



# Promoting reskilling to become a "SOCIAL INNOVATION Partner"

## Objective

Advancing social innovation initiatives by developing digital talent and meeting the learning needs of employees

NTT East has long been recognised for delivering high-quality, stable communication infrastructure as an information and communication service provider, offering broadband access services utilising optical fibre. Recently, the company has been addressing regional challenges and creating value as a trusted ICT partner within local communities.

To advance these efforts and contribute to a sustainable, circular society amid population decline, NTT East has articulated a new purpose: "Co-creating a Regional Circular Society." This purpose aims to gain the empathy of all stakeholders within the NTT East Group and foster collaboration with local communities. The company has also defined a vision, mission, and values aligned with this purpose.

The two pillars supporting realisation of this purpose are "digital talent development" and "reskilling." To ensure effectiveness, NTT East has established a "Digital Talent Certification System" comprising of four levels. By integrating NTT East's original content with LinkedIn Learning, the company has trained 14,000 digital assistants and 5,000 digital workers.

LinkedIn Learning covers a wide range of topics, from general DX (digital transformation) and foundational knowledge to software and application use and work methodologies, enabling basic to advanced applications to be learnt. Reskilling is considered essential to stay current with developing trends, such as adapting to Generative AI.

## About NTT East (Nippon Telegraph and Telephone East Corporation)

NTT East delivers high-quality, stable communication infrastructure as an information and communication service provider. In recent years, the company has been addressing regional challenges and creating value as a trusted ICT partner within local communities. Moving forward, NTT East aims to evolve into a "value-creating social innovation business" by leveraging digitalisation to create new value in the regions, while implementing structural reforms to achieve this goal.

### Objective

1. Digital Talent Development
2. Promoting Social Innovation Initiatives

### Employee

4,950  
(NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION  
GROUP COMPANY: 35,500)  
※As of March 2023

### Industry

Regional telecommunications services

### Headquarters

Japan

### Area

East areas of Japan



## Solution

# Accelerating Reskilling Support for All Employees with LinkedIn Learning

### Unifying the Platform and Hosting NTT East's Original Content

NTT East has integrated over 1,000 pieces of its proprietary content into LinkedIn Learning, creating a seamless educational platform. The content spans a wide range of topics, including products and equipment, labour and CSR, and DX-related subjects. This content is continuously expanded upon by both the head office and business units. By exposing employees to globally standardised, reliable learning content, the aim is to maximise individual potential and evolve into an organisation capable of adapting to, and thriving in, changing times. The convenience of learning what you want, when you want, and on your preferred device is highly valued and considered

### Utilising LinkedIn Learning for Digital Talent Development and Certification

As a "social innovation company supporting the future of regional communities," enhancing each employee's digital skills is crucial for creating value that transcends local issues. NTT East aims to enhance basic digital skills and produce specialised personnel in various digital fields. LinkedIn Learning is used as a requirement for the basic certification that all employees are encouraged to obtain.

LinkedIn Learning offers a wide range of general technology-related content, allowing employees to learn from basic to advanced levels according to their existing level of knowledge. LinkedIn Customer Success Managers have proposed effective methods for developing the digital talent NTT East requires, ensuring smooth progression from launch to operation.

### Establishing Learning Habits for Autonomous Career Development

We use LinkedIn Learning as a learning platform to enable each employee to autonomously envision and realise their ideal career. By encouraging healthy competition through LinkedIn Learning's viewership rankings and regularly reminding employees of recommended content from a developmental perspective, we spark their interest in learning. Each piece of content is compact, making it easy to learn during commutes or in spare moments. Younger employees in particular are familiar with video-based learning, making LinkedIn Learning highly compatible and well-received among this demographic. By introducing LinkedIn Learning to all employees, we have increased the enthusiasm for continuous learning across all age groups, with more employees viewing themselves as career owners and broadening their perspectives. Employees are proactively learning based on challenges they identify, highlighting the positive effects of establishing an environment conducive to learning.

### Clarifying Learning KPIs and Achieving a 97% Account Activation Rate

By setting KPIs such as login rates and learning hours for LinkedIn Learning at the departmental level, NTT East Group companies achieved a 97% activation (account activation) rate among approximately 35,000 employees. By setting learning goals as a company policy, efforts to engage employees and expand original content have been revitalised, allowing 14,000 employees to acquire digital skills above the basic level. Some organisations have achieved a monthly login rate of 80% and learning times exceeding 300 minutes, indicating the establishment of learning habits.

Consolidating internal educational content within LinkedIn Learning has simplified learning pathways, making it easier for employees to take the first step. This structure naturally exposes employees to various content, fostering a broader learning environment and effectively responding to employees' learning desires.

## NTT東日本パーパス

- 01 Purpose | 地域循環型社会の共創
- 02 Vision | SOCIAL INNOVATIONパートナー
- 03 Mission | 地域の課題解決と価値創造、レジリエンス向上
- 04 Value | Passion、Professional、Self-realization





## Utilising LinkedIn Learning as a Reskilling Platform to Develop "Digital Talent" through Original Content



### LinkedIn Learning Adoption Results in Approximately 14K Employees\* Acquiring Basic Digital Skills

Achieving a 97% Account Activation Rate to Aim for Digital Talent Development

\*By the end of fiscal year 2023

#### Features of LinkedIn Learning

By integrating your company's unique learning content into LinkedIn Learning, you can create a robust platform tailored specifically to organisational challenges.

#### Support in 13 Languages with 22K+ Courses

LinkedIn Learning offers support in 13 languages, with a library of over 20,000 courses. In addition to over 1,300 courses taught by Japanese-speaking instructors, all English courses now feature subtitles generated by machine translation. This enables access to over 10,000 courses in Japanese.

#### Hosting Original Company Content

By hosting and integrating unique learning content on LinkedIn Learning, companies can develop and deploy programs tailored to their specific challenges. This allows for the creation of detailed learning programs ranging from the basics to advanced DX, leadership development, and training for managers, new managers, and new employees.

#### Tracking Employee Skills

LinkedIn Learning enables skills gained by employees to be tracked, facilitating the assessment of learning effectiveness and the development of more efficient skill-acquisition strategies. This approach can also be integrated with HR systems. By reviewing the content viewed and the learning hours logged, companies can refine their proprietary content based on its effectiveness.

By utilising LinkedIn Learning as a learning platform, we have established an environment where employees can comprehensively learn both NTT East's original content and LinkedIn Learning's extensive resources. All employees are using video learning as a gateway to obtaining internal and external certifications, fostering a culture of learning and enhancing individual skills.



#### **Katsunori Shigehara**

Nippon Telegraph and Telephone East Corporation  
Senior Vice President  
Executive Manager, General Affairs and Personnel  
Department  
CHRO

