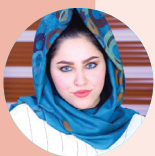




## How QiCard Used Competition to Create Learning Champions

QiCard employees using LinkedIn Learning spend double the time learning than the industry average for similar companies—and courses aren't even in their native language. QiCard is the national credit card in Iraq. How do they explain their success? Gamification. QiCard's L&D team challenged employees to learn as much as they could, marketing LinkedIn Learning as a way to sharpen their English and rise in their careers. Employees who completed at least 10 LinkedIn Learning courses received a letter of appreciation and were formally thanked by the QiCard leadership team. Usage of the learning platform spiked, and the employees who went above and beyond became champions for learning. The L&D team touted the champions' achievements as a result of learning and used their testimonials in emails, videos, and posters around the office.



*"[The contest] really raised the engagement and the addiction for learning."*

**Zainab Abdul Wadood**  
LMS Team Leader at QiCard



QiCard even created mini cardboard versions of their learning champions around this celebratory cake.