



A Learning Experience to Suit Changing Work Styles

Japan Tobacco's employees can now gain the knowledge and skills they need, anytime, anywhere, with LinkedIn Learning



Headquarter: Tokyo, Japan



Industry: Food, pharmaceutical



Employees: 7,464
(as of December 2019)

“To me, what’s great about LinkedIn Learning is that each programme is divided into smaller chapters, allowing me to take the courses whenever I have time throughout the working day. I also like the way the programmes keep pace with trends and address topics in the fast-moving IT sector. LinkedIn Learning has made it possible for me to talk with experts in various fields.”



Naoki Matsumoto
Digitalisation Promotion Office,
Japan Tobacco

Operating in over 120 countries, **Japan Tobacco (JT)** is a leading international tobacco company with a reach that extends into the pharmaceutical and processed food industries. As a global employer and corporate citizen, JT also engages in a wide range of social and community activities to help people lead more enriching lives.



For JT, supporting a large and diverse workforce means adapting to different work styles and schedules. Many employees at its manufacturing sites, for example, work in shifts to keep production lines operating around the clock. An increasing number of them also have to balance work responsibilities with childrearing or elderly care commitments.

This helped JT realise that its fully classroom-based learning approach, which made it difficult for

many employees to attend, would no longer work. The company recognised that it needed to create an environment where employees could gain the professional skills and knowledge they need, when and where they want. To address this, JT began considering the adoption of an online learning framework.

Challenge

- To establish a learning environment that is flexible and compatible with a broad range of work styles, accommodating employees working in shifts and those balancing work with childrearing or elderly care
- To enable employees to gain the skills and knowledge they need to excel in their roles

Solution

- Equipped employees to learn online and on-demand, when and where they want, with LinkedIn Learning
- Introduced microlearning—short-form courses covering the essentials across a wide range of fields

Results

- **277%** year-on-year growth in number of users (as of December 2020)



Covering the essentials with microlearning

JT introduced online learning as part of its workplace learning in 2015 and, in 2018, began considering full-scale adoption. In 2019, the company committed to implementing a user-friendly learning solution with a wider range of learning content. There, it found LinkedIn Learning.

JT chose LinkedIn Learning for several reasons:

- LinkedIn Learning was already in use at the group company Japan Tobacco International (JTI)
- It supports a wide range of languages other than Japanese
- Its microlearning format empowers employees to take short-form courses covering the essentials across a wide range of relevant topics



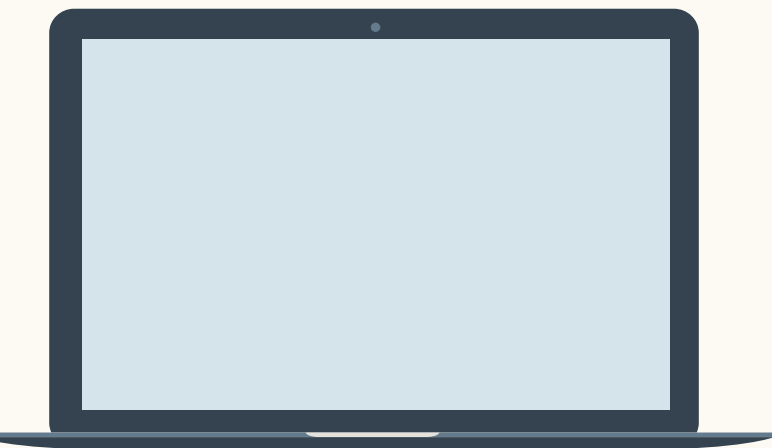
Work-from-home shift drove surge in usage

With LinkedIn Learning in place, JT's Human Resources department promoted it directly to new hires and high-potential employees. Even then, platform usage was off to a slow start. Then, in February 2020, the shift to remote working arrangements triggered by the COVID-19 pandemic led to a dramatic increase in usage. LinkedIn Learning came to serve as a welcome replacement for face-to-face training. For many employees, experiencing LinkedIn Learning for themselves made it easier to adapt to home-based and online learning. As of December 2020, JT had 512 users, a significant year-on-year increase of 277%.



Combining online and offline for effective learning

Going forward, JT remains committed to providing an online learning environment that empowers employees to learn when and where they want. The company intends to move in the direction of blended learning—resuming in-person training when possible and continuing to build on its online learning programme with LinkedIn Learning at the core.



What users are saying

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“To me, the beauty of LinkedIn Learning is that we can easily learn about a wide range of subjects. Usage increased dramatically in the second year, and we want to work to continue this trend.”



Mayu Nagai
Human Resources
Department

“I use LinkedIn Learning to search for the skills I want to learn and the goals I want to achieve. There are a wide variety of courses available, so I can take the one that best suits my situation at the time. LinkedIn Learning also displays recommended courses, so I can save the ones I am interested in and take them at my own pace when I have more time.

Thanks to this, I am able to realise perspectives that I did not have before, and I am able to put them into practice every day as I work.”



Yukiko Morita
External Relations Planning
Office

“As a new graduate, there are a lot of things I need to search for in order to learn the basics of business and the use of IT. It serves as a kind of instructional manual for me. The world is full of useful tools, but when I tried most of them, they were difficult to understand and it took me time to absorb the information. Using LinkedIn Learning makes learning enjoyable while also making my work more efficient. I was especially happy when I discovered that work done in Excel could be saved as a tab-delimited text file. Thanks to this, I was able to create a function that could predict the employee numbers for 105 employees in the IT department. I used to have to keep referring back to the file, so this had made the task much easier. I would like to continue to using LinkedIn Learning because it is a great way to get new information easily.”



Moe Aoki
IT Department

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LinkedIn Learning is a leading online learning platform that helps professionals learn relevant skills and achieve their goals. It combines a library of 16,400+ up-to-date courses in 7 different languages with an engaging, intuitive, and personalised learner experience. LinkedIn Learning also includes real-time skills insights that help learning leaders identify skills gaps. For more information, visit <http://learning.linkedin.com>.