

Nomination: 8100

Geotab: Learning/Training Team of the Year

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<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Geotab
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Geotab: Learning/Training Team of the Year
<b>Category</b> E01 - E10 Team > E07 - Learning/Training Team of the Year
<b>Team Submission Format</b> Written Answers

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

Developed in the context of Geotab's fast-growing environment and acquisitions throughout 2021, the Learning & Development (L&D) team was strategically established to respond to the growing demand for training and development across the organization. With the global shift towards remote working, the L&D team pivoted from in-person training to an innovative, asynchronous learning model, which helped seamlessly onboard and educate hundreds of employees and external partners between 2021 and 2024.

Under the leadership of the AVP of Learning & Development, the team built strong executive relationships to develop high level support for its initiatives. Some major achievements included the successful integration of the MyLearning Learning Management System (LMS), the development of just-in-time Product Training and the design of several impactful Leadership Development programs. These efforts significantly improved operational efficiency, progress towards organizational objectives, and learner satisfaction and proficiency, as shown by engagement ratings, cost savings and other metrics.

The team has also cultivated a dynamic and collaborative learning culture within Geotab, leveraging in-person and virtual meetings, internal chat and leading tools to drive innovation and creativity. Overall, L&D has consistently met the evolving needs of the organization while helping other teams manage change, solidifying the team's profound impact on Geotab's success.

**b. Outline the team's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

Since its inception in 2021, L&D has spearheaded several transformative and strategic initiatives. A few notable achievements include:

**MyLearning LMS Implementation:** After thorough research and preparation, L&D launched MyLearning, a centralized platform for asynchronous learning, in 2021. The system has since recorded over 57,000 internal logins and facilitated access to training resources for 2,000 internal learners and 800 external partners. The platform's adaptability and 24/7 availability across time zones have made it a linchpin in Geotab's learning strategy, as shown by high engagement and user ratings.

**Product Training Excellence:** The team developed a suite of in-app help and onboarding walkthroughs, including 17 Product Quick Start Guides and 168 in-app assets to empower users with self-sufficiency and product knowledge. These solutions contributed to an enhanced customer experience and improved operational efficiency.

**Leadership Development Initiatives:** In 2024, L&D launched the Elevate Leadership Development Program and the Advance Senior Leadership Workshop, which received high praise from participants. The programs were designed to cultivate the skills of current and future leaders, ensuring alignment with organizational goals and fostering a culture of continuous growth.

**Teamwork and Collaboration:** The 27-member L&D team has exemplified cross-functional teamwork, utilizing virtual meetings, internal chat and project management tools to maintain alignment and drive innovation. Frequent team meetings and annual summits further solidify a shared vision and collaborative ethos.

These achievements underscore the team's commitment to providing exceptional learning experiences and show their pivotal role in Geotab's ongoing success and adaptation to a rapidly evolving competitive landscape.

**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 past performance (up to 250 words). Required**

MyLearning LMS Implementation: The creation and successful rollout of the MyLearning LMS is a testament to the team's forward-thinking, customer-focused approach. Unlike many off-the-shelf solutions, MyLearning is tailored to meet the specific needs of Geotab's global workforce, offering custom learning paths and personalization. This level of customization and user engagement, evidenced by high login and course completion rates, is notable within the industry.

Product Training Excellence: The in-app help content represents an innovative approach to product training; similar interactive methods are typically offered by leading companies and products with strong user experience focuses. The walkthroughs reduce the learning curve for new product users, enhance their experience and reduce the need for long support calls.

Leadership Development Initiatives: The L&D team's focus on leadership development in the Elevate and Advance programs provides a world-class, proactive approach to nurturing the organization's leadership pipeline. These programs go beyond the industry norm by providing high-quality, hands-on, strategic experiences rather than just theoretical knowledge, ensuring that leaders are well equipped to succeed.

Teamwork and Collaboration: The collaborative culture fostered by the L&D team, especially in a remote work environment, stands out in the industry. Their ability to maintain high levels of engagement, creativity and productivity sets a new standard for remote teamwork and is a leap forward from the pre-pandemic performance levels.

As shown by metrics in the next section, these achievements reflect the team's innovation and impact, as well as a significant advancement from the team's past performance and standard industry results and practices.

**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**

The L&D team's performance metrics in key areas underscore the group's notable success.

MyLearning LMS Implementation: With over 57,000 internal logins and 2,600 unique users, MyLearning LMS's engagement is high in relation to industry standards, confirmed by an average course rating of 4.66 out of 5 stars in user satisfaction. Overall, the team has done an exceptional job generating user adoption and creating an exciting, meaningful learning environment.

Product Training Excellence: The creation of Product Quick Start Guides and in-app help was a leap forward in company product training, leading to a 70% decrease in support calls for one of Geotab's primary products. The program effectively improved user proficiency and product knowledge, as demonstrated by over 300 completions and high satisfaction rates.

Leadership Development Initiatives: The Elevate and Advance programs received high feedback scores for relevance and engagement, averaging 4.77/5 and 4.64/5, respectively. These results rank high in relation to industry training, and reflect the team's effective approach to leadership training. In addition, almost 90% of leaders registered for the Elevate program, demonstrating its reach and appeal.

Teamwork and Collaboration: The team's proficiency in collaboration is evident from a 99% accuracy rate in project management and 87% of tickets closed on time (tracked in Jira), as shown by communication logs and project dashboards. Additionally, the team's exceptional teamwork is made clear by the 337 e-learning assets created in one year.

In conclusion, the provided metrics validate the L&D team's industry-leading achievements and substantiate the claims in this nomination.

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