social impact of workforce education, building employee confidence, increasing autonomy and improving performance are crucial factors to help you achieve your goals.



No. 05

Long-term contributions to your business

Stronger networks, collaboration and lifelong learning

Enrolling in a degree, certificate or skill-building program can provide employees with a great way to meet and get to know other professionals and thought leaders in your industry. They'll be able to develop meaningful connections and relationships with other students and professors and tap into alumni networks and mentorship opportunities.

This kind of networking not only benefits the employee but your business as well. **When your people have stronger connections, both within and outside of your organization, they're more likely to stay current with industry trends, learn from thought leaders, and consider new and innovative ideas that move your business forward.**

This means that even after employees graduate with their degrees or successfully complete their skill-building courses, they've built the expertise and network they need to become lifelong learners. Pursuing education isn't just about employee lives now, but about their lives and contribution to your business five, 10 and 20 years from now.

*"I have more **confidence** after completing my degree. I was given so many tips and support that helped me realize **there is nothing I am not able to accomplish if I work hard and take action.** It all happens one step at a time, and I couldn't thank the faculty enough for all the support I received while completing my degree."*

– Elaine M.

CUNY School of Professional
Studies graduate



Accredited, top-tier institutions offering degrees, credit-bearing courses and certificate programs



Career training and skill-building educational providers



Make a strategic investment in workforce education

Learn why strategic enterprise education™ can set you ahead

Only 1 in 9 business leaders believe they have an excellent learning culture — caused by failed L&D courses and software that doesn't equip learners with relevant or sustainable skills, and doesn't generate tangible business results. For businesses that do make an effort to provide employees access to education, it's usually through stagnant tuition reimbursement programs that boast dismal participation rates.

A recent survey we did with Bain & Co. showed that only 2% of employees with access to tuition assistance actually use it.⁷

As you are looking for ways to drive your business forward by upskilling, reskilling, employee engagement and building a diverse talent pipeline, many of the usual solutions don't make sense during these times. Online learning is becoming a major part of education for the foreseeable future, but many academic institutions haven't invested in designing virtual learning programs that deliver student results.

InStride's top-tier academic network has a history of success in online education, with programs and courses designed for working adults in relevant in-demand subject areas such as business, technology, healthcare, engineering, finance and vocational or technical training. Both the accessibility and diversity of programs available through strategic enterprise education proactively address many of the challenges you face.



Drive business *and* social impact through strategic enterprise education™

Empowering employees through education is the key to solving many of your biggest business challenges, from employee engagement and performance to customer experience and building a sustainable brand. **It's also your single biggest opportunity to drive your business forward while creating social impact.**

Today, tens of thousands of learners already leverage InStride's academic network with over 350+ degrees, certificates and skill-building courses, including programs that provide accessible, relevant and strategic workforce education.

To learn more about how strategic enterprise education can equip your organization to transform lives and create a future-ready workforce, contact our experts today at connect@instride.com or visit www.InStride.com



About InStride

InStride is the premier global provider of strategic enterprise education™ (SEE) solutions. InStride helps organizations unlock the power of education to solve a broad range of business challenges and achieve transformative impact by starting with their people. From recruitment and retention to upskilling and re-skilling, InStride delivers measurable, scalable business outcomes. InStride solutions are developed in partnership with a rapidly expanding network of top-tier global academic institutions. To assure best-in-class experiences and outcomes for learners and corporate partners alike, InStride employs an advanced technology platform that puts collective success and program scalability at its core. For companies who recognize that the continuous growth of their people is the starting point for success in the years to come, InStride is the strategic enterprise education partner of choice.

References

1. [Lifelong Learning and Technology. Pew Research Center](#)
2. [Majority of Americans fear job security as coronavirus wallops economy: Headspace study. Yahoo](#)
3. [Labor Force Statistics from the Current Population Survey. U.S. Bureau of Labor Statistics](#)
4. [The Future of Jobs Report 2018. World Economic Forum](#)
5. [22nd Annual Global CEO Survey. PWC](#)
6. [Lifelong Learning and Technology. Pew Research Center](#)
7. [Employee Survey Reveals the Need for a Strategic Approach to Employee Education. InStride](#)