

## Enterprise Learning Platform Launch for 30,000



### Background

Organization consistently received engagement survey feedback that employees wanted more opportunities for professional and personal development, beyond compliance training and tuition reimbursement.

**Goal:** Provide optional, employee-driven learning to increase employee engagement, retention, and bench strength.

Up to  
**70%**  
Adoption  
by business unit  
(30% benchmark)



### Solution

We selected a vendor recognized as the global leader in asynchronous learning, offering a platform that included:

- Thousands of videos, courses, books, live leader bootcamps and certification courses available 24 x7 on any device
- AI powered recommendations tailored to employee interests
- Ability to load internal content, and create custom learning channels and journeys



### Impact

- Over 30,000 employees reached through three-phase rollout
- Employees completed courses, attended live bootcamps, prepared for certification tests, and integrated into IDPs; leaders used content in meetings to build team competency; and HR and leaders used content as follow-up to coaching conversations for improvement
- Average of 40% adoption across 16 business units (vs. 30% industry benchmark), and up to 70% adoption by individual business unit
- Additional initiatives to drive adoption: Custom channels, “super user group”, articles, suite of 10 AI scenarios for leaders to practice performance and coaching conversations

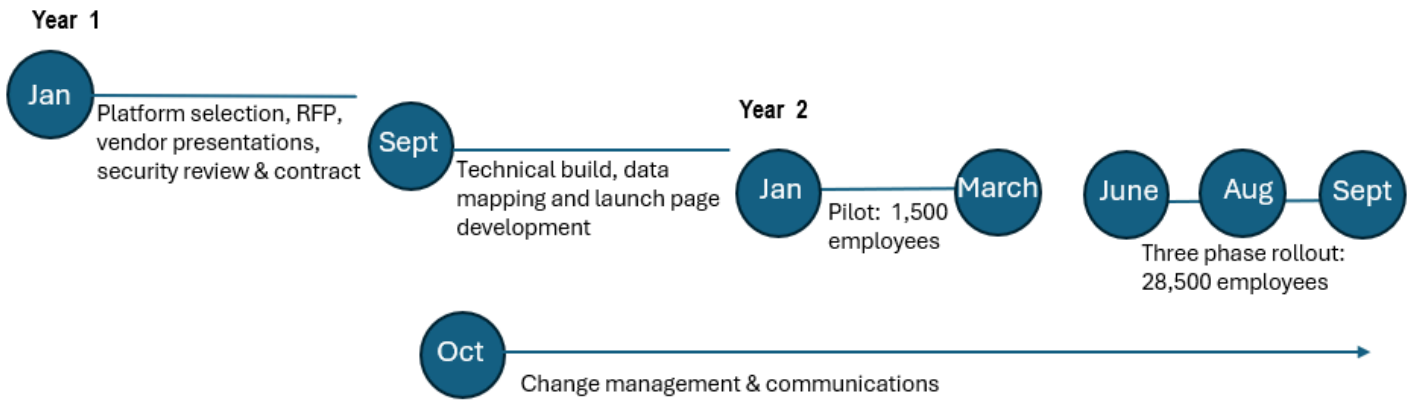


### My Role

Project Manager and Department Owner (5 years)

- Set the vision and roadmap for the enterprise learning platform, aligning vendor selection, build, launch, and adoption plans to business strategy
- Directed cross-functional team through platform selection, SME review, RFP and security/contract review
- Oversaw technical build, data mapping and launch page development
- Led change management and communication
- Guided pilot, three-phased rollout and sustained adoption over five years

# Project Timeline



## Key Insights

- **Design compelling first-touch experiences** (live demos, quick-start guides, short videos, and contests) to build early momentum and reduce time-to-adoption.
- **Curate targeted, high-value content pathways** that reflect employee interests and company priorities so the platform becomes the “first stop” for learning and problem-solving.
- **Implement consistent ROI tracking across business units** to quantify the value of internal learning resources (courses, certifications, books) compared to external spend.
- **Sustain engagement through intentional integration** – book clubs, short videos at leader and employee meetings for on-the-spot skill building, testimonials at meetings, roadshows to demo new functionality and keep benefit top of mind, and alignment to performance cycles, promotions, and new-hire milestones to keep learning visible and relevant.

A successful platform implementation is more than a technology launch - it requires strategic alignment, leader and employee engagement, and ongoing sustainment activities.

Let's talk about the results you want to achieve

## Supporting Research

- **Employees with access to professional development report significantly greater job satisfaction, stronger commitment, and lower intent to leave** (Systematic review of 27 studies; Shiri et al., 2023, International Journal of Environmental Research and Public Health)
- **Companies with strong career development and internal mobility practices have higher internal promotion rates** (LinkedIn Workplace Learning Report, 2025)