



LinkedIn Learning Hub case studies

Global success stories: Aktana, ATSG, Radian, Finastra,
Lotus, and BAI Communications



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Building a companywide learning culture in an ever-changing industry

How LinkedIn Learning Hub helped organizations grow their business

LinkedIn Learning Hub has been used by companies of all sizes around the world to drive employee and business growth. Discover how it helped them with:

Career development

Empowering employees to develop the right skills to grow their careers and organizations

Learner engagement

Increasing learner engagement with relevant and personalized content

Culture of learning

Fostering a learning culture where employees can share ideas and build new skills together



North America



Aktana uses learning to lead AI for life sciences.

Challenge: Steep learning curve and a need to keep refining industry and AI knowledge

- Aktana had many new hires who brought their own expertise to the company but still needed to learn Aktana’s products and value proposition.
- Without sufficient training resources, Aktana didn’t want to overburden current employees. They needed the ability to host all training in one place and create their own learning content.
- Leaders wanted a way for employees to develop relevant skills and have opportunities for career progression and growth.

Solution: Tailored, unique content and skills-based learning

- With **LinkedIn Learning Hub**, Aktana used campaigns to bring employees’ attention to key learning priorities, like product launches and industry advancements — recommending relevant content to specific learners.
- They created custom learning paths and learning collections to quickly train employees and build skills. This included content for their Leading People program and paths for making lateral moves across departments, which helped with employee engagement.
- By embracing a culture of continuous learning, Aktana stayed ahead of the competition and maintained their leadership position in the industry.

Software Development | 0–500 employees

Goal 1: Custom, relevant content

Goal 2: Career mobility

“

LinkedIn Learning Hub informs our entire learning and development strategy. It’s helped us overall to grow our organization by having timely and accurate information available in one place.”

Victoria Fozard Director of Training and Enablement



Employee engagement

Over a 90-day period, employees watched 2,105 development videos over 226 hours.

Rapid training

Employees got up to speed quickly on critical information and gained confidence in AI skills.

Career mobility

Aktana saw an increase in lateral and upward moves as employees followed career paths.



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ATSG pivots to a remote-first learning and working culture.

Challenge: An outdated approach to training and development

- With a lack of in-person training and development opportunities, ATSG needed a new learning approach that would offer custom content for different roles, as well as different regions, languages, and time zones.
- Without structure and clear learning goals, employees didn't always know where to turn for development and career growth.
- Leaders didn't have visibility into learning and development activities to inform their strategy and recommendations.

Solution: Learning that supports a remote workforce

- With [LinkedIn Learning Hub](#), ATSG created a dynamic learning strategy that could adapt as their needs evolve.
- Customized learning paths allow them to quickly get new hires up to speed and standardize management training. And by aggregating learning into one platform, leaders have a holistic view into company-wide learning.
- Employees regularly connect with colleagues by sharing ideas and accomplishments with [LinkedIn Learning Hub](#)'s community-based learning capabilities.

IT Services & IT Consulting | 700+ employees

Goal 1: Adapt to Rapidly Changing Skills

Goal 2: Community-Based Learning

“

LinkedIn Learning Hub is always the first answer to our business problems. When a challenge comes up, we always look to LinkedIn first.”

Jessica Bishop Director of Talent Acquisition



Employee engagement
one year after rollout



Average monthly video
views per employee



Logins from repeat learners



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Radian revamps learning strategy to spark engagement.

Challenge: Deepening learning culture and skill development

- To empower employees to develop needed skills, Radian needed a learning platform with fresh, relevant, and custom content that could aggregate their resources into one place.
- Radian’s prior learning platform was limited in content and function, and didn’t offer guided learning paths to help employees progress.
- Additionally, leaders at Radian lacked consolidated reporting and insights on employee learning.

Solution: Making learning a strategic priority

- Radian introduced **LinkedIn Learning Hub** in a phased approach that helped engagement and excitement to grow naturally. LinkedIn’s massive library of content was curated for individual roles and interests, and tied into learning strategy.
- Within 5 months, over half of employees were taking courses, with many sharing learnings using community-based learning outlets — helping to fuel Radian’s culture of learning.
- With aggregated and customized reporting, leaders were able to get insights into employees’ development to help shape their learning strategy moving forward.

Financial Services | 1,700+ employees

Goal 1: Support Change Management

Goal 2: Scale Learning

“

LinkedIn Learning Hub is the icing on the learning culture cake at Radian, and integrated throughout our learning and development framework.”

Rhonda Tompkins Director of Leadership and Employee Development



Employee activation,
5 months after rollout



Hours of course
content viewed



Video completions



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Europe, Middle East, and Latin America



Finastra uses learning to lead innovation in fintech services.

Challenge: Lack of skills-based learning for employees

- Mergers and continued growth caused Finastra to have several L&D plans across departments.
- There was a lack of cohesion and relevant content for the entire organization, and employees wanted to develop the right skills.
- To meet their strategic vision and retain employees — in an industry that's a massive battleground for top talent — leaders needed to invest in their people with skills-based learning.

Solution: A skills-building platform with personalized content

- With [LinkedIn Learning Hub](#), Finastra uploaded personalized content and internally promoted custom learning paths and learning collections. These focused on critical skills by job role and content related to strategic priorities.
- They designated time each week for companywide development and also gave incentives to top monthly learners, identified with LinkedIn Learning data.
- Finastra accelerated employee development and achieved strategic goals by adopting a skills-based learning approach.

