

Learning Experiences Unveiled

Research by Electric Circus

We've researched and reviewed as many learning experiences as we could get our hands on.

In this presentation we discuss some of the best-in-class examples and breakdown the techniques they use to upskill their people.





DHL is a multinational logistics company providing courier, package delivery and express mail service, and delivering over 1.8 billion parcels per year. For an operation this size, it is not surprising the emphasis they place on their internal learning and development processes.

Nearly 500,000 users are registered to the DHL Cornerstone platform which includes a vast library of learning content catering to users in a variety of roles, at different levels, across numerous arms of the business.

How do they do it?

- **Role Based Learning** - Users are given pathways to easily find learning related to their specific role in the business without needing to search through the whole learning library.
- **Gamification** - DHL use learning games to communicate key information and leaderboards to promote friendly competition between peers, all contributing to better user engagement.
- **Personalisation** - Users are given the opportunity to personalise their learning experience by generating fun usernames and creating custom avatars.
- **Customisation** - DHL do not use the out-of-the-box version of the Cornerstone platform and instead opt for a highly customised version to help embed their brand and create a cohesive experience for their employees.



Part 1

Welcome to Amazon!

at Amazon and what we're doing to drive a diverse and inclusive workforce.

Start your journey →

100% ✓



Part 2

Safety tour

Safety is our number 1 priority. Complete module 2 to kick off your Amazon safety journey. Lookout for the which highlights safety hot topics.

Safety first, fun second →

100% ✓

Part 3

Quality

At Amazon, we are customer-obsessed. Complete module 3 to learn about the tips and techniques we use to achieve this.

Understand our mission →

24%





Amazon are one of the worlds biggest employers, with a constant and diverse stream of new starters joining their warehouse staff. The warehouses are busy, complex, and potentially dangerous so it is of vital importance that the staff are properly trained.

Amazon created a digital learning experience aimed specifically at warehouse staff, new and old, which includes a large amount of crucial training (eg Warehouse Safety), information on Amazon's history, culture, and values and an FAQ page and contact information. All together, this forms a digital handbook available to all warehouse staff for them to refer to and learn from throughout their employment.

How do they do it?

- **Categorised Learning** - The learning is split into distinct modules and the paths between them is laid out for the user in an easy to understand and navigate manner.
- **Accessibility** - The digital learning experience can be accessed on any computer or phone and has multiple language options.
- **Micro Engagements** - The content is sprinkled with mini-quizzes which helps with the learning whilst keeping users engaged and invested.
- **Gamification** - Learning games, a badge system, and positive reinforcement throughout the modules of learning breaks up the training and boosts engagement.





As one of the most successful companies in history, Apple's competitive advantage lies in being able to frequently produce new products in completely different industries. Therefore, its employee skills and expertise requirements change faster than any other organisation.

Apple's strategy for learning and development encourages employees to take ownership of their own professional development so they can continuously learn the skills that will be required for taking on new projects.

How do they do it?

- **Dedicated Platform** - Apple employees are granted access to an exclusive internal website which houses courses and learning materials.
- **Personalised Learning** - Employees can sign up for customised courses based on their job role and background.
- **Expert Approved** - Apple ensure high quality content by leveraging full-time academic staff to design and teach courses.
- **Programs** - Apple provide initiatives with specific learning objectives. For example, the "Lead to Succeed" program which help employees understand the core business values and gauge how these values are aligned with the business strategy.





Spotify is known for its strong focus on innovation, reflected in its work culture. They believe learning and personal development are crucial to success and growth and gaining an edge over competitors. Therefore, Spotify invests heavily in providing its employees ample opportunities to develop their skills and knowledge.

Spotify provides employees with various resources, including online courses, workshops, and training sessions, to help expand their knowledge and expertise. Their learning and development initiatives are not just limited to technical skills as the company also places a strong emphasis on personal and professional growth.

