

# Small steps, big impact: How LinkedIn Learning Hub empowered staff to embrace digital learning

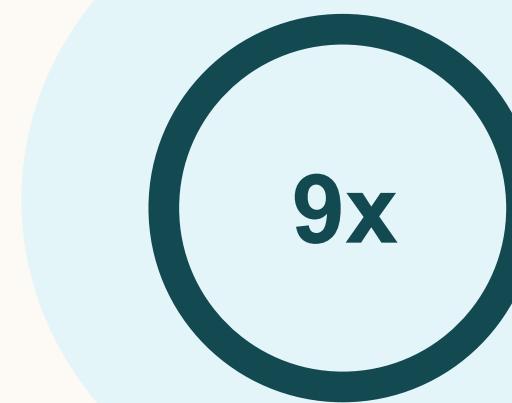
Bank Mandiri, founded in 1998, is one of Indonesia's biggest financial institutions. It enhances employees' skills through its training arm Bank Mandiri Corporate University.

## Challenge: Bridging the skills gap in Indonesia's banking sector

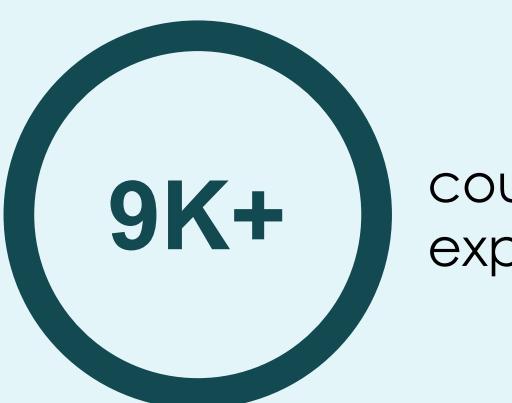
- As a leading provider of banking solutions, Bank Mandiri invests in continuous staff training to stay ahead of the curve. Its **38,000-strong workforce in Indonesia** – from senior leaders to branch clerks – regularly hone their digital, strategic thinking, and leadership skills.
- In the past, a small number of technical courses were conducted inhouse, while soft-skills programmes – such as leadership – were limited to in-person courses by external vendors. With thousands of employees across the archipelago, it was **difficult to maintain a consistent training schedule** and **rapidly customize content to suit individual needs**.
- Recognising the need for more flexibility and breadth in training, Bank Mandiri adopted LinkedIn Learning Hub in 2022 as part of a two-pronged training strategy.

## Solution: Top-rated courses that dovetail with internal training

- Programmes from LinkedIn Learning's **extensive library of 11k+ courses** – such as "Critical Thinking and Problem Solving" and "How to Make Strategic Thinking a Habit" – were introduced as **compulsory add-ons to inhouse training programmes**. Second, as part of an **individual development program**, employees discussed their skills gaps with their managers and then enrolled in relevant LinkedIn Learning courses to address them.
- LinkedIn Learning's **online, bite-sized format** allowed employees to acquire new skills at their own pace. Extensive **English-to-Bahasa Indonesia captions** made learning accessible to all, and those unsure about where to start could turn to **AI-powered coaching** to receive personalised course recommendations.
- To encourage adoption of LinkedIn Learning, the bank launched **Mandiri Learning Festival**, an event where staff engage in friendly competition to complete courses.

9x

increase in staff learning hours

9K+

courses explored

## Result: A powerful boost to digital transformation

- LinkedIn Learning is now a key part of Bank Mandiri's digital-first strategy. It has **transformed staff's attitudes to online learning**.
- The bank's demand for a large variety of technical and soft-skill programmes was well-served by LinkedIn. Employees **engaged with an impressive 80% of courses** on the platform.
- Employees voted LinkedIn Learning Hub as their **preferred learning platform** in 2024, reflecting their satisfaction with its user-friendly features and vast offerings.

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LinkedIn Learning Hub has become an essential complement to Bank Mandiri's corporate training infrastructure. With more than 18,000 staff in Indonesia using the platform, activation rates have exceeded 100%. We have also seen a dramatic increase in learning engagement as employees respond well to the online micro-learning format.

**Dindin Rosyidin** Senior Vice President, Bank Mandiri Corporate University