Financial services | 10,000+ employees

Goal 1: Lead innovation in the industry

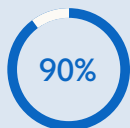
Goal 2: Adopt skills-based learning

“

Finastra has embarked on a very intentional journey, pivoting to a skills-based learning and development approach to build our people's capabilities for the future.”

Peter Brock

Director of Future Learning Capability, Finastra



Active employee engagement since launch



Finastra won Best Culture of Learning (above 5,000 employees) at the 2021 LinkedIn Talent Awards



Learners who viewed content on Finastra's top strategic priority, Accelerate Cloud, over a 12-month period



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Lotus transforms their business by investing in employees.

Challenge: Inefficient and outdated training

- Growth and multiple changes meant Lotus needed to quickly train employees on their new company vision and performance management system, but their L&D team was too small.
- Their training was also very traditional, delivered only in a classroom. And it was infrequent and lacking in quality.
- On top of that, Lotus wanted their employees to feel motivated to gain new skills and embrace performance management instead of dreading it.

Solution: Quick access to updated, relevant learning modules

- Lotus transformed employee learning with [LinkedIn Learning Hub](#). Using custom content with learning paths and learning collections, they created modules on success factor fundamentals and performance management.
- Campaigns allowed admins to target recommendations for specific learners, like content on communication and Lotus' seven core competencies.
- Lotus increased engagement overall by pinning priority skills like spreadsheets and interpersonal communication and by using the Curator role to promote tailored content across teams.



Activation rate since launching LinkedIn Learning Hub

Award-winning culture

Lotus won 2021 Manufacturer of the Year (News UK Motor Awards) — a testament to their transformation and employee development



Above target for amount of relevant and meaningful content Lotus recommended to employees



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Motor vehicle manufacturing | 1,300+ employees

Goal 1: Achieve growth targets

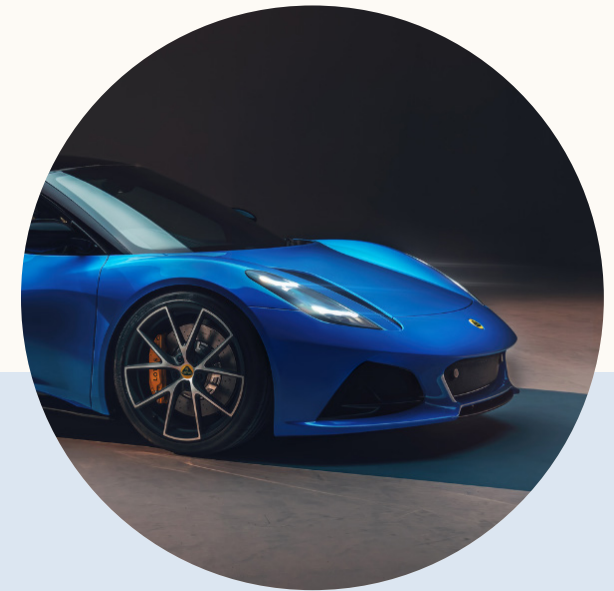
Goal 2: Support performance management

“

The ease of access has been a real valuable asset both to employees and our business, ensuring we have continued to grow and gain new skills.”

Matt Windle

Group VP and Managing Director, Lotus Cars



Asia Pacific

BAI Communications creates a companywide learning culture in an ever-changing industry.

Challenge: Multiple learning systems and a limited user experience

- To be a global leader in a dynamic, constantly changing industry, BAI Communications needed their employees to be able to easily access learning resources and acquire new skills.
- The company's legacy learning management system (LMS) had a limited user experience and lacked personalization, leading to low engagement rates. Employees didn't know where to learn or to track progress.
- BAI wanted an easy-to-use, well-integrated, universal platform that could be a single source of learning and encourage ongoing employee development.

Solution: A single destination for skill development

- BAI adopted [LinkedIn Learning Hub](#) as a single learning platform to ensure employees keep developing the right skills to lead the industry.
- With a monthly learning lottery, they found employees had an appetite for relevant and personalized content. This type of content drove learner engagement.
- BAI developed the critical foundations for a companywide learning culture. This helped them attract new hires, engage and retain employees, and keep growing the business.

Telecommunications | 800+ employees

Goal 1: **Personalize learning**

Goal 2: **Drive employee engagement**

“

“In the current environment, you need everyone to be engaged in development and continually upskilling. Easy access to individualized learning is the minimum to start a learning culture. Employees need to know they're making the most of their time and building capabilities that make a difference to them and the business.”

Raelee Hobson

Group Director of Organization Development, BAI Communications



Better learner experience

A more personalized learning experience led to greater learner engagement.

Self-directed learning

Employees developed critical skills and took control of their growth.

High activation rate

Within the first six months of launch, 85% of employees activated the company's Learning Hub license.



Reach



Learn more about LinkedIn Learning Hub features.

Transform your business with the LinkedIn Learning Hub features highlighted in this guide.



Curator role

Streamline content curation by assigning curators at your company.

[Learn best practices](#)



Campaigns

Promote relevant content to your organization, directly on the LinkedIn Learning homepage.

[Learn more about campaigns](#)



Custom content

Personalize the learning experience with your company's tailored content.

[Learn how to link or upload custom content](#)



Third-party content integration

Create an engaging, all-in-one learning experience by integrating third-party content with LinkedIn Learning Hub.

[Learn how to integrate](#)



Skill development insights

Identify which skills employees are building and which skills your organization needs.

[Get more insights on skill development](#)