

Why it's Essential to **Build a Learning Culture** Within Organizations & How to Do it

April 20, 2023

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Do change
right
the *first* time.

Our agenda for today...

In this time, you will understand:

- 1 **The WHY:** Why a culture of learning is so important now
- 2 **The WHAT:** What we mean by learning cultures and what the business impact is
- 3 **The HOW:** The actionable steps you, as leaders, need to take to build a learning culture

Hello & welcome



Henrietta
Bennett



Imogen
Yates

We are a global change consultancy focused on the **people** side of change...



TOP 10 GLOBAL RATING

Daggerwing was named a Global Leader in communications and change management consulting*



70% FORTUNE 500

Percentage of core Daggerwing clients in the Fortune 500



35 COUNTRIES

Breadth of countries where Daggerwing has worked with clients over the past 3 years





Why does this **MATTER?**

We are in a period of
extreme instability
& **insecurity...**

... brought on
by a series of
macro shifts

Rapid **Tech Advancements**

INFLATION

LAYOFFS

RACIAL RECKONING

GEO-POLITICAL TENSIONS

Impending **Recession**

HYBRID WORKFORCE


Supply **Shortages**

INTEREST RATE **HIKES**



The only way organizations can keep up and **thrive** is if they are **agile**, **innovative** and **adaptable**

Organizations don't change.
PEOPLE DO.



Organizations
can only be agile,
innovative, and
adaptable **if**
their people
are too



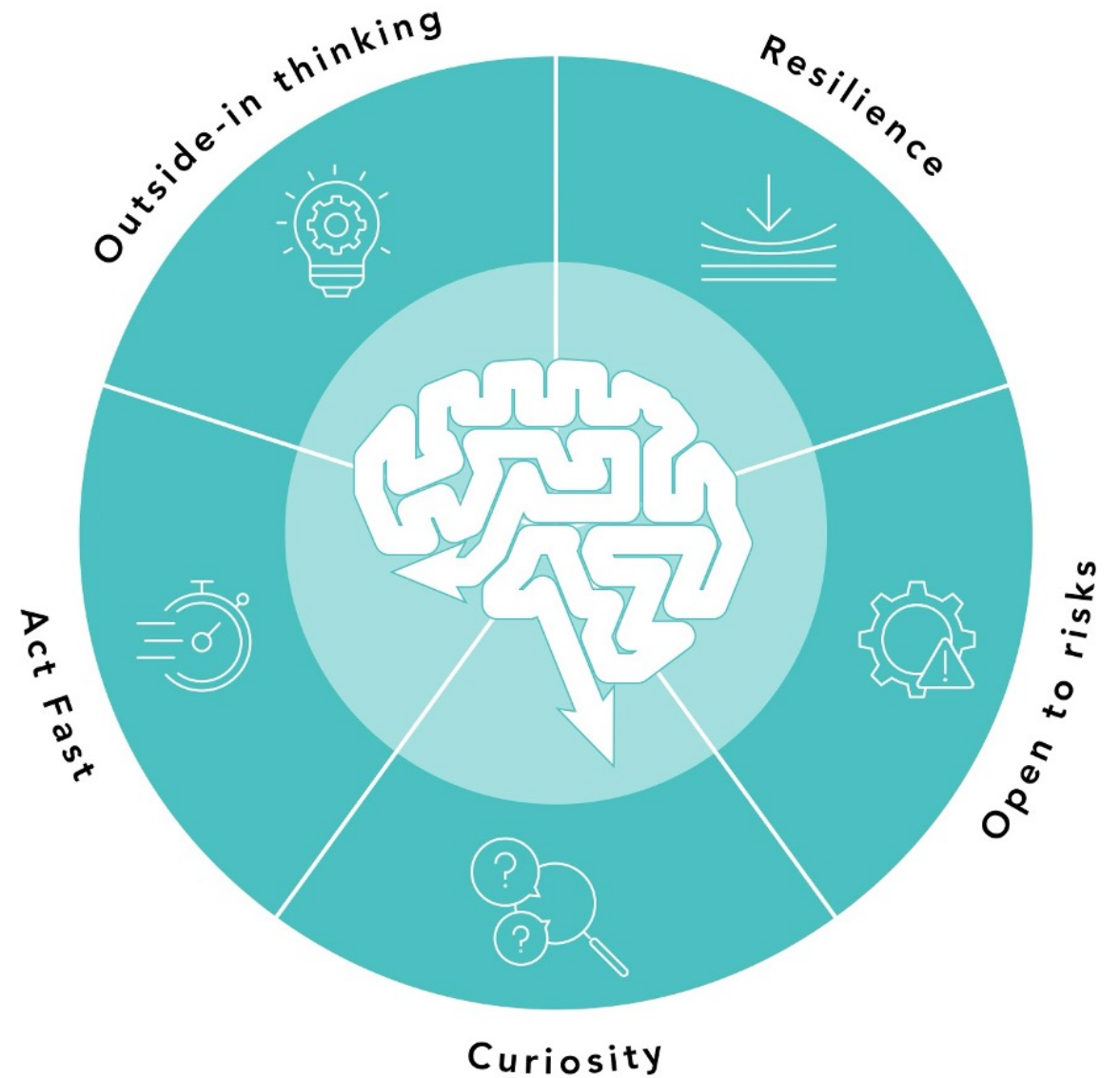
What does a
learning culture
LOOK LIKE?

