

Empowering hybrid workers: Unleashing the power of digital learning and development with 5 proven strategies

Working full-time in an office is no longer the status quo for professionals in many fields. Today, two in five knowledge workers combine office- and home-based work, according to Gartner.¹ A simple option to support and develop employees no matter where they work is by offering learning resources tailored to their unique needs. A creative way is offering a digital library, delivering benefits for the entire organization:



Strengthen company culture

Being in tune with company culture is essential for successful hybrid work. By customizing learning resources to align with the organization's values, employers can ensure employees stay connected to company culture.

21%

Just two in 10 U.S. employees say they feel connected to their company's culture, Gallup found.²

Best Practice:

Organizations that use digital libraries can curate collections of learning resources that reflect their values — from sustainability and transparency to teamwork and customer commitment.

On-the-job learning is critical to retention. Studies show that employees are more likely to stay with an organization that invests in their professional development. As hybrid work expands, employers must ensure learning opportunities are readily accessible no matter where workers are based.

76%



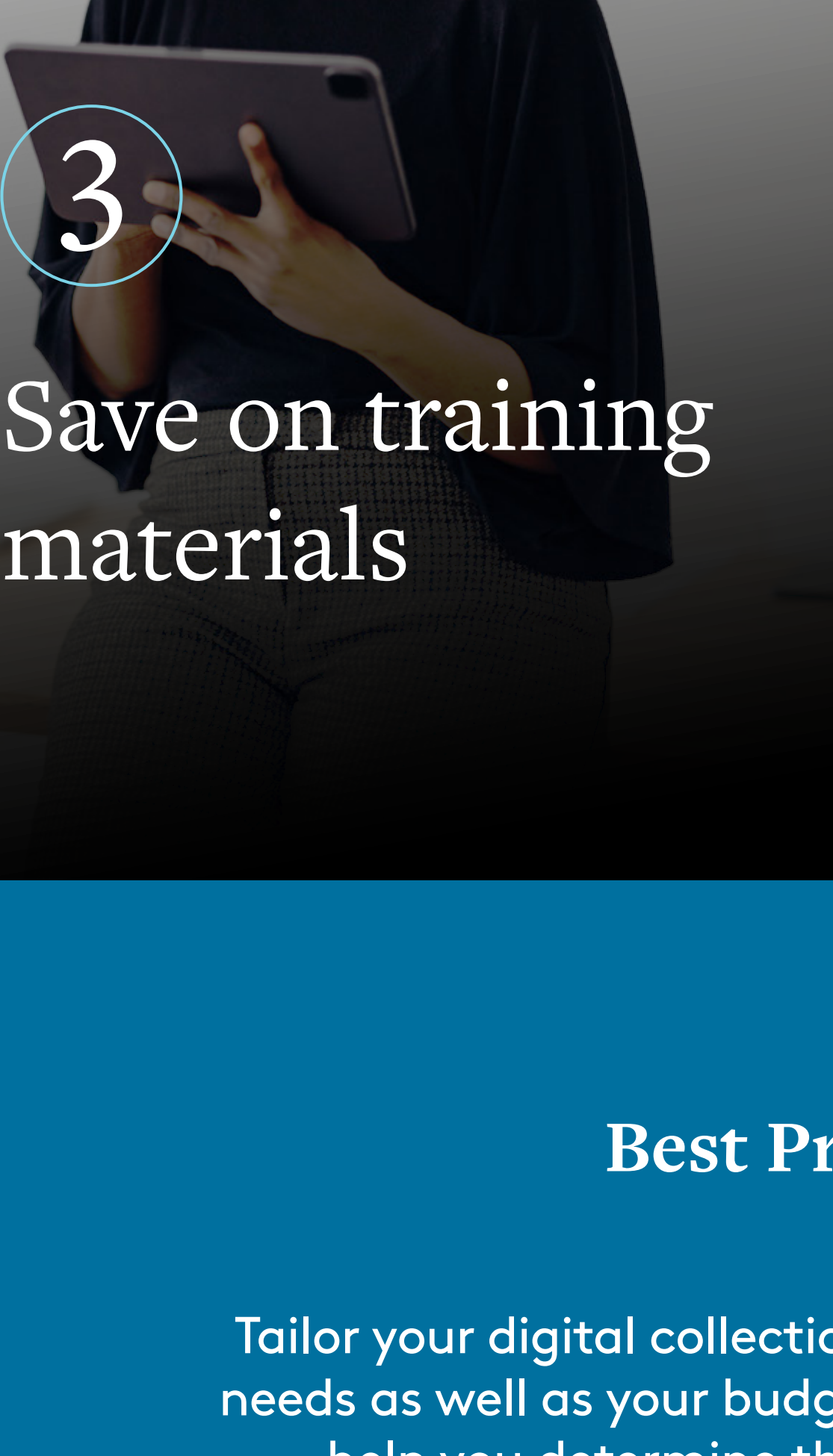
More than three-quarters (76%) of surveyed employees say they are more likely to stay with a company that offers continuous training, according to SHRM data.³



