

Nomination: 9762

The Avetta Talent Development Team

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

Avetta

Mobile Phone Number

+1 408-410-1014

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

The Avetta Talent Development Team

Category

B01 - B67 Achievement > B42 - 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

The Avetta Talent Development team successfully designed and launched Avetta University, our fully integrated Corporate Learning University, in Q1 2023. This team owns the architecture, delivery, and continuous growth of Avetta University, ensuring employees at every level can build the skills, knowledge, and experiences needed to thrive.

Avetta University combines four core academies – Product, AI, Culture, and Leadership – with a robust learning ecosystem that includes 200+ upskilling pathways, 175+ professional certifications, AI-powered role guides, real-time conversation practice tools, and custom development plans anchored in the 70-20-10 model.

Weekly Talent Bulletins, live workshops, and an AI-powered Opportunity Marketplace make development accessible and actionable. Since launch, over 90% of people leaders and 75% of employees have engaged with the University, significantly exceeding the industry benchmark of 40–50% average learning portal usage (source: LinkedIn Workplace Learning Report 2023).

By making learning part of everyday work and culture, Avetta University has set a new standard for corporate learning – driving stronger engagement, skills application, and talent mobility across our global business.

b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since its launch, Avetta University has delivered measurable results well above industry norms:

Key Achievements:

Three new academies launched – Product, AI, and Culture – plus an expanded Leadership Academy, giving employees multiple pathways for growth.

200+ upskilling pathways and 175+ professional certifications made available, compared to the industry average of ~75 per LMS (source: Training Industry Report 2023).

AI-powered tools, including Role Guides and Conversation Practice, ensure that learning is personalized and sticky – a critical gap in many peer companies.

Impactful Outcomes:

75%+ overall employee adoption, significantly higher than the industry average of ~40–50% portal utilization.

80%+ of learners applied new skills within two weeks – compared to the industry average where only ~35% apply training immediately (ATD State of the Industry).

Teams with leaders who used the Leadership Academy pathways reported a 12-point lift in employee engagement, compared to the typical 5–7 point lift for leadership training programs (Gallup benchmark).

Monthly quick-fire networking events break silos and fuel knowledge sharing, driving stronger connections across geographies – a standout feature compared to static LMS systems.

In its first year, Avetta University has exceeded benchmarks for participation, relevance, and practical application – directly fueling employee confidence, career mobility, and business impact.

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**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**

Many companies launch learning portals but see poor adoption and limited ROI. Industry research shows that on average, only 40–50% of employees actively use corporate learning systems. Avetta University has shattered this benchmark with 75%+ adoption company-wide, and over 90% among people leaders.

Even when training is completed, the Forgetting Curve shows that up to 70% of new knowledge fades within 30 days if not applied (ATD research). Avetta's unique blend of AI Role Guides, dynamic practice tools, and real-time feedback strategies ensures immediate application: 80%+ of learners report using new skills within two weeks – double the industry average of ~35%.

Our Leadership Academy pathways have driven measurable cultural results: teams with trained leaders saw a 12-point increase in engagement, compared to a 5–7 point average for similar programs (Gallup). Additionally, the new AI Academy and Culture Academy address emerging skill gaps like generative AI readiness and inclusive leadership – content that only ~24% of corporate learning programs offer today (Deloitte Human Capital Trends).

By weaving together best-in-class content, practical tools, real-world networking, and clear role-based pathways, Avetta University has raised the bar for what a Corporate Learning University can do: boost adoption, close skills gaps, and drive performance – all while outperforming industry norms.

**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**

- Avetta University Launch Overview, Program Overview, and Live Trainings Catalog.  
- Avetta University Q1 and Q2 Update Videos to demonstrate progress.

**Webpage Link**

**Would you like to add an additional webpage link?**

No

**Supporting Document**

[REDACTED FOR PUBLICATION]

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 5**

**Would you like to add an additional supporting document?**

No

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