

IU Study 2022

**LIFELONG LEARNING.
WHAT MOTIVATES US,
WHAT HOLDS US BACK.**

**Workers on motivation
to learn and upskilling.**

iu

INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

LEARNING AND UPSKILLING ALONGSIDE WORK? MANY WANT TO, BUT FEW ACTUALLY DO.

**LIFELONG LEARNING AND ADVANCING
YOUR PROFESSIONAL OR PERSONAL DEVELOPMENT
ALONGSIDE YOUR (FULL-TIME) JOB, FAMILY AND FREE TIME
IS FAR FROM EASY, ACCORDING TO THE LATEST STUDY
BY IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES (IU).
THE STUDY ALSO TAKES A LOOK AT WORKERS' MOTIVATION
TO LEARN.**

88.7% of workers surveyed agree that continuous upskilling is important in order to have a successful career. 86.3% also expect personal upskilling to become increasingly important.

Their level of motivation is correspondingly high: 77.4% are motivated to undertake personal upskilling – and 88.2% to undertake employer-approved upskilling (see info box below). Here it is striking that working people under the age of 29 are particularly motivated. **However, only 28.2% of all respondents have acted on this motivation and are currently upskilling or have signed up for upskilling. At the time of the survey, 40.8% are not planning any upskilling at all.**

The main reasons given by respondents for their low motivation are: worries about having to put their private life on hold, too little time and the question of purpose (“Upskilling won’t benefit me”).

Those who are currently upskilling, have signed up for upskilling or are interested in upskilling have clear goals in mind: **Two thirds want to further develop themselves and more than one in three aspires to a higher salary or a better professional position.**

And what motivates workers to learn? If they can apply what they have learned directly in practice (55.3%), they know exactly why they are learning (50.7%), and they can consciously notice progress in their learning process (46.0%).

Our conclusion: Workers recognise the importance of upskilling and lifelong learning, and more than a quarter practice the “work and education” approach. The others are deterred mainly by the considerable time commitment that upskilling entails. This is where new options are needed – from employers as well.



IMPORTANT TERMS USED IN THE STUDY – A BRIEF EXPLANATION

Upskilling → e.g. individual courses, certificates, retraining, education or study; from one month at 30 hours a week up to 3–5 years full-/part-time

Personal upskilling → upskilling undertaken at one’s own initiative, self-financed, in one’s free time

Employer-approved upskilling → The upskilling course may be prescribed, the cost is largely covered by the employer, upskilling largely during working hours



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EDUCATION AND WORK.

**FOUR IMPORTANT
TAKEAWAYS.**

88.2%

are fairly/mostly/
very motivated regarding
**employer-approved
upskilling.**

77.4%

are fairly/mostly/very
motivated regarding
personal upskilling.

**MOTIVATION
FOR UPSKILLING
IS HIGH.**

28.2%

are currently upskilling or are
signed up for upskilling at the time
of the survey.

**LOW UPTAKE
OF UPSKILLING
DESPITE HIGH
MOTIVATION.**

66.0%

would like to further develop
themselves through upskilling.

**MOTIVATION FOR
UPSILLING? PERSONAL
DEVELOPMENT, SALARY
AND BETTER POSITION.**

36.9%

are not undertaking personal up-
skilling because they would have
to put their private life on the back
burner (to some extent).¹

**TOO LITTLE TIME, NO NEED
AND TOO HIGH COSTS
ARE ALL OBSTACLES TO
UPSILLING.**

Due to rounding off,
there could be marginal deviations
in the results.

¹ Respondents who are fairly/mostly/very unmotivated
regarding upskilling

MOTIVATION FOR UPSKILLING.

IT'S A YES!

The motivation to upskill alongside day-to-day work is high among the workers surveyed: 77.4% describe themselves as motivated with regard to personal upskilling – and 88.2% with regard to employer-approved upskilling.

