



Carlsberg Group help their worldwide team feel more connected by building a global culture of learning

The challenge: Creating a unified, global culture of learning

- Creating a consolidated approach to learning with worldwide consistency, yet maintaining local flairs. Since Carlsberg is a global, but decentralised company (separate markets with their own budgets), their internal learning system was fragmented.
- Ensuring a smooth rollout to incentivise markets to request more licenses and, therefore, initiate that global consistency they set out for.
- Empowering employees to take learning into their own hands, integrating it into their daily routines instead of relying on in-person training.

The solution: A dedicated task force, curating courses, and recognising achievement

- Forming a dedicated task force with a core team of "super admins" who managed licences globally and organised a set of materials for local teams, training them how to use the platform. Local admins were also established for each market.
- Creating a library of curated content featuring over 200 learning paths to cater to specific teams and regions, with the company's core message embedded throughout.
- Monitor engagement through LinkedIn Success Metrics in order to establish a set of KPIs and celebrate the highest-performing markets through recognition awards.

63%

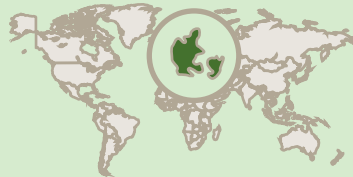
repeat learners

83%

of markets activated their licences

34

videos on average watched each month



Retail | 30,000+ employees

Goal: Create a unified culture of learning in a decentralised, global company.



We are very fortunate to have a great cooperation with LinkedIn Learning team. Some people change during last 3 years but what did not change is high level of colleague's engagement, professionalism, and patience We have great insights and analytics that colleagues on our strategic session, which helps us together discuss priorities and roles. Thank you, colleagues!"



Natalia Voss

Head of leadership Academy

