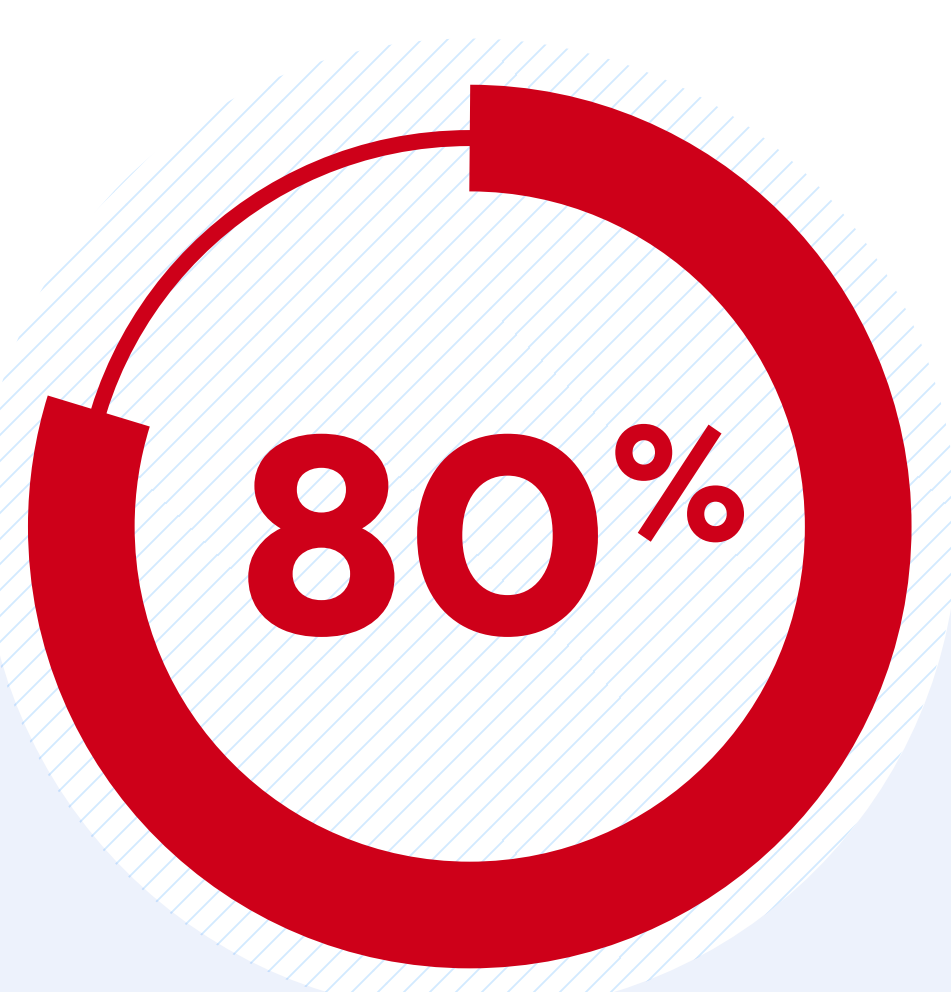


Business leaders are investing in
workforce education,
 but are they investing wisely?

Workforce education has withstood the shocks of 2020

Despite the negative economic, social, and pandemic impact of 2020, a new InStride study proves that business leaders across industries continue to value and invest in workforce education to support one of their top priorities — talent development.

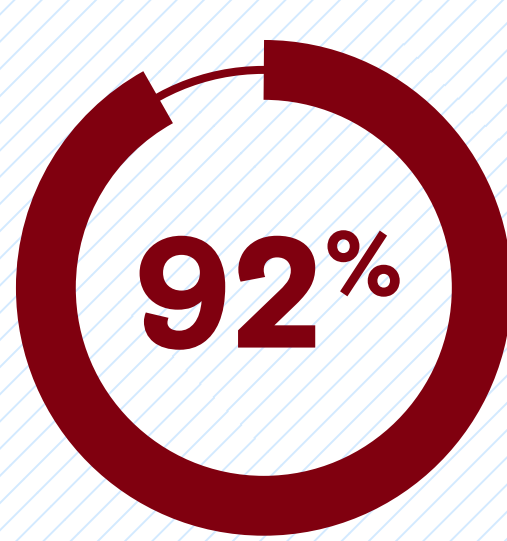


88% of the survey participants offered some type of education program prior to COVID-19, and **80% will still continue** the investment for the 2020–2021 academic year.

It's clear that workforce education represents an essential investment for leaders.

