



Achieved Results



Embedded getAbstract
across the employee
lifecycle



Deep integration into
Ford's learning ecosystem



Scalable engagement
with strong usage



A primary leadership
resource for Ford



Future-first content
supports rapid
industry cycle

"getAbstract provides us the breadth and depth of content that we need for the vast majority of our users."



Jerry Kaminski
Global Learning Operations Manager

About Ford

Ford is a global mobility company serving customers in more than 100 countries with iconic brands, reliable products, and a workforce that spans complex manufacturing, technology, and customer operations. Known not only for its durable vehicles, but for its innovations in large-scale manufacturing and industrial workforce management, Ford employees pride themselves on being ahead of the curve.

For 10 years, getAbstract has been a key learning partner of Ford Motor Company. In 2016, the global leader

in vehicle manufacturing recognized that getAbstract's curation of timely expert resources could help its people understand cutting-edge technology. With the goal of getting ahead on topics such as AI, machine learning, quantum computing, and the future of work, Ford looked to getAbstract and hasn't turned back in a decade.

As Ford looks to maintain and advance its celebrated position in the global market, Jerry Kaminski trusts the evolving products and services of getAbstract to keep his learners ahead of the competition.



Business challenge

1. Unifying learning at enterprise scale.

With 25 federated skill teams and distinct business priorities, Ford needed a trusted, versatile content layer that could serve executives, managers, and individual contributors without creating fragmentation.

2. Keeping learning in the flow of work.

As Ford accelerates transformation and launches new initiatives, the L&D team sought concise, credible resources that plug into existing systems and campaigns, so employees can act on timely topics without leaving their workflow.

How getAbstract helped

System-level integration. getAbstract content and collections are embedded in Degreed and will be connected to Oracle HR, making curated learning easy to find and assign.

Career Lifecycle coverage. From day-one orientation to manager enablement, Ford uses getAbstract across pathways and programs, including benefits primers, culture resources, and leadership skills.

Campaigns that drive participation. The team partners to decide on monthly themes and “Meetings in a Box” to spark discussions, staff-meeting discourse, and leader-led learning moments.

Enterprise scale, simplified. After retiring other providers, Ford centralized on getAbstract for broad leadership and professional learning, reducing complexity while expanding topic coverage.

Where we make an impact

Onboarding: New-hire pathways include concise culture, benefits, and “how work works here” resources that employees can self-serve on day one.

People-leader enablement: Curated learning elements feed performance, goal-setting, and engagement topics, with plans to embed articles in updated Leadership Plus modules.

People & Purpose Initiatives: getAbstract supports Pride Month and other inclusion-focused efforts, plus timely topics surfaced through monthly campaigns.

Team discussions: Leaders use summaries to anchor staff-meeting conversations and classroom activities.

Individual Curiosity: Trustworthy and reliable content across many topics allows individual learners to explore as they please. According to Jerry Kaminski, “The employees see getAbstract like a personal google for curated content they can trust.”

Why it works at Ford

Credible, concise, and current.

The editorially vetted library gives employees a fast, reliable way to learn, which matters in a transforming business.

In the systems that employees already use. Integration into Degreed and HR tools keeps learning visible and accessible, without breaking the flow of work.

Partnered execution. Curated learning campaigns via email and ready-made discussion assets save time for a lean central team, helping federated groups move quickly.

Scale and Scope: To serve tens of thousands of employees across 20+ federated groups in 130 countries, Ford relies on getAbstract’s massive library covering hundreds of topics, skill sets and competencies.