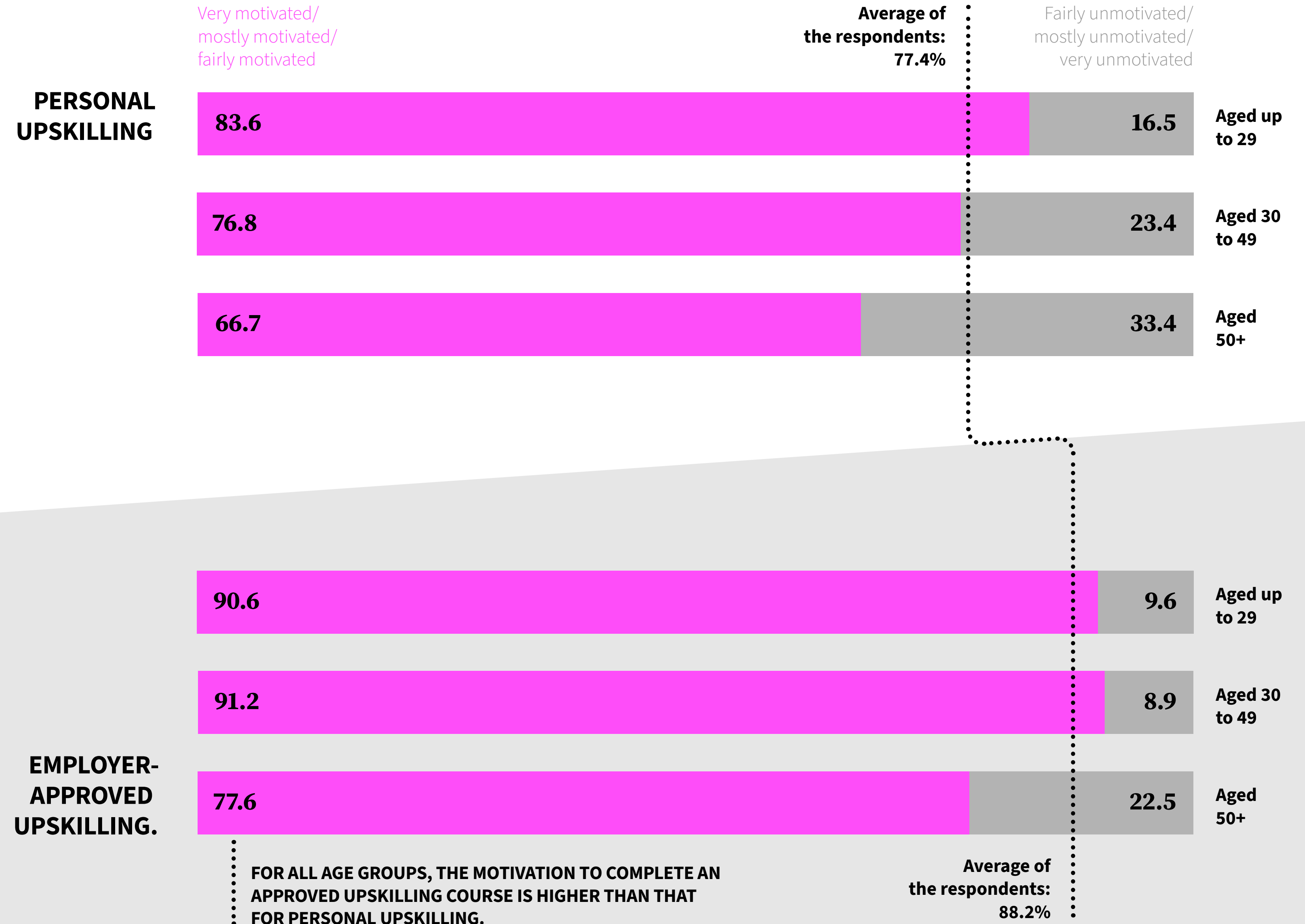


THE YOUNGER THE RESPONDENTS, THE MORE MOTIVATED THEY ARE. THE SAME GOES FOR PERSONAL UPSKILLING.

It is striking is that younger workers are more motivated than older workers. Respondents up to the age of 29 in particular seek new knowledge – through personal (83.6%) or employer-approved upskilling (90.6%). The motivation level of people aged between 30 and 49 is also high, especially for approved upskilling (91.2%).

Among those over 50, motivation for personal and employer-approved upskilling is at 66.7% and 77.6% respectively – both more than 10 percentage points less than the average.

