



How LinkedIn Learning provided EDF with “simple access to impactful people development”, and helped the energy business to win Gold for its learning and development journey



EDF is the UK's largest producer of low-carbon electricity, meeting around one-fifth of the country's demand and supplying millions of customers with electricity and gas. It's leading the transition to a cleaner, low emission electric future, tackling climate change and helping Britain achieve net zero.

EDF in the UK is part of EDF Group, the world's biggest electricity generator. In the UK, the company employs around 13,000 people.



Imagine running a pilot programme that was so successful, it immediately gained executive buy-in and was given approval to be rolled out across an entire organisation? That's the exact scenario that Lloyd Dean, Head of Digital and Innovative Learning, Emily Howell, Learning Culture Manager, and Ingo Perizonius, People Development Director, at EDF, found themselves in after they had conducted an immensely successful six-month trial of LinkedIn Learning. What they did not foresee was it being rolled out across their entire organisation 12 days later.

"We lived in an outdated world," explained Ingo. "Our learning environment was hard to navigate, difficult to access and track. So, we decided to trial 500 LinkedIn Learning licenses."

The trial measured a number of elements, with incredibly positive results. In fact, employees on the trial took part in six times more learning than on EDF's Moodle-based learning platform and 93 per cent of employees found the learning engaging.

The trial was being assessed when COVID struck. The Initial review had shown exceptional results. It was only a matter of time before LinkedIn Learning would be rolled out, giving employees access to impactful learning and development tools.

Ingo continued: "Things changed when our senior team approached Lloyd and I and asked how could we continue to support our employees during COVID? All physical and in-classroom training had stopped. We needed to give our employees access to resources to support them with remote working, using new digital tools and giving them the

opportunity to develop and learn especially in departments where the normal workload was decreasing. The senior team wanted to know what tools we had at our disposal. Maintaining wellbeing was of utmost importance."

The energy business needed a solution that would meet the needs of its employees and flex with a changing business landscape. It just so happened that the results of the LinkedIn Learning pilot were in. The data drove EDF's senior leadership team to authorise the company-wide roll-out of LinkedIn Learning. 12 days later and LinkedIn Learning could be accessed by more than 13,000 employees.

"The deployment of LinkedIn Learning was delivered at a speed not seen before," continued Ingo. "Now, the learning we are delivering is helping the business, influencing our decisions and determining how we approach projects."

Learning and development journey

The energy industry is rapidly changing. This means that EDF needs to quickly and efficiently upskill its employees and ensure they have all the training they need, and at the point of need.

"Before we started the trial, we conducted a learning audit amongst employees," said Lloyd. "The feedback suggested that our employees were not happy. They wanted learning that was easy to access and easy to navigate. They wanted everything that LinkedIn Learning could do."

LinkedIn Learning has a large library of courses led by

industry experts and provides personalisation for learners based on their job roles and preferences. Furthermore, the platform can be accessed via a mobile app and learner data can be analysed, providing Lloyd, Emily and Ingo with vital information about employees. LinkedIn Learning ticked all the boxes, but what did EDF do to promote the platform to employees and encourage them to activate their learning license?

To maximise license activations, access and usage of the new learning platform EDF needed to engage its learners in a new way, using marketing strategies rather than just information sharing. As a learning and development function this was completely new to the team.

Lloyd commented: “We went on a journey to get LinkedIn Learning set up, we went on a journey to get LinkedIn Learning implemented in a couple of weeks and we went on a journey to ensure the learning licenses were activated.”

Emily explained further: “We set up a working group called Operation Fruit Basket and we had a number of ideation sessions on how to engage employees and encourage them to activate LinkedIn Learning. We had some crazy ideas, but we narrowed them down and focussed our full energy on communication and marketing.”

EDF promotes LinkedIn Learning to its employees in a range of different ways. Including data-driven content recommendations, email communication, competitions to reward and encourage learning, user learning stories, a learning community on Yammer and through Desert Island Development, a podcast which places an influential person within the EDF’s business in the spotlight. It provides the learner with inspirational content by giving them insight into the career and development of one of their peers. That information can then be utilised to build stronger relationships within teams.

“Desert Island Development received the best engagement,” Lloyd continued. “We pushed the podcast to the masses, and it was also shared organically on Yammer.”

High engagement levels

EDF’s learning and development team has been using platform analytics to understand learners’ behaviours and what communication and engagement methods deliver the most impact.

