

Tailored learning experiences build momentum for TVH



Headquarters: Waregem, West Flanders

Industry: Wholesale

Employees: 6,700

Global leader in supplying parts for industrial and agricultural equipment, such as forklift trucks and aerial work platforms. Serves more than 40 000 customers in over 180 countries.

The Challenge:

- Support the expansion of TVH's business with more accessible learning
- Smooth the onboarding process for a growing IT department
- Enhance agility across the company's 2,600 knowledge workers

The Solution:

- Phased roll-out of 1,300 LinkedIn Learning licenses across the organisation
- Integration with Success Factors learning portal
- Blended learning approach that builds on online learning courses with group discussions, and integrates with in-person training

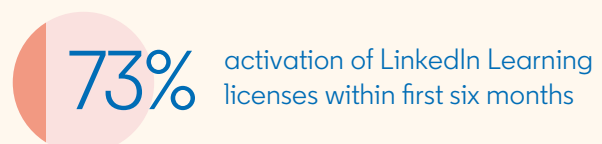
The Results:

- 73% activation of LinkedIn Learning licenses within first six months
- LinkedIn Learning now reaches half of TVH knowledge workers

As a global leader in supplying machinery parts and a specialist in second-hand lift trucks and aerial work platforms, TVH is a rapidly growing organisation with a diverse geographical footprint, and a fast-evolving business model. The company's strategy calls for its expanding workforce to stay agile. That requires a nimble approach to learning, but also a sustainable approach to building a learning culture.

When he joined TVH just over two years ago, Training & Development Manager Koen Mathys knew that online learning had to play a role in the strategy going forward. "We had lots of learning activity in our HQ and main branches but it was very difficult to include our smaller teams in these initiatives," he recalls. "We also had a very specific need from our IT organisation, which was growing very quickly. They found themselves having to run the same basic training month after month, and this was really slowing the onboarding process."

The decision to adopt LinkedIn Learning and integrate it with TVH's Success Factors learning portal addressed these needs, and much more. It has provided the business with an adaptable online learning platform that is proving invaluable during its transformation.



How TVH built momentum for online learning

Koen and his team took a deliberately phased approach to rolling out LinkedIn Learning at TVH, identifying three pilot projects where the platform could make a real difference to immediate business needs. For the IT team, they designed eight learning paths for different functions, which played to LinkedIn Learning's strengths in covering a wide range of IT topics and programming languages at an introductory level. For members of the project and change management community, who were tasked with leading a restructure and new five-year plan for TVH, they developed learning plans focused on business agility and soft skills. For the company's leadership academy, they used online learning to extend the reach of classroom training and make leadership resources more accessible across territories.

"In the beginning, we focused our license allocation where there was greatest need in the organisation, and built momentum from there," says Learning & Development Specialist Hermien Wittouck, who joined TVH to help lead the roll-out. "In a lot of these areas, training was limited by geography before so adding an online component made a real difference."

"Launching the new five-year plan for our business was the trigger for expanding our number of LinkedIn Learning licenses," adds Koen. "Our teams need to be able to access information, 'just in time', finding what they need and learning quickly. The classroom-style approach to training couldn't keep up with that by itself. Based on the success we've had with our first three pilot learning programmes, we're now expanding quickly to other functions like sales and marketing. There are exciting changes going on across the business, and so this is going to be the direction we take going forward."

With team leaders increasingly integrating LinkedIn Learning into group meetings and recommending courses, the platform is seen as the first port of call for solving problems and answering questions. With 73% of TVH's licenses activated within the first six months and all activated within the first year, the momentum that's been built behind online learning shows the value of focusing on immediate business needs first.

What the learners say:

"It's been a good move for the business to focus more on online learning. Personally, the LinkedIn Learning app is how I consume a lot of the courses. It means that I can download them and watch on a plane when I'm short of time. When my team are starting with new programming languages, I often send them recommendations for courses that I've seen – but I leave them to do their own exploring as well."

Bert, IT Team Leader, TVH

"LinkedIn Learning is a great way to get started with new concepts and technologies. It's especially interesting for exploring management topics and soft skills. I've often found myself spending eight to ten hours a month on the platform, covering a range of different topics."

Maikel, Data Scientist, TVH