

NBCUniversal

NBCUniversal personalizes professional development with LinkedIn Learning

NBCUniversal is a global leader in the development, production and marketing of entertainment, news and information. Part of the larger Comcast NBCUniversal organization and based in New York City, NBCUniversal has 20,000 employees.

Challenge: upskill a wide range of employees

Professional development is a priority for NBCUniversal, but supporting employees across a wide range of roles can be tricky.

The company must accommodate a workforce that stretches from New York to Los Angeles and beyond, supporting teams that handle operations, critical IT functions and productions that include NBC Sports, The Today Show and Saturday Night Live. Significant training is aimed at the Page Program, the premier early career experience in media made famous on the comedy sitcom 30 Rock.

For Terence Morley, NBCUniversal director of talent development, the vision is to:

“upskill our employees, provide them with knowledge, skills and awareness to make our organization better and make them the best and most engaged workforce in media.”

To make that vision a reality, NBCUniversal needed a learning solution that combines a broad catalog of unique and engaging content with a personalized learning experience.

Solution: LinkedIn Learning

NBCUniversal piloted LinkedIn Learning, which personalizes skills development for every employee. Each individual receives relevant course recommendations based on unique data from LinkedIn.com.

Those recommendations, and its positioning within a familiar online space where employees feel comfortable, make LinkedIn Learning a standout solution, Morley said, adding that learners who’ve used it once come back over and over.

“It provides great content and recommendations, all through a great user experience. People wouldn’t be coming back unless the content and recommendations were good.”

Morley also sees LinkedIn Learning as a complement to a learning management system (LMS).

“Where I think LinkedIn Learning is interesting is playing alongside an LMS,” Morley said, adding that it enables you to reach more learners with personalized learning.

LinkedIn Learning builds on the success of Lynda.com, incorporating more than 9,000 on-demand courses that offer in-depth instruction as well as just-in-time microlearning.

“Taking a professional social network and adding a development component, it makes perfect sense. I’m just excited to see where it goes.”