

Build with Confidence

Act on knowledge, not instinct



Training is a **\$102.8 billion** industry *in 2025 alone*



With all the resources spent, we'd hope that the development actually **addresses needs, delivers change, and produces ROI.**

Yet 51%

of executives agree that their organization's L&D programs are a **'waste of time'.**

Meanwhile... 84%

of employees expect their companies to **invest in training and education** to stay up to date with changing industry skillsets.

So how do we ensure that we invest wisely in training?

We have to **assess and understand** the **organizational and specific trainee needs.**

One way to understand the **environment** that an org sits in is through a **PESTLE analysis.**



In a small group setting with key stakeholders, take the time to map out impacts of these various factors on the organization.

To develop training that meets **individual** or **business unit** level needs,

- 1** Identify the organizational goal not being met
- 2** Gather data through surveys and interviews
- 3** Analyze the gap between what is measured and what is needed
- 4** Create training that prioritizes impact & need



Using these steps to ground your learning & development helps you **understand the strengths already present in your organization** and where **additional development could have the greatest impact.**

This is only the beginning, we *still have to*



Deliver the training



Sustain learning

&



Measure the outcome

References

- [2025 Training Industry Report | Training Mag](#)
- [Navigating the Workplace in the Age of AI | edX enterprises](#)
- [Training and Development | Steven A Beebe](#)
- [The Trainer's Handbook | Karen Lawson](#)