IAITAM ACE

May 7–9, 2024 The M Resort Las Vegas, NV

Let Them Play!
Developing a Diversified IT Team

Maggie Layfield, NetSupport

Finding your IAITAM Oasis

Software development/sales for 10+ years

Former Educator

Training and Development Specialist

Speaker at IAITAM, TICE, ISTE

IAITAM

Finding your ITAM Oasis

May 7-9, 2024 The M Resort Las Vegas, NV

NetSupport

Objectives and Outcomes

- Importance and impact of creating a culture of learning and curiosity
- Practical application for creating upskilling opportunities within your team
- How to incorporate “play time” as part of employee duties/responsibilities

Mind the Gap

- Rapid evolution of tech can outpace the skills of IT professionals (Indeed)
- 80% of IT/Business Execs reported moderate to extreme challenges in finding candidates with the right skills/expertise (CompTIA)
- Tech sector has 13% turnover rate (LinkedIn)
- Increased competition for talent

What is "Play Time"?

Time dedicated to the upskilling and growth of employees which encourages them to branch out from their wheelhouse and develop new or more advanced knowledge

What's holding you back?

- Time
- SLAs
- Productivity

Finding your ITAM Oasis

May 7-9, 2024 The M Resort Las Vegas, NV

NetSupport

85% of workers believe it is "extremely important" for their employers to help them develop new skills. It **helps employees feel valued** at their jobs and **keeps them engaged.**

Finding your ITAM Oasis

May 7–9, 2024 The M Resort Las Vegas, NV

NetSupport

Positive Outcomes from Play

- Increased engagement and motivation
- Improved problem-solving skills and adaptability
- Innovation and development of new solutions
- Stronger competitive edge and leadership

Getting Started

- Clear expectations and guidelines
- Mentorship and collaboration
- Dedicated time vs flexible hours
- Progress tracking and measured impact
- Variety of resources and support

What does it look like?

Sending IT team members to a sales/marketing event

Physical/virtual demo rooms for software or company products

Team member-led trainings/workshops on areas they are the SME

Interactive LMS with curated content specific to products or skills

Access to 3rd party training (Google Certs, LinkedIn Courses, Etc)

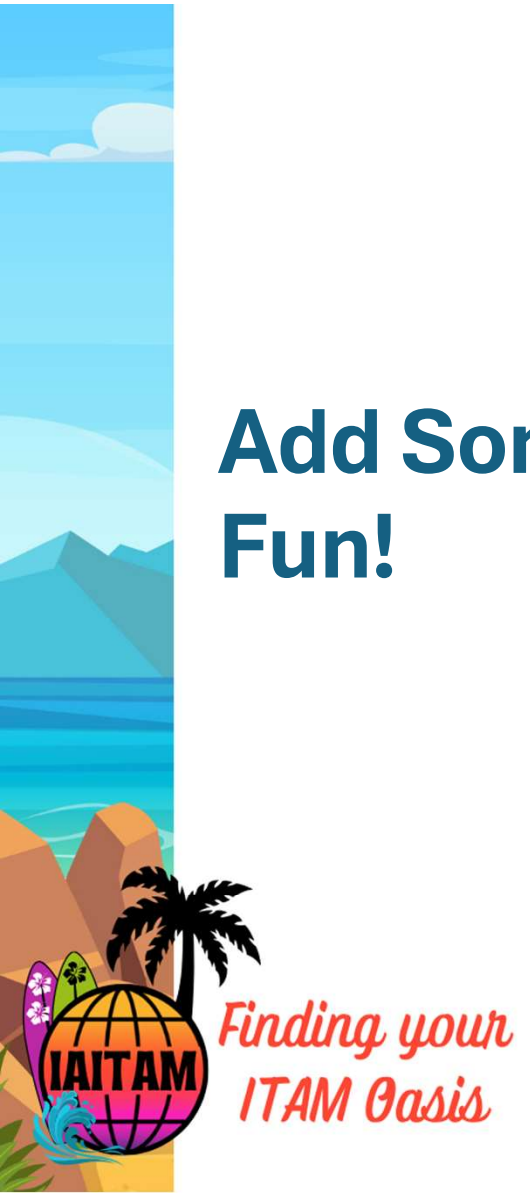
IAITAM

Finding your ITAM Oasis

May 7-9, 2024 The M Resort Las Vegas, NV

Add Some Fun!

- Earn badges for completing new skills training
- Team rewards for:
  - Hours logged
  - Courses completed
  - Highest level achieved
  - Leading workshops/webinars
- Gamification through quizzes/competitions/simulations
- Host Lunch and Learns
- Recognize achievement on LinkedIn or internal platforms
- "Snap Chat"



"Play time" is an investment in their future... and yours

Cultures o

Connect with Me

Maggie Layfield

NetSupport Inc

Name & Company

m.layfield@netsupport-inc.com

770-205-4453

Email & Phone

X: @LayfieldMaggie, @NetSupportInc

Insta: @NetSupportGroup

Social

IAITAM

Finding your ITAM Oasis

May 7-9, 2024 The M Resort Las Vegas, NV

NetSupport