

LinkedIn Learning Integration

Situation

The Brother USA Learning and Development team implemented a new contract with LinkedIn Learning, providing access for nearly 1,200 employees across the U.S., Canada, Mexico, Peru, Brazil, Argentina, and Chile. The project had three main goals:

1. **Managed the rollout of LinkedIn Learning** by developing a communications plan that included pre- and post-deployment communications, live training sessions, and support resources.
2. **Automate platform administration**, including the activation and deactivation of licenses and system permissions.
3. **Integrate Brother University, our LMS, with LinkedIn Learning** to consolidate all learning activities into a single source.

Action

To meet the first goal, I drove a comprehensive communications plan to inform employees about the LinkedIn Learning deployment. My plan included the use of emails, digital signage, newsletters, and company Town Hall meetings. Activation invitations were extended to all users, and I conducted a series of live online webinars, held virtual office hours that were scheduled through the company Learning Management System (LMS) to provide ongoing training and support. I also created and distributed learning resources, including video tutorials and Quick Reference Cards.

For the second goal, I researched LinkedIn Learning's admin resources and determined that a regular data feed from our HRIS system, Workday, was needed. I worked closely with our internal HRIS IT Admin and the LinkedIn Learning integration manager to clarify requirements and address any questions regarding data feed setup.

For the third goal, I facilitated meetings between the Brother University integration team and the LinkedIn Learning integration manager, managing vendor relationships, overseeing testing, and ensuring timely task completion.

Result

The LinkedIn Learning rollout across Brother's North and South American regions achieved seamless success, with zero significant issues reported. Users felt well-informed about the platform's benefits and were supported with robust resources from the start. Platform management became significantly more efficient, and reporting capabilities improved, allowing for more detailed data organization. The integration of LinkedIn Learning completion data into Brother University enabled a consolidated view of all learning activities.

Benefits

Brother International recorded rapid improvements in license activation and usage. Within six weeks, 54% of licenses had been activated, and by 12 months, activation rates reached 85%, surpassing the benchmark by 14 points. Additionally, the repeat user rate after 12 months was 52%, exceeding the benchmark by 4%. These gains position Brother to leverage LinkedIn Learning as a tool for developing employee skills and enhancing the leadership pipeline.

With this integration, administrators can now focus on content curation and reporting. Enhanced fields enable analysis by division, team, and job function, while people managers report spending less time on data manipulation—saving an estimated 2-3 hours per month for both administrators and managers.