



**LinkedIn** Learning

# 3 Ways Energy Queensland is Energizing its Workforce for Tomorrow

Head office: Townsville, Queensland, Australia

Industry: Utilities

Employees: > 7,000



Energy Queensland is 100% Queensland owned. Through its Ergon Energy and Energex network business, it distributes electricity to 2.25 million customers in their homes, businesses and communities. Its retailer Ergon Energy Retail sells this electricity to customers throughout regional Queensland, while Yurika provides industry and utility services right across Australia.



Today, energy customers demand greater affordability, reliability, sustainability, and technology which presents both challenges and opportunities for companies in the energy industry. [Energy Queensland](#) has embraced continuous learning to prepare its employees for the jobs of tomorrow while recalibrating itself for the future of energy—and [LinkedIn Learning](#) is helping them get there.

## The Challenge



- To keep up with changing industry realities to ensure that the organisation continues delivering better outcomes for its customers and employees
- To engage a diverse workforce, including a sizeable population of field workers who have unique learning needs and work routines.

## The Solution



- Provide access to LinkedIn Learning for all employees.
- Identify the learning needs of different employee groups and customise learning paths for them.
- Secure management buy-in and leverage marketing tactics to encourage learning as a habit.

## The Result

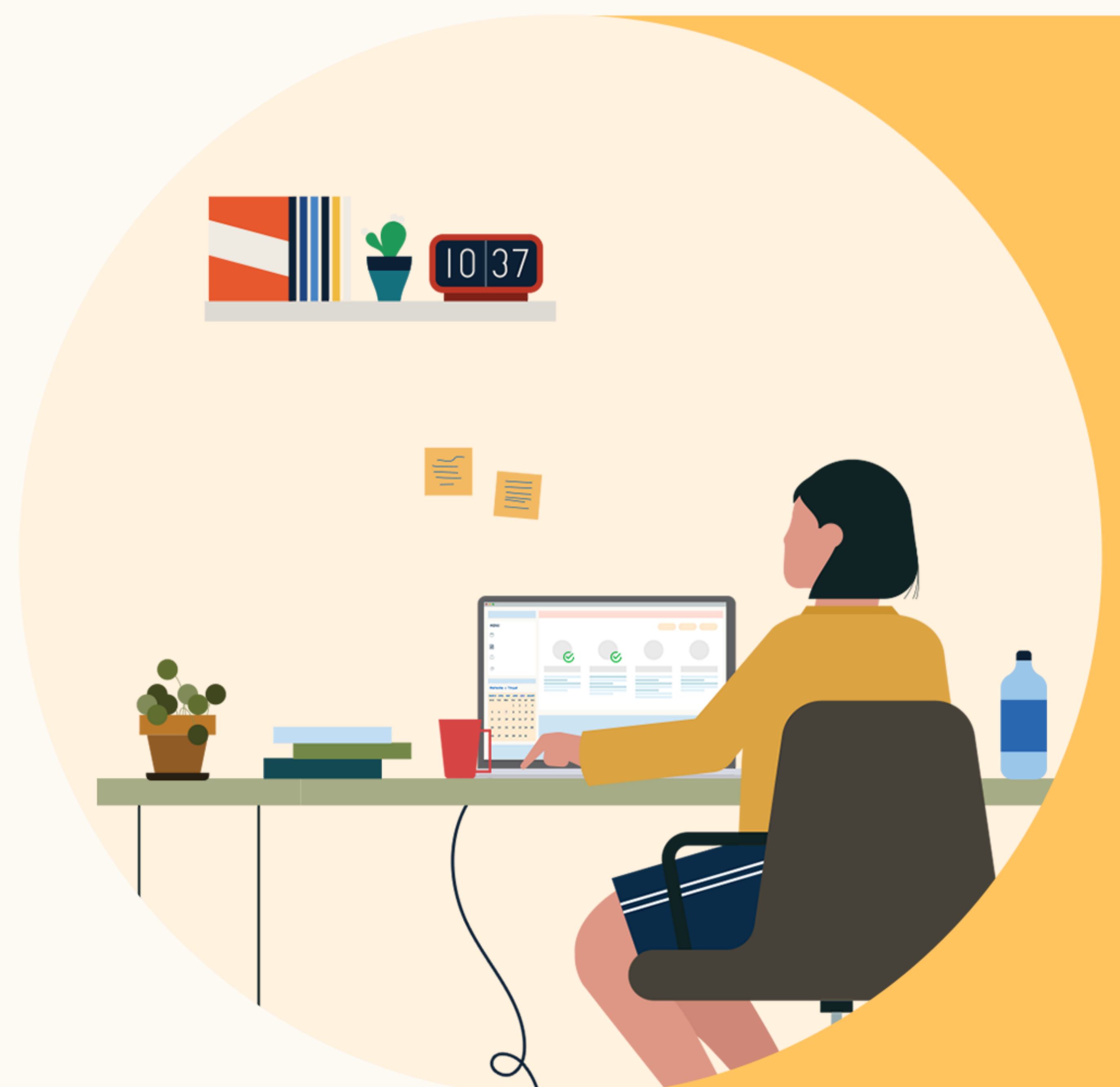


In the first 10 months of roll-out:

- More than **45%** of the employees have used LinkedIn Learning, who have
- Recorded **7,020** learning hours, and
- Completed **4,679** courses.

