



Q12. Opportunities to Learn and Grow

This last year, I have had opportunities at work to learn and grow.

Challenge Me

The need to learn and grow is a natural human instinct. Where there is growth, there is innovation.

Employees who have an opportunity to learn and grow at work are twice as likely as those on the other end of the scale to say they will spend their career with their company.

On average, business units in the top quartile of this element score 9% higher on customer engagement and loyalty measures and 10% higher on profitability metrics than business units in the bottom quartile.

Three Ways to Challenge Employees to Learn and Grow



Continuous: An environment that encourages continuous learning.



Expanding: Short-term “stretch” goals that motivate employees to expand their current knowledge or skill set.



Aspirational: Career-oriented development plans that align with each person's strengths and aspirations.