

# CASE STUDY:

---

## THE CARLYLE GROUP

---

GLOBAL ALTERNATIVE ASSET MANAGEMENT



### getAbstract: A Key to Continuous Education

As one of the largest and most successful private equity firms in the world, The Carlyle Group is dedicated to attracting and retaining professionals with deep industry knowledge and a hunger for continuous learning. Matthew Wells, Principal, Global Head of Learning, Diversity and Inclusion shares his thoughts on how getAbstract serves as a valuable component of the company's ongoing education



### Complementing Traditional Learning Tools

Leaders at the Carlyle Group understand the value of continuing training so they provide employees with formal classroom sessions as well as a variety of online learning tools. Wells considers getAbstract to be a strong addition to this educational arsenal.

Wells often follows up a formal training event with a short list of related getAbstract book summaries that employees can use to fill in knowledge gaps or dive deeper into a subject. getAbstract also proves valuable in bringing an outside perspective to certain discussions.

With the company holding investments across several segments and providing expertise in dozens of industries, The Carlyle Group requires educational tools that can meet the diverse and varied needs of employees in different roles. By subscribing to getAbstract's library of more than 10,000 summaries on 85 different business topics, Wells and other executives can recommend abstracts that correspond to whatever subject a team is currently addressing.

### Encouraging Individual Exploration

The Carlyle Group hires and invests in employees with high levels of intellectual curiosity. However, before subscribing

to getAbstract, the company didn't offer many outlets for employees who wanted to independently pursue their learning goals.

Through getAbstract, the company now provides fast, easy access to the knowledge employees crave, so they can be more proactive about their professional development during their time with the company. By examining trends in downloads, managers and executives can discover what subjects are popular and offer employees' further learning opportunities to meet changing demands.

### Understanding Why It Works

With about 50% of The Carlyle Group's employees adopting getAbstract within

---

### Achieved Results

- 50% of employees began using getAbstract
- The company downloaded 6,800 summaries

# CASE STUDY:

## THE CARLYLE GROUP

GLOBAL ALTERNATIVE ASSET MANAGEMENT

the first year, and more than 6,500 downloads in that same period of time, Wells considers the book summary subscription service to be one of the company's more successful educational assets.

Wells contributes the popularity and positive response to getAbstract's ease of use and short format. At just five pages per summary, reading an abstract doesn't involve the major commitment that other educational tools demand. The small time investment means that managers have more freedom to make multiple reading recommendations and that employees are empowered to explore new topics on a whim.

### Curating Content for Groups

Wells and other executives serve as curators by making summary recommendations to the company as a whole and to different departments based on current trends and developments. Whether Wells is helping employees get ready for performance management season, explore diversity issues or tackle year-end initiatives, he suggests related book summaries that prepare employees for upcoming situations.

Executives at the Carlyle Group also recommend a Book of the Week on the company's intranet home page. This suggestion – which links to the

accesses them through targeted messages. By sharing summaries through multiple channels, The Carlyle Group keeps more employees abreast of available and recommended summaries.

### Finding New Opportunities

While Wells is happy with The Carlyle Group's current utilization of getAbstract, he sees several opportunities for professionals to gain even more from the learning tool. The company plans to drive higher employee traffic to their Learning and Development page, which is another online gathering space that showcases getAbstract summaries. While the site currently doesn't receive much traffic, The Carlyle Group is introducing a learning curriculum to the site, which should increase the number of visits and make getAbstract a natural complement to the page.

Wells also hopes to boost awareness of getAbstract's mobility features among employees who travel frequently and those who use tablets and mobile devices on-site. Educating employees about getAbstract audio files and mobile apps could open the door to even more micro-learning.



Matthew Wells

**“It's very easy. It's compact. It doesn't require a big time commitment.”**

-Matthew Wells, Principal, Global Head of Learning, Diversity and Inclusion for The Carlyle Group

corresponding getAbstract summary – also serves as an outlet for employees' curiosity and provides a common area of focus that can spark company-wide conversations.

Wells relies on different methods for spreading the word about getAbstract because various departments seek out information through a range of outlets. Leaders at The Carlyle Group recognize that a certain segment of employees links to summaries from the home page and that another segment