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**Challenge:** An outdated approach to training and development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.

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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

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- **Employee engagement one year after rollout:** 100%
- **Average monthly video views per employee:** 18
- **Logins from repeat learners:** 56%
- **Reach:**