



#### About the British Columbia Securities Commission

The British Columbia Securities Commission is a government agency responsible for regulating capital markets in British Columbia, Canada, through administration of the provincial Securities Act. An independent agency, the commission is self-funded; costs are borne by market participants not taxpayers. Headquartered in Vancouver, the agency employs 240 people.

## Securities Commission provides staff with cost-effective online training on hundreds of topics

In a Spring 2013 survey, employees of the British Columbia Securities Commission (BCSC) overwhelmingly asked for more training opportunities.

But the agency found it difficult to deliver.

“Our managers’ hands were tied,” said Suzan Lee, BCSC research librarian. “Things were running very lean. It was difficult to release staff to go to offsite training. It was quite expensive and time consuming. When they did go offsite, it was often locally but sometimes to the East Coast or United States for up to a week.”

BCSC needed a way to provide a wide range of employees with efficient, cost-effective training. And the agency needed a learning tool that staff could use on demand at their own pace.

#### Solution: lynda.com

In August 2013, Lee herself needed some training. She was working on a project to implement Google Analytics® and sought a refresher course. “I looked into it, and for the purposes of our project we bought five lynda.com licenses.”

This came amid an agency-wide upgrade to Microsoft Office 2010® from Office 2003®, and as employees were attending Microsoft Word®, Excel®, and Outlook® trainings that each lasted a half a day, Lee said. Because lynda.com teaches Google, Microsoft, and hundreds of other topics, “I quickly realized that it could meet our needs in so many different ways.”

Intrigued by the promise of online learning, BCSC evaluated several providers, Lee said. “lynda.com won out because of its pricing model. It doesn’t slice and dice different types of courses. It doesn’t prevent me from taking developer courses if I am initially interested in business skills. The navigation tool is really great. And we really liked the ability to search within a particular course, which lets you relearn something very, very quickly if needed.”

The organization in December 2013 rolled out several dozen seats of lyndaPro, which is ideal for groups, teams, or departments. It lets BCSC provide employees with unlimited, 24/7 lynda.com access—at work, home, or on-the-go.

**BENEFITS**

- Costs less than offsite training sessions
- Helps onboard new employees
- Provides staff with an engaging value-added benefit

"I would say to any organization, 'Figure out how much you spend on training and take a look at the courses that lynda.com offers. It's a low-hanging fruit. It's a way of saving money immediately.'"

Suzan Lee, BCSC research librarian

**Result: convenient instruction**

With lynda.com, BCSC staff can train on software, creative, and business skills at their office desks; they no longer need to rely on offsite sessions. And they can download lynda.com courses to a mobile device and view them offline—for example, during a morning commute.

These conveniences contribute to the cost-effectiveness of lynda.com, Lee said. "We don't have to spend money on hotels, on rental cars, on flights. And it's a fixed cost, so we can easily manage it, knowing how much it's costing us right now. It's helping us to really reduce the cost of training our staff."

"I would say to any organization, 'Figure out how much you spend on training and take a look at the courses that lynda.com offers. It's a low-hanging fruit. It's a way of saving money immediately.'"

From Microsoft Excel, Outlook, Word, and SharePoint® to Gmail™ and Adobe® Creative Cloud, BCSC employees have trained on a wide range of applications—learning skills at all levels from beginner to advanced. They've explored an equally diverse range of topics including social marketing, programming languages, email, and soft skills such as how to be more productive, give a presentation, and have difficult conversations.

"It's really amazing to look at the usage, and at the courses that have been taken that I never would've expected," Lee said. "I can tell when employees first talk to me about Outlook, Excel or Word, that there is an innate stress they have. After they try lynda.com, when I go and talk to them a few months later, I ask, 'How is Excel going?' They say, 'Oh, it's going great.' They are relaxed. I'm sure that that increases their productivity."

One employee noted that lynda.com is "very convenient and easy to understand."

Another called it "quick, practical learning."

Two key benefits are "knowing that it's available and the sheer breadth of information it provides," said yet another employee.

Newly hired BCSC workers receive a one-on-one or small group introduction to lynda.com, which helps orient them with Microsoft Office and other common workplace tools.

"I encourage them to use it as an interactive reference user manual, because it will always be refreshed," Lee said. In addition, "Users can learn skill sets discretely. In my role, people often come to me, telling me what they don't know. And they don't want it to be known that they don't know something. I can recommend lynda.com."

BCSC increasingly incorporates lynda.com training into employee performance plans, Lee said. "It's very flexible, which makes this easy. It gives a manager the amazing ability to say, 'Here it is. Go to it.' It gives our managers a ready answer for staff when they need some sort of training."

#### North America Headquarters

lynda.com  
6410 Via Real  
Carpinteria, CA 93013

**Phone:** 1 (888) 335-9632  
**International:** +1 (805) 477-3900  
**Fax:** 1 (805) 477-5604

**Website:** [www.lynda.com/enterprise](http://www.lynda.com/enterprise)  
**Email:** [sales@lynda.com](mailto:sales@lynda.com)

#### EMEA

lynda.com  
68 Lombard Street  
London EC3V 9LJ  
United Kingdom

**Phone:** +44 (0) 20 7868 1600  
**Fax:** +43 (0) 720 80 5000 99

#### APAC

lynda.com  
Level 23, Tower 1  
520 Oxford Street  
Bondi Junction NSW 2022  
Australia

**Phone:** +61 2 9779 1582  
**Fax:** +61 2 9513 8888

#### British Columbia Securities Commission

[bcsc.bc.ca](http://bcsc.bc.ca)

© 2015 lynda.com. All rights reserved. The lynda.com logo is a registered trademark of lynda.com. Microsoft, Excel, Office 2010, Office 2013, Outlook, SharePoint, and Word are registered trademarks of Microsoft Corp. Google, Gmail, and Google Analytics are trademarks or registered trademarks of Google, Inc. Adobe and Photoshop are registered trademarks of Adobe Systems Inc. Facebook is a registered trademark of Facebook, Inc.

Like many organizations, the agency views lynda.com availability as a value-added employee benefit that can help attract and retain staff, Lee said. “We have people taking tutorials that are unrelated to work, which is fantastic. If they want to do something with Photoshop, if they want to become a web developer, or if they want to figure out the privacy settings on Facebook, they can do so without spending vast amounts of money going to classes.”

#### Looking ahead

BCSC plans to continue promoting lynda.com to new hires and other employees.

In addition, Lee said she expects to increasingly gather data on the success of lynda.com—relying on the detailed reporting capabilities of lyndaPro to capture metrics that further illustrate the positive impacts on staff learning and development.

“We are reminding our managers to go to lynda.com first,” Lee said. “They are more than happy to do that, because it means saving money from their budgets for something else.”