Eliminate your digital skills gap with this foolproof, 4-step process.

How to win—and lose—the digital talent race.

1. **Customize**
   - **What doesn't work:** Designing a learning program without a tailored plan to drive engagement, graduation rates, and business ROI.
   - **What works:** Assessing current skills gap of employees that are preventing you from solving mission-critical business problems.

2. **Unblock**
   - **What doesn't work:** Failing to secure manager buy-in for a learning program. Juggling self-directed learning with other work and life priorities. Leaving learners on their own, despite low completion rates and high frustration levels.
   - **What works:** Learning in a connected community, supported by management with protected time. Embedding learning in day-to-day work, with built-in accountability.

3. **Motivate**
   - **What doesn't work:** Implementing a broad, cheap, and generic catalog of endless but aimless choices. Hoping employees will somehow take the initiative to learn just the right mix of skills required for your company to succeed.
   - **What works:** Offering customized learning paths aligned with current business goals and skills gap. Attacking the larger challenge of continuous learning with a scalable solution.

4. **Apply**
   - **What doesn't work:** Failing to create opportunities that apply new skills to relevant work projects. Overlooking whether closing skills gap can actually help achieve mission-critical business goals. Measuring success with metrics like "learner engagement" instead of understanding direct impact on ROI.
   - **What works:** Tying new skills to interesting employee opportunities that also have immediate potential to solve critical business problems. Tracking how and where learners deploy new skills, and working with them to size the business impact of attaining these new skills. Creating step-change improvements in cost, productivity, or revenue that directly impact ROI, including reduced recruiting costs and reduced employee churn.

Talent transformation is the way forward, to eye-popping results and ROI.