

EPAM Invests in Building the Skills to Engineer the Future through LinkedIn Learning



Established: 1993 | Employees: 36,000+ | Industry: Information Technology & Services



EPAM Systems, Inc. leverages its software engineering expertise to become a leading global product development, digital platform engineering, and top digital and product design agency.

The global technology consultancy empowers its software engineers to accelerate their skills development with LinkedIn Learning.

The Challenge

- Scale learning and development to meet the requirements of EPAM's fast-growing employee population.
- Provide access to technical courses and soft skills development through a flexible online platform.
- Ensure strong take-up and active engagement to deliver a powerful return on investment.

The Solution

- LinkedIn Learning licenses to cover all 36,000+ EPAM employees.
- Relevant courses highlighted through EPAM's online learning portal.
- In-house training incorporates LinkedIn Learning modules.
- Availability of LinkedIn Learning highlighted in job ads.

The Results

- The average EPAM employee now consumes 6 courses and 2.5 hours of content per month.

43%

of LinkedIn Learning licenses activated within first three months

70%

of those with activated licenses watch video content regularly

EPAM Systems Inc., a leading global provider of enterprise software, design, and consulting services, knows the importance of organisational learning. Since its inception, the company has invested significantly in creating a continuous learning culture, in order to stay ahead of rapid evolution in the tech industry. The business thrives by maintaining world-class talent and through its commitment to engineering excellence. Forbes has ranked EPAM as one of the world's 25 fastest-growing tech companies for the past seven years.

That immense rate of growth challenges EPAM's Learning and Development (L&D) organisation to keep pace with training requirements. However, it also presents a unique opportunity to provide more than 36,000 employees with new ways to continually develop their skills. The L&D team realised they needed to disrupt their own model in order to meet the demand for learning from EPAM's diverse employee base. The company invested in LinkedIn Learning to augment its internal training curriculum with content sourced from relevant online courses. In doing so, it empowers employees with an accessible, scalable resource for personal and professional development.

"We already had an extensive training program in place internally," says EPAM's Head of Global Learning and Development, Irina Kureichyk. "However, most of our training content depended on having someone available to deliver it live, either in face-to-face sessions or virtually, through scheduled webinars. Courses that were a priority for our engineers could have long waiting lists, preventing some employees from accessing trainings in a timely manner."

It was this pain-point that inspired the L&D team to pursue new solutions. The aim was to ensure engineers could access the training they needed when they needed it, and progress through modules at their own pace.

Irina first identified EPAM's main learning challenges: accelerate the speed at which employees can learn and broaden the range of opportunities for skills development. Online learning emerged as one of the best solutions to meet those challenges, and inspire engineers and technologists to educate themselves continually. "We needed an additional platform that could provide all of the learning that our people needed, incorporating soft skills as well as technical ones," she explains. "That's why we chose LinkedIn Learning."

Irina and her team put together a business case for going all-in on LinkedIn Learning, emphasising the importance of continuous skills development, supporting growth, and the role of learning in making EPAM a preferred employer. Investing in a LinkedIn Learning license to cover every EPAM employee ensured that the solution would be available to all, and could scale with the business.

After only three months, the activation rate for LinkedIn Learning at EPAM had reached 43 percent, significantly higher than the rate most top performers achieve in their first year. Learners from EPAM are watching an average of six courses and about 2.5 hours of content each month. As LinkedIn Learning takes on a significant role across onboarding, in-house training and self-directed learning at EPAM, employees are attracted to the ease of use the platform offers.

“It’s great to be able to learn around my routine tasks, and on my mobile during my commute,” says one employee. Another explains: “The way that the LinkedIn Learning courses are split into short snippets is very powerful. I often use the platform to find technical skills or soft skills I’m working on. Short pieces don’t seem so scary, and you can take them at your own pace. Overall, it enables me to watch more and understand it more easily.”

Implementing Empowered Learning at EPAM

From the start, Irina and her team focused on ensuring the visibility of LinkedIn Learning at every employee touchpoint. They incorporated LinkedIn Learning modules into the company’s in-house training courses as part of a blended approach.

Additionally, EPAM’s bespoke learning portal now highlights relevant LinkedIn Learning courses whenever employees search for training options. If an employee registers for an in-person training program and is placed on a waiting list, they are alerted to relevant LinkedIn courses that they can access right away. This allows employees to structure their continual education around client work and other commitments. They can plan their own developmental learning rather than rely only on more traditional in-house models.

Besides making recommendations to those seeking learning opportunities, the L&D team launched awareness communications to rededicate EPAM employees to continual learning as a company value. “We published an article from

our Vice President emphasising the importance of continuous learning, and embracing different types of learning content,” explained Irina.

Employees testify to a developmental multiplier effect when they use LinkedIn Learning in coordination with other internal resources. “Recently, I had to plan and prepare a new application support specialist hire for my team,” says one. “I was able to create a learning path in LinkedIn Learning and the person was able to take the courses in three weeks. I was really happy with the level they got to, just through using the courses on LinkedIn Learning.”

The synchronicity between LinkedIn Learning courses and EPAM’s pursuit of knowledge on emerging technologies also helped drive employee engagement with the platform. “Having access to LinkedIn Learning courses on emerging technologies, like Blockchain, AR and VR, is really useful for enabling higher-quality conversations with clients,” says one learner. “In a wider sense, the soft skills content is excellent for relationship-building skills.”

With LinkedIn so swiftly integrated into the learning culture at EPAM, Irina and her team have a great foundation for driving even higher adoption and usage rates across the business, including highlighting the platform as a major employee benefit in job ads.

By implementing LinkedIn Learning alongside their existing training resources, EPAM has changed the way they approach continual learning, and found a tool to drive innovation and personal development for their employees.

“For the next stage, we’re planning to curate content and develop targeted campaigns for different roles and levels of seniority, focusing on the skills they need. The business case for LinkedIn Learning is already very strong, but by curating learning paths for people we can make it even stronger and further empower employees to take charge of their development so they can always deliver the best for our customers.”

Irina Kureichyk
Head of Global Learning and Development
EPAM