In **learning cultures**,
employees see learning as a
WAY OF LIFE.

When learning is seen
as a way of life, people
believe that their

**abilities can be
strengthened
through effort**

And **this** is what it looks like in action...

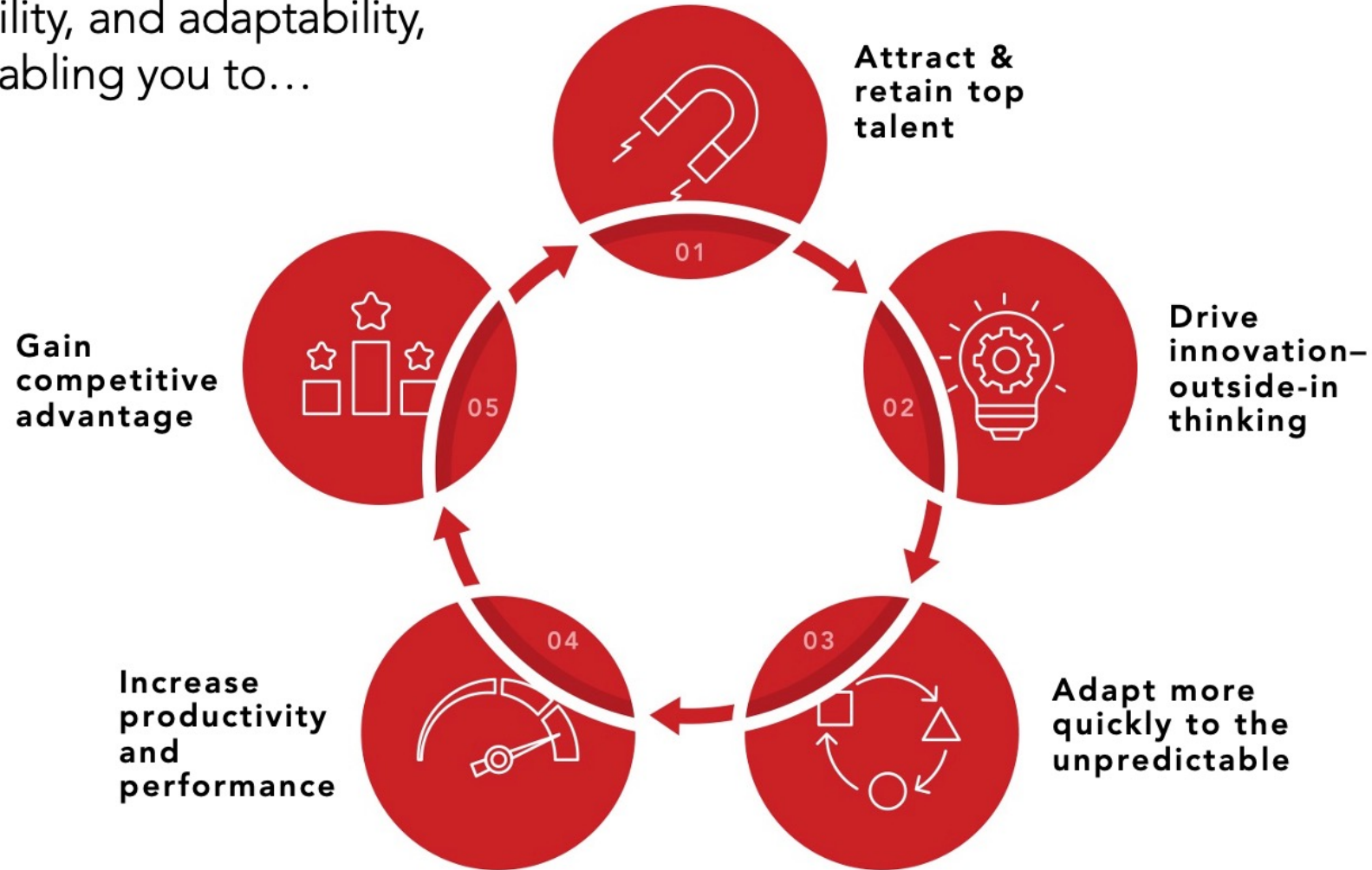


A blurred background image of a business meeting. Three people are seated around a table. A man in a suit is on the left, a woman in a dark patterned top is in the center, and another man in a suit is on the right. They appear to be in a discussion. The text is overlaid on this image.

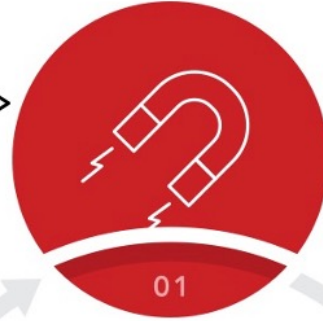
What is the
**BUSINESS
IMPACT?**



A **LEARNING CULTURE** is the catalyst for innovation, agility, and adaptability, enabling you to...



ENVIRONMENT



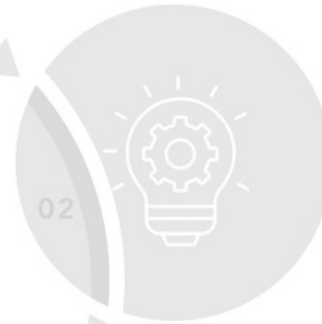
Attract & retain top talent

