

Nomination: 8125

Consumer, Small & Business Banking College

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

Wells Fargo

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Consumer, Small & Business Banking College

Category

B01 - B64 Achievement > B40 - Best Launch of 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

Established by the Consumer, Small, and Business Banking (CSBB) L&D team, CSBB College is a groundbreaking initiative that transformed professional development within Wells Fargo. This team launched CSBB College to create structured development pathway for its 41,566 employees across 178 roles and 13 CSBB businesses.

Before this, the CSBB struggled with a lack of clarity and organization in professional development, making it difficult for employees to align their growth initiatives with their career goals:

- Overwhelming Options: Employees were often overwhelmed by the need to sift through thousands of educational options to find opportunities that aligned with specific skills.
- Limited Exposure Opportunities: Employees struggled to identify exposure opportunities and experiences to help their performance in current roles or prepare them for future roles.
- Time-intensive planning: Building a development plan required significant time commitment with limited information about career pathways and job profiles.
- Lack of starting points: Employees frequently didn't know how to start a development plan. Managers often lacked the knowledge and training to guide their employees towards creating actionable plans.
- Stifled mobility: There was a missed opportunity to promote employee mobility and reduce attrition, as employees had limited resources to support their career advancement.

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

Since its establishment in 2023, CSBB College has quickly demonstrated its impact on Wells Fargo's approach to employee development.

In just 36 days post-launch, the CSBB College's achievements include:

- 14,175 User Profiles Created, Representing 34% of CSBB Employees: Employees created their user profiles and actively leveraged CSBB College to navigate their career paths. In addition, 1,365 non-CSBB employees built a user profile since the platform is open to everyone at Wells Fargo, reflecting a need for skills and career pathing outside of CSBB.
- 80K+ Development Activities: Employees linked over 80,000 activities to their development plans, encompassing 6,045 experience activities, 5,876 exposure activities, and 68,604 education activities.
- 558 Demonstrations Conducted: CSBB executives and managers conducted 358 virtual along with 200 in-person demonstrations, highlighting the CSBB College's functionalities and capabilities.
- Robust Implementation Plan: Featured executive leadership endorsements, informative articles, strategic advertisements, engaging video messages, practical "how-to" videos, live demonstrations, and job-aids.
- Monthly Self-Development Huddles: Fostered employee engagement with CSBB College by encouraging active participation and adoption of the development tools.
- Strong Legal Partnership: Ensured that all aspects of CSBB College aligned with HR policies. This also facilitated the provision of meaningful and realistic activities, complete with clear guidance on employee expectations and time commitments, reinforcing compliance and practicality in all development initiatives.

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (https://stevies-sage.secure-platform.com/file/20013/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDAxMywiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSI6ImInbm9CSBB_College_and_competencies_%28Source%29.mp4)

Would you like to add an additional supporting document?

No

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