



How Marlink used LinkedIn Learning to upskill fast

Success story

Upskilling a global workforce to remain competitive in an evolving market

Marlink is a global provider of managed services for business critical IT solutions at the forefront of hybrid network solutions and digital technologies. It transforms its customers' remote business operations by unifying satellite, terrestrial, and digital services into effective and reliable solutions. However, the world of IT is fast paced with technological advancements quickly changing the landscape.

Marlink needed to transform to meet new requirements from its customers on technology and delivery of managed services. A change that required a comprehensive strategy to ensure it remained competitive and competitive in an evolving market.

Providing 24/7 customer support and network management, as well as cyber security, IoT/OT and cloud enablement, Marlink required a digital learning platform that would provide its global workforce with high-quality training, 24/7. But more importantly, there was a pressing need to upskill and reskill its team, fast. Marlink engaged LinkedIn Learning to accelerate skills training and support the organisation's growth as the business quickly advanced into the world of managed services.





Challenge

Meeting the varied training requirements of a global organisation

Marlink has more than 1,500 employees and more than 75 years' experience in providing satellite and terrestrial network solutions. Its employees expressed a strong desire for access to more training so that they could develop their skills, advance their careers, and catapult the business into the next century.

Marlink aimed to expand its training resources. The Marlink Training Academy primarily focused on product training and compliance. The business needed to access a broader selection of soft and hard skill courses relevant to employees across a variety of roles. What's more, Marlink's decision to take the business in a new direction, meant there was a need to upskill employees, quickly, and support the management teams overseeing the change.

In 2022, Marlink embarked on a LinkedIn Learning pilot. It needed a platform that could offer a wide range of training content, from leadership and management courses to technical, and soft skills. The results were so outstanding that Marlink signed an agreement to provide LinkedIn Learning for all its employees.

Results

Result 1

Exceeding activation targets and expectations

Achieved 87% LinkedIn Learning activation in 18 months, surpassing the 75% goal reached in 8 months.

Result 2

Engaged curators, managers, and learners

273 Learning Paths and Collections by 136 curators, with 62% of employees engaging with LinkedIn Learning monthly.



Industry: IT Services
and IT Consulting

No. of Employees: 1,000-5,000

Headquarters: Oslo / Paris



Solution

From product training to soft and hard skills development

Marlink's decision to implement LinkedIn Learning was driven by two key factors. Firstly, it wished to empower employee development by providing all employees with access to high-quality learning opportunities. Secondly, it wished to support the organisation's transformation to consultative selling of managed services and solutions, which required its workforce to acquire new skills and knowledge.

To achieve these goals, Marlink introduced LinkedIn Learning as a centralised platform offering easy access to high-quality training resources. This platform complemented the Marlink Training Academy. Specifically, Marlink wished to encourage self-directed learning by offering more than 9,000 courses, allowing employees to develop both soft and hard skills at their own pace. Hard skills refer to the technical abilities needed to deliver advanced IT solutions, such as cloud enablement, cyber security and network management, while soft skills such as leadership, communication and adaptability are key to supporting change, enabling collaboration and enhancing customer engagement.

“LinkedIn Learning empowers employees to own their growth with access to essential resources for success.”



Stein Anderssen

Chief of Staff, Marlink Group

Creating a structured adoption strategy

A series of webinars were held across different time zones, firstly to guide employees on how to navigate LinkedIn Learning effectively, then to equip managers with the skills to curate relevant learning paths for their teams. With over 650 employees attending, the strong demand for skills development was clear.

Marlink adopted a structured approach centered around course content. The L&D team worked closely with managers to curate content tailored to their teams' needs, ensuring a more targeted and meaningful learning experience. Hence, it collaborated with department managers to identify essential skills, competencies, and tools for their teams. As a result, 180 curated course collections were created before launch, each designed to meet specific departmental needs.

To further integrate LinkedIn Learning into daily workflows, Marlink embedded the platform into performance discussions. During the 2024 appraisals, all managers were asked to assign at least two LinkedIn Learning courses to their employees, reinforcing the importance of continuous learning and driving adoption. This strategy, combined with a well-organized content structure, ensures employees are presented with relevant learning opportunities as soon as they log in.

Positively impacting employee satisfaction with the successful integration of LinkedIn Learning

Employee engagement and awareness were critical to the success of the rollout. To maintain engagement, Marlink launched a bi-weekly recommendation campaign, aligning course suggestions with key company events such as appraisals, organisational changes, and soft skill development.

Now, more than 18 months since the company-wide adoption of LinkedIn Learning and the platform has become an integral part of Marlink's organisation. For example, Marlink has successfully integrated LinkedIn Learning into compliance training, information security programmes, and leadership development. In addition, Marlink has conducted a management training programme through the platform, targeting new, middle, and senior managers, an initiative that received positive feedback.