PEOPLE: Above average employee engagement statistics and a bigger than average response to open posts

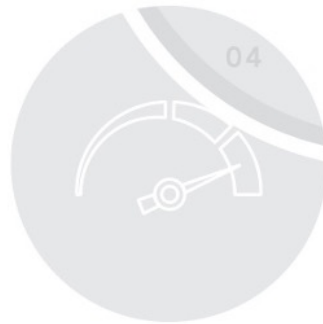
Gain competitive advantage



Drive innovation—outside-in thinking



Increase productivity and performance



Adapt more quickly to the unpredictable



ENVIRONMENT



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Drive innovation—outside-in thinking

INNOVATION: High performing learning organizations are **92% more likely to innovate**



Adapt more quickly to the unpredictable

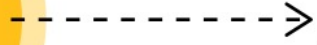


Increase productivity and performance



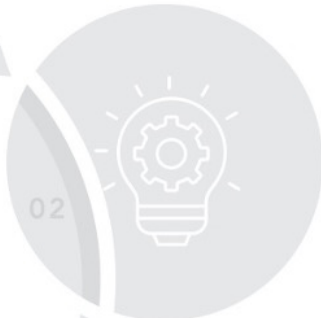
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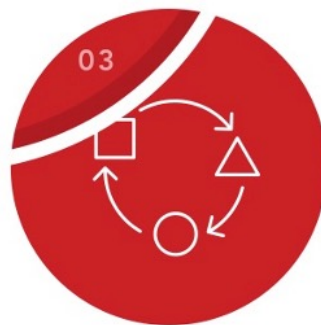
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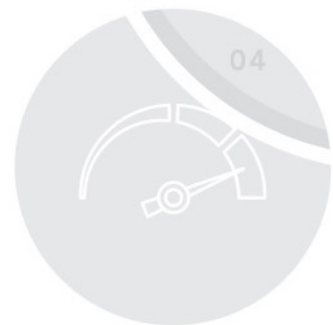
Drive innovation-outside-in thinking