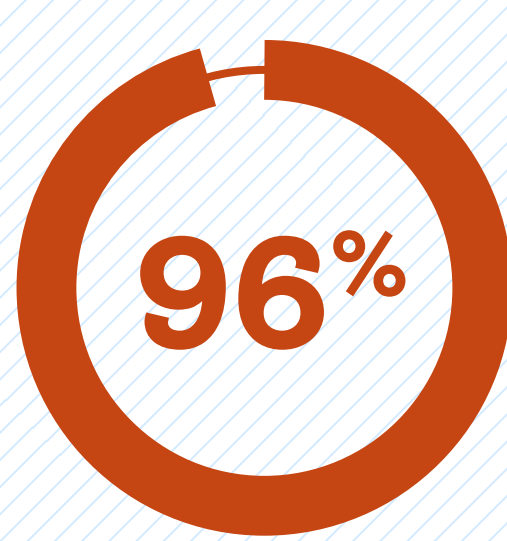
Here's why:

Diversity, Equity & Inclusion



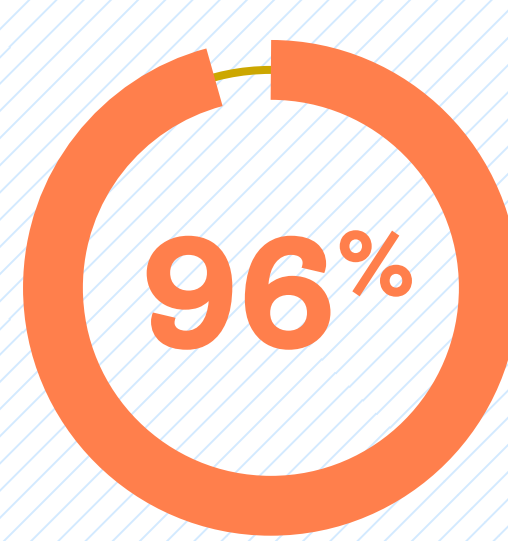
Agree a strategic workforce education program *should help* an organization meaningfully achieve its diversity and inclusion goals.

Competitive Advantage



Agree companies *can gain* a long-term competitive advantage by investing in the ongoing education of their employees.

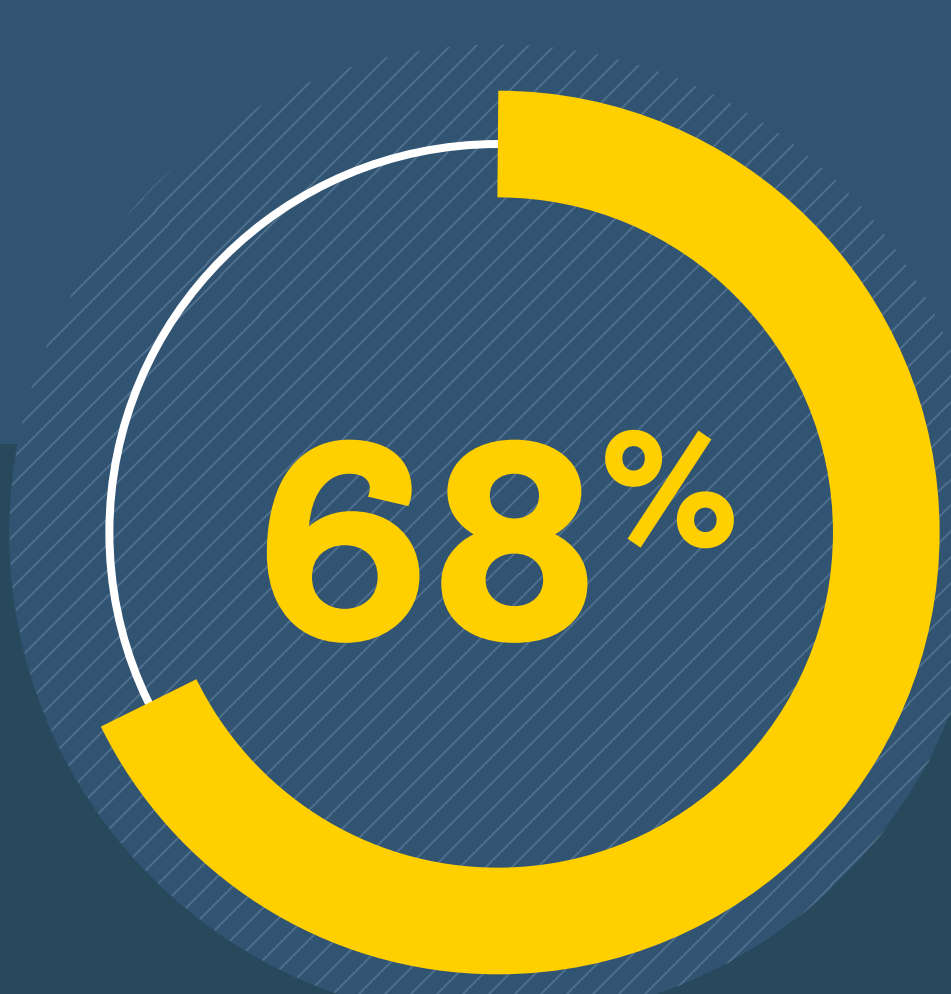
Growth



Of decision-makers agree that workforce education programs that are designed to align with their organization's strategic goals *can help* drive business growth.

The skills gap widens with COVID-19

Despite high expectations for workforce education, a majority of decision-makers noted that skills gaps have widened in their organizations since the COVID-19 pandemic began, and it's costing them.