## Taking online learning to the next level

The transition to LinkedIn Learning was a natural one for Energy Queensland, which already had been using e-learning for regulatory and compliance training. To build on this and give all employees online and on-demand access to bite-sized learning content was an exciting prospect for Ash Turner, Program Manager of People Strategy, Communications & Change. To secure early success, Energy Queensland used a three-pronged ‘Pilot, Pitch and Promote’ strategy.





## Thrust 1: Pilot to prove value

“We started with a month-long pilot programme with 100 employees. Using data and insights from the pilot, we performed a cost-benefit analysis and the results proved that LinkedIn Learning was delivering value to our people in a cost-effective way for the business,” explained Ash.

This approach helped secure the budget to invest in more than 7,000 LinkedIn Learning licences for Energy Queensland’s entire workforce but, for the deployment to be successful, the team needed more than management approval; they needed buy-in.

## Thrust 2: Pitch to learner needs

With an ambitious learning target of two hours per month for all employees locked in and senior executives encouraged to lead by example, Ash focused on ‘pitching’ LinkedIn Learning to internal users. He scheduled sessions with teams and departments, provided guidance on how to maximise the use of LinkedIn Learning and worked with managers to identify specific learning needs. These were then translated into curated learning paths in LinkedIn Learning to make it easier for teams to get started.

“The combination of defining different groups of learners, creating unique learning paths, and using the Recommend feature to push content to learners is really powerful,” said Ash. “We’ve tracked the numbers and seen that when the Recommend feature is used judiciously, the view count goes right up.”

This customised approach helps learners zoom in on learning content that is relevant to their role while enjoying on-demand access to LinkedIn Learning’s 16,000 courses and counting — a resource that Project Manager Beck Gower, an avid user, appreciates.

“On LinkedIn Learning, you can search for any topic and you’re guaranteed to find at least 10 useful resources to help you out of a tricky situation. It’s a fantastic addition to our already-large suite of support tools,” she said in her feedback.

## Thrust 3: Promote to gain traction

To turn access and awareness into action and traction, Ash developed full communication and marketing plan. Using a mix of promotional material, seasonal campaigns, success stories and gamification, in addition to active feedback gathering and executive sponsorship, Energy Queensland achieved a 45% activation rate within 10 months—and feedback from its people is encouraging.

“LinkedIn Learning makes the learning process easier as the courses are broken up into short videos. This helps me focus my attention better. After each video, I also have the chance to process what I have just watched,” shared Jenny Down, a second-year graduate electrical engineer.



## Building on success

Positive feedback is also coming in from field workers like Jasmine Swinton, a fourth-year trade apprentice. She appreciates that the organisation has made LinkedIn Learning free for its employees, saying, “I’ve bought plenty of books for professional development in the past, but I think a lot of people, like me, would prefer to just get the crucial points from a video in an hour.”

This is significant for Ash because field workers, who form a sizeable part of Energy Queensland’s workforce, have a unique set of needs, challenges and routines when it comes to learning at work.

“With LinkedIn Learning’s anywhere, anytime content, we have made in-roads into strengthening our culture of learning. Moving forward, our focus will be on building success across all our employee groups, including refining our learner engagement strategy for specific groups like field workers,” said Ash. “We’re excited to bring the benefits of learning to all our employees as we prepare for the future of energy together.”



“ We did a cost-benefit analysis of LinkedIn Learning and found it to be very cost-effective given the value it offers. With LinkedIn Learning, our people have the freedom and flexibility to learn whatever they want, whenever they want, while we can quickly track key learning metrics and measure effectiveness. It’s just remarkably easy to deploy. ”

**Ash Turner**

Program Manager, People Strategy, Communications & Change  
Energy Queensland

## About LinkedIn Learning

LinkedIn Learning is a leading online learning platform that helps professionals learn relevant skills and achieve their goals. It combines a library of 16,000+ up-to-date courses in 7 different languages with an engaging, intuitive, and personalized learner experience. LinkedIn Learning also includes real-time skills insights that help learning leaders identify skills gaps.

For more information, visit <http://learning.linkedin.com>.