



# Globe builds a holistic approach to talent development with LinkedIn

## Challenge

### Leverage learning to spark transformation

With the mission of creating a wonderful world, Globe enriches the lives of the Filipino people and businesses with customer-centered services powered by cutting-edge technology.

Having built one of the Philippines' largest telecommunications networks, Globe has since expanded into new ventures across financial and digital services, entertainment, and advertising.

As a people-focused business, Globe is committed to investing in its employees – who serve as its foremost competitive advantage. The company continually seeks new ways to attract, develop, and engage its employees – known internally as Ka-Globes – so they may harness the full potential of the Globe workforce to usher in new growth opportunities and create the "next Globe".

Globe recognized that the right learning solution would enable them to take a more holistic approach to talent development. They needed a committed learning partner that could provide expert insights on innovative learning approaches to support the company's capability-building strategy.

The business sought a robust learning solution with high-quality content that could help infuse the organization with the knowledge and skills to support digital transformation, foster customer centricity, and build business-critical capabilities. Globe also needed a partner that could support its diverse learning requirements.

## About Globe

Globe is a leading telecommunications company and one of Asia's top employers. The organization strives to enrich the lives of its millions of subscribers by delivering the best personalized products and services. With a focus on building a service culture that puts people first, Globe's mission is to create wonderful experiences that enable its customers and employees to have choice, overcome challenges, and discover new ways to enjoy life.

### Goals

1. Building Skills to Meet Business Demands
2. Scale Learning

### Employees

8,000+

### Industry

Telecommunications

### Headquarters

Taguig City, Philippines

### Reach

APAC



## Solution

# A collaborative approach to L&D

### A true learning partnership

Globe worked closely with the experts at LinkedIn to elevate employees' learning experience – beginning with a rollout of the LinkedIn Learning Enterprise Program across the entire company.

LinkedIn's team of dedicated specialists helped Globe University integrate the platform with Workday – ensuring each Ka-Globe could easily access their learning content.

More than 100 learning champions collaborated with subject matter experts to co-create competency and role-based learning paths – empowering employees to take charge of their own learning and development.

In total, the organization created more than 1,800 learning pathways, which were promoted via company-wide learning campaigns and recognition programs to drive wider adoption.

### From onboarding to leadership development

Globe also developed a special learning pathway to help new employees smoothly integrate into the organization.

The onboarding module focuses on helping new Ka-Globes develop a deeper understanding of how technology can provide life-changing customer experiences – which they will eventually champion as Globe employees.

Globe is also using LinkedIn Learning to empower high-potential talent to develop the skills they need to succeed in their current and future roles. Now, special learning pathways are mapped against Globe's Leader's Success Profile.

### End-to-end talent development

With the help of LinkedIn Learning, Globe has built a blended learning environment and nurtured a self-driven learning culture that inspires and supports Ka-Globes to bring their best selves to work. Employees are competent, driven, and best-in-class in the work that they do. Other Globe portfolio companies have also adopted LinkedIn Learning as their digital learning partner.

With the help of LinkedIn, Globe is now integrating digital learning across the talent lifecycle – from acquisition to performance reviews. Globe leaders are confident their L&D offering will prove potent in attracting and retaining the best talent long into the future.



We want to inspire our employees to bring their best selves to work. LinkedIn is a strong strategic partner that empowers our team with the tools and support to develop the skills and mindset needed to think differently about what's possible."

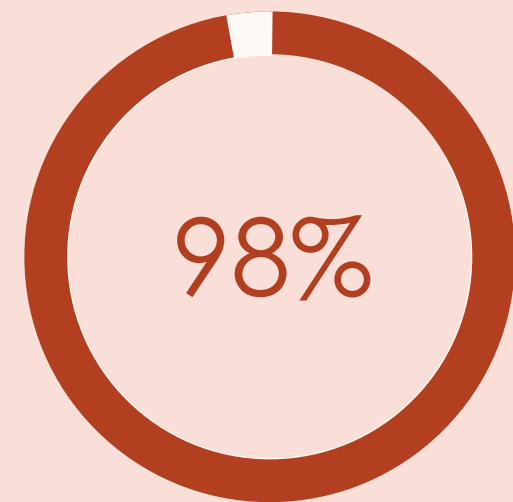
**Renato Manuel Jiao**

Chief Human Resource Officer



## Results

With unprecedented uptake across the organization and 326,000+ total courses completed, Globe is demonstrating how LinkedIn Learning encourages employees to own their learning and development.



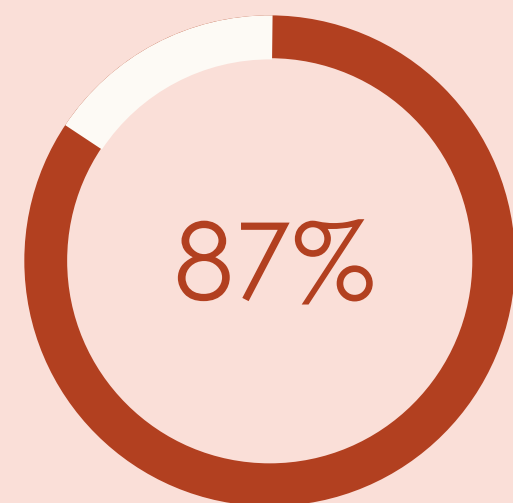
Learning has become a habit, with almost all Ka-Globes completing a digital learning course.

The total number of employees reached increased by 11% in 2021.



Employees completed 2.5x more courses in 2021, averaging 40 courses per Ka-Globe.

With 5,000+ unique courses, Globe caters to diverse learning needs and interests.



In just one year, 87% of Ka-Globes completed 10+ learning courses.

The increase showed growing interest in self-directed learning across the business.



As Globe continues to evolve, it is more important than ever to invest holistically in our people. Our partnership with LinkedIn enables us to elevate our learning, engagement, and hiring experiences and put human skills at the heart of our talent strategy.”



**Renato Manuel Jiao**

Chief Human Resource Officer

