



How the Ministry of Defence digitalised professional development with LinkedIn Learning.



**Ministry
of Defence**

About Royal Corps of Signals

Industry : Military

Employees : 10,000+

Headquartered in Blandford, UK

MOD's mission

As part of a huge organisational shift designed to meet the requirements of the new “technical” soldier, MOD has seen astonishing success with its custom LinkedIn Learning content - to the tune of 60,000 hours watched in the past six months alone.

60,000

The traditional military recruitment practice of hiring at entry level and shaping careers from the ground up creates unparalleled opportunities for developing world class specialisms and expertise. It also creates a unique challenge; the Army has fewer options for bringing in new talent at middle-management level. As part of a huge culture shift designed to meet the challenges of the information revolution, the Royal Corps of Signals invested in LinkedIn Learning – providing a solution that offers targeted upskilling throughout the organisation, while giving soldiers the flexibility of remote, blended and digital learning paths.



“The Army faces a fairly unusual challenge when it comes to learning and development,” Captain Neil Donaghy explains. “Because we tend to hire mostly at entry level, bringing in someone new doesn’t work in the same way it does in most organisations – and training our people takes a considerable amount of time.” Giving soldiers and students the flexibility to structure their learning around their work and family commitments has helped drive a more modern digital culture for the Royal Corps of Signals.

Modern warfare is data-driven and technology led. In order to keep up with the evolving need for soldiers and personnel with real technical skills, it was clear Capt. Donaghy and his team needed to explore a new, innovative approach.



“We identified a technical skills gap in our middle-management layer,” he continues. “Without being able to bring in experienced talent, this was a problem.” Accessible digital learning equipped the new “technical soldier” with the understanding and qualifications needed to support on a technical level.



The Army nurtures the talent of the individual. After entering at a junior level, personnel are encouraged into specialisms and supported with continuous training and development. The onus is on the individual to decide (as approved by the chain of command) on their chosen career path. This could be anything from technical skills to diverse thinking in leadership. People are encouraged to take courses to strengthen gaps in their knowledge. The legacy of comprehensive, best-in-class army training can now be complemented with diverse and accessible online learning.

Using LinkedIn Learning to digitalise the MOD's learning culture

Having set a significant benchmark within just 6 months, MOD continues to grow this offering so as to best support its personnel.

“For us, it’s about offering the opportunity for continuous personal and professional development outside of what we’d class as “formal training” Capt. Donaghy continues. “We’re already one of the biggest apprenticeship providers in the UK. Now we’re looking at how we can use LinkedIn Learning to improve that process for soldiers – and grow those skills from the bottom up. We also focus on helping personnel to lead well.”

By creating ‘learning champions’ within each of its smaller organisations, the MOD is working to drive activation across the board. In giving smaller organisations the freedom to create their own content and build bespoke learning paths specific to the way they operate, it ensures personnel can easily source the role-specific information needed to optimise performance.



The challenge

- To develop new learning and career pathways built around the needs of the new 'technical' soldier
- To provide flexible blended learning that can be taken on at speed and tailored to the needs of the individual

The solution

- 6,500 LinkedIn Learning licenses
- Custom content linking the Army with LinkedIn Learning
- Single sign-in linking the Army learning management system with LinkedIn Learning

The results

28,000

Courses
watched

60,000

Hours watched

250,000

Videos
viewed

*Data is from Q1



“We’ve been generating custom learning paths, creating our own content, and then feeding into it using LinkedIn Learning for an approach that suits us and our soldiers.”

Capt. Donaghy explains.

LinkedIn Learning

What the learners say

“ I love the flexibility of training at my own pace as well as how the organisation of sections makes the learning process flow naturally. Receiving a certificate as proof of your training can help further support your Career Development Plan. LinkedIn Learning has equipped me with current thinking and theories, such as the difference between agile and lean - and how we can use a combination to achieve the most effective output. The quiz at the end of each section helps consolidate my learning.



Chris Klass
(Warrant Officer Class One)

“ I’ve signed up for Leadership Fundamentals, Writing with Impact, Making Change Last, and Being Positive at Work – a particularly good one for me in a role that is high demand. LinkedIn Learning hones your competence on a comprehensive level, rather than training you in one specific area. A large amount of skills I’ve been learning via time-consuming leadership courses are actually readily available on the platform. I like how you can learn from people who are experts in their field.



Christopher Brown
(Warrant Officer Class One)

“

LinkedIn Learning continues to keep me up to date with new technologies. It's given me great insight into cloud computing used within the MOD, and has helped me to develop my existing security-based knowledge. This has made me more proficient when dealing with information systems and security issues, with a better understanding of potential threats to systems used within the MOD.

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Neil Shelley
(Staff Sergeant)

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