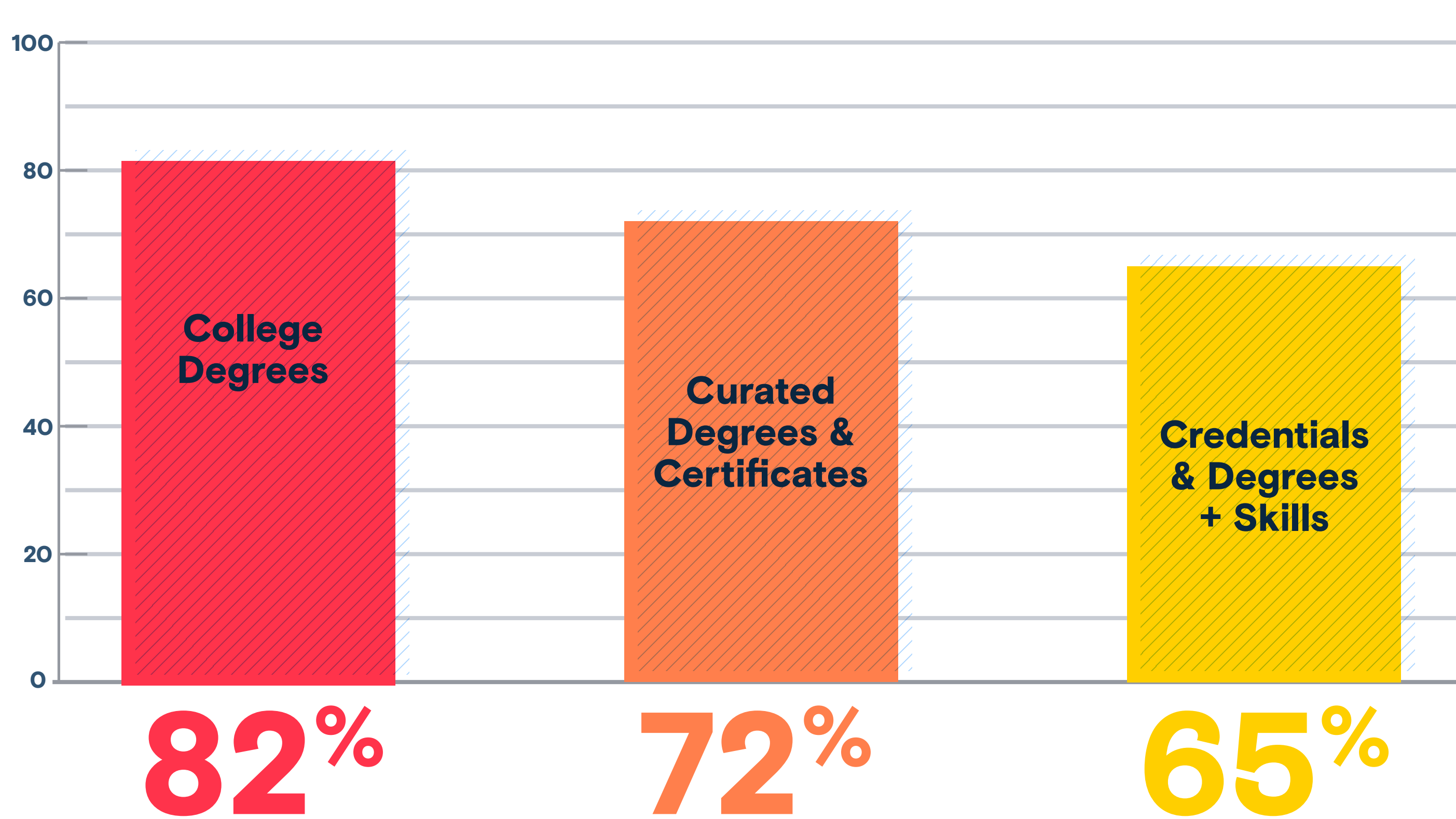


68% note there is a skills gap in their *current* workforce that is limiting their growth.

The traditional education programs are not reaching enough people to close the skills gap.

Now is the time to customize and diversify the offering

Business leaders agree they need a different approach to truly impact their talent and business.



Of all business decision-makers agree that providing employees *access to college degree opportunities* is a critical part of their organization's business strategy.

Believe *curated degree and certificate learning programs* specific to their company's strategic goals will drive business growth.

Say their organization would be interested in a *combination* of baseline credentials and degrees + skills training program.

“There's never a wrong time for people to invest in themselves and their careers, but we're definitely seeing stronger interest from forward-thinking employers who understand the long-term strategic value in developing their workforces.”

– Vivek Sharma, InStride CEO

When you're ready to move your business forward and strategize how to close the skills gap, we'd love to talk.

Learn more at [InStride.com](https://www.instride.com)

InStride is the premier global provider of strategic enterprise education™ for employers who want to achieve transformative business growth and social impact by unlocking the power of education.