



# How Standard Bank stayed relevant and embraced LinkedIn Learning, creating a Digital Academy and inclusive learning opportunities



**Standard Bank**

Headquartered in Johannesburg, Standard Bank has more than 10,000 employees and operates across more than 20 countries in sub-Saharan Africa. Standard Bank Group is Africa's largest financial services provider and constantly raises the bar to do better. Its wish is to drive sustainable and inclusive growth on the continent and build long-term social, economic and environmental change.

**LinkedIn** Learning



## Building a strong skills base

Giving employees easy access to quality content across a variety of disciplines is paramount if you wish to build a strong skills base in a company. That's the opinion of Riana de Bruyn, Head of Learning Innovation at Standard Bank.

Riana is responsible for starting what is now a long-standing and successful partnership with LinkedIn Learning. According to her, LinkedIn Learning was instrumental in the creation of Standard Bank's current online learning culture, providing thousands of employees with easy access to online courses and opportunities for self-development.

## Providing flexible learning opportunities

"Initially, the purpose was to introduce a time-saving approach for people to upskill themselves, as classroom training takes up a significant amount of time out of office," explained Riana. "However, as we explored online learning, we realised it offered several more benefits for our employees. LinkedIn Learning introduced Standard Bank employees to flexible training, especially for 'client-facing' employees."

Caroline Morewa, Digital Learning Activator at Standard Bank, commented: "Not all of our client-facing employees are able to attend training, either all at the same time or for a long duration of time. With this in mind, they must make sure that

whatever course they choose can be accommodated within the period that is feasible for them to be out of office."

Online learning changed all of that, enabling employees to "learn in the flow of work", accessing and learning content, during and after working hours, at a time most convenient for them.

Caroline continued: "Online learning enables employees to learn in bite-sized chunks. It makes learning more accessible and available to more employees - with the enterprise-wide licensing, they don't need to ask for permission to access training, either in terms of time or budget."

## Staying relevant in a fast-paced world

Riana has worked for Standard Bank for nine years. During this time, she has witnessed first-hand how fast skill requirements are changing. As a result, it is important that the group and its employees stay relevant.

Riana said: "LinkedIn is the world's largest professional networking site; integrating the professional development channel with our professional profile was an attractive offer for us."

She added: "Our business is global and diverse in nature. LinkedIn Learning offers content covering a wide range of

## The Challenge

- Limited time to attend classroom-based training
- Access to relevant skills training without being impeded by time pressures
- Make learning available for all

## The Solution

- Creation of an accessible learning programme
- User-friendly learning programme promotes inclusivity
- Learning delivered in bite-size chunks, enabling employees to learn at a pace that suited their role and workflow

## The Results



**30,000 LinkedIn Learning licences**  
Signed a three-year contract for 30,000 LinkedIn Learning licences



**Most of workforce have access**  
Seventy per cent of workforce has access to learning



**Employee ownership**  
Employees have taken ownership of their own personal development and skills training

topics that relates to people across the bank. The offerings/ courses are broken down into bite-sized pieces and a person can choose the subjects of interest. They are not forced to finish an entire course.”

The LinkedIn Learning system is user friendly, giving all employees access. Furthermore, the content is offered in more than one language and is constantly updated to keep up to speed with the subject changes.

Caroline continued: “Once a course is completed, a certificate is issued and can be shared. This is very attractive for our employees – they need to stay abreast of business and industry developments and global trends.”

## Meeting the needs of modern day professionals

At the beginning of the partnership, Standard Bank invested in 2,000 LinkedIn Learning licenses. This soon increased to 10,000 licenses, which enabled Standard Bank to gather data on course content and learning uptake. The popularity of LinkedIn Learning amongst employees was soon realised. The success translated into the signing of a three-year contract for 30,000 licenses. This provides sufficient coverage to allow Standard Bank employees access to online learning and content.

Of particular interest has been the creation of a Digital Academy in Nigeria, which prioritised digital awareness and literacy, as part of its digital business strategy. Seventy per cent of Stanbic IBTC Bank’s employees (Stanbic IBTC Bank is a member of the Standard Bank Group) have enrolled in the Digital Academy. Again, this is further testament to the group’s commitment to employee development.

Riana enthused: “We currently have an 89 per cent activation rate for the 30,000 licenses with future-ready skills, such as Digital Transformation and Data Analytics, being the most viewed courses.”

Employees are actively bringing self-directed learning to life. Standard Bank continues to foster a learning culture and support employee’s development needs in the ever changing, digital and remote way of working.”

Riana concluded: “The enterprise-wide approach has enabled the learning and development fraternity to reimagine the learning experience within the group, and truly meet the needs of the modern-day professional.”

## What the learners say

“I find the LinkedIn courses very informative and beneficial. The system is so easy to use. The only way that I have made time to learn on LinkedIn is by doing it first thing every morning. I simply log on an hour before starting my working day, which really helps get my day started. It has become part of my daily schedule.”

**Taryll Davis**  
Bond Maintenance  
and Collateral Officer



“I have found the experience eye opening, exciting and a challenge at times. Initially, I just did courses because I was able to. However, as time went on, and with gained experience, I have focused on specific courses that I feel will be beneficial for my growth. I love the system and the courses have grown my LinkedIn profile. I am very grateful for the opportunity and I hope it helps to open more doors and opportunities for me in the future.”

**Nokuthula Moilwa**  
Call Centre Consultant



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**Riana de Bruyn**  
Head of Learning Innovation



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**Carroline Morewa**  
Digital Learning Activator



“LinkedIn Learning is a very user-friendly platform – it enabled us to easily curate learning programmes with relevant, up- to-date and future-fit content. For employees, it provided a simple approach to building digital and future skills, as well as an opportunity for employees to learn what they want to learn; when they want to learn and how they want to learn it.”

**Godwin Akpong**  
Head of Learning in Nigeria



“With LinkedIn Learning I find the topics relevant and the presenters relatable. The modules are designed for learning in the flow of work. The support team behind LinkedIn Learning are also world class!”

**Tanith Mohale**  
Learning Adoption Architect

