



## Iberdrola re-energises their workforce with LinkedIn Learning

**Challenge:** Creating a standardised learning experience for employees around the world

- Iberdrola planned to increase their workforce of 42,000 employees by a further 10,000 by 2026.
- Without the right resources and tools, such a transformation would be difficult.
- Creating standardised learning paths for such a large global workforce was proving to be complex and time consuming.
- They needed a learning solution with a wealth of content and a wide range of topics for employees to explore, while aligning with individual job roles and locations.
- Complement continuous training with an extensive and up-to-date catalogue.

**Solution:** Adopting LinkedIn Learning to provide employees with curated learning paths

- Iberdrola identified LinkedIn Learning as the perfect platform to meet their needs.
- To ensure a smooth transition, Iberdrola's rollout of LinkedIn Learning was delivered in several phases.
- First, employees received localised information so they knew exactly what was required of them once the platform launched. Then, the LinkedIn Learning team organised meetings, trainings, and webinars to provide tips and offer support where needed.
- Specific courses were assigned to individuals so they could quickly engage with content that aligned with their business and learning objectives.

98%

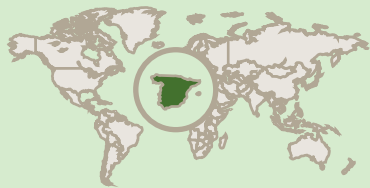
activation rate

57%

repeat monthly learners

1.5 hours

average learning hours per month



Renewable Energy Semiconductor Manufacturing | 42,000+ employees

Goal: Create a standardised learning path for employees, globally

“Fostering a learning culture is critical for Iberdrola, by doing so we are able to empower employees to continuously invest in their professional development and learning.”



Estrella Martin Segurado  
Executive Development,  
Global Talent & Learning Director at Iberdrola