Improve retention — and train future leaders

Best Practice:

Go beyond retention and build a leadership pipeline by tailoring your learning program to the leadership values you want to see in your workforce. With a digital library, you can select titles that reflect the market knowledge and soft skills future leaders in your organization need.



Save on training materials

Employee development is a big — and worthwhile — investment that supports engagement and positive business outcomes. From Fortune 500 companies to small businesses, a custom digital library can fit any budget and any organizational priorities.

\$200M

IBM saved \$200 million after switching to eLearning.⁴

Best Practice:

Tailor your digital collection to meet your employees' needs as well as your budget. Curation specialists can help you determine the best titles to include.

Building a feeling of connection within and across teams is more important than ever in a hybrid environment. Engaging in a shared reading experience and discussion encourages out-of-the-box communication within teams and cross-functionally across teams.

37%



37% of remote employees don't feel connected to their peers. Feeling isolated can derail productivity by 21%.⁵



Strengthen your team



Best Practice:

Use a book club to support your employees in everything from skill building to problem solving to supporting communities.



Support DEI commitments

Corporate commitments to diversity, equity and inclusion (DEI) are expanding alongside hybrid work. Employers must ensure that all employees understand the organization's DEI goals, or they risk falling short of those objectives. One way to do that is by making DEI learning resources accessible to hybrid workers.

8 in 10

The majority of workers (nearly 80%) say they want to work for a company that values diversity, equity and inclusion, according to a CNBC/SurveyMonkey Workforce Survey.⁶

Best Practice:

Use a digital library to curate resources that support your organization's DEI goals, and make them readily available to employees wherever they work.

“Having the right learning resources delivered on demand is a win-win for helping your organization keep hybrid employees engaged and connected to your culture. That’s the advantage of digital learning.”

LINDSEY LEVINSOHN,
Team lead for OverDrive Professional



OverDrive Professional offers the industry's largest catalog of ebooks and audiobooks for corporate and law libraries worldwide. With the [Libby](#) reading app, named one of Popular Mechanics' 20 Best Apps of the Decade, OverDrive Professional helps support learning and development, DEI and company culture. Founded in 1986, OverDrive — the leading digital reading platform for libraries and schools — and OverDrive Professional are based in Cleveland, Ohio USA.

Learn More

1. <https://www.gartner.com/en/newsroom/press-releases/2023-03-01-gartner-forecasts-39-percent-of-global-knowledge-workers-will-work-hybrid-by-the-end-of-2023>
2. <https://www.gallup.com/workplace/229832/culture.aspx>
3. <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Documents/2022%20Workplace%20Learning%20and%20Development%20Trends%20Report.pdf>
4. <https://www.shiftelearning.com/blog/bid/301248/15-facts-and-stats-that-reveal-the-power-of-elearning>
5. <https://www.goca.io/blog/work-from-home-statistics/>
6. <https://www.cnbc.com/2021/04/30/diversity-equity-and-inclusion-are-important-to-workers-survey-shows.html>