

Two types of workplace learning

And why the best L&D strategies need both



1. Knowledge-based learning

Best for:

- Compliance and regulatory training
- Induction and onboarding
- Certification and CPD
- Process knowledge and procedures

Typical formats:

- E-learning modules
- Online courses
- Instructor-led programmes

The gap it leaves:

Training that stays in the head – but doesn't change what happens in reality.



2. Behaviour-focused learning

Best for:

- Communication and leadership skills
- Management habits and team culture
- Confidence and everyday performance
- Wellbeing and personal effectiveness

Typical formats:

- Scenario-driven videos
- Expert podcasts
- Interactive challenges

The gap it leaves:

Most organisations haven't yet built this in to workplace learning – that's the gap.

The best L&D strategies use both



Three signs you might be missing behaviour-focused learning

1. Your completion rates look good – but nothing's really changing

If employees are finishing courses but managers aren't seeing different behaviours, the learning isn't landing where it needs to.

2. Your programme is strong on compliance, lighter on communication and leadership

Compliance covers what your team needs to know. But how they communicate, lead and collaborate often gets left to chance.

3. Employees do training once – and never return to it

Behaviour change needs repetition. If your content isn't being revisited, it's probably not driving lasting habits.

Want to see behaviour-focused learning in practice?

The Performance hub is designed to complement your existing training, with bite-sized videos, expert podcasts and interactive challenges to help make learning actually stick.

Try it free for 14 days.

www.staffskillsacademy.co.uk