How motivated are you in general regarding upskilling? In %

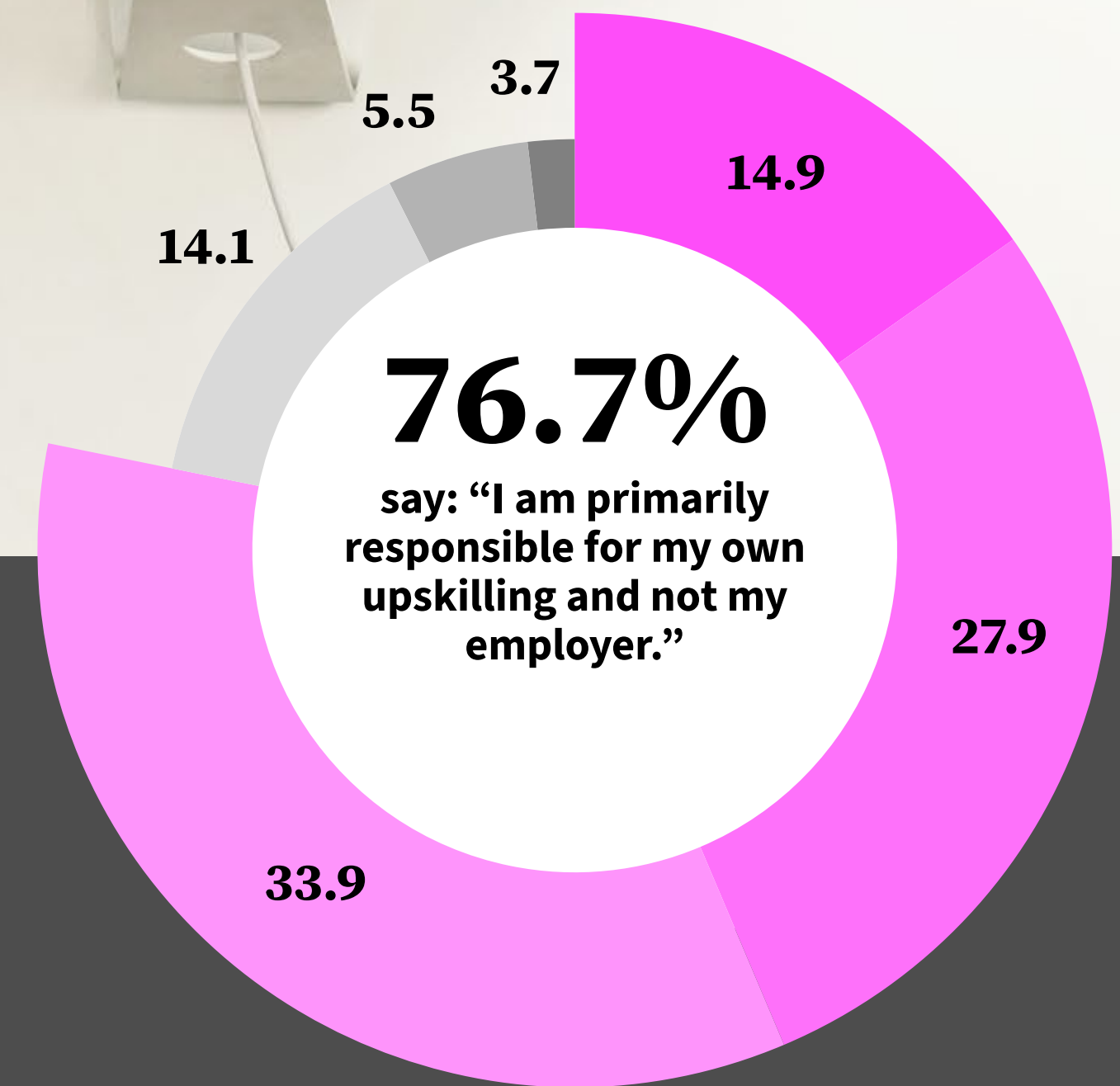
