

Nomination: 18442

L'OREAL China

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Name of Organization / Company L'OREAL China
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Page: Entry Information
Entry Title L'OREAL China
Category T01 - T11 - Achievement Categories > T06. Innovative Achievement in Human Resources
Submission Format An Essay of up to 625 Words

Essay

The beauty industry is experiencing a rapid transformation driven by technological advancements, changing consumer preferences, and a dynamic competitive landscape. L'oreal People Development & Learning (PD&L) China Team identified the need for a comprehensive employee development program to foster skills, enhance job satisfaction, and strengthen the connection between the organization and its diverse workforce.

PROGRAMS OVERVIEW

1. Personalized Beauty Career Paths delivered by SPARK Mobile Platform

SPARK, a cutting-edge Mobile & Blended Learning Experience Platform (LXP) for L'ORÉAL China, seamlessly integrated with the global Learning Management System (LMS) was co-developed by PD&L China and Foundever. SPARK introduced a series of engaging and interactive training modules covering product knowledge, beauty trends and leadership skills, addressing specific learner needs and facilitating easy access to digital and blended learning modules on both mobile and PC platforms. Its integration with third-party content providers significantly enriches the content pool for individual continuous learning. It fosters engagement through social learning programs and gamification elements, creating a dynamic and immersive learning environment for employees.

2. Upskilling and Reskilling by Annual Learning Track and Quarterly FLEX selection

In response to the post-COVID landscape, the PD&L China team is dedicated to upskill and reskill employees through strategic implementation of Learning Track and FLEX courses. The Learning Tracks, aligned with divisions and functions, include essential job-specific courses and those specially nominated during the Training Needs Analysis (TNA). Furthermore, the Quarterly FLEX course selection empowers employees to choose courses aligned with emerging trends in the cosmetics and beauty industry. This personalized approach ensures that learning goes beyond mere compliance and competency training, helped keep it's employees ahead of industry curves. By incorporating both internal knowledge and external content providers, these courses utilized interactive and engaging pedagogical methods and technologies, enhancing knowledge transfer and keeping it's employees agile and responsive to industry changes.

3. Innovative Learning program: #1 HOUR:1 LEARNING ·1 WEEK# Festival

To cultivate a continuous learning culture, the PD&L China team initialized a 1.1.1 learning festival in Jan, 2021 and announced the #1 HOUR:1 LEARNING ·1 WEEK# strategy. This initiative fosters a continuous learning habit among employees through a high-frequency webinar campaign covering various domains such as product development, marketing trends and office skills. This will skill-up employees, equipping them with the agility needed to face this new business transformation.

IMPACT ON EMPLOYEE RELATIONSHIP

1. Increased Employee Engagement and Job Satisfaction:

The PD&L China team significantly boosted employee engagement by providing opportunities for skill development and career advancement. This strategic approach has resulted in higher reported job satisfaction as employees feel supported in their individual growth journeys within the organization.

2. Cohesive and Inclusive Company Culture:

The diversity and inclusion training initiatives fostered a more cohesive and inclusive company culture. Employees reported feeling a stronger sense of belonging, leading to improved teamwork and collaboration across departments.

3. Talent Retention and Internal Promotions:

The personalized career paths and skill development opportunities have effectively reduced employee turnover. The PD&L China team emphasis on internal promotions and career growth within the company incentivized employees to stay and build their careers within the organization.

4. Positive Employer Brand Image:

The PD&L China team's commitment to employee development and well-being has contributed to a positive employer brand image. This, in turn, attracted top talent in the beauty industry, strengthening the company's position as a leader and employer of choice.

In conclusion, the innovative learning solutions successfully transformed the organization's relationship with its employees by prioritizing individual growth, fostering an inclusive culture, and addressing the unique needs of the beauty industry. Those not only elevated employee satisfaction and engagement but also positioned the company as a trailblazer in employee development within the competitive beauty sector.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

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