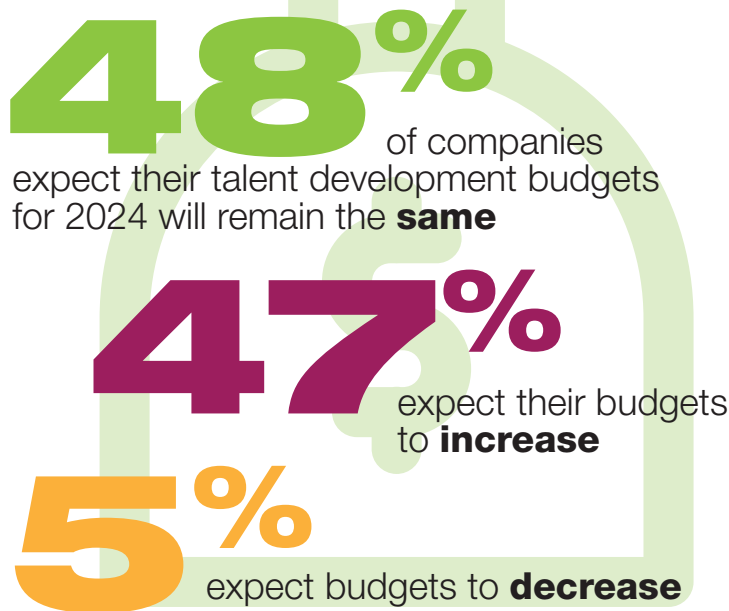


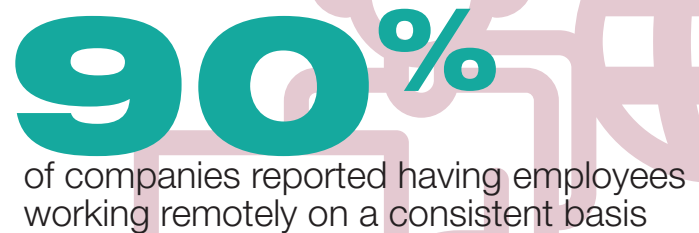
Iowa Trends in Talent Development

These summary highlights are compiled from 117 Iowa-based respondents in 24 industries completing the ATW Training Solutions 2023-2024 annual "Iowa Trends in Talent Development" survey.

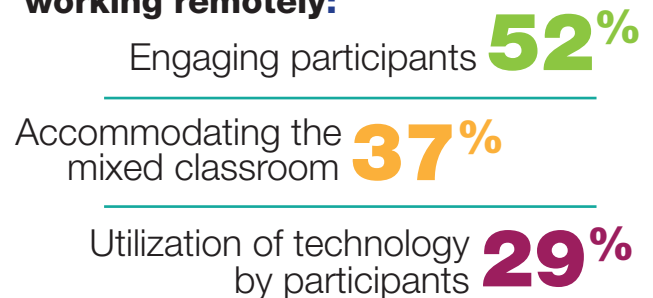
Key Finding #1: Talent Development Budgets Will Remain Strong



Key Finding #2: Employees Continue Working Remotely

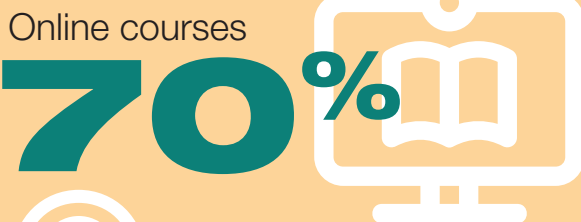


Biggest challenges delivering talent development to employees working remotely:

