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Digital Technology | 26,000+ employees

Goal 1: Employee Capability Development

Goal 2: Internal Mobility Programs

Reversing the Great Reshuffle: How UST doubled down on employee learning and growth

Challenge: Retaining talent in a highly competitive post-COVID market

- The pandemic drove employees across the globe to re-evaluate their jobs. This gave rise to the Great Reshuffle, where employees left their positions in search of something more fulfilling.
- As a result, companies lost valuable staff and UST was no exception. To retain top talent, and maintain its edge as a leading digital solutions organization, its leaders recognized the importance of a strong internal mobility strategy – giving employees opportunities to rise through the ranks or transfer laterally.

Solution: Co-create targeted employee upskilling programs with LinkedIn Learning

- **Co-branded Certifications:** Leaders collaborated with LinkedIn to create a Capability Development Certification Program, where participants worked on projects, picked up practical skills and more. Upon completion, they received a co-branded certification, which not only provided internal validation of their skills, but also external recognition of their abilities. The certificate is a prerequisite for aspirants to become eligible for their next role at UST.
- **Internal Mobility Program:** To equip employees with the skills to move up the ladder, UST tapped on LinkedIn Learning for its Reignite program, where employees are taught to innovate and solutions-based problem solving - including how to pitch an idea and the difference between patentable and non-patentable ideas, which is critical in the tech space.
- **Create Diversity, Inclusion, and Belonging (DIBs) Awareness:** UST also further leveraged on LinkedIn Learning to drive awareness and conversation around unconscious bias, with wide-ranging and relevant content that provided employees with global perspectives on issues such as gender bias. As a result, they have seen a 2% to 5% year-on-year increase in women hiring across all levels in the last 3 years.

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At UST, we really look at learning as a holistic framework. LinkedIn allows employees to learn at their own pace but at the same time it provides world-class content with actionable outcomes that people can apply to their day to day experience.”

Kavita Kurup Global Head of HR at UST



“Starting off on our diversity and inclusion journey, we wanted a partner who would help us create learning paths...LinkedIn Learning provides content that is not just relevant but extremely socio-politically correct.”

Kavita Kurup Global Head of HR at UST

