

Nomination: 7481

MyGrowth – your Youniversity!

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 Siemens
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title MyGrowth – your Youniversity!
Category B01 - B59 Achievement > B40 - Best Strategy for a Corporate Learning University
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required
BACKGROUND Siemens, a global technology company, must adapt to fast-changing and unpredictable markets. It's crucial to ensure their workforce remains resilient and professionally relevant through continuous skill development. THE LEARNING AND DEVELOPMENT (L&D) DEPARTMENT TRANSFORMATION Paradigm shifts accelerated the need for radical re-thinking Siemens' entire people development approach. Employees no longer sought set career pathways, but rather continuous, self-directed, lifelong learning. The central learning and development (L&D) function within Siemens (the Siemens' Global Learning and Growth function, GLG) had to take bold, decisive action to retain, develop and attract talent, and ultimately future-proof its status as a leading technology company. Accelerated by the pandemic they had to transform from an internal training provider managing learning products, to a global digital learning and growth ecosystem. A thorough learner-alignment process focused upon a 'Mindset Survey', which defined six essential factors for creating such a learning and development culture (Appendix-i), and extensive stakeholder consultation ensured the solution was aligned with business needs (Appendix-ii). GLG met these needs with MyGrowth — a globally scalable learning and development ecosystem enabling self-directed, continuous learning and individual growth at scale.

b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

MyGrowth has proven successful at all levels including design, adoption, satisfaction (see below), impact on talent and business success (next section).

ACHIEVEMENT IN SOLUTION DESIGN

Facing continuous disruption, Siemens needed lifelong learning to become ingrained in its culture.

The GLG team converted insights into the learner-centric, business-aligned solution, MyGrowth. (read Appendix-iii for solution description).

With MyGrowth, Siemens established an ecosystem covering the whole continuum of learning: individual learning and growth, to centrally-driven organizational transformation.

ACHIEVEMENT IN DELIVERY

The roll-out of MyGrowth began in 2019, concluding successfully in 2022, and enhanced in 2023. Its various components were divided into three distinct phases. Each phase was supported by creative communication campaigns (Appendix-iv).

ACHIEVEMENT IN USER SATISFACTION

High learner satisfaction scores demonstrated 4.5/5 rating vs industry benchmark of 4.0/5. Employee testimonials (Appendix-v) attest to MyGrowth's enthusiastic reception.

ACHIEVEMENT IN INCLUSIVE LEARNING

To ensure digital learning access for all, Siemens L&D department launched Global Digital Access, providing accessible screens or learning rooms equipped with public PCs or iPads.

INCREASING LEARNING REACH

• **REDACTED FOR PUBLICATION**

• A massive 505% uplift in digital learning hours since 2019.

• The learning platform behind MyGrowth (branded My Learning World) becoming #1 knowledge platform at Siemens globally.

See Appendix-vi for additional statistics relating to learner solution interaction.

ACHIEVEMENT IN COST SAVINGS

The implementation of MyGrowth reduced cost per learning hour by 40% compared to FY2019, while improving the quality and breadth. Far more quantity and quality of learning, for far less.

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

HIGHER EMPLOYEE ENGAGEMENT

Siemens' people experience learning survey and bi-annual global engagement survey revealed high learner satisfaction across all learning moments, particularly with learning offerings. **REDACTED FOR PUBLICATION**

HIGHER LEVELS OF TALENT RETENTION

According to LinkedIn: "At Siemens, active enterprise learners on LinkedIn Learning were 2.9x more likely to move internally compared to non-active learners." **REDACTED FOR PUBLICATION**

CHANGING THE CULTURE

At Siemens, learning and upskilling are no longer ad hoc or necessity-driven tasks. They are embraced as enriching, rewarding, and personally valuable aspects of everyday life. Thus, MyGrowth is significant in enabling Siemens to respond to monumental changes taking place in the world. MyGrowth has transformed the support and engagement of Siemens' vast global workforce **REDACTED FOR PUBLICATION** The program increased learner engagement: learning hours have increased 505% and there are 10000 learners daily.

ALL OF WHICH HAS LED TO STRONGER BUSINESS PERFORMANCE

Siemens' belief that business success grows with lifelong learning and personal growth has been validated. Since implementing MyGrowth, Siemens achieved outstanding year-on-year revenue increases –almost 12% in FY21 (\$68bn) and 8.2% in FY22 (\$78bn). It also reported a better-than-expected quarterly profit in May this year, increasing revenue 15% on a comparable basis to more than 19 billion Euros overall.

Detail on quantifiable outcomes: Appendix-vi.

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

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