



CACTUS taps LinkedIn to make learning personal on a global scale

Challenge

Empower a company-wide culture of learning

Cactus Communications helps the scientific community reach a global audience. Over two decades, it has supported more than 500,000 researchers to bridge the communication gap across disciplines, industries, and languages.

As a leader in a niche industry focused on promoting knowledge sharing, CACTUS wanted to support all of its employees in becoming lifelong learners. It sought to instill a culture of learning across the entire organization and encourage staff to dream big by upskilling, exploring new areas of interest, and 'owning' their professional development and growth.

While staff were eager to learn, many did not see how learning aligned with their current workloads and future career goals. Leaders sought a learning solution that could provide its entire workforce with a variety of convenient and relevant learning options, and as a global organization, offer expert-driven learning content in multiple languages, including Mandarin and Japanese.

Being a remote-first organization with staff spread across 10+ countries, CACTUS also needed a learning solution that could support all of its workers to learn from anywhere, and complement its formal training programs.

About Cactus Communications

Cactus Communications is a technology company accelerating scientific advancement. Originally founded as a language editing business in 2002, its initiatives, services, and platforms now empower key players in knowledge creation, communication, dissemination, and promotion. With offices in 10+ countries around the world, CACTUS aims to be the voice of science – helping the scientific community create a meaningful impact on everyday life.

Goals

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

Employees

1,200+

Industry

Professional Services

Headquarters

Mumbai, India

Reach

Global

Solution

Learning when, where, and how you want it

Demonstrating impact

In keeping with the organization's agile approach, leaders ran a pilot program with LinkedIn Learning for 250 employees. Having evaluated several potential learning platforms, they selected LinkedIn for its wide variety of high quality courses and the ability for users to learn in their language of choice. In just a few months, participants had spent more than 7,000 hours learning skills such as time management, leadership, and goal setting – prompting leaders to roll out the LinkedIn Learning Enterprise Program globally.

Building engagement

CACTUS built excitement around the availability of LinkedIn Learning by creating informational videos, running webinars, and hosting friendly learning competitions. Top learners were also recruited as ambassadors and created short videos to share their new skills with colleagues.

Supporting a remote first team

A key focus for CACTUS was supporting its team to remain successful no matter where they worked. L&D leaders drove remote engagement by recommending relevant courses focused on helping staff build a growth mindset. With LinkedIn Learning, employees had the tools they needed to learn at their own pace and 'own' their development.

Learning for the future

To drive further engagement, leaders also began mapping existing roles and core competencies to LinkedIn Learning content. When staff log into their learning management system, they see LinkedIn Learning courses that are relevant to their roles and career development. The company also began incorporating learning content in manager training, using a blended approach to support up-and-coming leaders in developing relevant skills.

With LinkedIn, CACTUS employees can live their company values of dreaming big and continuously developing their knowledge and skills.



The L&D team's goal is aligned to our mission statement 'to enable people to reach their highest potential' and drive a culture where learners are encouraged to 'own' their development. LinkedIn Learning has changed learners' perspective towards online learning and enabled a 'growth mindset'."

Payal Chacko Head of Learning and Development



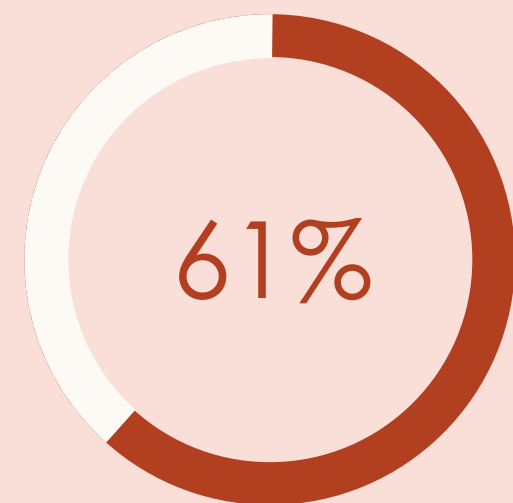
Results

LinkedIn Learning is supporting Cactizens to reinvent the way they work and drive their own development – even helping some staff to secure new roles.



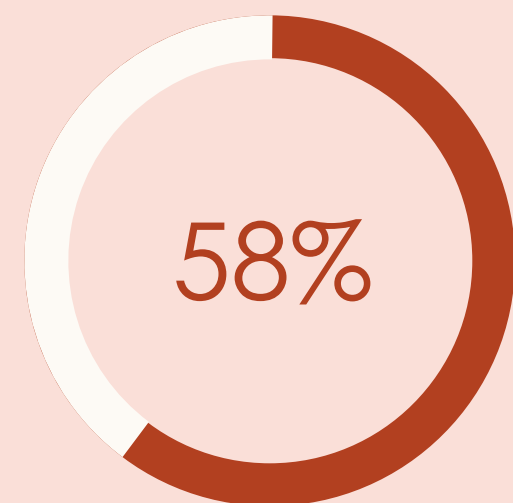
In just three months, staff watched more than 10,000 learning videos.

Employees spent more than 460 hours learning in three months



Around 61% of users are repeat learners.

CACTUS employees average 19 video views per month



Nearly 60% of employees have activated LinkedIn Learning.

Around one-third of employees log in each month



Having implemented LinkedIn Learning, staff who are keen to learn can get started straight away. It's changed employees' perspectives toward online learning and they now view it as useful and relevant to their role and their future."



Prerna Khanolkar
Senior Associate, HR