

TRAINING LEADERS' 2019 PRIORITIES

Towards the end of 2018, we heard a growing number of our clients talking about "leadership skills" and we received more requests for webinars than we had before.

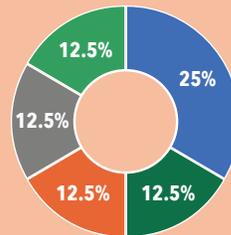
To understand if those indicators signaled a real shift in priorities and delivery preferences, we launched a survey and asked decision makers about their plans for 2019.



LEADERSHIP SKILLS was selected as the #1 training priority for 2019 but training decision makers remain keenly interested in a suite of communication skills that managers and leaders need and that - together - help businesspeople become great leaders.



WRITING - A SKILL THAT SETS LEADERS APART - continues to be a training priority. If we look more closely at writing skills training topics, we see that writing performance reviews is the area that most decision makers will focus on.



- Writing performance reviews
- General business writing
- Email writing
- Report and proposal writing
- Persuasive writing



INTERESTINGLY, none of our respondents indicated that "grammar and punctuation" is a priority for 2019.

WITHIN THAT SUITE OF COMMUNICATION SKILLS, WHAT ARE THE TOP PRIORITIES? Making meetings shorter and more effective!!!



A LINKEDIN REPORT HAD SIMILAR FINDINGS

1

The Workplace Learning and Development Report 2018 by LinkedIn Learning also showed that Leadership Skills are paramount.

2

The report also showed that communication skills are the second most important workplace skill.

50/50

**YES, MORE WEBINARS!
NO, NOT MORE WEBINARS**

IN TERMS OF TRAINING DELIVERY, despite the buzz around webinars, they will not eradicate workshops this year. When asked if you are "planning to offer more webinars than you have in the past," only half of our respondents said yes.

PLEASE VISIT WRITEITWELL.COM to review our list of workshops and webinars that help businesspeople improve communication skills and become great leaders. Contact Natasha Terk for a complimentary writing, meeting, or general communication skills analysis for your organization or enterprise.

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