Emily continued: “We’ve been tracking what our employees have been organically looking at and sharing. This has enabled us to spot trends really quickly. And promote this content to a wider audience. Which has actually resulted in the highest peak of engagement levels so far. We profile our non-activated audience to understand what barriers they have towards engaging with learning and activating their license.”

Going for Gold

In 2020, the 10-strong learning and development team focused on LinkedIn Learning license activation. Now, the focus has shifted, and the team is looking at how it can make learning a habit and create a stronger learning culture. To facilitate this, an engagement strategy has been created. For example, new employees join the business every month. They will be coached on how to activate their learning license.

“We want to provide a good employee experience, delivering the right training at the right time,” explained Emily. “Previously when a learning need was identified we would have to curate content from internal resources, YouTube, TED, Future Learn and then design a course page, including user journey, look and feel and complete a lot of testing. This was not only frustrating but time consuming.

“LinkedIn Learning allows us to analyse the data and make the right business decisions. For example, we run fortnightly sprints where we focus on a range of activities, measure the success of these through the activation rate and only continue with what is having a positive impact.”

Indeed, LinkedIn Learning is having a positive impact. EDF won gold at the Learning Technologies Awards 2020 for Best UK Learning Platform Implementation. The judges said that EDF demonstrated a real understanding of its employees’ needs.

Ingo concluded: “The award was wonderful. It supported our cause, which is to provide employees with simple access to impactful people development. LinkedIn Learning has enabled us to create a lot of impact so to win an award for our pilot, and be recognised by external experts, tells us that we’re on the right track. It’s recognition that we’ve done something special.”

The Challenge

- Support employees at a time of need with a solution that suited their working environment
- Old learning platform was seen as a barrier to career progression and development
- Turn negative learning experiences into positive ones

The Solution

- Deliver a user-friendly and easy to access learning platform
- Provide enhanced opportunities for learning through targeted communications and content
- Understand the employees learning journey and create a marketing campaign to increase engagement

The Results



360,000 LinkedIn Learning videos watched and 16,000 hours of learning completed



87% of employees felt that LinkedIn Learning content met future learning needs



Significant cost savings achieved by reducing the number of training providers

What the learners say

"I've been really enjoying the LinkedIn Learning paths that the team have been promoting via email, Yammer and externally through LinkedIn. I've started to plug myself in to sessions while doing my daily exercise."

Susanne Henderson

Employee Engagement
Customers at EDF



"LinkedIn Learning is much easier to use than other platforms we've had for learning and development. There's so much choice and variety of different courses. I also love that you can set a personal learning target. It really encourages me to log on, see what's new and see what other colleagues are watching."

Lauren Straker

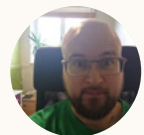
Senior Internal Communications
Manager at EDF



"I've been using LinkedIn Learning for the last two months, both watching online and downloading podcasts and listening as I go. I find it really easy to find the courses I need."

Nick Harris

Technical Training Developer at EDF



"I think if we're trying to drive self-development and personal ownership of development this is a key service for our staff. I've worked at EDF for a long time and for me this has been the most worthwhile training platform provided."

Gemma Wilcocks

Senior Business Analyst
Customers at EDF



In their own words

“The deployment of LinkedIn Learning was delivered at a speed not seen before, the learning we are delivering is helping the business, influencing our decisions and determining how we approach projects.”

Ingo Perizonius

People Development
Director at EDF



“We went on a journey to get LinkedIn Learning set up, we went on a journey to get LinkedIn Learning implemented in a couple of weeks and we went on a journey to ensure the learning licenses were activated.”

Lloyd Dean

Head of Digital and
Innovative Learning at EDF



“LinkedIn Learning has been a really valuable tool in our cultural improvement journey at Dungeness B power station. Specifically, it's supported a genuine learning culture within our leaders and helped foster curiosity. We've seen several local “learning loops” being self-created by our leaders to support their learning journey which clearly demonstrates the value add this tool has brought to us.”

John Benn

Station Director at EDF



“That sense of togetherness and trust is so crucial to be a high performing team, but more than that, it's made this my most fulfilling role at EDF in 16 years. Rolling out LinkedIn Learning to more than 13,000 employees in 12 days (and winning an award for that) made me beam with pride at what can be achieved with some focus, encouragement and teamwork.”

Fiona Hodge

Learning Curator at EDF



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Emily Howell

Learning Culture Manager at EDF

