

WELCOME

2024 LEADERSHIP DEVELOPMENT BENCHMARK

PANEL DISCUSSION



PANELISTS



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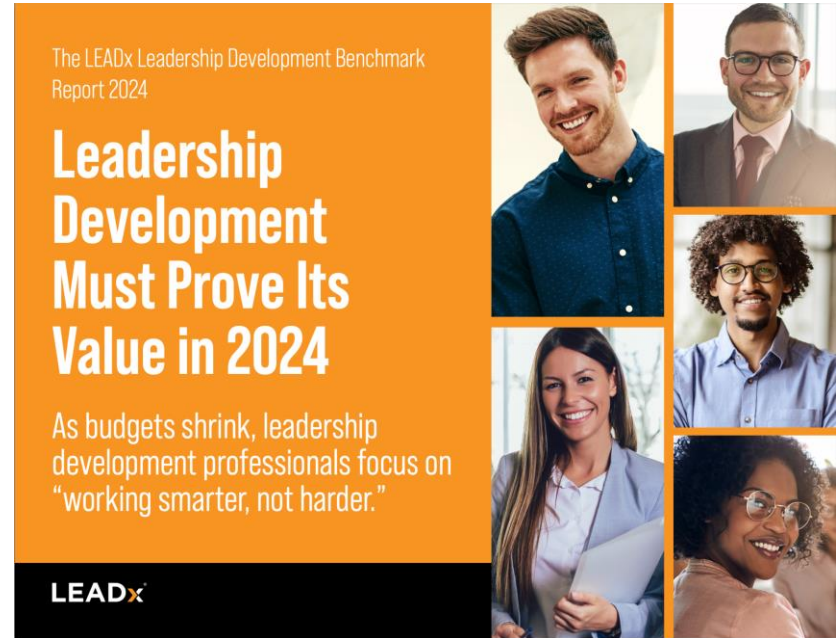


KEVIN KRUSE
CEO
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LEADx Leadership Dev Benchmark 2024

Survey Design

- 145 Participating Companies
- Avg # employees: 8,000
- Median # managers: 800



The LEADx Leadership Development Benchmark Report 2024

Leadership Development Must Prove Its Value in 2024

As budgets shrink, leadership development professionals focus on “working smarter, not harder.”

LEADx

How many “people leaders” do you support? How many leader dev professionals?

1

89

267

1 leadership development
professional for every
267 managers.

This ratio plummeted since
last year's report when it was
1 leadership development
professional for every
89 people managers.

Is your team overstaffed or understaffed?

How many people
leaders are there
at your company

Divide that
number by

$$? \div 267 =$$

The expected number of leadership
development professionals at your company
based on the average ratio.

Budget Up? Down? Sideways?

Budgets Plummet Since 2023

\$316.94 < **2024 Average** Budget per Manager

\$1,247 < **2023 Average** Budget per Manager

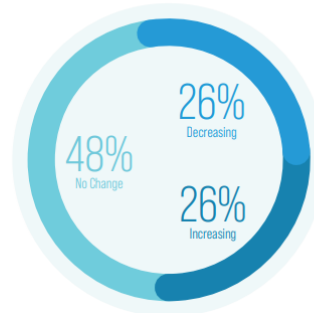
\$312.50 < **2024 Median** Budget per Manager

\$1,059 < **2023 Median** Budget per Manager

The average budget has dropped 70% since January of 2023. This aligns with what we've heard from our community of 1,000+ leadership development professionals: There have been layoffs and drastic cuts.

The forecast for 2024 doesn't look to improve much either. Most leadership development professionals expect their budgets to stay the same (48%) or decrease (26%). Just 26% expect an increase.

For that reason, many leadership development professionals find themselves forced to rethink their approach..



#1 Priority Related to Leadership Dev in 2024

Leadership Development Grounds Itself In Impact

One theme immediately stands out in the 2024 priorities: **Impact**.

With budget cuts and layoffs surging, leadership development professionals show a strong desire to train for and measure impact. **Measurement, ROI, and employee engagement** all jumped up to the top five priorities for 2024.

It seems that leadership development professionals see the writing on the wall: If they can't prove their value, they're going to lose even more budget and resources, especially in a tough economic climate.

What is your
#1 leadership development
priority for 2024?



New or Updated Programs 37%

Employee Engagement 18%

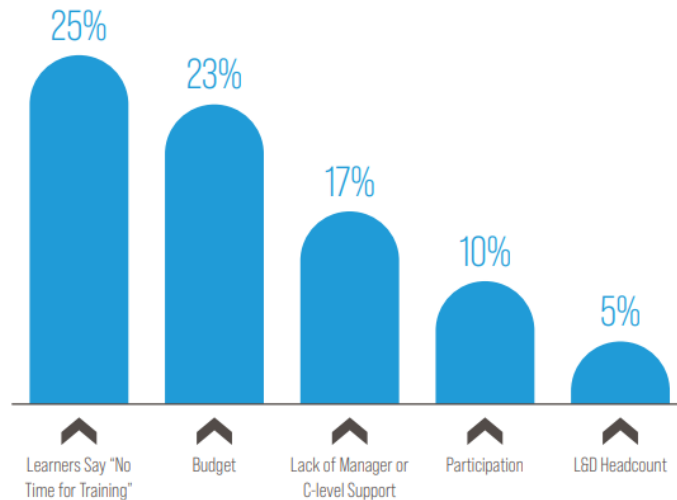
Coaching 12%

Measurement and Data 12%

ROI (Return on Investment) 6%

#1 Challenge to Achieving These Goals

What is your #1 challenge to achieving your goals in 2024?