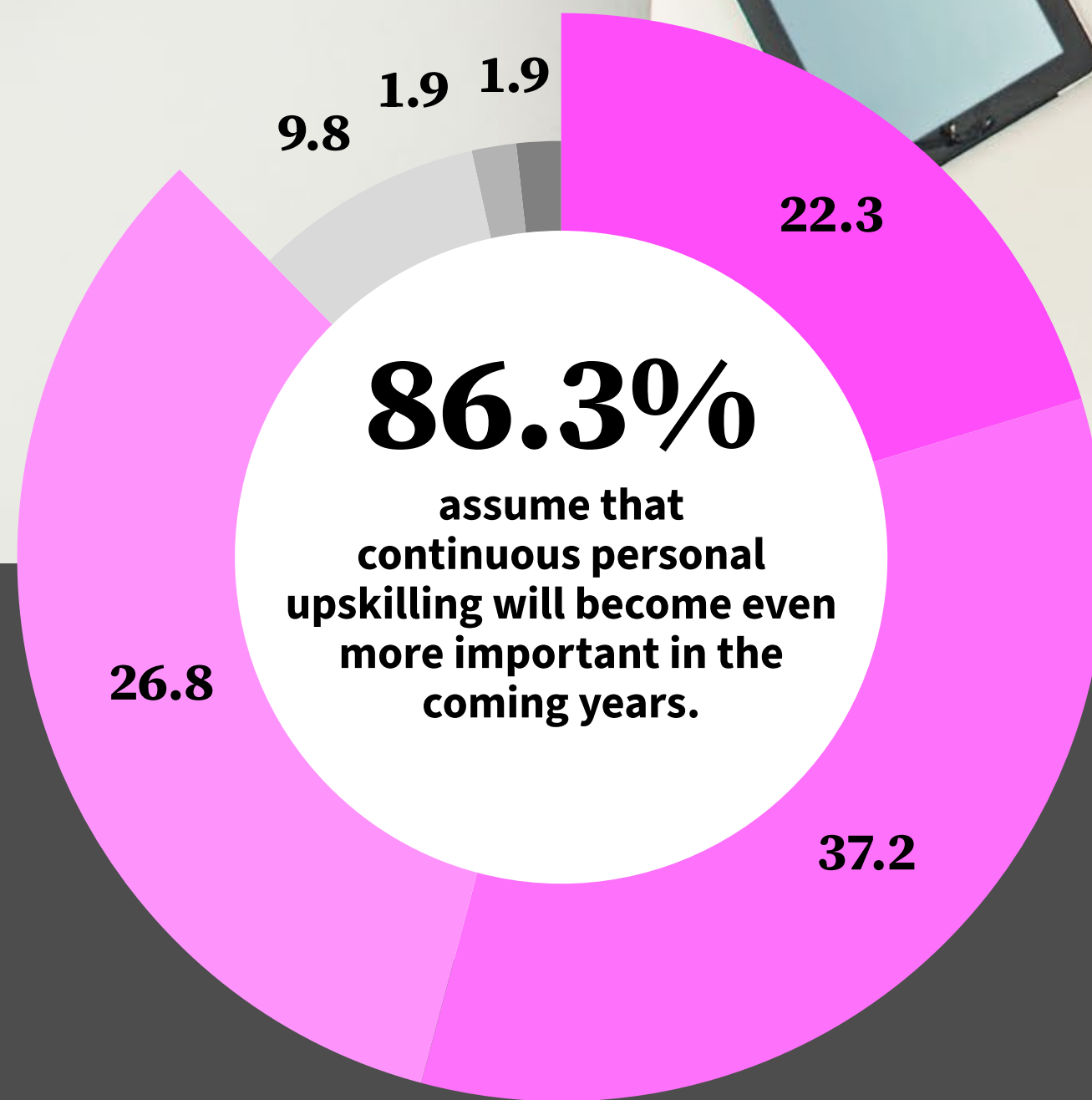
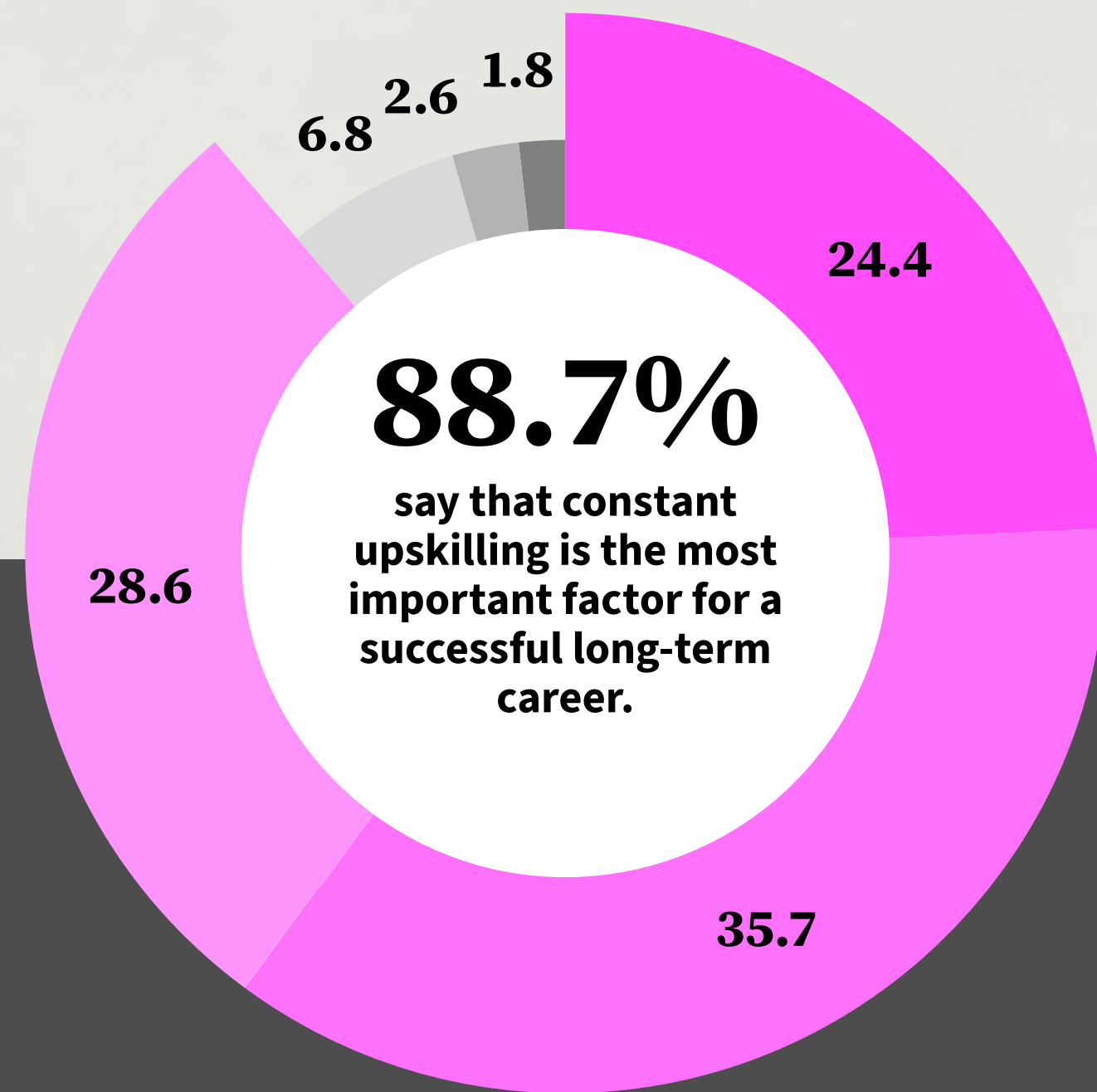


