



How Sportsbet Used LinkedIn Learning to Build a Dynamic Learning Culture

Established in 1993, Sportsbet was Australia's first licensed bookmaker. Today, the company is a world class online bookmaker, offering online betting for a variety of international racing and sports events.

The customer-centric, technology-focused company puts users at the centre of everything they do.

The Challenge: Building a learning culture that fits into the daily lives of Sportsbet employees

Sportsbet is Australia's biggest corporate online bookmaker and employs roughly 700 people, many of which work in data and technology-focused areas. Employee development is extremely important, as Sportsbet is passionate about building a culture of learning and self-improvement.

To build that culture of learning, Sportsbet knew their learning offerings had to be efficient. Yet it became clear that in-person training didn't always work, as it requires employees to leave their work for a period of time. Also, while the company offers the chance for employees to attend conferences and invites speakers in, there was a lack of online learning opportunities.

Hence, to meet the expectations of their employees while fulfilling their value proposition of encouraging employee development, Sportsbet were eager to find the right learning experience. Furthermore, the company found a majority of employees preferred to devote shorter — but more frequent — time slots for learning, which would supplement in-person workshops.

"Employees needed access to learning programmes wherever and whenever it was most convenient for them to drive their own learning, rather than having to sign up and wait for group sessions or Sportsbet always having to bring external facilitators into the office," Sportsbet Talent Development Manager Andrea Vienet said.

Challenge

- Enhancing the company's value proposition of employee development in the most efficient way possible
- Providing convenient, quality learning resources

Solution

- A digital platform of courses accessible to all employees to encourage self-learning anytime and anywhere
- Tailored learning paths according to employees' roles and interests

Result

- 2 hours 42 minutes average engagement time
- 11,500 videos watched
- Energised a culture of learning and career development
- 82% of users logged in multiple times to engage in learning
- 1,900+ distinct courses viewed

The Solution: Providing anytime, anywhere learning with LinkedIn Learning

After an initial pilot with Lynda.com from LinkedIn Learning, both employees and the company were convinced of the platform's benefits. That gave Sportsbet confidence to upgrade to LinkedIn Learning, which offers 12,000+ courses as well as world-class platform that provides a personalised learning experience to each user, to all its employees.

When launching the platform to employees, LinkedIn supported Sportsbet by guiding employees through how to use LinkedIn Learning and highlighting helpful features, like the downloadable courses and the mobile app. Sportsbet also integrated LinkedIn Learning into existing development programmes (e.g. their emerging leaders programme), where participants would watch courses on their own time and then come together to discuss what they've learned.

"As an online business, we offer our customers great flexibility," said Vienet. "We wanted to create the same convenience for our employees, letting them choose when and where they want to learn – whether at work, at home or during their commute."

The Results: Learning at the speed of business

Sportsbet's employees were quick to engage with what LinkedIn Learning had to offer – sharing, discussing and recommending courses internally. LinkedIn Learning offered a wide range of courses that not only covered the majority of skill sets needed within the company, but also encouraged employees to adopt new ones – even ones outside of their job scope, like photography and mindfulness.

In the first year, Sportsbet employees viewed nearly 11,500 videos and more than 1,900 courses – an average of 2 hours 42 minutes per active user! The platform also empowered employees to tailor their learning, as the platform personalised recommendations according to a person's role and interests. Furthermore, LinkedIn Learning helped further reaffirm Sportsbet's commitment to employee development.

"Considering the pace at which things change and evolve, we know that we need to encourage our employees to keep learning and continue to develop," Vienet said. "As an employer, we need to provide the time and opportunity, but we also want them to be driven to do that themselves. Already in the recruitment process, we look at the learning agility of applicants. The ability to continue learning and developing skills is just as important as working experience. Whenever our HR team is looking at development initiatives in the different departments, we always try to make sure that we're using LinkedIn Learning in some way."

"Sportsbet has a strong focus on the future of work, creating a strategy that helps us gain the kind of skills and capabilities we need to get there. LinkedIn Learning continues to be part of this strategy and helps us communicate our priorities around these skills to our employees."



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