



LG Electronics builds skills at scale with a global implementation of LinkedIn Learning

Objective

To provide systematic learning opportunities for a large global workforce with diverse needs

Operating in a fast-paced industry characterised by rapidly changing market trends, technological advancements, and intense competition, LG Electronics maintains organisational agility by ensuring its global workforce is equipped with the right skills.

With over 75 branches and subsidiaries worldwide, LG Electronics has a sizeable global workforce with diverse learning needs.

The Global L&D team implemented LinkedIn Learning to ensure that all employees have access to timely and relevant learning content.

Doing so allowed LG Electronics to sidestep the challenges of resource-intensive classroom learning while effectively engaging employees with a customised learning experience and helping them grow by acquiring in-demand skills.

About LG Electronics

LG Electronics delivers products and services that make lives better, easier and happier through increased functionality and fun. The brand offers the latest innovations to make “Life Good” – from home appliances, consumer electronics and B2B solutions to innovations in digital signage, air conditioning, solar and vehicle components. As a global leader, LG Electronics strives for greatness in product leadership, market leadership and people leadership to realise its growth strategies.

Goal

To provide systematic learning opportunities for a large global workforce with diverse needs

Employees

10,000+

Industry

Computers & Electronics Manufacturing

Headquarters

Seoul, Korea

Reach

Global



Solution

A skills-building platform with high-quality, curated content that powers individual learning and organisational agility

Seeking the right solution

LG Electronics evaluated several online learning providers before selecting LinkedIn Learning. The rigorous process involved multiple departments, including local L&D managers and marketing teams, and a nine-month pilot programme.

“We ultimately chose LinkedIn Learning for several reasons. Its content library covers a wide range of topics, which is important for our diverse workforce, and curation is data-backed to ensure relevance and effectiveness. The convenience factor, such as desktop and mobile learning as well as multi-language subtitle support, also played a significant role in our decision,” shared Erica Choi, Professional, Global L&D Team.

Building skills at scale

As a skill-building platform, LinkedIn Learning complements LG Electronics' overall learning strategy by supporting its employees as they develop the skills they need to navigate the rapidly-changing world of work. This organisation-wide upskilling, in turn, contributes to greater growth and agility for the company.

To fuel this, LG Electronics leverages LinkedIn Learning's dashboard data to identify skills gaps, track employee progress, and personalise the learning experience.

Local L&D teams also had the flexibility of customising learning paths based on territory needs, which adds to the effectiveness of their programme.

Engaging and exciting learners

The successful roll-out of LinkedIn Learning was backed by LG Electronics comprehensive marketing plan that featured internal awareness campaigns, training sessions, and the provision of dedicated helpdesks.

The Global L&D team developed compelling content to encourage employees to explore the learning opportunities available to them. LinkedIn Learning was also incorporated into existing learning programmes and made easily accessible through LG Electronics' learning management system.

This approach was effective in getting employees onboard, with 99% activating their LinkedIn Learning account and two-thirds (67%) logging in every month.

Deepening the partnership

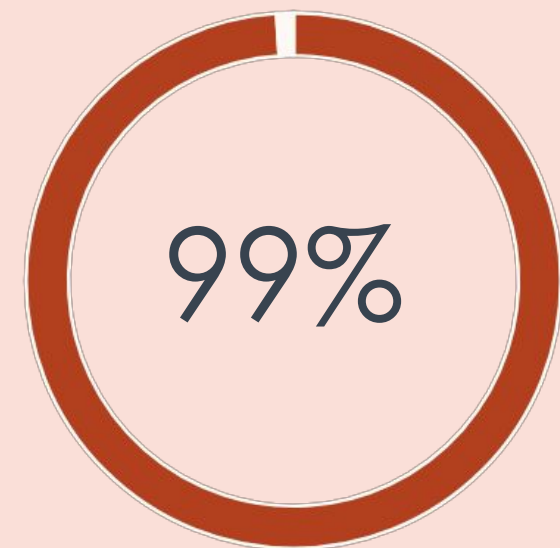
Looking ahead, LG Electronics expects to further integrate LinkedIn Learning into its talent development programmes and expand the use of curated learning paths to continue building skills at scale.



Results

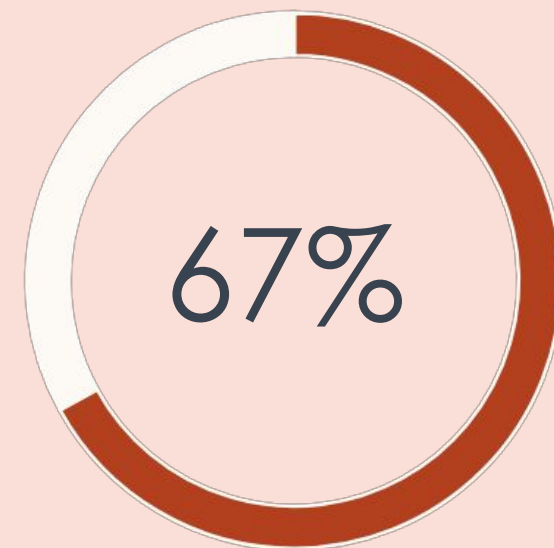
With the global implementation of LinkedIn Learning, LG Electronics recorded:

Activation Rate



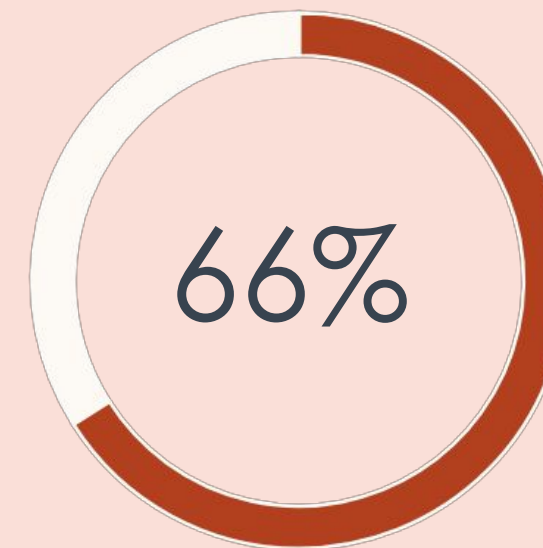
Almost all learners (99%) activated their LinkedIn Learning account

Monthly Logins



2 out of 3 learners (67%) log into LinkedIn Learning every month

Monthly Repeat Learners



2 out of 3 learners (66%) are repeat users of LinkedIn Learning

Why LinkedIn Learning?

3 reasons why LG Electronics chose LinkedIn Learning over other learning providers:

High-quality content and data-backed curation

Extensive library of relevant, timely and effective courses that are mapped to in-demand skills

Diverse content that supports both hard and soft skills

Wide depth and breadth of content that supports the diverse learning needs of its global workforce

Convenient and engaging learning experience

Seamless desktop and mobile app experiences and multi-language subtitles



Our partnership with LinkedIn is highly valuable to us. We see this as a strategic investment that aligns with our long-term business goals. By working closely with LinkedIn, we can enhance our learning initiatives, stay ahead of industry trends, and provide our employees with the skills they need to contribute to our future success."



Erica Choi
Professional
Global L&D Team
LG Electronics

