

# LimaCorporate adopts LinkedIn Learning to #Breakthebias

**The challenge:** Boosting employees' e-learning engagement and driving awareness around DEI topics

After partnering with LinkedIn Learning in 2022, LimaCorporate wanted to boost employees' engagement with the learning platform. At the same time, in honour of International Women's Day, they also wanted to improve their internal DEI knowledge and practices. Due to the size of their workforce, LimaCorporate's task was to consider how they could incentivise over 1,000 employees to consistently engage with LinkedIn Learning and broaden their knowledge of DEI.

**The solution:** Incentivising employees to use LinkedIn Learning with a DEI fundraising campaign

LimaCorporate identified International Women's Day as a celebration they could embrace and decided to create a campaign to raise awareness amongst their workforce. The idea was to better people's understanding of unconscious bias in the workplace and to raise money for women's charities. Staff had to activate their LinkedIn licences to take part in the campaign, and access LimaCorporate's selected course, "Unconscious Bias". The amount of time employees spent on LinkedIn learning was easily reviewable thanks to automated reporting, this then had a direct impact on the amount of money raised for Catalyst and Un Women, two women's charities selected by LimaCorporate. The more time spent learning, the larger the donation from the company.

**Medical Equipment Manufacturing | 1,000+ employees**  
**Goal:** Create a standardised learning path for employees, globally



Commitment to DEI initiatives, especially training, is not only important for patients' safety and better health outcomes, but it can also be key for retaining qualified, engaged employees. Organisations that create and promote inclusive work environments and consistently promote DEI as a staff priority can foster effective collaboration, improve the overall performance of the organisation, and have better corporate reputation.



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100%

activation of LinkedIn licences

65%

were repeat learners in the month of March

2

women's charities supported

