



Three Ireland partners with LinkedIn Learning to champion growth and development, inspiring teams with bespoke learning experiences



About Three Ireland:

Industry: Telecommunications

Headquarters: Dublin, Ireland

Employees: 5,000+

LinkedIn Learning

Three's mission



the Irish Football Team.



Launched across the business in 2018, the innovative and highly driven People Development Team at Three Ireland has embraced LinkedIn Learning for teams working in all areas. By adopting a creative blended approach to learning and developing a solid marketing strategy to ensure people stay engaged, the team has made the most of the passion for personal and professional development that already exists throughout the business.



“There is a real passion for learning at Three,” says People Development Manager at Three Ireland, Miriam O’Connor.

“Our senior leadership team are on a mission to keep continuous learning and development at the forefront of company strategy - and I think you see this reflected in just how engaged people are across every area of the business - from business and finance to contact centre and care teams, and of course, those working in our retail stores. In terms of how we deliver that learning, LinkedIn Learning has been a game changer.”

Miriam sees the decision to invest in LinkedIn Learning as a necessary evolution in the company's learning strategy. "Even as a strong team of 11, we found we were struggling to meet the learning and development needs of managers across different areas," she says. "I suppose our offering was quite generic, with a number of other issues. We had people commuting long distances just to learn for an hour or two in a classroom session. There is a fast-paced technology business - it seemed fitting that we should look to give staff a piece of technology to make the learning they want and need available at a time to suit them."



The volume of content available via LinkedIn Learning really resonated with Miriam and her team. “From our research, it seems like a lot of platforms tend to focus on one area of learning. On LinkedIn Learning, there is such a rich and diverse range of courses. This variety means we can give our people a much more tailored learning experience.”

Three has adopted a blended approach, curating professional development content where needed to support more traditional classroom learning, and signposting employees towards self-serve content from the day they start.



“We know that people learn differently. At the moment, our online learning offering allows our people to self serve, with access to relevant content as they need or want it. Our People Development Team use LinkedIn Learning to provide a more curated learning experience, whether that means providing security teams across the business with a module on phishing and cybersecurity, or highlighting online leadership modules to prepare people before a classroom session. We find that if

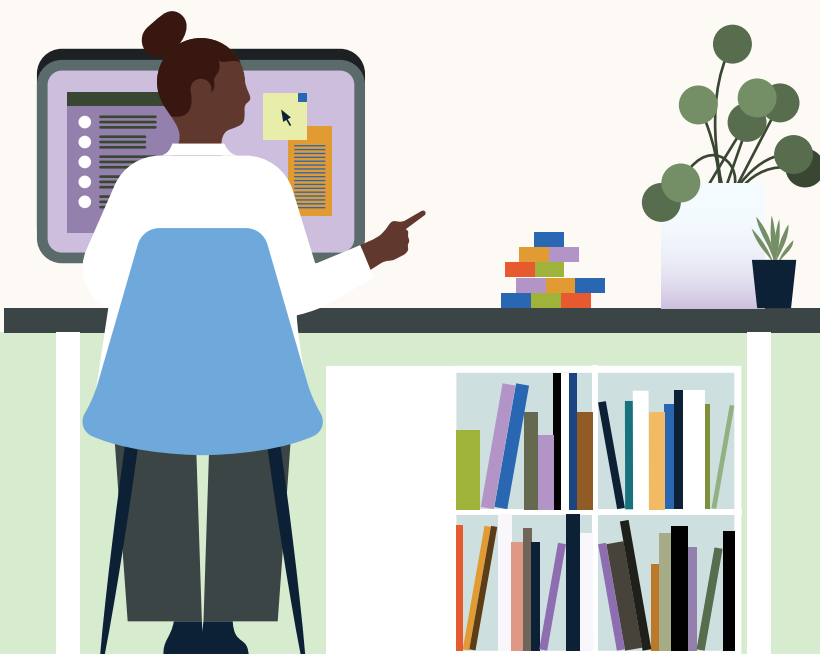
people arrive at their session already warm to the subject, we spend less time on the teaching element and more time on those in-depth conversations where the magic happens. We can address employees’ concerns, and put action plans in place regarding how to move forward.”

