



Going All-in With LinkedIn Creates a Culture of Learning at Onyx

Challenge: Establish a comprehensive skill development program for a diverse, multinational workforce

- The company was providing development resources to employees on an ad hoc basis, finding content upon request and providing it to the appropriate teams in the organization.
- Onyx needed a skill development platform that could satisfy the needs of a vast, diverse workforce (350 employees in 21 countries across three continents) more quickly and provide automated reporting.
- The platform had to be both technically sophisticated for Onyx's technology teams and expansive enough for the rest of its sprawling, international staff.

Solution: Implement LinkedIn Learning's vast library of training resources

- The company gradually rolled out **LinkedIn Learning**, launching first with a select group of managers. It was so popular that the company had to increase its number of licenses to meet demand.
- A perfect 100% activation rate among employees, two-thirds of whom are repeat learners.
- Implemented a DEI-focused training curriculum, including topics such as Allyship, Juneteenth and Pride Month, to help instill company values.
- Connected **LinkedIn Learning** courses to specific roles within the company to help employees chart a career path and move up within the organization.

Enterprise Software | 350 employees

Goal 1: **Scale Learning**

Goal 2: **Inform Talent Strategy**



Learning and development is especially important for the new generation of job candidates, even more than salary in some cases. We want to show employees, 'We invest in you.' It's something we take very seriously."

Ingvild Jakobsen HR Director



activation rate throughout the organization



LinkedIn Learning videos viewed by employees



of participants are repeat learners, above the industry average of 55%



Reach

