



Cayman Islands  
Government

# Scalable Learning Strategies in the Cayman Islands Civil Service

The Cayman Islands Government has transformed employee learning and development by adopting LinkedIn Learning to meet the needs of a diverse organization operating across multiple locations and islands. With a workforce of over 4,500 employees and a small learning team, implementing a scalable and personalized solution was essential.

The implementation strategy included stakeholder engagement, the launch of a 'Learning Corner', and creative campaigns to align content with civil service core competencies. The course activation rate surpassed global benchmarks, and learning became the fastest-growing engagement indicator. This case study highlights how strategic planning, modern technology platforms, and a learning culture can address challenges and drive transformation.





## Challenge

### Scaling learning programs for a large and diverse workforce

The Cayman Islands Government faced significant challenges in scaling learning opportunities for its workforce. With a lean learning and development team supporting 4,500 employees, finding a scalable solution to enhance essential and emerging competencies was critical. Ensuring that all employees received effective training required an innovative and sustainable approach.

A major hurdle was low initial engagement. Previous programs had seen limited participation, bringing skepticism about new initiatives. Overcoming this inertia and cultivating an active learning culture became a top priority.

Moreover, varying levels of technological familiarity and knowledge across employees complicated implementation. Creating an inclusive and adaptable environment was necessary to ensure participation regardless of employees' technical skills or prior experiences.

External realities, such as rapid technological evolution and global market demands, added complexity. The government needed an agile and effective talent development strategy to anticipate changes and prepare professionals for future challenges.

Lastly, employees' limited time for self-directed learning posed a persistent concern. With busy schedules, motivating staff to prioritize learning opportunities required assertive communication campaigns and ongoing support.

The initiative delivered several positive outcomes:

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## Results



### Course activation rates exceed the global benchmark

In the first year, 72% of learners enrolled on the platform, surpassing the 60% benchmark for similar organisations.



### Improved engagement metrics

Annual learning engagement grew steadily, rising by 4-percentage-points in the first year and achieving a cumulative 9-point gain within three years, positively impacting overall employee engagement.



### Nurturing a continuous learning culture

Free access to LinkedIn Learning courses, especially in emerging areas like artificial intelligence, nurtured a culture of continuous learning among employees.



Industry: Public Sector

No. of Employees: + 4,500

Headquarters: Cayman Islands



## Solution

### A scalable platform with tailored courses and engaging initiatives

To address these challenges, the Cayman Islands Government implemented a scalable strategy, including free access to LinkedIn Learning for all civil servants plus a creative campaign promoting awareness of the program. Before launching, stakeholders and department heads were engaged to align expectations and emphasize the initiative's importance - a process to guarantee staff engagement and the program's success.

Additionally, "Learning Champion ambassadors" were designated across various locations to encourage peer support and enhance engagement.

Creative campaigns played a crucial role in driving participation. Initiatives included engaging materials, such as personalized t-shirts with the slogan "Are you in?" and promotional videos highlighting the LinkedIn Learning program's benefits. To boost engagement, launch events were held in multiple locations, offering prizes to participants.

### Targeted content matching the competencies across roles

Following the program launch, the Cayman Government introduced "Learning Challenges" on the intranet – a dedicated space providing direct access to courses aligned with organizational goals. The initiative offered a wide range of courses across various fields and roles to address the required competencies for civil servants.

The partnership with LinkedIn was pivotal, providing data-driven reports that highlighted the program's value. These insights guided decision-making and investments, solidifying LinkedIn Learning as a key component in developing civil service talent.

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*"Developing our people is at the heart of our organisational strategy, and LinkedIn Learning has been a valuable partner in building the capabilities we need for the future."*



**Monique Malcolm**

Director of Human Capital Development and Civil Service College at Cayman Islands Government.



## Scaling, promoting competencies and nurturing a learning culture

The partnership between LinkedIn and the Cayman Islands Civil Services exemplifies how leveraging technology can effectively support talent development and promote integration. Implementing LinkedIn Learning addressed the challenges related to scaling, promoted competencies, and nurtured a culture of continuous learning. By aligning strategies with global demands, this initiative enhanced organizational efficiency, focusing on learning as a cornerstone for building a capable and adaptable workforce.

## Impact of a modern learning platform

The LinkedIn Learning case shows how collaboration and engagement are vital to achieving organizational goals. Through creative campaigns and a focus on key competencies, the initiative expanded learning access and strengthened a vision of public sector excellence. It emphasized the importance of lifelong learning and technology as a driver of talent development, shaping the future of a more efficient organization.

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*“Our engagement rates have consistently increased year after year, showcasing the positive impact of LinkedIn Learning.”*



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