LIFELONG LEARNING IS IMPORTANT. AND A MATTER OF PERSONAL RESPONSIBILITY.

The majority of respondents recognise the relevance of professional and personal upskilling – especially with regard to the future. And more than three quarters consider themselves to be responsible for their education.

To what extent do you agree or disagree with the following statements? In %

- Completely agree
- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Strongly disagree

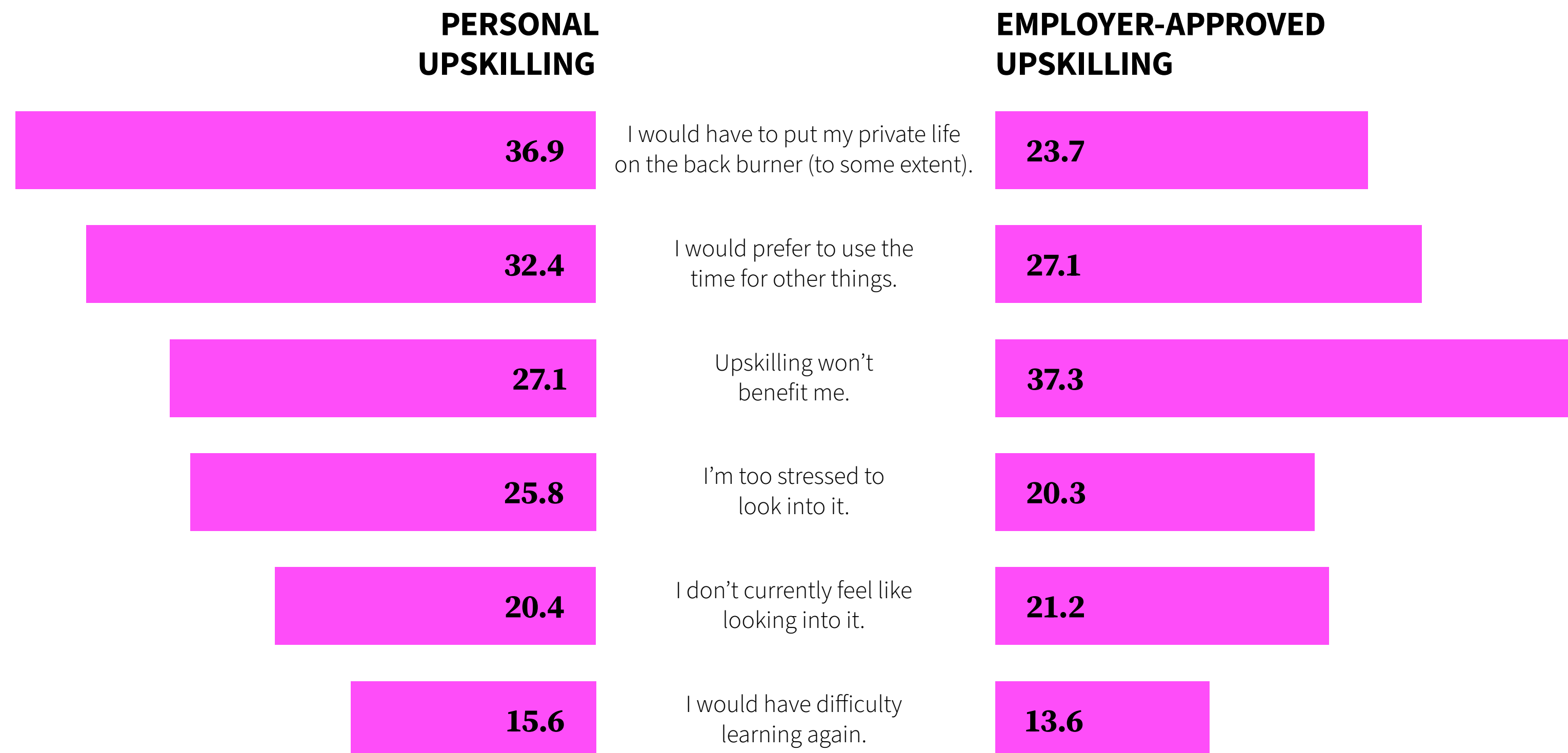


LACK OF TIME, QUESTION OF PURPOSE, STRESS. FACTORS LIMITING MOTIVATION.

22.6% and 11.8% of all respondents respectively are fairly to very unmotivated when it comes to personal or employer-approved upskilling. What is behind this lack of motivation? Primarily the time and effort required for upskilling. Around a third also raise the question of purpose. They say that upskilling will not benefit them. Interestingly, the thought of learning also limits motivation in one in seven respondents.

Why are you (rather) unmotivated when it comes to upskilling?

In %: respondents who are (fairly) unmotivated regarding upskilling; top 6 answers



“WORKING PEOPLE CAN BE MOTIVATED AND SUPPORTED BY THEIR EMPLOYER TO UNDERTAKE UPSKILLING BY MINIMISING THE TIME AND FINANCIAL BURDEN ON THE WORKER, AND BY OFFERING THE PROSPECT OF BENEFITS IN THE SHORTEST POSSIBLE TIME.”

For example, employers can grant educational leave, which is already a legal right anyway, allow additional leave, promote upskilling during working hours or offer extrinsic incentives such as a salary increase or promotion shortly after completing upskilling.”

Prof. Dr. Mario Herrmann

Professor of Psychology at IU International University of Applied Sciences



WORKING PEOPLE AND EDUCATION.

PLENTY OF MOTIVATION, NOT MUCH ACTION.

More than three quarters are motivated, but only a little more than a quarter (28.2%) are currently upskilling or are signed up for upskilling. Of these, 71.5% have opted for specialised upskilling, 24.6% for leadership training and 16.0% for soft-skill topics such as communication.

18.5% have concrete plans but have not signed up yet. And the others? 40.8% are not planning any upskilling. 12.5% are interested, but cite obstacles such as lack of time alongside their job and family, as well as the fact that the costs of upskilling are too high.

