THE CENTER FOR LEADERSHIP STUDIES
THE GLOBAL HOME OF SITUATIONAL LEADERSHIP®

Making The Case for Leadership Development

WHAT IS LEADERSHIP DEVELOPMENT?

At its core, leadership development involves training for the purpose of **enhancing the capacity of individuals to perform in their current and future job roles.**

It is targeted to employees based on position to enable them to learn **the fundamental skills** essential to success at every level of the organization.

> **The workforce agrees, training for soft skills is the #1 priority.**
> *LinkedIn Learning*

While good leaders possess highly-developed soft skills, **leadership is a hard skill** cultivated and informed by technical industry knowledge.

- COMMUNICATION
- ADAPTABILITY
- INFLUENCE
- TEAMWORK
- PROBLEM SOLVING

Leadership development also **fuels effective succession planning** and continues to be a **major focus for learning leaders**.
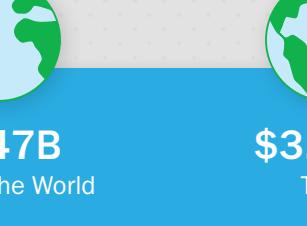
Building a pipeline from high potential individual contributors to the C-suite.

Global Market
Training Industry
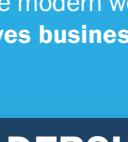
$1.91B	$1.47B	$3.38B	↑8%
North America	Rest of the World	Total	over 2017

Increased investment in the training industry means we need leadership that is ready to meet the demands of the modern workplace. Organizations are recognizing that **investment in training drives business outcomes.**

> **85% of organizations believe having the right leadership in place is "urgent" or "important."**
> *Deloitte*

WHY INVEST IN LEADERSHIP DEVELOPMENT?

Aligned with organizational goals, leadership training helps...
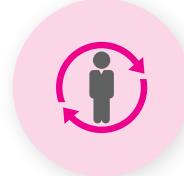
- Attract and retain talent
- Increase employee engagement
- Improve culture, communication and trust
- Solidify bench strength
- Build leaders at every level
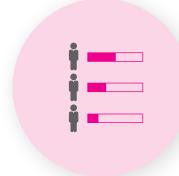
Organizations that don't invest in leadership development experience...
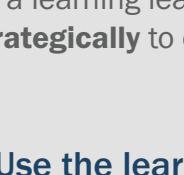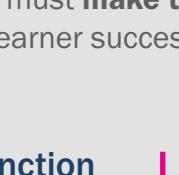
- High turnover
- Low employee engagement
- Increased onboarding costs
- Lack of communication
- Less innovation
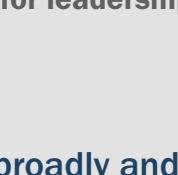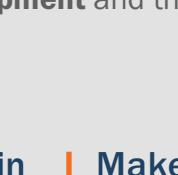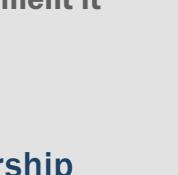
USE THESE FACTS TO HELP MAKE YOUR CASE

As a learning leader, you must **make the case for leadership development** and then **implement it strategically** to ensure learner success.

Use the learning function to decrease current and future skills gaps.
Technology is expected to displace 75 million jobs by 2022 and, at the same time, create 133 million new ones.

Think broadly and invest in all employees' leadership development.
Focusing on high potentials and first time managers is obvious, but soft skills are necessary for every person at every level if you want your teams to be agile and operate at peak performance.

Make leadership development a priority for everyone to ensure the organization will thrive.
Offer multiple programs across the organization. Make them visible, easy to navigate and recruit champions for them at all levels to increase engagement and innovation.

> **Talent developers are prioritizing the employee development needs of today specifically increasing their focus on identifying industry trends to prevent internal skill gaps.**
> *LinkedIn Learning*

> **Nearly 70% of employed U.S. adults consider themselves leaders, regardless of their job title.**
> *Saba*

> **When managers support their employee's leadership, it enhances perceptions of access to leadership skill development opportunities, especially for women.**
> *Training Industry*

> **Soft skills are the professional traits likely to persist over time and across industries, and they are the hardest to find.**
> *LinkedIn Learning*

> **Leadership development even benefits executives by affording them greater ability to have work-family balance, work centrality and job satisfaction.**
> *Training Industry*

> **Only 2 in 10 employees agree that their performance is managed in a way that motivates them to do outstanding work.**
> *Gallup*

WHAT'S NEXT?

Use this data to make the case for leadership development at your organization and move on to the actual work of planning and implementing training sooner.

Partner with The Center for Leadership Studies, home of the original Situational Leadership® Model, to begin upskilling leaders at every level.