



How Yıldız Holding has embraced personalised learning as part of its digital transformation journey

YILDIZ ★ HOLDING

Yıldız Holding is a global company with more than 65,000 employees worldwide. It is home to some iconic brands, such as Ülker, Godiva and McVitie's, and has more than 300 brands within its portfolio.

Yıldız values diversity – its workforce boasts 73 different passports from around the world. It also values digital transformation and being the leader in what it does. Yıldız follows the latest trends in order to constantly grow its business and improve its work.



An appetite to learn

It is exactly one year since Yıldız Holding began working with LinkedIn Learning. So, what better way to celebrate than with a cake? Thankfully, Yıldız Holding knows a thing or two about sweet treats, as it is one of the world's leading biscuit, cake and confectionery companies.

With more than 300 brands in its portfolio, Yıldız Holding is perhaps most renowned for its Godiva, Ülker and McVitie's brands, producing a wide range of food products that are loved across the globe. Therefore, it is paramount that the business stays at the forefront of the fast-moving consumer goods (FMCG) market. In order to do that, it must feed its employees with learning experiences that satisfy huge appetites for skills training and knowledge.

Giving employees access to personalised content

It was Yıldız Holding's desire to provide its employees with a learning tool that would complement the company's digital transformation agenda.

Bahattin Aydın, assistant general manager of Yıldız Holding, explained: "Our current digital transformation journey is incredibly important to the business. Therefore, it was paramount that we gave our employees access to a learning programme that could be personalised and cater to the specific needs of the individual.

"We required a learning tool that would cater to the diverse needs of our employees and the business. This is because our company has many different fields of work. Therefore, we needed a system that could accommodate those fields."

The Challenge

- Develop a diverse content platform, catering to the needs of the business
- Create content that is easily accessible
- Give employees access to content that complements the company's digital transformation agenda and supports growth

The Solution

- User-friendly learning programme that promotes inclusivity
- Give employees a personalised learning experience
- Provide learners with "instant" content and easy access to personalised learning paths

The Results



More than 9,500 hours of content viewed



217,728 videos watched



1,114 videos watched (custom content)

Connection, experience and innovation

Yıldız Holding chose to work with LinkedIn Learning, as the learning platform gave the business access to a vast library of content and tools. Furthermore, it was simple to use and effective.

Bahattin continued: "We had a great experience creating learning paths and learning collections, recommending to learners instantly through the platform's 'Recommend to Learners' feature. We were able to easily search and combine courses and videos to create learning experiences tailored to each employee and different user groups."

Such a personalised learning experience empowered employees, enabled their growth and provided the business with enhanced opportunities to connect with and learn more about the talented individuals within its workforce. In fact, LinkedIn Learning data provided Yıldız Holdings with valuable insight about the needs of its employees, facilitating a deeper connection, improving the employer brand and developing the employee experience.

"This personalised learning experience, supported and facilitated by LinkedIn Learning, has given the business the opportunity to reach out to employees with learning solutions catered specifically for them and their needs. It has also made us able to reflect our company's value through learning experiences. Our digital transformation agenda is always in the forefront of our work, and we have been able to find courses that focus on agility, industry 4.0, artificial intelligence, machine learning and big data."

In the FMCG world, these topics are particularly relevant in terms of innovation and profitability."

Bahattin concluded: "We see LinkedIn Learning as a strategic business tool. It has helped the business to show our employees how much we care about their personal development and growth, as well as follow the latest trends in our field."

What the learners say

“LinkedIn Learning has given me confidence – I have a great tool to help me discover and learn anytime, anywhere. My learning experience has become fun and exciting. I am always looking for ways to use LinkedIn Learning throughout the day.”

Feyza Nur Göçmen

Talent Acquisition, L&D and
Employer Branding Assistant
Specialist at Yıldız Holding



“LinkedIn Learning has transformed the way our organisation learns. We can easily personalise every learner’s experience through creating learning paths and we can form an experience of learning that is easy to use and that has content every organisation needs.”

Merve Koyuncu

Talent Acquisition, L&D and Employer
Branding Executive at Yıldız Holding



“LinkedIn Learning is not only a wonderful learning option for self-guided, curious adult learners, but it is also an amazing flexible tool for us as an organisation to customise specific content at a specific time. LinkedIn Learning gives us the ability to reach a large number of people with focused, impactful content in an extremely efficient manner.”

Joseph Johnson

Global Director of Learning and
Development at Godiva Chocolatier



“I have found LinkedIn Learning to be a huge asset for my role at Godiva – I was able to take courses in diversity and inclusion which helped spark a passion for creating inclusive recruitment processes. LinkedIn Learning is also customisable, allowing companies to create learning paths for their employees to create opportunities for shared learning experiences. I have found this to be a very useful tool for professional development.”

Moriah McConnell

Talent Acquisition Manager
at Godiva Chocolatier



In their own words

“In a highly digitalized world, online learning has become an upskilling and reskilling tool providing a personalised development experience independent from time and place. As it helps to continuously expand and renew our existing competencies and intellectual capacity, it also enables us to become more resilient, agile and flexible when managing our learned reflexes in the face of ever-changing circumstances and unexpected situations. Thanks to LinkedIn Learning and its high volume of course content, we can keep our workforce up-to-date and dynamic in adapting to the new ways of doing business and thriving in the cycle of continuous change.”

Mehmet Tütüncü

Yıldız Holding CEO



“LinkedIn Learning has become a great tool for our organisation. We can reflect our organisation’s digital transformation and strategic agenda to our employees through creating specialised learning experiences and sharing them. It is inspiring to see that employees and our leadership make great use of this vast library of learning.”

Bahattin Aydın

Yıldız Holding Chief People
and Business Support Officer

