



Leading from the front: How Mexico's leading retailer, El Puerto de Liverpool, is working with LinkedIn Learning to empower future leaders

El Puerto de Liverpool

Liverpool | Suburbio | GALERÍAS | BOUTIQUES | NEGOCIOS FINANCIEROS

Liverpool is the leading department store company in Mexico, with 136 stores. Founded in 1847 as a fine fabric sales business located in the centre of Mexico City and shifted shortly afterwards to the import and sale of European products that were shipped from the Port of Liverpool. This is how the great family of El Puerto de Liverpool began. For 170 years, El Puerto de Liverpool has been dedicated to selecting and providing the best service to Mexican families, hoping to exceed expectations of quality, fashion, value and service. El Puerto de Liverpool has two corporations, more than 100 department stores, shopping centres, boutiques, distribution centres and warehouses. Its mission is to serve the customer everywhere, every day.

LinkedIn Learning



For more than 170 years, El Puerto de Liverpool, the Mexican retail chain, has put the needs of its customers at the heart of everything it does. Its principles are rooted in quality, value and service; it leads from the front, giving its customers a high-quality fashion and homewares experience as well as an uplifting retail journey.

This is just one of the reasons why El Puerto de Liverpool chose to invest in employees. It firmly believes that learning and personal development is of great importance if it wishes to stay at the forefront of the FMCG market and deliver a first-rate service to its customers.

Bárbara Sierra, Learning Manager at El Puerto de Liverpool, concurs: “In the retail industry, the market changes constantly. El Puerto de Liverpool is always at the forefront, which is why a solid and articulated learning strategy is key in the development of employees. We want to empower employees and make them co-responsible for their own development, creating a culture of constant learning.”

Establishing a learning strategy

El Puerto de Liverpool was looking for a learning platform that would provide relevant and current content on different topics, including soft and technical skills. The training had to appeal to a broad spectrum of employees but it also had to place the employee at the centre of their learning. This empowered employees to participate in the decisions around what content and skills were needed to reinforce their professional development.

Bárbara continued: “Our main challenge was to make employees responsible for their own personal development. To do that, we created a learning strategy and established a learning culture.

“We were aware that we had to work alongside our employees in the creation of a learning culture so we created several strategies to help us succeed.”

Campaigns, content and culture

El Puerto de Liverpool adopted LinkedIn Learning. The platform was easy for the user to navigate and easy for the learning team to administrate. Furthermore, the retail company was able to integrate LinkedIn Learning with its own learning management system, vastly improving the user experience through a “single sign on”.

“We created programmes with target audiences and curated content according to specific skills. We also established goals so that we could track participation and progress,” Bárbara said.

“Each programme also had an incentive; a digital badge that employees could share on their social networks, providing evidence of the skills obtained.”

El Puerto de Liverpool ran weekly campaigns, recommending content aimed at specific skill sets. For example, El Puerto de Liverpool’s learning and development team has two divisions – one is focused on technical skills and the other division is focused on the leadership development. The leadership team experienced particular success. In fact, of the top ten courses completed by El Puerto de Liverpool employees, six focus purely on leadership, leading with Emotional Intelligence being the most watched programme.

Bárbara explained further: “El Puerto de Liverpool has a leadership model so we created learning paths that are aimed at strengthening the model, prioritising the skills needed to be a good leader within the company. We also created specific paths based on each of the leadership capabilities.”

The Challenge

- Empower employees and make them co-responsible for their own development
- Establish a culture of constant learning
- Develop learning programmes targeted towards leaders

The Solution

- Deliver tailored learning programmes to specific audiences
- Create recognition culture that incentivises employees to learn
- Curate content geared towards specific skill sets

The Results



Learning hours completed
– 31.840



24,289 courses watched
and completed



99 per cent license activation rate

Exciting times

El Puerto de Liverpool has a close relationship with LinkedIn Learning and has worked with the platform for three years. In year two, the company had 2,500 LinkedIn Learning licenses. That number now stands at 3,000.

Bárbara concluded: “LinkedIn Learning has allowed us to bet on people’s self-development, basing learning on the personal interests of each employee, allowing them to direct their professional development in different directions.

“It has also allowed us to reach specific and strategic audiences almost immediately, facilitating the development of specific skills that keep us at the forefront of the retail industry and business.”

Now, El Puerto de Liverpool is trialling LinkedIn Learning’s new intelligent skill building platform, LinkedIn Learning Hub. It uses data and insight to steer users in the right direction in terms of personalised content and community-based learning, making learning paths easier to find. El Puerto de Liverpool is excited to see exactly what impact LinkedIn Learning Hub will have on its employees’ learning and development and is proud to be the first company in Mexico to be part of the trial.

In their own words

“LinkedIn Learning has been a great tool for us to continue our plans to build a personal learning cloud for our employees as well as to develop a learning culture in the organisation”.

Juan Pablo Durán

Learning and Development
Director, El Puerto de Liverpool



“LinkedIn Learning has allowed us to place the employees at the centre of their own learning and development.”

Bárbara Sierra

Learning Manager,
El Puerto de Liverpool



What the learners say

“I have seen many leadership videos. I think the platform is very accessible and recommends good and relevant content.”

Emiliana Emigdio Álvarez

Accounts Receivable Lead, El
Puerto de Liverpool, Acapulco



“LinkedIn Learning has allowed me to complement my professional and personal training through different courses. This has helped me to put into practice all of the knowledge I have learned to guide my team and continue to meet company objectives. It is very useful since you can find diverse topics with different field experts, and the thing that I most appreciate is that you can learn at your own pace.”

Elizabeth Garza Esquivel

Multimedia Product Coordinator,
El Puerto de Liverpool



“LinkedIn Learning has helped us to prepare the HR digital transformation team for all the challenges we face in an accelerated way.”

Daniel Rafael Morales

HR Digital Transformation
Manager, El Puerto de Liverpool