New to this list in 2024 is "L&D Headcount," which makes sense considering the average budget and team size is one-third what it was on last year's report.

What metrics most important to track in 2024?



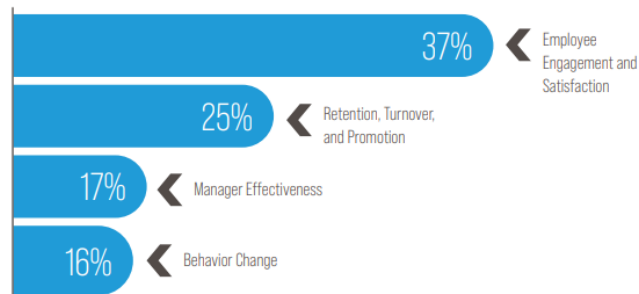
Leadership Development Professionals Set Their Sights on Measurements that Matter

As leadership development professionals prioritize measurement in 2024, they indicate that smile sheets, attendance, usage, and learner engagement won't cut it. Instead, they've chosen to focus on measurements that are closely tied to impact.

“Wearing my operational hat, I think a lot about capacity planning and how much a team can take on. I think those areas are directly related to employee engagement scores. As engagement decreases, so will the load that your team can handle. If you wait every six or 12 months to measure team engagement, you clearly can't plan effectively.”

— Karan Singh, COO and CPO of Headspace

What metrics will be most important to measure your team's success in 2024?



Related to Leader Dev, what topics or competencies will you focus on in 2024?

The 10 Most In-Demand Topics in 2024

Coaching Skills for Managers

With retention and internal mobility so strongly tied to an employee's relationship with their manager, training managers to hold effective coaching conversations is the #1 focus for leadership development professionals for two years running.

Leading Change

Leading change remained the second most in-demand skill for the second year in a row. Likely due to tumultuous and uncertain economic conditions, more businesses are asking leadership development to equip leaders with the skills they need to lead their teams through times of change and uncertainty.

What topics will you focus on in 2024?

#1 Coaching Skills for Managers

#2 Leading Change

#3 Feedback

#4 Emotional Intelligence

#5 Strategic Thinking

#6 Agility

#7 Communication

#8 DEIB

#9 Trust

#10 Developing Others

“Our managers excel at coaching their team members.”



“First-line leader is one of the most challenging positions. Managers are not just managers. They are player-coaches, playing

Managers Need To Develop Coaching Skills

Indicate your level of agreement with the following statement:
“Our managers excel at coaching their team members.”

Strongly Disagree > 6%

Disagree > 48%

Neutral > 36%

Agree > 9%

Strongly Agree > 1%

Knowing-Doing Gap: What % of training that you offer do you think is applied on the job?

The Knowing-Doing Gap Still Holds Back the Majority of Leadership Development Professionals

Related to the Knowing-Doing Gap, what percent of the training that you offer do you think is actually APPLIED on the job?

Nearly 75% of leadership development professionals believe that less than half of what they trained in 2023 is actually applied on the job.

As leadership development professionals target ROI with tight budgets in 2024, pull-through is going to be an essential area to improve. After all, ROI only comes if key behaviors change.

0 to 10:	3%
10 to 20:	17%
20 to 30:	20%
30 to 40:	11%
40 to 50:	24%
50 to 60:	8%
60 to 70:	8%
70 to 80:	5%
80 to 90:	3%
90 to 100:	1%

Median: 40%



“From what I’ve seen, it’s common in our industry to train managers at some given point in the year, and then hope and pray they’re able to use that information later. But the managers don’t have a place to practice, they don’t have a place to apply their learnings. And so they store it away and then inevitably forget what they learned.”

— Brandon Clark, Global Head of Talent Development, Adobe

What virtual workshop length do you use most?

What virtual workshop length gets the highest attendance?

Moving into 2024, more and more leadership development professionals will be conducting “Power Hours.”

Leadership development professionals indicate that the 60-90 minute length is the sweet spot for a virtual workshop.

This is consistent with research showing that 60-90 minutes is the optimal amount of time for intensive focus (flow state).



Using AI for Leader Dev? How?



24% of leadership development professionals use AI in their work.

Leadership development professionals used AI in three main ways (in order of popularity):

1. To brainstorm and develop content.
2. AI-powered, personalized nudges.
3. To do coach-like simulations.

SHARE YOUR FEEDBACK ON TODAY'S SESSION

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IN THE APP... EASY!

CLICK ON THE SURVEY

AND ANSWER A FEW QUICK QUESTIONS.

