

How CIB and LinkedIn Learning enhanced digital education for the youth of Egypt

The challenge: Building a solid digital foundation for thousands of undergraduate students

- When COVID-19 disrupted the world, CIB needed to establish a digital learning foundation for its 6,900 employees.
- While digital literacy can be a challenge for some, it's important to CIB's employer branding.
- They needed a solution to help employees adapt to non-traditional learning, navigating a digital learning platform and become familiar with its guidelines.

The solution: Bridging the skills gap through LinkedIn Learning

- LinkedIn Learning provided a dynamic and flexible learning platform that helped employees onboard quickly and improve their skill set with a variety of personalised courses.
- The Egyptian company was impressed with LinkedIn Learning's one-stop-shop educational approach.
- With 2,000+ licences used by CIB's employees, the partnership's success solidified the bank's leadership position as a learning hub for the younger generation.
- CIB and LinkedIn Learning further collaborated on "Future Employee for Digital Era": a summer internship that focused on evolving technological advancements, including Bitcoin, Fintech, AI and cloud computing.
- The program provided students with a unique and accessible learning experience.

5K+

Completed courses

10K+

hours spent on LinkedIn Learning

16K+

undergraduates completed the 2023 summer program.



Banking | 6,900 employees

Goal: Build a solid digital foundation for thousands of undergraduate students



This partnership underscores CIB's commitment to enhancing its employees' growth and development. The bank is dedicated to supporting its employees by fulfilling their potential through broadening their knowledge and expertise within their respective fields."



Mohamed El Senary

Chief Human Resources Officer (CHRO)
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