Chapter 19
Providing Personalized Learning and Development Opportunities

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ABSTRACT

This chapter will explore the impact, importance, and dimensions of learning and growth on workplaces and how they play a role in retaining and engaging employees. The chapter will also look into the ways in which personalized learning and growth are and can be delivered in companies. Organizations today are aware of how a shared training programme can be changed so that each user gets more out of it. This is what personalised learning does. These changes make learning more interesting, faster, and better. Even a small amount of personalization can have influence. For example, you could take out information that is not needed and promote the training that will help the learner the most.

THE NEED FOR PERSONALISED LEARNING

Career development has long been neglected in organizations and was never considered to be a crucial factor contributing to the retentional and engagement of employees. However, as competition grew, and companies became more aware of the benefits of retaining employees rather than hiring new one's personalized learning and development opportunities became an all-important part of HR practices. Alo in the past few years, things have changed a lot for employees. Employees are thinking about what they value most in their jobs, and a clear growth path can make or break their desire to stay with an organisation, even if the rest of their experience has been good. Research from the people science team at Culture Amp shows that employees who don't see clear opportunities for growth are 41% more likely to leave their present jobs.

Learning new things and getting better at what you already know is essential for personal growth and job advancement. At the same time, firms will need to make long-term investments in their people's development if they want to grow and be sure of their futures. Any company would have benefited from well-thought-out learning and development (L&D) strategies. The COVID-19 pandemic has shown how volatile, uncertain, complex, and ambiguous the operating context can be. The pandemic has changed

almost everything about how people and groups work, how they learn, and what skills they will need now and in the near future. L&D workers and teams have been under a lot of pressure, not only because their budgets have been cut in many cases, but also because they have had to deal with big, sudden changes in how learning is delivered. This is because there has been a huge shift towards remote work and restrictions on in-person, face-to-face learning. (Wilkinson and Kleiner 1993)

IMPACT OF TECHNOLOGY ON PERSONALIZED LEARNING

As technology changes, learners' become more demanding, and they expect training programmes to keep up. Personalised material is everywhere these days. We can make our own feeds on social media, make our own mixes, get suggestions for films, and do a lot of other things. We already know that a similar feature will be in any new tool. In the context of employee development, personalized learning is increasingly recognized as a vital component. With technology changing workplace transformations and the shift towards virtual environments, organizations are realizing the importance of formulating effective strategies for technology-based learning (Vandewaetere & Clarebout 2014). The use of virtual technology has become essential for the Human Resource Development Function.

COVID-19 has further emphasized the significance of continuous learning, effective communication, and collaboration in the virtual/remote workplace. Human Resource Development professionals are now encouraged to become organizational designers when disruptions occur, requiring them to implement developmental strategies that differ from traditional ones. This adaptableness is crucial in a world where industrial advancements and global changes always influence knowledge, skills, and capabilities demanded in the workforce.

To meet the strengthening need for personalized learning in the digital age, firms are embracing various technological tackle and platforms. These tools not only improve the learning experience but also acknowledge for tailored content delivery based on personal needs and preferences. One such model of technology for individualized learning is the use of learning management approaches or LMS. An LMS provides a merged platform where employees can access training materials, conclude assessments, and track their proceed. With the capability to identify learning paths, employees can focus on areas that associate with their specific goals and skill expansion needs. (Bell & Kozlowski 2008)

Also, additional technology that promotes personalized education is artificial intelligence or AI (Vandewaetere & Clarebout 2014). AI-powered algorithms can investigate employee data and offer individualized recommendations for learning resources and conduct. This ensures that workforce receive tailored learning experiences that report their unique needs and preferences. Likewise, microlearning tools and software are also winning popularity as they grant for bite-sized learning that can be destroyed at the learners' own pace. Overall, the use of technology in individualized learning is revolutionizing employee expansion by offering flexible and available learning opportunities that cater to separate needs.

In addition to knowledge management systems, artificial intelligence, and microlearning tools, there are various other novel technologies that are changing personalized learning in firms. One such technology is effective reality or VR. VR creates immersive, cooperative learning experiences that grant employees to practice skills in an authentic virtual condition (Dalton, 2021). For example, a sales team can simulate customer contacts and practice their pitch in a virtual sales environment. This technology not only increases engagement but also provides valuable response and prospects for reflection. Not only this but augmented reality (AR) is another promising technology that is shaping individualized learn-

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