

Nomination: 6228

Learning Pool - Creating change for a better future

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Learning Pool

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Learning Pool - Creating change for a better future

Category

B01 - B59 Achievement > B33 - Best CSR Strategy

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Learning Pool (LP) believes better-informed people power the most effective businesses. We take a fresh approach to partnering with customers.

Launched in 2006, LP is a full-service online training provider for >1,400 organizations and >5.1 million learners, spanning 30 countries and 42 languages. LP's service offering – encompassing learning courses, platforms, analytics and custom content development services – has achieved an extraordinary 96% average customer recommendation rate over the last decade. As a result, LP has grown from five staff (servicing the UK public sector) to an e-learning industry leader, with 460 people in eight offices (UK and US).

Our ultimate objective is to ensure first-rate customer service and satisfaction via a collaborative, relationship-based approach that fosters outstanding long-term results. Ambitions center around providing stellar care to our global clients, driving continuous innovation through our product set and nurturing our team.

Our programs support business goals, while also delivering exceptional employee support and corporate social responsibility (see impacts in main entry).

Most importantly, our employees are empowered and engaged. Our latest employee engagement survey (November-2020) revealed that a staggering 90% of employees agree: "Learning Pool has a strong social conscience" and "Learning Pool is run on strong values and principles".

b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

We're passionate about our people and serious about our responsibility to make the world a better place. Our dedicated CSR team collaborates to improve the communities we live and work in by putting our wide product and solution range to good use in partnership with many global organizations.

Over the last few years, we've designed, implemented, and embedded an ambitious employee engagement, support and CSR strategy (Appendix-1), championed from the top-down and bottom-up.

We've developed, delivered, measured, and continually expanded our offerings suite, providing a plethora of services and programs supporting our business, our people, and our communities. Highlights include:

- Charitable and community support and engagement.
- Five-year strategic CSR plan.
- Embedded employee wellbeing.

To do this, we continue to:

- Embed CSR in day-to-day operations.
- Broaden team involvement.
- Improve our pathfinder profile in CSR.
- Find new, innovative ways of contributing (not just financially).
- Improve measurement and impact.
- Focus on creating a future talent pipeline.
- Build a partnership model with customers around issues we believe in.

This strategy is now coming to fruition, with LP chosen as 'Most Socially Responsible Company' by eLearning Industry – commended for our efforts in raising awareness about some of the most important issues affecting workforces and individuals today with our free learning module offering.

We're also proud to work with many charities, both on a national and international level, throughout the year to provide support through such activities as volunteering, fundraising, or donating our services/products.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

Bigger picture

We're committed to behaving ethically, focusing on our local communities, and strongly on the continuous development of environmental initiatives to reduce our carbon footprint.

As an online business, we already empower customers to help create a more sustainable world by using our technology. Taking a proactive approach, we realize we have a responsibility to the environment beyond legal and regulatory requirements by:

- Reducing our environmental impact and improving environmental performance
- Encouraging customers, suppliers and other stakeholders to do the same.
- Continually monitoring and improving/reducing impacts.
- Incorporating ESG factors into all business decisions.
- Increasing team awareness with regular communication and company initiatives.

Bravery and conviction

In response to the murder of George Floyd and the rise of Black Lives Matter, we bravely created some unique, delicate yet thought-provoking content.

Working with subject experts, we created discussion tools and training to encourage listening and reflection. Modules included:

- The Uncomfortable Truth.
- The Uncomfortable Conversation.

(Appendix-2.)

Free modules, forever

Raising awareness of important issues is a high priority. We've made some of our topical modules available free on our website so individuals and organizations can access important information 24/7.

(Appendix-3.)

Throughout 2021, we serviced 5,623 hours of learning with free website content.

Recognition

LP achieved CSR 'World Leader' status, winning six awards at the International CSR Excellence Awards and chosen as a 'Most Socially Responsible' company by eLearning Industry.

Appendix-4 (supporting employees) Appendix-5 (supporting charities).

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Appendix-1

The Strategy – Outlining our focus areas and methodology for our CSR five-year strategy.

Appendix-2

Uncomfortable Conversations - We're not afraid to initiate and encourage difficult conversations. We created some very delicate yet thought-provoking content – for use both internally as a business, but also offered free of charge to our clients.

Appendix-3

Free Modules – Raising awareness for important issues is high on our list of priorities. We've made some of our topical modules available completely free on our website – forever. These are accessible to all, not just clients.

The modules cover:

Climate change.

Modern slavery.

Stress awareness.

Mental health awareness.

Suicide prevention awareness.

In the last year, we've created free content for COVID-19 support, including working from home guides, introduction to mindfulness, and dealing with stress as an example.

Appendix-4

Supporting Employees – Examples of supporting colleague H&W and employee support during Covid-19.

Appendix-5

Supporting Charities – Case study example of a local charity partner.

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/15238/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9eyJtZWRpYUlkIjoxNTIzMjIwMjYwXsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIiImInbm9yLearning%20Pool%20-%20%20Best%20CSR%20Strategy%20-%20Supporting%20Document%201.0.pdf>)

Would you like to add an additional supporting document?

No

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