- **Of these:**
- **7.3%** Personal upskilling
- **6.5%** Employer-approved upskilling

- **Of these:**
- **8.4%** Personal upskilling
- **5.9%** Employer-approved upskilling

13.9

Yes, I am currently upskilling.

14.3

I have signed up for upskilling that hasn't yet started.

18.5

I have looked into concrete possibilities but have not yet signed up.

12.5

I am generally interested in upskilling, but there are other obstacles preventing me.

40.8

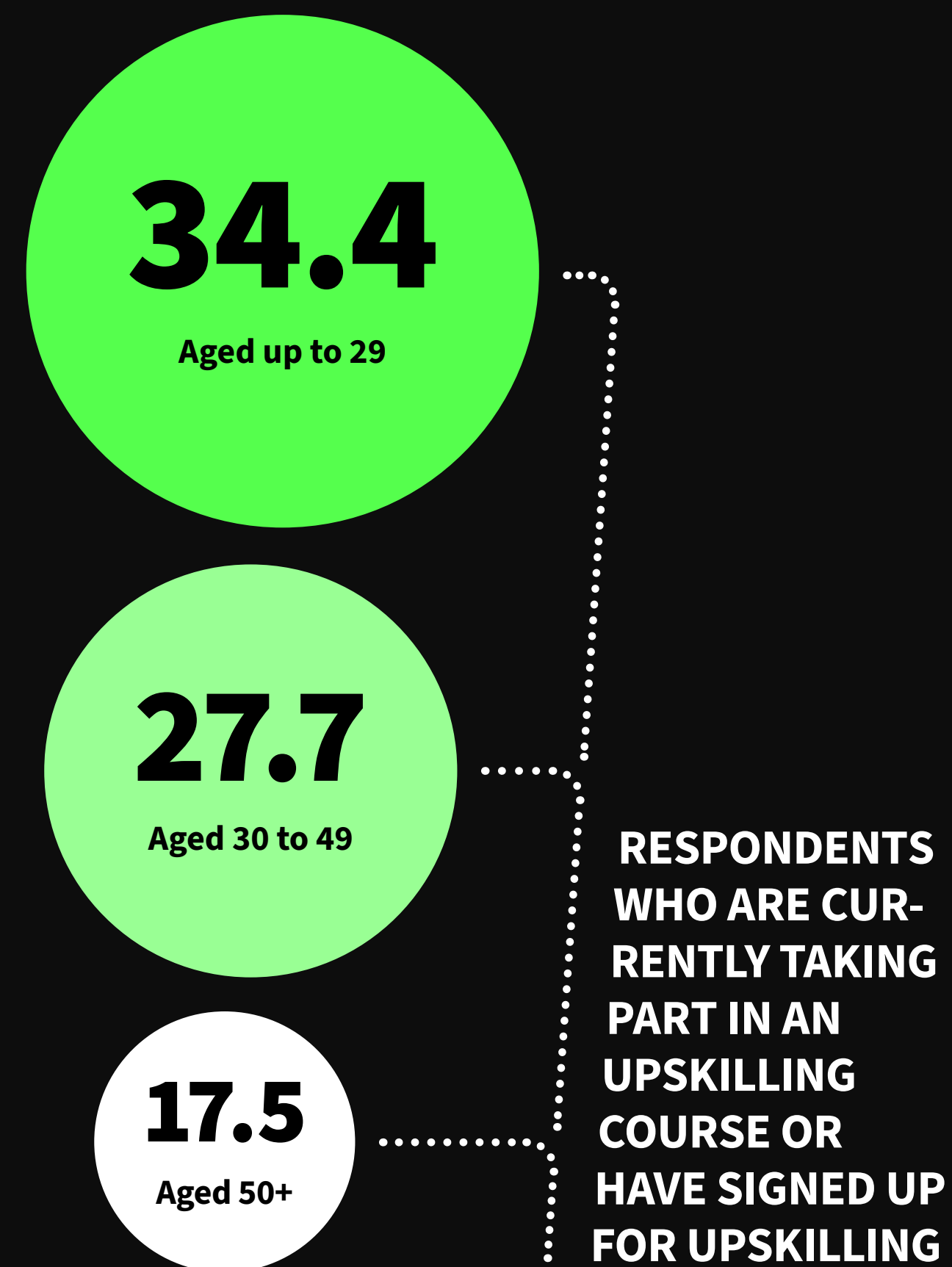
No, I am not currently planning any upskilling.

Are you currently upskilling or are you planning to? In %

YOUNG WORKING PEOPLE ARE UPSKILLING MORE.

Not only is the motivation level higher among young workers than older ones – they are also more likely to decide to start upskilling.

