



# Concrete transformation: How LinkedIn Learning provides a solid foundation for company performance

PT Semen Indonesia (SIG) is a multinational building solutions firm based in Indonesia. Established in 1957, the state-owned enterprise is the country's largest cement producer, occupying more than half its domestic market share.

## Challenge: Staying ahead of the global competition

- Indonesia's supply of cement has outstripped demand for years, with supply hitting an all-time high of 119 million tons in 2024. For SIG, the challenge was **how to stand out in an oversupplied market** and capture more market share.
- Building **adaptive, agile, and innovative talent** was a key strategy. But with operations spread across Indonesia, it was logistically challenging and costly to bring staff together for training. The company had its own learning management system but lacked comprehensive training resources, which would take time to develop.

## Solution: A robust training gameplan customized for Indonesia

- 1 When SIG adopted LinkedIn Learning in March 2023, it immediately unlocked access to a vast library of 10,000+ online courses on topics such as **strategic sales negotiation** and **marketing strategies** — complete with subtitles and options to translate material into Bahasa Indonesia.
- 2 Learning was customized to meet SIG's needs, including the specific business performance and ethics requirements set out by Indonesia's Ministry of State-Owned Enterprises. SIG curated **unique learning paths** on LinkedIn Learning and supplemented them with courses by the company's subject matter experts.
- 3 Top-rated LinkedIn management courses were curated into a **Leadership Competency Development Programme** for senior leaders. Courses on **Enterprise Risk Management** were also made compulsory for management employees.



surge in staff learning hours in 2023



fall in staff attrition rate

## Result: A formidable A-team

- LinkedIn's highly accessible courses helped SIG groom a **pipeline of high-potential staff** for key positions that presented a material risk to business.
- Employees became better equipped to **anticipate business risks**, and **boost ancillary revenue streams** in cement transportation and waste management.
- **Staff satisfaction** jumped by 7% in 2023, reflecting how the team was energized by opportunities to learn and progress at work.

“LinkedIn Learning provides a comprehensive and tailor-made curriculum that helps SIG develop employee competencies and capabilities. Its certifications are widely recognized and encouraged by Indonesia's Ministry of State-Owned Enterprises, which contributes towards developing high-quality talent and capabilities that can support SIG's cost leadership strategy.”

**Agung Wiharto** Director of Human Capital, SIG

