



How LinkedIn Learning provided EDF with “simple access to impactful people development”, and helped the energy business to win Gold for its learning and development journey

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Imagine running a pilot programme that was so successful, it immediately gained executive buy-in and was given approval to be rolled out across an entire organisation? That's the exact scenario that Lloyd Dean, Head of Digital and Innovative Learning, Emily Howell, Learning Culture Manager, and Ingo Perizonius, People Development Director, at EDF, found themselves in after they had conducted an immensely successful six-month trial of LinkedIn Learning. What they did not foresee was it being rolled out across their entire organisation 12 days later?

“We lived in an outdated world,” explained Ingo. “Our learning environment was hard to navigate, difficult to access and track. So, we decided to trial 500 LinkedIn Learning licenses.”

The trial measured a number of elements, with incredibly positive results. In fact, employees on the trial took part in six times more learning than on EDF's Moodle-based learning platform and 93 per cent of employees found the learning engaging.

The trial was being assessed when COVID struck. The Initial review had shown exceptional results. It was only a matter of time before LinkedIn Learning would be rolled out.

Ingo continued: “Things changed when our senior team approached me and Lloyd and asked how could we continue to support our employees during COVID? All physical and in-classroom training had stopped. We needed to give our employees access to resources to support them. The senior team wanted to know what tools we had at our disposal.”

The energy business needed a solution that would meet the needs of its employees and flex with a changing business landscape. It just so happened that the results of the LinkedIn Learning pilot were in. The data drove EDF's senior leadership team to authorise the company-wide roll-out of LinkedIn Learning. Twelve days later and LinkedIn Learning could be accessed by more than 13,000 employees.

Learning and development journey

“Before we started the trial, we conducted a learning audit amongst employees,” said Lloyd. “The feedback suggested that our employees were not happy. They wanted learning that was easy to access and easy to navigate. They wanted everything that LinkedIn Learning could do.”

To maximise license activations, access and usage of the new learning platform EDF needed to engage its learners in a new way, using marketing strategies rather than just information sharing. As a learning and development function this was completely new to the team.

Lloyd commented: “We went on a journey to get LinkedIn Learning set up, we went on a journey to get LinkedIn Learning implemented in a couple of weeks and we went on a journey to ensure the learning licenses were activated.”

Going for Gold

In 2020, the 10-strong learning and development team focused on LinkedIn Learning license activation. Now, the focus has shifted, and the team is looking at how it can make learning a habit and create a stronger learning culture. It is having positive results.

In fact, LinkedIn Learning is having a huge impact on the business. EDF won gold at the Learning Technologies Awards 2020 for Best UK Learning Platform Implementation. The judges said that EDF demonstrated a real understanding of its employees' needs.

Ingo concluded: “The award was wonderful. It supported our cause, which is to provide employees with simple access to impactful people development. LinkedIn Learning has enabled us to create a lot of impact so to win an award for our pilot, and be recognised by external experts, tells us that we're on the right track. It's recognition that we've done something special.”



CHALLENGE:

- Support employees at a time of need with a solution that suited their working environment
- Old learning platform was seen as a barrier to career progression and development
- Turn negative learning experiences into positive ones

SOLUTION:

- Deliver a user-friendly and easy to access learning platform
- Provide enhanced opportunities for learning through targeted communications and content
- Understand the employees learning journey and create a marketing campaign to increase engagement

RESULTS:

- 360,000 LinkedIn Learning videos watched and 16,000 hours of learning completed
- 87% of employees felt that LinkedIn Learning content met future learning needs
- Significant cost savings achieved by reducing the number of training providers

About EDF

EDF is the UK's largest producer of low-carbon electricity, meeting around one-fifth of the country's demand and supplying millions of customers with electricity and gas. It's leading the transition to a cleaner, low emission electric future, tackling climate change and helping Britain achieve net zero.

EDF in the UK is part of EDF Group, the world's biggest electricity generator. In the UK, the company employs around 13,000 employees.

NO. OF EMPLOYEES: 10,001+

HEADQUARTERS: London, England

INDUSTRY: Utilities

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The results



360,000 LinkedIn Learning videos watched and 16,000 hours of learning completed



87% of employees felt that LinkedIn Learning content met future learning needs



Significant cost savings achieved by reducing the number of training providers

In their own words:

“The deployment of LinkedIn Learning was delivered at a speed not seen before, the learning we are delivering is helping the business, influencing our decisions and determining how we approach projects.”

Ingo Perizonius
People Development Director, at EDF



“LinkedIn Learning has been a really valuable tool in our cultural improvement journey at Dungeness B power station. Specifically, it's supported a genuine learning culture within our leaders and helped foster curiosity. We've seen several local “learning loops” being self-created by our leaders to support their learning journey which clearly demonstrates the value add this tool has brought to us.”

John Benn
Station Director at EDF



“That sense of togetherness and trust is so crucial to be a high performing team, but more than that, it's made this my most fulfilling role at EDF in 16 years. Rolling out LinkedIn Learning to more than 13,000 employees in 12 days (and winning an award for that) made me beam with pride at what can be achieved with some focus, encouragement and teamwork.”

Fiona Hodge
Learning Curator at EDF



“We went on a journey to get LinkedIn Learning set up, we went on a journey to get LinkedIn Learning implemented in a couple of weeks and we went on a journey to ensure the learning licenses were activated.”

Lloyd Dean
Head of Digital and Innovative Learning at EDF



“We've been tracking what our employees have been organically looking at and sharing. This has enabled us to spot trends really quickly. And promote this content to a wider audience. Which has actually resulted in the highest peak of engagement levels so far.”

Emily Howell
Learning Culture Manager at EDF



What the learners say:

“I've been really enjoying the LinkedIn Learning paths that the team have been promoting via email, Yammer and externally through LinkedIn. I've started to plug myself in to sessions while doing my daily exercise.”

Susanne Henderson
Employee Engagement – Customers at EDF



“I've been using LinkedIn Learning for the last two months, both watching online and downloading podcasts and listening as I go. I find it really easy to find the courses I need.”

Nick Harris
Technical Training Developer at EDF



“LinkedIn Learning is much easier to use than other platforms we've had for learning and development. There's so much choice and variety of different courses. I also love that you can set a personal learning target. It really encourages me to log on, see what's new and see what other colleagues are watching.”

Lauren Straker
Senior Internal Communications Manager at EDF



“I think if we're trying to drive self-development and personal ownership of development this is a key service for our staff. I've worked at EDF for a long time and for me this has been the most worthwhile training platform provided.”

Gemma Wilcocks
Senior Business Analyst – Customers at EDF



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