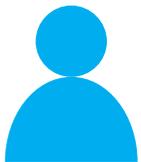


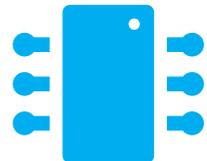
INDUSTRY: Professional Services



Achieved Results



SIX-FOLD INCREASE IN
ACTIVE USERS



SEAMLESS INTEGRATION
INTO IN-HOUSE LEARNING
MANAGEMENT
SYSTEM



SUPPORTS
MULTINATIONAL TEAMS
IN 7 LANGUAGES



ENRICHES LEARNING
CONTENT WITH EXTERNAL
PERSPECTIVES



STRONG CULTURAL FIT



“External references like getAbstract offer different points of view that help us consider the topic from a variety of angles.”



Alex Nicholson
Learning Experience Manager

About Aon

Aon, a leading global professional services firm, exists to shape decisions for the better — to protect and enrich the lives of people worldwide. Aon provides clients in over 120 countries with advice and solutions that give them the clarity and confidence to make better decisions to protect and grow their business.

Business challenge

“One of our core priorities is to continue building a resilient workforce, developing every colleague, regardless of the person’s role,” says Alex Nicholson, Learning Experience Manager at Aon, who is responsible for designing and deploying the firm’s global learning programs. In line with the firm’s focus to develop all of its people, Nicholson and his team seek to expand their learning offering across all global regions.

How getAbstract helped

Aon seeks to make learning accessible across the firm through an in-house Learning Management System (LMS). getAbstract serves as a key content provider integrated into the firm’s LMS. Nicholson stresses the benefit of having getAbstract seamlessly embedded in the LMS: **“This gives all of our 50,000 colleagues direct access to getAbstract content, which is hugely important.”**

The fact that getAbstract offers content in multiple languages has helped Nicholson engage more learners, especially in LATAM. **“The language aspect has been key for us,”** says Nicholson, who has been looking for ways to appeal to learners from different cultures and language regions.

Over the past three years, the number of getAbstract users has increased six-fold, with an average of 150-200 new users joining each month. **“There is huge potential here,”** Nicholson concludes, noting that 16 percent of colleagues are now active getAbstract users.

A meaningful way to engage learners is by offering content that is directly relevant to people’s jobs. Nicholson and his team have been working with getAbstract’s Customer Success Team to find content people need. **“getAbstract’s knowledge library complements many of the topics we are focusing on,”** explains Nicholson, who appreciates the versatility of how getAbstract content can be deployed: **“Whether you offer virtual or classroom-based training, you can always slip in a getAbstract summary.”**

“It is really important to have different learning options and a range of learning material to work with,” says Nicholson. **“From a blended learning perspective, there’s only so much you can do relying on internal content alone.”** For Nicholson, variation is what makes blended learning journeys engaging – and getAbstract offers this variation in spades: **“The diversity of perspectives you find in the article, video, podcast and book summaries is what makes getAbstract’s content so compelling.”**

For Nicholson, getAbstract offers a much-needed external perspective to in-house learning topics: **“We spend a lot of time talking about emotional intelligence with our leaders in various programs. External references like getAbstract offer different points of view that help us consider the topic from a variety of angles.”**

Nicholson finds that getAbstract content fits in very naturally with learning elements he and his team have been putting together. Meanwhile, getAbstract’s Customer Success Team almost intuitively seems to understand what the firm’s needs are. Says Nicholson: **“getAbstract is a cultural fit for us. We are huge on working with organizations that share similar mindsets and passions as we do.”**



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