udemy business

Lead the Shift: How Frontline Managers Build Teams That Keep Pace With Change

Frontline leaders know continuous learning is essential, but keeping teams engaged with learning gets tough as roles evolve and the pace of technology accelerates. The challenge is real, as less than half of employees (47%) say they have the skills they need to be great at their current job.

Though learning initiatives typically come from the top down, such as from a Learning & Development (L&D) department or executives, it doesn't mean that frontline managers can't drive learning and help the business achieve its organizational goals. In fact, managers are critical to the success of learning initiatives.

Leaders drive learning when they prioritize learning themselves. When you prioritize professional development, you emphasize its value and build a team that can keep pace with rapid change. And the payoff is big:

Better retention:

42%

of turnover is preventable, and career advancement is a key driver.

More productivity:

Expanding learning opportunities can boost productivity by

14%



Higher engagement:

Employees supported in upskilling are

73% more motivated.

Future readiness:

85% of employers

plan to use upskilling to navigate major shifts through 2030.

Let's dive into how you can drive learning performance in your team.

How to lead the learning charge

Making learning a fundamental part of work is an important step in building a culture of continuous growth. As a frontline manager, here are smart strategies to expand your team's learning while also driving business performance.

Make it personal

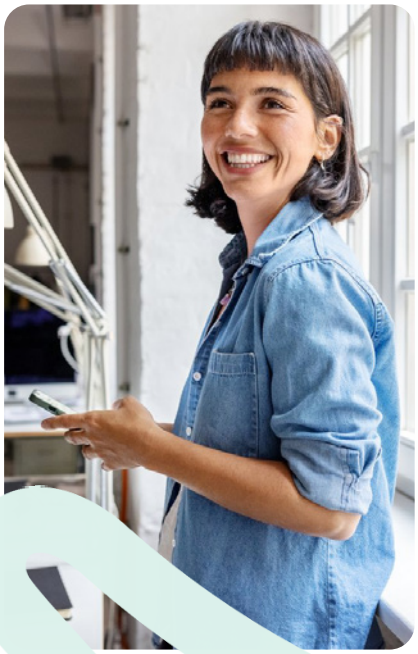
One-size-fits-all, isolated learning is less effective. Instead:

- **Assign targeted learning paths:** Use Udemy's Skills Mapping and AI-Powered Learning Paths to map out the skills needed per job role and create personalized learning paths.
- **Create a course club:** Assign a course to your team and host a book club-style session to discuss the content. Lead the conversation by asking open-ended questions, following up on interesting points, and recapping key ideas.
- **Encourage competition:** Set up learning challenges and offer rewards to employees who finish their courses first or by a specific date. Share leaderboards to encourage friendly competition among teams.

Improve training across all areas using AI

Udemy's AI-powered learning paths and skills assessments help you deliver better, more personalized training to your team:

- **Skills mapping** identifies the areas for individual employee and team development that will also drive business results.
- **Learning paths** build targeted, role-based skills for employees in any department — from sales, marketing, and finance to tech and leadership.
- **Personalized guidance** from the AI assistant helps answer course questions, break down complex ideas, and test course knowledge to increase learning success.



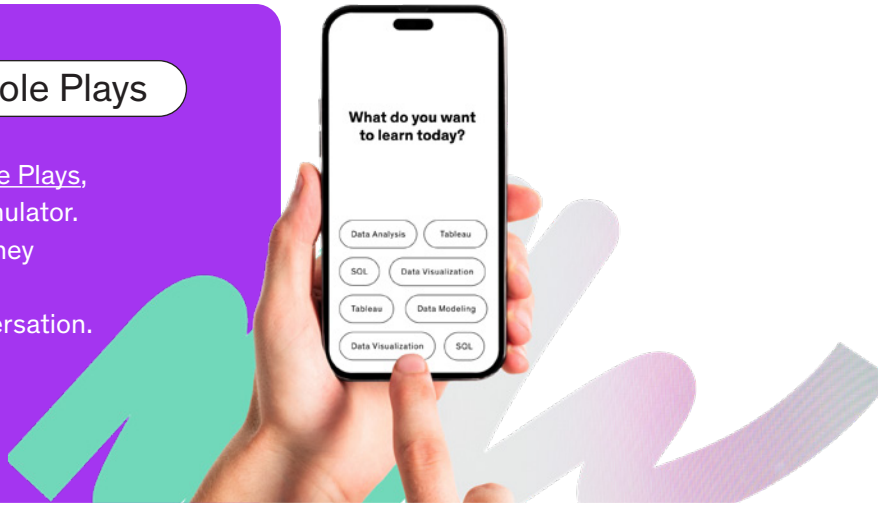
Blend it in

Learning that's relevant and immediate is self-reinforcing. You can:

- **Use Udemy's Model Context Protocol (MCP) server:** Connect Udemy learning directly to your business systems so employees can get instant, role-specific course recommendations from AI, without switching tabs.
- **Promote "anytime" learning:** Encourage employees to keep the platform open so they can jump back into courses and apply concepts throughout the day.
- **Launch a Drop Everything and Learn (DEAL) hour:** Block one hour for focused learning to help employees prioritize development and absorb new skills.
- **Make learning a quarterly or annual goal:** Track progress in 1:1s and tie new skills to career moves, such as promotions or role changes. Setting clear learning targets boosts motivation and accountability.
- **Laser-target role plays:** Find or build role plays that specifically address your organization's learning needs. Udemy's Role Play deepens learning by allowing employees to practice their skills in a safe, simulated environment.

Explore Udemy's AI-Enabled Role Plays

Udemy Business offers 6,500+ interactive Role Plays, facilitated by an AI conversation coach and simulator. Practice scenarios and conversations before they happen — give feedback, deliver a sales pitch, motivate a team, or have a difficult client conversation.



Learn how to custom-build and approve AI Role Plays for specific scenarios and team goals.

Celebrate wins

Learning new skills is an achievement everyone can be proud of. Make time to:

- **Share what you've learned:** Be open about the skills you're developing and how they support your role.
- **Invite employees to share theirs:** Encourage the team to talk about how learning fuels their career goals and what they want to tackle next.
- **Validate skills with badges:** Use badging to further motivate the team to complete training, pass exams, and give leaders confidence in their future-readiness.
- **Showcase team progress:** Use Udemy dashboard insights, like course activity and skills learned, to highlight growth and build confidence across the team.



About Udemy Business

Udemy is an AI-powered skills acceleration platform transforming how companies and individuals across the world build the capabilities needed to thrive in a rapidly evolving workplace. Udemy Business provides enterprise skills development solutions to thousands of companies, including Ericsson, Samsung SDS America, On24, Tata Consultancy Services, The World Bank, and Volkswagen, to build agile, future-ready teams.

Learn more at business.udemy.com