

ATW Training Solutions Iowa Trends in Talent Development

ATW Training Solutions is pleased to present key findings from the 2019-2020 annual "Iowa Trends in Talent Development" survey. These summary highlights are compiled from 152 respondents in 20 industries in Iowa and represent a look forward to the opportunities and challenges in Talent Development across the state.



Key Finding # 1:

Talent Development Budgets Remain Strong

53% of companies expect their talent development budgets for 2020 will **remain the same**

41% expect their budgets will **increase**

Key Finding # 2:

Investment in Talent Development in Iowa Lags National Averages

Iowa companies invest significantly less in employee development (dollars and hours) than do companies nationally

\$1,296

**34.1
HOURS**

**national
average**
per employee
learning investment

meanwhile...

Percentage of
Iowa companies
who invest **\$1,000**
or more per employee:

17.1%

Percentage of
Iowa companies
who invest **30 hours**
or more per employee:

10.5%

Key Finding # 3:

Talent Development Priorities for 2020

Top Five Topics

Coaching

**Leadership for
Emerging Leaders**

Conflict Resolution

Behavioral Styles

Career Development

Top Target Audiences

Front line employees **75.8%**

Managers **75%**

New managers **64%**

Supervisors **61%**

Key Finding # 4:

Employees Working Remotely

70% of companies have employees working remotely



Talent Development for Remote Employees

Bring them in for classroom training

74.7%

Connect virtually to classroom sessions

67.4%

Complete e-learning courses

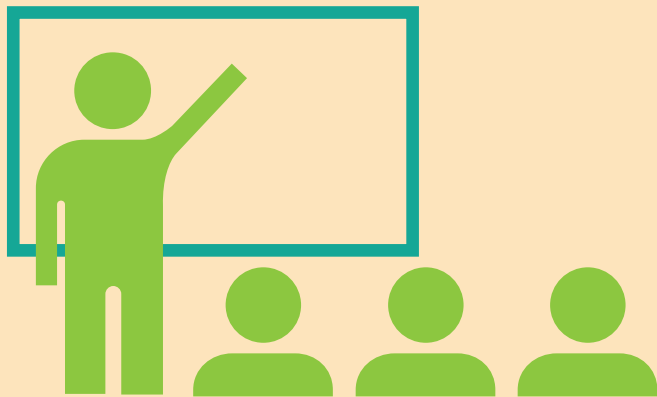
55.8%

Webinars

48.4%

View recorded material

36.7%



Key Finding # 5:

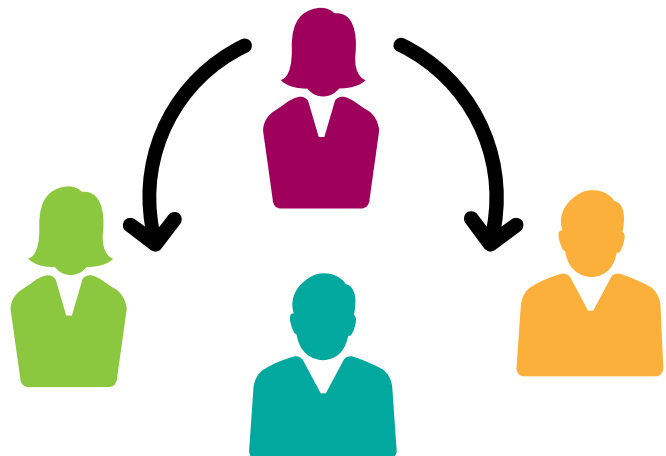
Classroom Instruction Remains Favored Delivery Method

- Classroom instruction is not going away – Iowa companies rely more heavily on classroom instruction (**90.6%**) compared to the national average (**53%**)
- Online (**64%**) and on-the-job (**56%**) are next most common

Key Finding # 6:

Plans to Outsource Talent Development Functions

- Facilitation/delivery of courses (**62%**)
- Coaching for executives or managers (**40%**)
- Custom content development of classroom instruction (**30%**) and e-learning programs (**19%**)



We invite you to share the findings from the most recent Iowa Trends in Talent Development survey.

If you would like a copy of the full survey results, contact ATW Training Solutions at 515.727.0731