Are you currently upskilling or are you planning to? In %

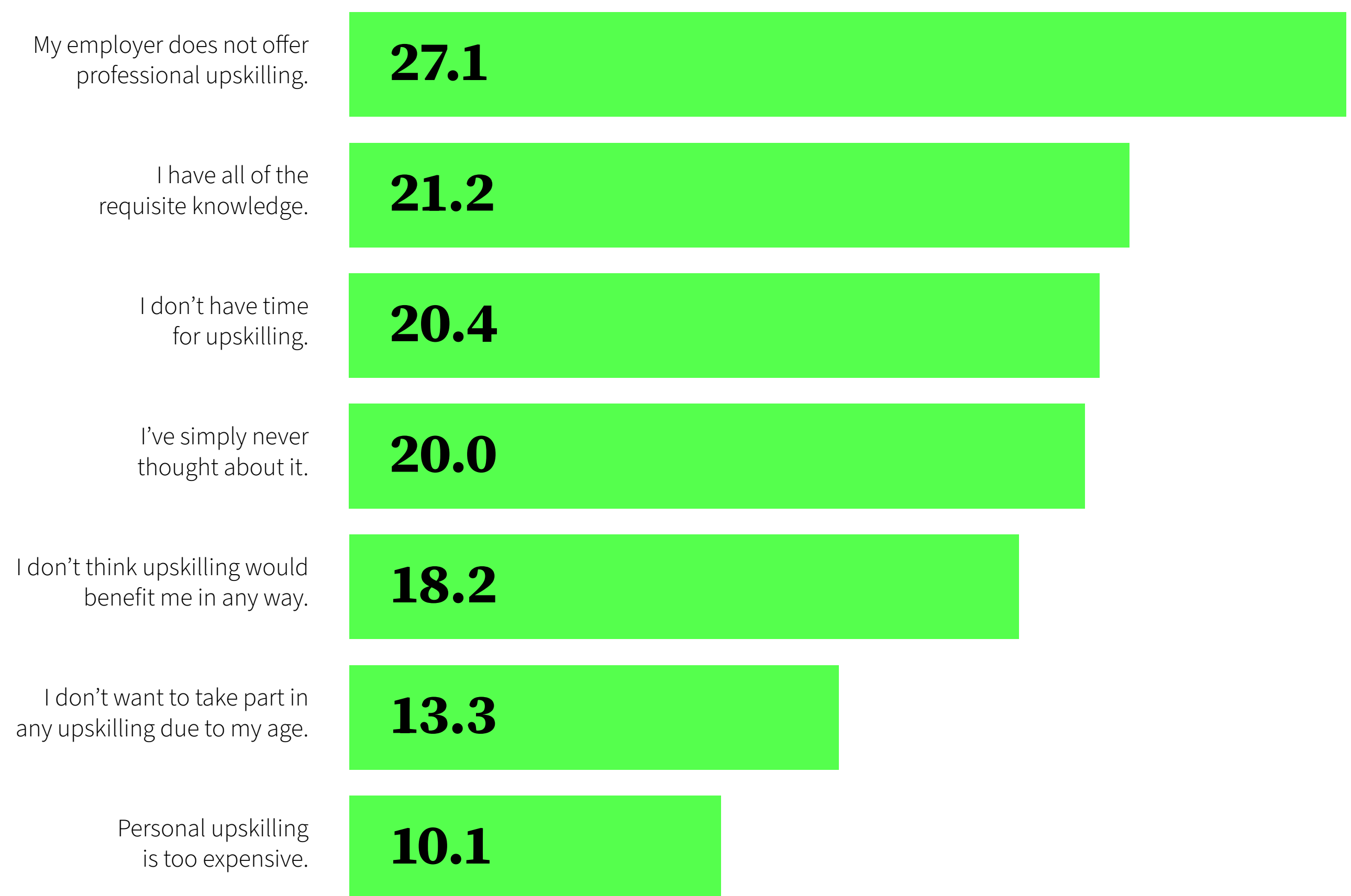


UPSKILLING? NO, THANKS.

For respondents without upskilling plans, the main reasons against are: lack of options from employers, no need for new knowledge and too little time.

Why are you not currently planning to upskill?

In %; respondents who are not currently planning to upskill; top 7 answers



REASONS AND MOTIVATING FACTORS.

UPSKILLING? THE ARGUMENTS IN FAVOUR.

Personal development is a key motivator for upskilling, according to two thirds of the respondents who are currently upskilling, have signed up for upskilling or are interested in upskilling. Other motivators are the desire for a higher salary (43.0%) or a better professional position (42.6%). Almost a third also see upskilling as a factor for enabling a more flexible working life.

Why would you like to upskill or why are you currently upskilling?

In %; respondents who are currently taking part in an upskilling course, have signed up for upskilling or are interested in upskilling; top 5 answers

I would like to further develop myself.

66.0

I would like to earn a higher salary.

43.0

I would like to reach a higher professional position.

42.6

I wish to have more flexibility in my work in future.

30.4

I would like to make a career change.

24.3



MONEY, MONEY, MONEY.

What would motivate you to take part in upskilling?

In %; respondents who are not currently planning any upskilling; percentage of how often the aspect appears in the top 3; an overview of the 5 most common answers

A higher monthly salary

Coverage of the costs of professional upskilling by the employer / employment agency

Completing the upskilling during working hours

A better professional position

A bonus paid out for each personal upskilling course

A KEY FACTOR IN INSPIRING MOTIVATION FOR UPSKILLING.

! 59.9% OF THE RESPONDENTS RANK BETTER PAY AS ONE OF THE TOP 3 MOTIVATING FACTORS FOR UPSKILLING.

