

From Better Learning to 'BetterBanking'

Security Bank Corporation champions talent development as a key enabler of its customer-centric vision by introducing LinkedIn Learning as a form of 'Better Learning'



Headquarters:
Makati, NCR, Philippines

Industry:
Banking

Employees:
5,001 – 10,000

“ In a highly regulated industry like banking, it’s easy for learning to become nothing more than an obligation. At Security Bank, we reject this notion. We believe that learning enables success for both the individual and the Bank, so we are transforming our learning culture to one of self-motivated and self-directed learning. It will be a long journey, but thanks to LinkedIn Learning, we’re off to a good start. ”



Eileen Reyes
First Vice President
SBC Academy Head at Security Bank Corporation



Security Bank Corporation (SBC) is one of the Philippines’ leading universal banks serving retail, commercial, corporate, and institutional clients. Through its brand promise of ‘BetterBanking’, it’s committed to providing financial service excellence for its clients. This is guided by its vision of becoming the most customer-centric bank in the Philippines and mission to enrich lives, empower businesses, and build communities through financial service excellence.

Learning & Development (L&D) has always been important for the Bank but, in this time of rapid transformation, it has been elevated to a strategic pillar and key business enabler.

“We have very strong leadership support for L&D,” said Eileen Reyes, First Vice President and SBC Academy Head, who is charged with the responsibility of transforming the Bank’s learning culture and scaling up learning opportunities for its 7,000 employees.

Security Bank’s L&D approach is built on a 70/20/10 model: 70% experiential learning, 20% social learning, and 10% formal training. This worked well for many years but as the pace of change within the organisation picked up, the SBC Academy Team saw the need to shift towards self-directed, on-demand learning.

“Whenever our colleagues encountered a behavioural issue or identified a skills gap, they would call to ask if we had a learning resource that could help. It quickly became clear that we needed to equip our colleagues to learn whenever and whatever they needed,” shared Eileen.

This became a priority when the pandemic struck and the country went into lockdown. Building on the Bank’s excellent technology infrastructure, the SBC Academy team was able to quickly create digital toolkits and launch online webinars to maintain the learning momentum remotely.

With these measures in place, Eileen and her team also began exploring online learning solutions. Four months later, they rolled out LinkedIn Learning.

“LinkedIn Learning was my Netflix during lockdown.”

In April 2020, after the SBC Academy team had rolled out their in-house digital learning plans, Eileen subscribed to LinkedIn Learning on the recommendation of Nerissa Berba, Security Bank’s Senior Vice President and Head of Human Capital Management.

Personally experiencing LinkedIn Learning helped Eileen make her final selection from the three online learning solutions that the team had shortlisted.

“I enjoyed LinkedIn Learning so much, I got hooked! I could see that it would be a valuable resource to my colleagues too,” said Eileen. “When we made our final assessment, LinkedIn’s reputation within the professional community definitely helped it stand out. My team also liked the breadth of learning content, ranging from soft skills like leadership, time management, and work-life balance to essential business and technology skills. Many other providers tend to have one or the other but not a good balance of both.”

The SBC Academy team’s proposal to implement LinkedIn Learning was well-received by its leadership team, who wanted to acquire 7,000 licences right away for all its employees. However, the team recommended a more structured approach, starting with a pilot group of 500.



Challenge

- Replace a well-established legacy learning model of 70% experiential, 20% social, and 10% formal training with anytime, anywhere learning
- Encourage a mindset shift among employees to take control over their own L&D journey through self-directed learning



Solution

- Piloted LinkedIn Learning with a select group of 500 users
- Launched LinkedIn Learning bank-wide with mascot Lilo and the 500 pilot users as learning ambassadors
- Curated 1,200 courses, categorised by job family, and initially created 10 Learning Pathways to guide employees
- Used Glint survey results to identify competency gaps and training needs and addressed these with LinkedIn Learning
- Encouraged 15-20 minutes of learning each week through the Learning Hour project
- Pledged to donate one peso for every learning hour recorded to help children through the Learn for a Cause project

Results

- **86%** activation rate in the first full month
- **>60%** average monthly repeat learners

“We are proud of our activation rate, which is a step in the right direction. Next, we intend to look at ROI by integrating employee survey data from Glint to measure how much we’ve moved the needle in terms of upskilling and reskilling our people.”