INNOVATION: High performing learning organizations are **92% more likely to innovate**



Adapt more quickly to the unpredictable

ADAPTABILITY: Organizations that foster strong learning cultures are **more likely to embrace change and less likely to be risk-averse**

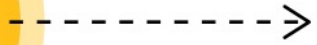


Increase productivity and performance



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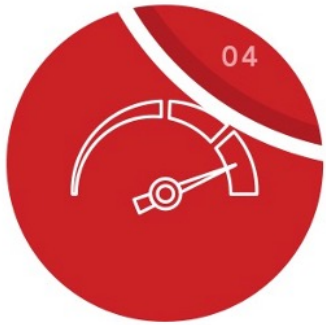
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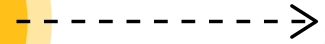
Increase productivity and performance

AGILITY: High performers credit an extensive learning culture with helping them **achieve organizational goals**

Gain competitive advantage



ENVIRONMENT



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SUCCESS!

Organizations with a strong learning culture lead in revenue growth, profitability and market share

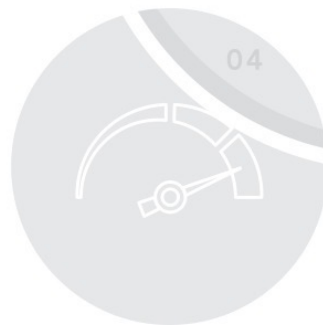
Gain competitive advantage



05

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Increase productivity and performance



04

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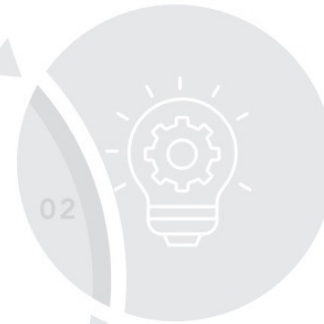
03



Drive innovation- outside-in thinking

INNOVATION: High performing learning organizations are 92% more likely to innovate

02



01



A man in a black turtleneck stands at the front of a meeting room, presenting to a group of people seated around a long table. The room has large windows and a whiteboard. The text is overlaid on the image.

So, how can you
**MAKE THIS
HAPPEN?**

This is what we, as leaders, need to be driving toward...

From...

L&D

To...



From... An enabler of strategy → **To...** Integral to strategy

From... Driven by a single function → **To...** The responsibility of all leaders

From... An initiative → **To...** An always-on mindset

From... Sharing information → **To...** Driving behavior change

From... Focused on the less experienced → **To...** Essential to everyone

From... Focused on a moment-in-time → **To...** A lifetime approach

Leaders in companies with a learning culture live out these **FIVE TRUTHS**



TRUTH 1:

Share a **clear vision**, often



TRUTH 2:

Link it to the **business strategy**



TRUTH 3:

Invest in the **future**



TRUTH 4:

Embed it in the **employee lifecycle**



TRUTH 5:

Walk the talk



TRUTH:

Share
a **clear**
vision,
often





TRUTH:

Link it
to the
**business
strategy**





TRUTH:
Invest
in the
future



4

TRUTH:

Embed
it in the
employee
lifecycle





TRUTH:
Walk
the talk



KEY Takeaways

Your key takeaways from today



In learning cultures,
learning is a
WAY OF LIFE.

It looks like this:

- Curious
- Open to risks
- Bring outside thinking in
- Resilient
- Acting in ambiguity



Organizations with
learning cultures
experience a
**BIG BUSINESS
IMPACT.**

What **YOU** need to do:



Share a **clear
vision**, often



Embed it in the
employee lifecycle



Link it to the
business strategy



Walk the talk



Invest in the
future

Q&A

Thank you.

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Imogen Yates, Associate Principal
iyates@daggerwinggroup.com

The logo for Daggerwing Group features the word "daggerwing" in a white, lowercase serif font. A small red circle is positioned above the letter "i". To the right of "daggerwing", the word "GROUP" is written in a smaller, uppercase, sans-serif font. Below the main text, the words "GLOBAL CHANGE CONSULTANCY" are written in a very small, uppercase, sans-serif font.
GROUP
daggerwing
GLOBAL CHANGE CONSULTANCY