



How A Video Announcement From the COO Resulted in 94% Engagement

Econet Wireless wanted to create a culture of learning that enabled employees to successfully compete in the ever-changing telecommunications industry. To make good on this promise, they started by rolling out LinkedIn Learning to their employee base. But they didn't just announce the LinkedIn Learning launch in their monthly newsletter. Instead, they introduced the new employee resource with a video address from the COO, Fayaz King. He told employees: "We need to evolve and change by upskilling ourselves for the future" and challenged all employees to take one hour per week—*during work*—to learn.

Two months after launching LinkedIn Learning, **94%** of employees were using the platform, with most employees engaging with online learning content at least four hours per month.



"Your job is made so much easier if your executive team buys in. We certainly have that. And we are seeing the results, as people are making learning a habit."

Tara Howard

Talent Development Manager, Econet Wireless

Did You Know?

90%

of executives say that learning and development is a necessary employee benefit.

—LinkedIn

51%

of executives would be willing to do more to encourage employee learning.

—LinkedIn