



Lotus transforms their business by investing in employees.

Challenge: Inefficient and outdated training

- Growth and multiple changes meant Lotus needed to quickly train employees on their new company vision and performance management system, but their L&D team was too small.
- Their training was also very traditional, delivered only in a classroom. And it was infrequent and lacking in quality.
- On top of that, Lotus wanted their employees to feel motivated to gain new skills and embrace performance management instead of dreading it.

Solution: Quick access to updated, relevant learning modules

- Lotus transformed employee learning with [LinkedIn Learning Hub](#). Using custom content with learning paths and learning collections, they created modules on success factor fundamentals and performance management.
- Campaigns allowed admins to target recommendations for specific learners, like content on communication and Lotus' seven core competencies.
- Lotus increased engagement overall by pinning priority skills like spreadsheets and interpersonal communication and by using the Curator role to promote tailored content across teams.

Motor vehicle manufacturing | 1,300+ employees

Goal 1: Achieve growth targets

Goal 2: Support performance management



The ease of access has been a real valuable asset both to employees and our business, ensuring we have continued to grow and gain new skills."

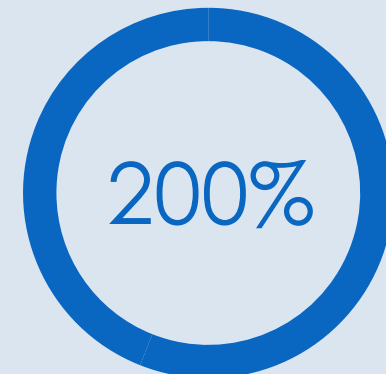
Matt Windle Group VP and Managing Director, Lotus Cars



Activation rate since launching LinkedIn Learning Hub

Award-winning culture

Lotus won 2021 Manufacturer of the Year (News UK Motor Awards) — a testament to their transformation and employee development



Above target for amount of relevant and meaningful content Lotus recommended to employees



Reach