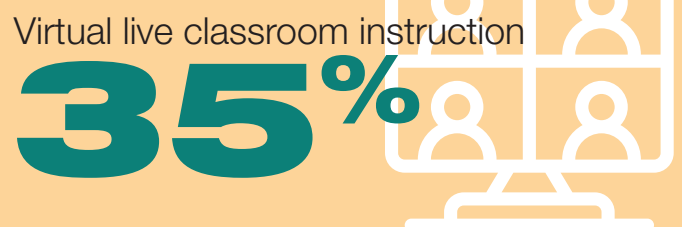
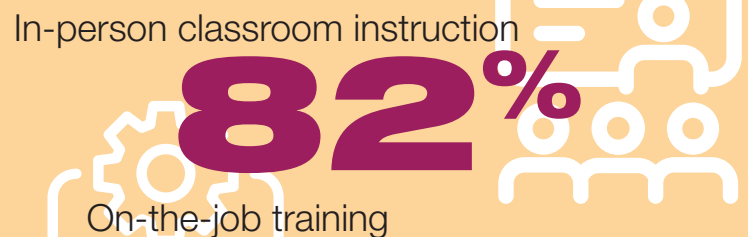


Key Finding #3: Classroom Training Still the Top Delivery Method

Top Delivery Methods for 2024



The COVID-19 pandemic resulted in lasting changes in working and learning virtually.



Key Finding #4:

Talent Development Priorities for 2024

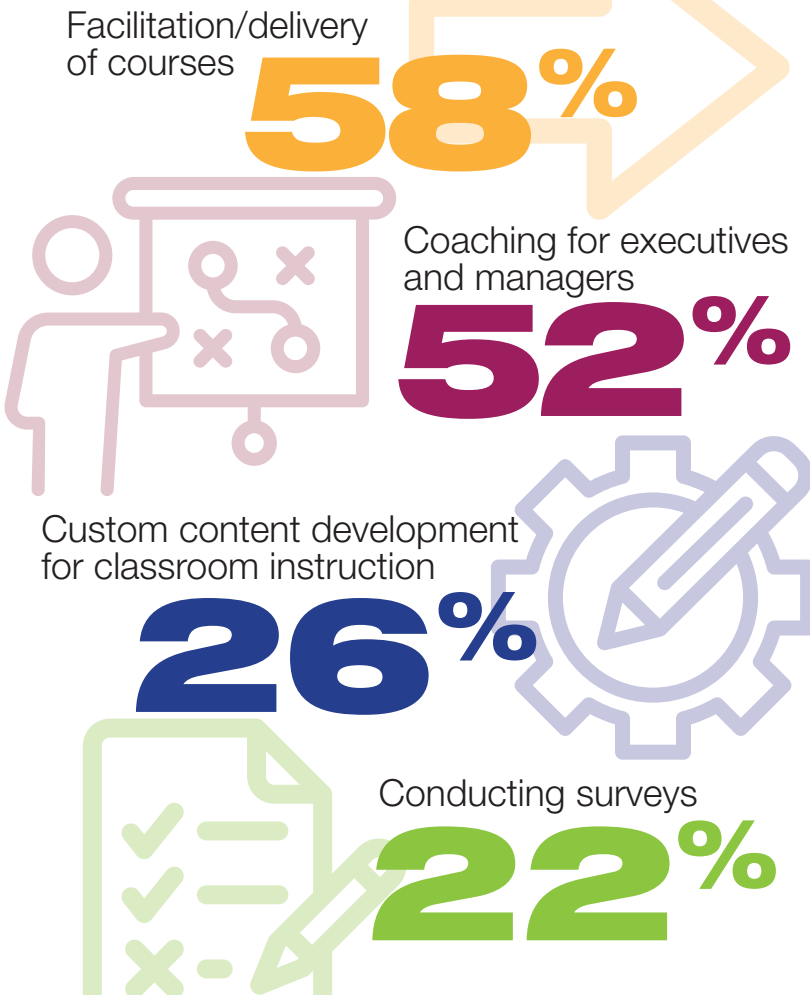


Top Target Audiences for Training

- Managers **74%**
- Emerging Leaders **70%**
- New Managers **67%**
- Supervisors/Leads **63%**
- Frontline Employees **62%**

Key Finding #5:

Plans to Outsource Talent Development Functions



Key Finding #6:

Investment in Talent Development in Iowa Trails National Averages

National average per employee training investment

\$1,280
33 hours

Percentage of Iowa companies who invest more than \$1,000 per employee

19%

Percentage of Iowa companies who provide more than 30 hours per employee

11%