



Mitel enhances employee development opportunities with Lynda.com from LinkedIn

A global market leader in enterprise and mobile communications powering more than 2 billion business connections and 2 billion mobile subscribers every day, Mitel helps companies and mobile carriers connect, collaborate and provide innovative services to their customers. Its innovation and communications experts serve more than 60 million business users in more than 100 countries and 130 mobile service providers including 15 of the top 20 mobile carriers in the world. The company is headquartered in Ottawa, Canada, and has nearly 4,500 employees globally.

Challenge: engage employees with new learning content

Amid rapid growth that more than doubled the size of its workforce in two years, Mitel conducted an employee engagement survey that uncovered a broad desire for more learning and development opportunities. Employees wanted to explore a wide range of topics from marketing strategies and creative tools to leadership, engineering, IT and business soft skills.

This employee demand came as the learning and development (L&D) team assessed the company's existing on-demand learning program. It had met the objectives for which it was designed but needed to be overhauled and made relevant for a workforce and industry changing rapidly. For instance, access was limited to a maximum of 1,500 employees at any given time, with expansion to all employees being cost prohibitive. And its course library consisted of approximately 150 tutorials that employees increasingly viewed as outdated.

"We did our best with our existing learning tools, but we had to be selective," said Mona Abou-Sayed, Mitel vice president for Organizational Development and Talent, who inherited the program. "We knew our system was overdue for a refresh."

In addition, L&D sought to map content to MiSuccess, the company's new and growing employee performance, management and leadership development program. And the team wanted a solution that could provide training in support of a company-wide migration to Microsoft® Office 365®.

Solution: Lynda.com from LinkedIn

Mitel employees from several departments evaluated and in some cases piloted multiple on-demand training tools. Some were too expensive, while others satisfied only part of the company's overall need.



Challenge

- Employees wanted more learning and development opportunities
- Needed to overhaul and expand its library of 150 on-demand learning courses
- Sought to map on-demand learning to employee performance management and development programs

Solution

- Selected based on positive employee feedback
- Offered thousands of high-quality courses on a wide range of topics
- Provided cost-effective training

Result

- Engaging training now available to all employees
- Adoption quickly outpaced prior solution, with 98 percent of users returning for more
- Average viewing time of 19 minutes per session—double what's considered good
- Integrated with the Mitel MiSuccess employee performance program

After several months of reviewing options, Mitel purchased Lynda.com from LinkedIn. L&D was impressed with the high quality of the thousands of Lynda.com courses.

"The Lynda.com approach to training is one of the most comprehensive we've seen," Abou-Sayed said. She also described it as cost effective. "The content is fresh, up to date and diverse. It's relevant to what our employees are interested in today."

Result: training for all employees

Adoption of Lynda.com at Mitel quickly exceeded usage of the company's prior learning solution. In just a few months, the average Lynda.com viewing time per login was 19 minutes—double the amount considered good. Even more impressive, 98 percent of employees who logged in one time returned for more.

"We now have learning and development available to everyone," said Michele Morgan, Mitel organizational development specialist.

Employees in Customer Service, Marketing, Sales and other departments use Lynda.com to solve their own problems by viewing relevant tutorials. For technology-focused teams, which comprise about 50 percent of the Mitel workforce, Lynda.com provides training on coding and app development as well as needed business skills. Lynda.com also supported the company's Office 365 migration.

Lynda.com provides L&D with a wealth of content to support its MiSuccess initiatives. L&D successfully mapped a wide range of Lynda.com content to Mitel employee development needs. This included an alignment with the competency framework of the Mitel management training program, Leadership Dimensions.

Inspired by Lynda.com administrative features, the L&D team identified "learning advisors," or employees with subject matter expertise. These employees received administrative access to Lynda.com, enabling them to create and share or assign instructional playlists with individuals or groups for personalized learning.

Mobile access as well as the ability to download content for offline viewing or pick up a course where you left off—on the same or different device—are big advantages of Lynda.com, Morgan said, adding that employees view the service as a valuable benefit. "Employees have been really pleased. It's one of the greatest benefits that we offer."

One appreciative employee in Finance described Lynda.com as a great tool. "I particularly like the flexibility to consume the content on multiple devices."

Mitel has experienced strong adoption of Lynda.com—in total hours viewed and average time spent learning per employee. And because Lynda.com is now an integral component of MiSuccess, employees can more easily access the training they need to support their professional growth.

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*Mona Abou-Sayed
Vice President, Organizational Development and Talent
Mitel*

