



## Zillow Group offers career development opportunities with Lynda.com

Zillow Group houses a portfolio of the world's largest web and mobile real estate brands, focusing on every stage of the home lifecycle: renting, buying, selling, financing, and home improvement. Zillow Group also works with thousands of real estate agents, lenders, and rental professionals, helping them reach millions of consumers.

### Challenge: meeting company-wide demand for career development

For three years running, Zillow Group has been recognized as a top place to work by several leading employee review sites. The company earned its high marks due in part to its commitment to providing team members with opportunities for growth and empowerment – both personally and professionally.

To fulfill its commitment to career growth, Zillow Group's Learning and Development team is tasked with connecting employees to specialized training programs and development resources. Their mission is to help employees acquire and strengthen workplace skills, including team management, public speaking, and email etiquette. But until recently, the company was offering only online resources specific to Zillow Group knowledge. In an effort to serve broader audiences, the team needed to find a way to provide more training materials, covering a wider array of skill sets and topics.

But with only a small on-site team to develop new training content, Zillow Group didn't have the in-house resources to meet demand. That's when they decided to look beyond their existing learning management system. "We needed a solution that could be implemented immediately, and one that already contained a wide variety of high-quality content," said Lauren Miller, Learning and Development senior program manager.

### Solution: Lynda.com from LinkedIn

It didn't take the Zillow Group team long to find a solution that offered a large amount of content and could be rolled out quickly. "There just aren't any other solutions that can match the quality and variety of classes on



### Challenge

- Meet increasing demand for career development and training resources
- Provide educational content for a wide variety of employees across the organization

### Solution

- Mobile-friendly content and downloadable courses
- Learning paths to develop knowledge and leadership skills

### Result

- 98.75% activation rate
- 27% of learners viewing courses in a single month
- 72-minute average learner engagement time since adoption
- Energized a culture of learning and career development

Lynda.com,” said Corina Kolbe, Zillow Group’s director of Learning and Development. “It’s clearly the gold standard for eLearning platforms.”

To speed adoption of the platform, the Learning and Development team generated interest through an informal awareness campaign.

“We would slip in references to Lynda.com during all-staff meetings and new-hire orientations,” said Miller, “letting people know that it had thousands of courses that could be consumed online or on mobile, and that there were learning paths to help them get started.”

## Result: strong activation, strong engagement

Considering the company’s focus on career development, Zillow Group employees took to the platform right away – and reception has been enthusiastic. “Team members often tell us how great a resource Lynda.com has been – and how happy they are to have it,” said Miller. “And that makes us happy.”

In particular, the team has really enjoyed how accessible the platform is. “It’s easy to get started,” said Miller, “and it’s easy to find what you need and what you want.” Employees are also embracing the ability to download content for offline and mobile use. “A lot of people really like the fact that they can enhance their skills from anywhere – commuting to and from work, or while at home. Everyone’s really taking advantage of Lynda.com’s flexibility.”

Ultimately, the team said that Lynda.com has helped Zillow Group foster a culture of career development – and improve day-to-day job performance. “We want the team to understand that career development is not just training for your next job – it’s also about developing the skills you use in your current position,” said Kolbe. “And Lynda.com has helped us do that.”

Zillow Group’s overwhelmingly positive feelings for Lynda.com are reflected in their usage metrics. Out of 2,000 seats, 98.75% have been activated. And it’s not just activation – people are using Lynda.com regularly: A recent monthly report showed 27% of learners signed in, for a total of 1,772 logins, with an average viewing time of 72 minutes per learner.

By giving employees access to Lynda.com, Zillow Group continues to make the sort of moves that have inspired team members to name it one of the country’s best places to work, three years in a row. And with the addition of this latest benefit, it’s likely a fourth year is on the horizon.

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**Corina Kolbe**

Director of Learning and Development  
Zillow Group