



Creating the future together: Safaricom helps adventurous employees explore new frontiers in learning



About Safaricom

Industry : Telecommunications

7,856 employees

Headquartered in Nairobi, Kenya

Safaricom's mission



Inspired by customer passion and enthusiasm for learning found across its telecommunications business, Safaricom has embraced LinkedIn Learning to help double down on its promise to “let learners learn – and teachers teach”.

A leading technology company in Kenya, Safaricom is adept at managing and responding to the evolution that is such a huge part of working in the technology space. “Skills are the new currency – and this tends to filter down into how we attract and nurture talent,” says Mary Mutonga from the Talent and Capability Management Team.

“The skills you have today will be outdated in the next two years, hence the need to keep re-inventing yourself through upskilling and reskilling. Our Safaricom spirit of Customer passion, innovation, purpose and collaboration has driven our continuous learning culture, which in return has guaranteed we have the right talent and skill sets to create the future together.”

“Having used off-the-shelf learning solutions in the past, we were looking for more variety,” says Judy Githaiga, Senior Manager of HR Projects. “As well as its richness of content, we were drawn to LinkedIn Learning for its user experience.” From finding their own path to tracking their progress, the team have also benefitted from learning on the go, accessing courses any time, from any place.

“We also make some learning a prerequisite for events like conferences, with places available on a first-come-first-served basis” Judy continues. “Those who are the most engaged are the ones who are able to get qualified.”

The impact of LinkedIn Learning is key to investing in the future of the organisation. “A continuous approach to learning and development is essential, not only for attracting talent to the company, but also for developing and nurturing the talent we have.” says Paul Kasimu, Chief HR Officer at Safaricom. “With the aim of futureproofing our workforce, we are looking closely at proficiencies – what we already have in our people, and what needs to be developed to inform and shape our journey over the next three years. By auditing our skill set, we can move forward with reskilling and upskilling our workforce.”



It’s easy to see the emphasis Safaricom places on its staff through investment in personal autonomy. “We want to help our people prepare for the future, and LinkedIn Learning enables our staff to invest in themselves at a pace that’s suitable for them,” says Peter Njioka, Head of Talent at Safaricom.

“It’s been great to see the level of excitement around learning, and how it’s driven our culture forward.” Leading from the front has also been integral to instilling this idea further. “I’ve taken many courses myself,” continues Peter. “They help us all become more innovative and collaborative – these are the cornerstones of the ‘Spirit of Safaricom.’”

The challenge

- To support growth as part of Safaricom's business strategy
- To keep talent at the forefront of the tech industry
- To facilitate learning on the move

The solution

- LinkedIn Learning licenses purchased for all employees
- Link LinkedIn learning to employees' individual development plans
- Developing a strategy to track ROI internally

The results



5,000 active LinkedIn Learning Licenses



78% of learners are active and engaged



69% have completed at least one course



100% of licenses have been activated

*Data is from Q1

Safaricom has seen very strong uptake, with 89% of learners now engaged and actively learning on the platform. Over the past ten months, the team has developed a rigorous strategy to monitor ROI.

In the first four months, they focused on promoting and monitoring license activation, currently at 100%. Then, they set about finding out whether learning is happening; as of right now, the number of employees that have completed one course is at 69% and counting. Now, they are in a review phase where they are looking to learn how people have applied their newfound knowledge in their roles.

Using LinkedIn Learning to promote a more adventurous culture of learning



Safaricom has taken the initiative to really promote learning in-house, creating timely campaigns to promote the value of learning among employees.

Before Covid saw most employees working from home, its highly creative floor-to-floor activation campaign saw employees championing learning themselves in a chain reaction where one employee would physically go to the next employee's desk and help them log in. Incredibly, each office also has a prototype LinkedIn Learning station at its entrance, encouraging team members to log on and give learning a try.

What the learners say

“ For me, LinkedIn Learning represents that partnership of bringing talent together, with access to valuable thought leadership across several areas. When it comes to resourcing and identifying unique talent, our visibility as a brand has improved tremendously. At Safaricom, there is an ‘atomised’ learning philosophy of upskilling in small stages. Through the thousands of videos viewed and courses completed on LinkedIn Learning, our capabilities continue to grow. Continuous learning on the go has also proven invaluable – giving everyone access across the business. Our employees with disabilities have found LinkedIn Learning to be a useful platform that they can access when it suits them – from the comfort of their homes.

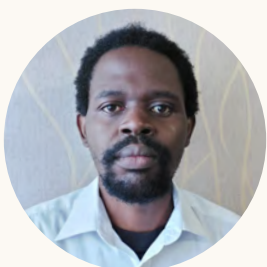
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Peter Njioka,
HOD Talent Management & Ag HOD HR –
Shared Services

“ For me, LinkedIn Learning has been a great resource and continues to complement my current skills in the workplace. It’s opened up a new arena for upskilling, and I love the way you can set weekly targets and view your progress at a glance. It’s also great to save courses of interest and see those recommended by your organisation – such as how to cope with a change in work environment when COVID-19 hit – which always motivates me to investigate further. After attending a lesson, it’s great to browse courses suggested by LinkedIn Learning that are related to your learning journey.

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Protus Embeywa,
Principal Engineer –
Cyber Prevent and Defense

“

One thing I've had to learn very quickly is to lead, inspire, and manage my team from a remote working position. Through the courses that I've taken, LinkedIn Learning has helped me to retain that warmth and personal touch – without meeting staff face to face. I've also been learning skills around digital transformation and leadership within a digital age. In my department, we choose a 'head teacher' every two weeks who proposes courses for the team to attend; we enjoy posting our certificates once we've completed them! When I learn, I don't learn alone.

”



Barack Odera,
HOD – Regional Network
Implementation & Operations

“

I have had a very good experience with LinkedIn Learning, I have gained multiple skills linked with budgeting, customer service, accounting and financial analysis. LinkedIn Learning has allowed me to work more efficiently and so am able to have a better grip on my career moving forward.

”



Glorine Vihendah,
Customer Care Department

“

A LinkedIn profile is like your professional ID or badge within the digital space. Prior to this, learning was always very traditional – often fixed and time-consuming. In an unpredictable world, LinkedIn Learning has brought atomic learning to the table, allowing you to consume information at your own pace – without investing in irrelevant materials. On-the-go learning – whether you’re taking a taxi or out for a jog – also allows you to attend courses around your busy schedule. It’s very interactive, and those giving the lessons have clearly been trained on how to do so within a virtual environment.

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Andrew Masila,
Senior Manager –
Core Data – SME

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