

... CASE STUDY

Digital Transformation of Learning Culture

Challenge

One of Asia's leading banks was challenged to transform from a conservative, hierarchical bank, with a traditional, top-down learning culture to an organization with an agile, adaptable workforce of the future. They also acknowledged that digital learning was completely new to them and across the organization, the term "digital learning" was met with resistance. Additionally, the sheer number of learners and geographies involved in their business meant that traditional training and eLearning would not meet their learning needs.

Solution

The bank selected GP Strategies' Leadership Right By You (LRBY) program as the mechanism to establish confidence in what was perceived as a radical, new way of learning at the organization. They also partnered with GP Strategies® to develop a multi-tier leadership and culture change academy that successfully blends learning modalities, including virtual, video, gamification, classroom, and social. This program was designed for three levels of employees:

- Individual contributors (Leading Self),
- First-line managers (Leading People),
- Managers of managers (Leading Teams)

Business Impact

Through continuous stakeholder education around bank-wide digital learning adoption, key indicators of training effectiveness show a major shift in employee's mindset, and their openness to take charge of personal development. Having a renewed mindset of being on a continuous learning journey to remain relevant in the workforce, with cohort size increasing and LRBY rolling out across the APAC region.



... understand that existing skillset and current workforce will not bring us far, hence our organization prides itself to invest in our employees – to be agile and transformational leaders of tomorrow.

– **First Vice-President**



RESULTS

1000's of learners impacted

91% of learners will recommend the program to others

93% of learners plan to use what they learned to further their careers

A **10%** average increase in confidence has been achieved across all program objectives

25% of learners also earned the "extra mile" badge for completing all optional content