59.9

40.9

33.7

31.5

20.4

WHAT MOTIVATES US TO LEARN.

CONCRETE.

AND PRACTICAL.

Being able to apply what you have learned immediately in practice and having concrete goals in mind are what motivate more than half of the workers surveyed to learn.

Almost as many are spurred on by the idea of making noticeable progress in the learning process. Professional exchange with others and flexible learning are motivating factors for more than a third respectively.

What motivates you to learn / what do you find fun? In %; top 5 answers

55.3

50.7

46.0

37.2

34.6

When I can immediately put what I've learned into practice.

When I know exactly what I am doing it for / when it helps me achieve my personal goals.

When I can see my personal improvement in the learning process.

When I can exchange subject-specific ideas with others.

When I can choose the learning content myself and learn at my own pace.



“WORKING PEOPLE ARE MORE LIKELY TO SEE UPSKILLING AS A VOLUNTARY INVESTMENT.”

It is a kind of commitment to one's own future. A voluntary investment like this is often accompanied by a desire to see it pay off as quickly as possible. For example, working people want to be able to apply the newly acquired skills and knowledge directly in their own work. Therefore, upskilling with a strong practical focus is essential. However, a high degree of flexibility in upskilling is also important in order to ensure a good balance of work, family and leisure time, and to allow scope for autonomous learning.”

Prof. Dr. Mario Herrmann

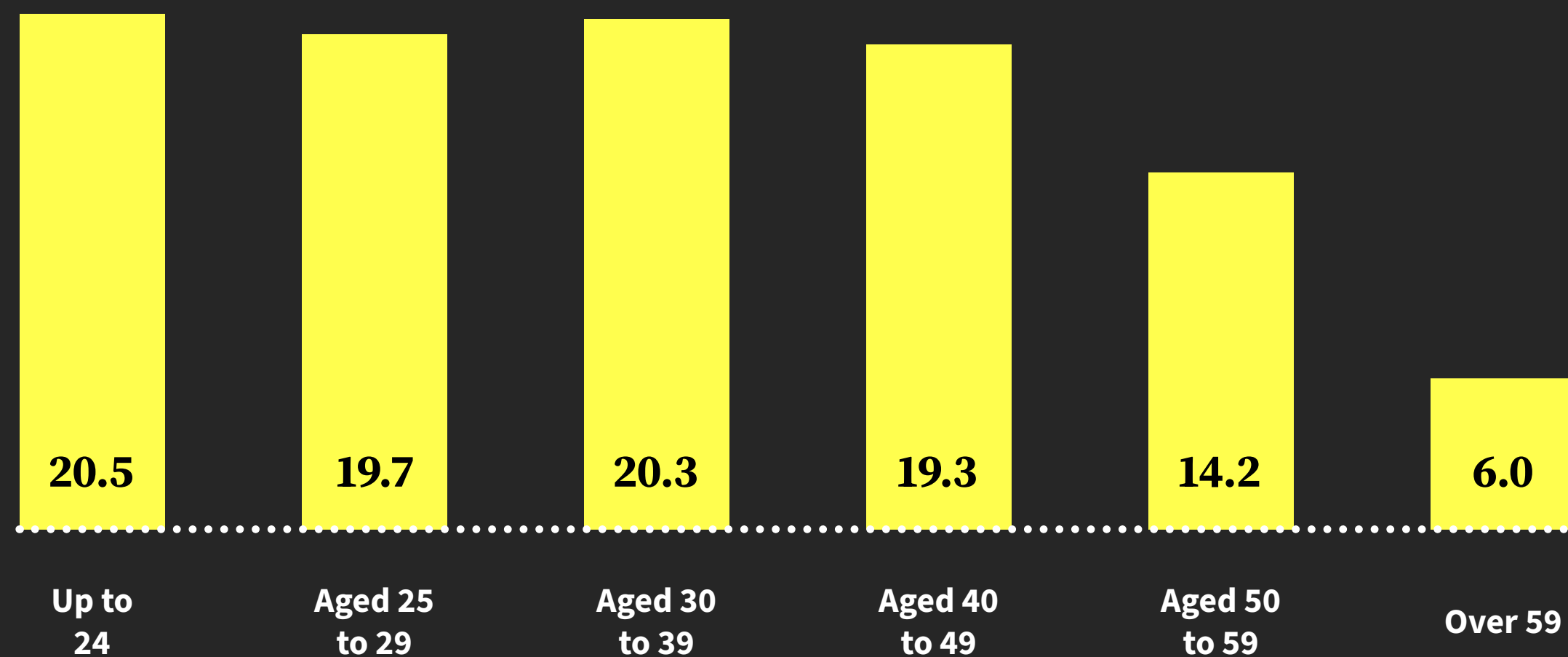
Professor of Psychology
at IU International University of Applied Sciences

FACTS ABOUT THE STUDY PARTICIPANTS.

ABOUT THE IU STUDY.

40.2% UNDER 30 YEARS OF AGE.
39.6% AGED BETWEEN 30 AND 49.
20.2% OVER 49 YEARS OF AGE.

In %



955

Respondents

Workers
from Germany

Contact us

If you have any questions or comments,
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The Ministry of Economics, Science and Digital Society of the
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Panel: Norstat

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