Randstad Sourceright's blended learning approach reignites employee development

With more than 2,500 talent experts in 70+ countries, Randstad Sourceright is a global player in talent acquisition and development. In a rapidly changing marketplace where HR has become an engine of strategic leverage, the company specializes in helping organizations everywhere discover and develop top talent through custom long- and short-term recruiting strategies.

Challenge: Meeting the development needs of a modern workforce

Randstad Sourceright is in the business of talent acquisition and development— and that focus naturally encompasses the company's own workforce. To fulfill their commitment to employee growth, Randstad was running a traditional learning and development (L&D) program that consisted mainly of classroom learning.

In recent years, the limitations of that program were becoming increasingly apparent. With little or no in-class opportunity to practice new skills, employees weren't getting as much as they should have out of classroom sessions. Plus, the class range was limited, so employees struggled to find courses relevant to their career goals in recruitment and leadership. It was time to shift to a platform that would better accommodate the unique needs of a modern workforce.

Solution: Lynda.com from LinkedIn

Rather than do away with classroom learning altogether, the L&D team in the company's EMEA offices opted for a blended approach, revamping their program using Lynda.com. "We knew it would be more effective than just e-learning or classroom training separately," said Bernadett Hadobás, senior learning and development consultant.

To best introduce Lynda.com into their existing program, the team mapped Lynda.com content to the curricula for in-person classes. Learners were required to watch a course online before attending a class. In addition, internal promotion was pivotal for adoption. "We promoted Lynda on different platforms and in different ways, to make sure that employees were aware of this great resource," said Hadobás. One crucial channel was the company's newsletter. "We highlighted the fact that learners can download videos and watch anywhere, and they can access Lynda.com on their mobile phones. So it's a much more modern way to learn."

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Challenge
- Apply company values to individual development plans
- Support a modern workforce with a flexible approach to learning
- Create opportunities to practice new skills

Solution
- Blended learning program with e-learning and face-to-face classes
- Content mapping to individual job roles and knowledge levels
- Easily accessible learning libraries

Result
- 100%+ increase in courses completed in the first month following blended learning implementation
- 82% adoption rate
- 89% increase in hours viewed
- 86% increase in average viewing time per login
- Increase from <1 to 8 hours of learning quarterly per learner
- More effective classroom sessions

Result: Stronger metrics and a more robust learning program

Almost as soon as Randstad Sourceright implemented blended learning, their metrics took off—and after a year of using Lynda.com, adoption was at 82%. Employees were suddenly consuming training like never before. The company has seen an 89% increase in hours viewed and an 86% increase in average viewing time per login. And the mandatory pre-classroom Lynda.com courses have produced a 100+% increase in courses completed.

Lynda.com usage stats aren't the only reflection of blended learning's success at Randstad Sourceright. The L&D team has also noticed a spike in the effectiveness of classroom time. "Thanks to Lynda.com, in-person classroom sessions were more personalized to the group's needs," Hadobás said. "For example, we had a Communication class for beginners, and they had to complete the Learning to Be Assertive course before attending. The trainer knew the content, and the participants were aware of the theoretical basics, so they spent more time on practicing. The class became much more interactive."

A broader range of courses to expand skills

Lynda.com's benefits extend beyond the connection to classroom learning. "If we don't have a class available for a topic, like dealing with stress, we can find courses about it on Lynda.com and share that with the employees via our newsletter," said Hadobás. "It's a great level of customization." This has allowed employees to expand on skills that help them better themselves in a variety of ways. That's evident in the wide range of Lynda.com courses viewed by Randstad Sourceright employees—everything from stress management and communication to industry-specific topics like recruitment.

Content mapping increases exploration

Content mapping for all levels of learning is yet another reason the blended learning program has been so well received. "Lynda.com let our team leaders create playlists for specific roles or employees, so that relevant material and great recruiting content was easy for learners to access," Hadobás said. And from there, learners are able to explore. "The learning libraries on Lynda.com helped employees discover additional content, so they got even more out of their learning experience."

Randstad Sourceright plans to continue with tailored content mapping with Lynda.com, and is working to expand its program locally. Hadobás said, "We want to make sure our employees are able to learn and grow as much as possible. Using the multilingual content on Lynda.com will be a good way to provide structured learning for all our teams in Hungary."

With employees averaging 8 hours of learning quarterly—compared to less than a single hour before the introduction of blended learning with Lynda.com—the L&D vision at Randstad Sourceright has truly come to life. More than ever before, the company is delivering on its commitment to nurture internal talent.

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