Eileen Reyes, First Vice President,
SBC Academy Head at Security Bank Corporation

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“Learning with LinkedIn Learning is like going to class at your own pace and at your own comfort. I like that it offers a wide array of courses that is beneficial to both my professional and personal growth. Every course gives you an opportunity to learn new things, expand your ideas and refresh stock knowledge.”

Aleli S Rovera, Branch Service Officer,
Security Bank Corporation

“Listening to LinkedIn Learning while I go about my early morning gardening allows me to multi-task and enjoy every productive minute of it. It’s a great way to learn at your own pace and space.”

Roselyn H Arato, Business Manager,
Security Bank Corporation

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Taking off with a pilot

SBC Academy carefully structured its LinkedIn Learning pilot with a select group of learners with the intention of building a strong use case for its 7,000-strong workforce.

“Our employees heavily depend on SBC Academy for their training needs. How do you change almost 7,000 minds? We really had to prove that LinkedIn Learning would be useful to them, so we designed the pilot with that in mind,” revealed Eileen.

With the success of the pilot, LinkedIn Learning was introduced bank-wide with the 500 pilot users enlisted as learning ambassadors. While SBC Academy promoted LinkedIn Learning, these ambassadors helped advocate the use of the platform on the ground.

Meanwhile, SBC Academy continued to work behind the scenes to ensure a smooth learning experience for their colleagues. Their efforts included:

- Curated 1,200 relevant learning courses from LinkedIn Learning’s 16,000+
- Categorised these courses to address results of employee engagement surveys

- Created Learning Pathways to make it easier for the employees to choose courses they need
- Held a grand unveiling of the Bank’s LinkedIn Learning mascot, ‘Lilo’ through a townhall activity joined live by 1,500+ employees
- Appointed a dedicated Learning Partner for each group for a more personalised approach
- Conducted Academy Roadshows for all units of the Bank to introduce Lilo



Security Bank also onboarded people successfully on [Glint](#). Employee survey data from the platform is seamlessly used to identify competency gaps and training needs in LinkedIn Learning.



“We want LinkedIn Learning to be our people’s happy place.”

Rather than mandating the use of LinkedIn Learning, the Bank wants its employees’ introduction to the concept of self-directed to be fun and exploratory. It recommends at least 20 minutes of learning each week. For its branch banking team, for example, Fridays from 4.30 pm to 5.00 pm are reserved for learning.

“We believe our people should enjoy learning! We launched the Learn Card game for our branch banking team. Inspired by the classic Bingo Game, employees are encouraged to complete LinkedIn Learning courses and/or other learning activities and fill up

their personalised ‘Bingo Learn Cards’. The first 100 to complete will win exciting rewards,” shared Eileen.

And learning can take any form.

“Employees are not pre-assigned courses because we don’t want them to learn out of obligation. At least for the first year of implementation, we want them to think of LinkedIn Learning as their ‘happy place’ so that their motivation to learn comes from within. After we’ve achieved that, we may start assigning courses,” she added.

#YouDeserveBetter: #BetterLearningWithSBC

The Bank’s latest learning campaign video was launched at its founding anniversary in June, encouraging employees to sow the seeds and reap the rewards of their own learning. This initiative piqued the curiosity of the employees as shown in the high viewership of more than 70% in July.



Another way that the organisation is motivating its employees is through its “Learn for a Cause” initiative. For every learning hour that its employees record, the Bank will donate one peso to the Security Bank Foundation in support of marginalised children.

Through the team’s concerted efforts, a culture of self-directed learning is beginning to take root in Security Bank, placing it in a stronger position to welcome a future of hybrid work.



LinkedIn Learning is a leading online learning platform that helps professionals learn relevant skills and achieve their goals. It combines a library of 16,400+ up-to-date courses in 7 different languages with an engaging, intuitive, and personalised learner experience. LinkedIn Learning also includes real-time skills insights that help learning leaders identify skills gaps. For more information, visit <http://learning.linkedin.com>.