

LinkedIn Talent Solutions



How Knorr-Bremse uses LinkedIn Learning to drive their transformation

The success story at a glance

Knorr-Bremse, a long-established international company and leading manufacturer of braking systems for rail and commercial vehicles, is pursuing a mission to implement the United Nations' Sustainable Development Goals. The company was looking for a multilingual and inclusive solution for the large-scale and sustainable relearning and upskilling of all employees and found it in LinkedIn Learning. With full access to high-quality learning materials for employees and the ability to share learning successes on LinkedIn, the company is establishing a sustainable learning culture that contributes to transformation and sustainability.

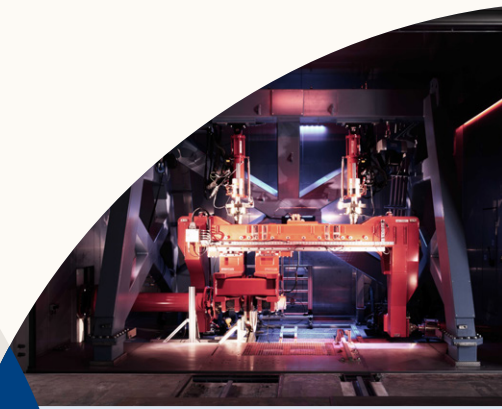


The challenge

Global megatrends such as urbanization, sustainability and digitization are shaping the transformation of Knorr-Bremse, a company with a long tradition. Its mission is to make rail and road mobility safe, sustainable and environmentally friendly. At Knorr-Bremse, this includes implementing the United Nations' Sustainability Goals.

The UN Sustainability Goals set out a common approach to peace and prosperity for people and the planet with a view to a sustainable future. With this focus, including the goal of offering all its employees high-quality continuing education, the company relies on systematic and targeted personnel development measures.

Despite agreed learning times and regular impulses for motivation, Richard Graske, Manager Global People Development, knows: "The self-discipline required for independent learning is not always easy to muster." That's why he and his colleagues are looking for solutions to motivate employees to learn continuously and to support them in upskilling and reskilling.



The solution

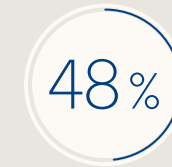
Richard Grasse, Manager Global People Development, explains: "In order to implement the goals in our area, we were looking for an inclusive and global solution for training measures. And we found what we were looking for with LinkedIn's digital offerings."

Thanks to a cooperative partnership with the Works Council, data protection officers and top management, Knorr-Bremse has come up with a viable solution that adds a social learning aspect to individual learning: The company now offers all its employees at over 100 locations the opportunity to link their private LinkedIn profiles with their LinkedIn Learning business accounts. This allows them to make unrestricted use of the multilingual learning content in their private lives and share their learning successes with their network. This is flanked by further internal events for social learning. "Discussing what we have learned with other team members, drawing each other's attention to content, or even setting new learning goals together - this motivates our learners, drives our learning culture, and helps us achieve the UN sustainability goals worldwide," explains Grasse.

This is by no means the end of the journey toward digital knowledge transfer. In the future, for example, there will be more so-called skill mapping in order to continue to offer employees tailored learning paths that promote their professional development. This means breaking down rigid requirements for job roles and instead focusing on competencies that can be learned through LinkedIn Learning, among other things. The company has already embarked on this path in the area of digital skills.

The results

Knorr-Bremse offers all employees a license for the virtual learning platform LinkedIn Learning and thus unrestricted access to high-quality learning content. .



connected learners in the last 12 months (% connected learner = # connected learners / # total learners)



Activation rate: 80 %



of learners stay engaged (repeat learners)

Product in focus



Learning Enterprise Program



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Richard Grasko

Global People Development
Knorr-Bremse

About Knorr-Bremse

Knorr-Bremse is the world market leader for braking systems and a leading supplier of other safety-critical systems for rail and commercial vehicles. Knorr-Bremse products make a significant contribution worldwide to greater safety and energy efficiency on rails and roads. Some 32,600 employees at over 100 sites in more than 30 countries are committed to providing customers worldwide with products and services that satisfy their needs with competence and motivation. In 2022, Knorr-Bremse generated global sales of EUR 7.1 billion in its two business divisions. For more than 115 years, the company has been driving developments in mobility and transportation technologies as an innovator in its sectors and has a head start in the field of connected systems solutions. Knorr-Bremse is one of Germany's most successful industrial groups and profits from the key global megatrends: urbanization, sustainability, digitalization and mobility.

