

## **The Secret to a More Successful L&D Function in Professional Firms**

L&D folks in professional firms are laser-focussed on helping trainees pass their exams as fast as possible.

Of course you are, because accelerating trainees' professional qualification links directly to business revenue. The faster they qualify, the more quickly you can bill their time at premium rates.

Win, win, win. Except when it isn't.

Because right now, in-house professional training is a time-consuming nightmare. Which means most big accounting firms spend all their time coordinating, scheduling and chasing.

So you neglect the other side of L&D – the bit where you inspire, not just facilitate. And that leads through lower engagement, via higher churn, right back to business revenue.

Here's how to fix it.

### **The current state of in-house professional training**

Right now, orchestrating in-house professional training is a nightmare.

You have to coordinate hundreds of trainees at any one time. They all have different needs. They're at different levels, studying different modules, with different levels of ability, commitment and stress. Some are retaking while others are taking for the first time.

Plus they all need training to meet the day-to-day demands of their department.

And re-training following performance reviews.

And upskilling for new projects.

Training that has to fit in somewhere but not during business-critical hours (and any manager will tell you, their department's hours are all business-critical)

Then you've got all the admin you have to chase, to make the whole thing run smoothly. Admin that people forget, or lose, or make mistakes on, and cause even more of a headache.

All of which means, you're busy. Flat-out.

All your time goes into ensuring your people have the right training and support at the right time, so they can add value faster. Which is crucial, sure. But it also means you're missing part of the L&D puzzle.

## **The other side of the L&D coin: higher purpose**

Great L&D empowers people to perform their best – but it also means inspiring people to *want* to perform their best.

That's the difference between ho-hum and humdinger.

Consider [KPMG's 10,000 Story Challenge](#), designed to help employees connect to the higher purpose of their work. The initiative far exceeded their expectations, with over 40,000 stories submitted in less than 6-months.

An incredible 90% of partners reported the initiative increased pride in working with KPMG and employee engagement hit record highs.

KPMG rose 17 places on the 100 Best Companies to Work For list, becoming the number one-ranked Big Four firm for the first time ever.

KPMG ran surveys across teams whose managers talked about higher purpose versus those who didn't. They saw dramatic double-percentage point differences in pride, engagement, inspiration and likelihood to look for a new job.

What KPMG resolutely proved is this: inspiration is just as important as practical training when it comes to getting the most from your people – and so the most from the business.

Which is all well and good, but where do you find the time?

## **LearnSignal frees bandwidth for higher purpose L&D**

LearnSignal is an online professional accounting learning provider popular amongst independent students and as a white-labelled in-house solution.

We offer a comprehensive online training library for the major professional accounting qualifications, led by examiners, tutors and industry experts and designed by educational scientists.

Each course includes structured online videos, extensive practice questions and walkthrough solutions, unlimited tutor support and exam preparation support. It's cloud-based (simple, no-installation set-up) so your people can study whenever, wherever, on any device.

LearnSignal sets itself apart by leveraging developments in education and performance research to minimise time-lost to training while maximising effectiveness.

That means trainees qualify faster, shortening time-to-productivity so you can bill their time more quickly.

And it takes a major headache away from L&D professionals.

You get peace-of-mind knowing your trainees have the best possible support to pass their professional exams, without the hassle of scheduling, coordinating and chasing. Give us a list of names and emails, and we'll handle everything else.

So you can spend more time on higher purpose initiatives where your expertise can add most value.

**Download our free whitepaper to discover how LearnSignal is disrupting both legacy corporate training and e-learning, to help professional firms build a more successful L&D function – and a more inspired workforce.** [Link to E-learning 2.0 whitepaper]