



# Enriching the learning experience: How and why IHM adopted LinkedIn Learning to strengthen its learning culture

**IHM** BUSINESS  
SCHOOL

IHM Business School was founded in 1966 to address the educational needs in industry and trade and helping working professionals strengthen their business acumen while remaining on the job. Today, more than 50 years later, IHM Business School remains dedicated to increasing the competitiveness of the Swedish trade and industry. IHM blends practice, theory and digital learning elements to make education as relevant and effective as possible.

**LinkedIn** Learning



## Developing a lifelong learning culture

IHM strives to inspire people to create future business. In order to achieve this goal IHM students are placed in decision-making situations, where they get to test and develop their ability to apply their knowledge in real business scenarios.

David Nachmann, Development Manager at IHM, explains: “The aim of IHM Business School is to strengthen the learning capability and the culture of lifelong learning for our organisation and for our network of students. LinkedIn Learning has proven to be a good tool to support us with this ambition.”

## Growing demand for online learning

IHM has a flexible approach to learning and uses a variety of methods and resources to ensure students learn the skills they need. In-class lectures, self-paced study, project work, blended learning and flipped classroom learning are all employed. However, the recent digital transformation of IHM’s institutions in Stockholm, Gothenburg and Malmö has been key to fulfilling a rapidly growing demand for online education.

David continues: “IHM has used LinkedIn Learning as a tool to support our own change approach towards a more integrated digital ecosystem. We included it in the structure of our curriculum and it has been an important part of how we deliver the courses.

“Blended learning has also been part of IHM’s education strategy for a long time. However, in the last year, it has become a priority position with a broader range of courses based on a ‘flipped classroom’ structure.”

## Learning for everyone and in all forms

IHM has worked with LinkedIn Learning since 2019. After a successful trial, IHM adopted LinkedIn Learning, giving all of its Higher Vocational students, teachers, lecturers and employees access to the valuable platform.

“LinkedIn Learning is part of IHM Business School’s development agenda to strengthen online education and increase our capacity to provide learning at distance,” David adds: “All staff also have access to the platform from a skills development perspective.”

## The Challenge

- Deliver high quality learning experiences with up to date and relevant learning resources and education
- Encourage students to learn skills independently to focus on practical learning in the classroom
- Create additional opportunities for students to learn and develop, including anytime/anywhere learning, and improve student/staff engagement

## The Solution

- Give students access to constantly updated library of LinkedIn Learning content
- Create custom IHM Learning Paths, specific to certain skill sets to support Flipped Classroom learning
- Blend IHM content, LinkedIn Learning content and online teaching to support students' needs.

## The Results



**2.1 hours average time per user (twice as high as LinkedIn learner average)**



**Activation rate of 12% above the LinkedIn customer average**



**Within one month of activation: 1645 courses viewed in total**

## Enhancing the learning experience

Such an approach has been revolutionary. Inspiring employees and teachers to seek innovation and knowledge is motivational and encourages students to learn more too.

LinkedIn Learning provides students, and employees, with resources that are both relevant and applicable to the challenges faced by modern and innovative businesses.

David explained: "It takes a lot of time to produce learning content that is accurate and maintains a high pedagogical and communicational quality. LinkedIn Learning provides resources which are up to date and in areas where it is difficult to find resources – this makes it a niche learning resource tool."

IHM teachers and lecturers can optimise their face-to-face teaching time, and have done so, by adopting the Flipped Classroom model. This encourages students to learn skills independently prior to lectures, practical workshops and one-on-one teaching time.

For example, in one of IHM's learning programmes – Digital Analytics - Conversion and Visualisation, it has combined several learning resources to create one learning path. The learning path consists of materials from LinkedIn Learning, teacher-produced video and presentation materials, other online resources and exercises, as well as live forums with Microsoft Teams. As a result, students on this learning programme can follow a single learning path within LinkedIn Learning. This gives students a good overview and a learning timeline so that they can keep track of their studies. It is a clearly defined process that enables students to learn anytime and anywhere via their computer, tablet or smartphone. This way of learning has been particularly successful, as it combines blended learning and Flipped Classroom models and learning strategies, giving students more one-on-one time with their lecturers, encouraging collaborative learning and enriching the content and subject matter.

David concludes: "LinkedIn Learning content encourages flexible learning and motivates students to prepare for lectures and practical sessions.

"Furthermore, LinkedIn Learning has given IHM the opportunity to enhance the students' learning experience through Flipped Classroom learning. The learning paths that we have created within LinkedIn Learning have enriched the subject matter. Students are given the opportunity to explore topics in greater detail, increasing their knowledge of the subject and their ability to understand the intricacies of their learning programme.

"In today's challenging business environment, it is important that students, who are business professionals, stay ahead of the competition. IHM's adoption of LinkedIn Learning is helping them to do that."

## In their own words

“The future of online education is not about one or the other video conferencing solution, but about the access to a learning ecosystem, including a wide range of technical solutions and pedagogical concepts. LinkedIn Learning gives us access to a learning platform and the opportunity to an on-demand learning experience. Through LinkedIn Learning, we aim to give our participants the flexibility to learn – if not everything – so at least anytime and anywhere. At the same time, no part of a learning ecosystem stands alone. As always, it is the contribution from a variety of learning experiences that finally are summarised as a learning outcome.”

**Tommy Persson**

Director of Business Segment Growth, IHM



“I have worked with LinkedIn Learning for about ten years in various subject areas. One of the strengths has always been the breadth of subjects, which provides opportunities for both primary educational content, but also supplementary educational material. The development LinkedIn has brought to the platform in recent years has opened opportunities for personalised learning, as well as an integrated tool for teacher-led instruction within our learning ecosystem.”

**David Nachmann**

Development Manager, IHM



## What the learners say

“

LinkedIn Learning has complemented my studies at IHM and allowed me to explore topics in greater depth.”



**Daniel Liljeberg**

Agile Project Manager,  
Higher Vocational Education