

# Learning and Development Priorities Benchmarking Checklist

Validate organizational priorities for learning and development against benchmarks from Brandon Hall Group’s HCM Outlook 2025 study.

## How to Use:

- For each priority listed, place a check mark in the High Priority column next to the ones that your organization currently has identified as a high priority.
- Compare your selections to the response percentages in the far right column.
- Percentages represent the respondents who indicated an item is a high priority for 2025.

It is absolutely critical that L&D teams close the gap between learning strategy and business goals. Learning strategy should be a tactic for driving the achievement of business goals and not something that is managed separately from the overall targets in the business. Measurement is crucial to that effort and an effective learner experience is key.

COMPONENT	HIGH PRIORITY	DATA
Improve alignment between learning strategy and business goals		75%
Improve learning measurement and analytics		64%
Improve the learner experience		62%
Deploy strategies to prove employees can apply learned skills on the job		59%
Leverage AI and automation to support upskilling/reskilling the workforce		56%
Select/implement new learning technology		56%
Address next-gen learner requirements		48%
Improve the skills and competencies of the learning team		39%
Change learning team’s structure and governance		25%

For further research:  
[Importance of Learning Strategy and Governance \(Strategy Brief\)](#)

# About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

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**SOME WAYS  
WE CAN HELP**

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