Using LinkedIn Learning to support continuous development at Three Ireland

Miriam elaborates: “Here’s a great example of how we’ve made LinkedIn Learning work for us. Over the years, we have found that we are often asked to deliver training in project management. We have set a three-tier certification process in place: Tier 1 is an eight-hour learning path which you have to complete in order to attend our three in-house workshops, which applies those principles to how we manage projects at Three Ireland.”

“We’ve integrated LinkedIn Learning throughout the on-boarding process, so that new starters know about it right from the beginning,” says People Development Executive, Amy Lyons.

“On employee induction days, we include screenshots from the platform so employees can get a feel for it. I tend to get excited and tell them all the things they can do, that they can keep their certificates, and so on! I’ve been an advocate of LinkedIn Learning since my college days when I used to pay for it myself - and can honestly say I’ve learned so many new skills using the platform. Before our new starters leave the sessions, they have a link in their inbox so they can go and activate their licenses immediately. This means that, on their first day, most of our new staff members already have a certificate or two under their belts. We’re blessed in that way; our people just love to learn.”



LinkedIn Learning may have provided a helpful framework for the Three Ireland team, but the joy and creativity they have stirred up is all their own. Keeping employees informed, inspired and incentivised has been a key part of the team's strategy.

“We include LinkedIn Learning on our internal comms, telling people what's new in their specific business areas,” continues Amy. “We've also launched our ‘Learner of the Quarter’ programme where an employee can nominate themselves or a colleague - with winners from different business areas celebrated across the business.”



Miriam reflects on the success of the initiative: “I'd say the biggest success for us has been the culture change. Learning has really become woven into the fabric of the organisation. Our technical team, for example, have an hour earmarked for learning every Tuesday morning. We have even given the team branded headphones! Where in the past sitting with headphones in may not have been the done thing, now everyone knows that people are learning.”

“ Over the past six months we have had a 100% activation rate – with an incredible 4hrs 58m average time spent per person. It's just amazing. It's been really important to us that people use the platform as a tool that works for them. We push out the professional development when we need to, but we also encourage people to use LinkedIn Learning for personal development - even if that means singing lessons or a photography course! As a direct result of training, we've seen a reduction in incidents, complaints, and customer conflicts.

”

The challenge

- To increase access to tailored and customisable personal and professional development content across the business
- To adopt a technology-based approach to learning as befits the brand
- To integrate with existing learning structures

The solution

- Every Three Employee has access to a LinkedIn Learning License
- Assuming a blended approach of classroom and independent online learning, with tiered certification in place around key learning paths
- Integrating LinkedIn Learning into the on-boarding process
- Incentivising learning across the business

The results



111,679 courses watched



15,349 videos viewed



5,545 hours watched

The enthusiasm with which Three Ireland employees have taken to LinkedIn Learning proves the value of the team's chosen approach. Thanks to the passion of Miriam and her team, virtually all Three Ireland employees are now active on the platform, with 5,545 hours of content viewed thus far. Due to the success that Three Ireland have seen with LinkedIn Learning, their UK division are following suit.

What the learners say



“ As a senior manager I’ve been dipping into the LinkedIn Learning resource that’s available. I’ve found the content to be extremely topical, and the digestible format of the courses has made it really easy to use. I also love receiving updates around the learning paths that are created for us. It gives another perspective and allows you to hear from an expert, helping you stay aware of the trends. It’s been even more relevant this year as it’s taught me a lot about resilience – with Covid catapulting us into this new way of working. It’s helped with my personal development which has been invaluable – especially when homeschooling the kids!

”

Siobhan Lynch
Three Plus Loyalty Manager

“ LinkedIn Learning has definitely helped me improve my performance at work. The courses are such good quality that my knowledge expands with each and every lesson. My sales are better, my objection-handling is better, and I’ve found it easier whenever I have to deal with unhappy customers. I trust the platform so much that I encourage my colleagues to follow in my footsteps via Microsoft Teams – so they may also reap the benefits from my learning journey!

”

Leonie Neville
Customer Service

“

I manage an acquisition field-based team so I use it to further my learning around communication and how to interact better with my people on their own individual level. I have many different character types in my team, so I've been able to identify areas where reps need help – whether that be lack of self-awareness or emotional intelligence. With LinkedIn Learning, I've been able to approach these areas with confidence thanks to an improved understanding – whereas before I was only considering things from my own standpoint. I've found it to be a really good resource for supporting my team.

”



Eimear McKenna
Regional Sales Manager

[Learn more](#)