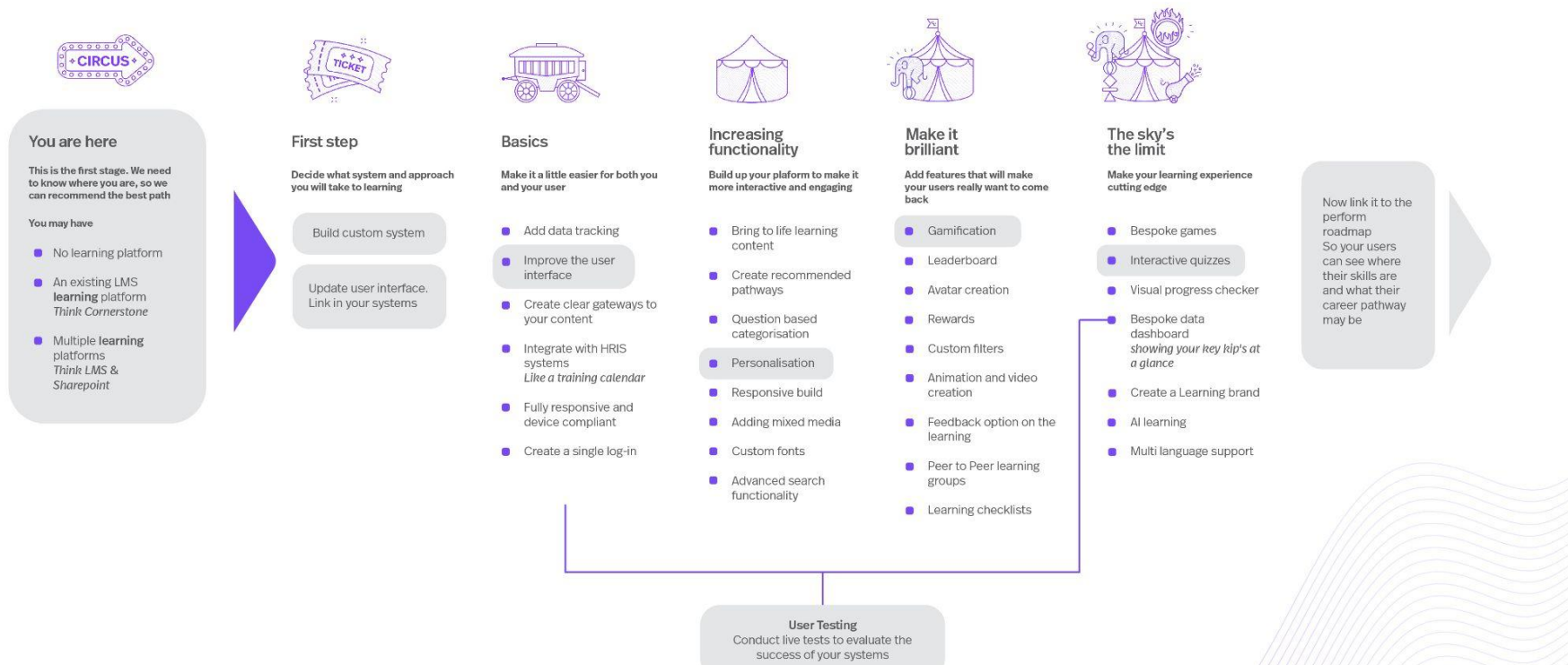
How do they do it?

- **Social Learning** - Spotify's learning portal supports social learning - user's can sign up for face-to-face or virtual sessions and there is an internal marketplace for finding mentors or mentees.
- **Artificial intelligence** - A custom built AI is used to match people's skills, experience, and development goals with growth opportunities, as well as highlighting part-time projects and mentorships across multiple disciplines, and filling critical talent gaps.
- **Career Pathway Framework** - A defined foundation for all career paths within the business ensures learning is aligned with their culture and works for employees from different backgrounds, levels of experience, and roles.
- **Autonomy** - Employees are encouraged to define their own learning journey which not only helps them grow as individuals but also helps them contribute to the company's growth and success.

So what makes a great learning experience?

- Custom learning platform
- Expert approved content
- Role based learning
- Career pathways
- Simple branching scenarios
- Skills assessments
- Social-collaborative e-learning
- L&D onboarding
- Video and audio content
- Learning games and quizzes
- Leaderboards
- Micro-learning
- L&D brand
- Personalisation
- Learner profiles
- AI and machine learning
- Mentoring system
- Embedded culture and values

Learning Roadmap





Thank you!