

Achieving a Goal as a Team

Energie Baden-Württemberg AG (EnBW), a German energy supplier, has its roots – as the name suggests – in the region of Baden-Württemberg in southwest Germany. The firm values cooperative partnerships. Its employees work as a team to tackle the challenges that the energy transition and the subsequent restructuring of the business pose. To successfully overcome these hurdles, every single one of the organization's 20,000 employees needs to contribute. As a knowledge resource, getAbstract helps EnBW become more versatile and operate more efficiently in a dynamic market. getAbstract's concise business summaries, which are available in several formats, enable all employees to access new knowledge quickly and to find out more about current trends.



Informal Learning at EnBW

Over the past few years, the goals of EnBW's HR & development department have changed greatly. The diverse, fast-changing demands that the company's various divisions issue complicate the long-term planning of customized training for all target groups. Meanwhile, the energy transition is forcing companies within EnBW's industry to change their way of doing business: Organizations need to become more versatile, work more quickly and operate more efficiently, among other improvements. EnBW's learning must adjust likewise. Teams and individual members of staff increasingly assume responsibility for their own learning, resorting more and more often to digital

learning solutions. HR & development must provide the room, the structure and the resources for such learning.

To meet these demands, HR & development created PE-Campus, EnBW's own corporate online platform, which serves as a gateway to all training offerings. The platform provides access to all EnBW's online learning materials. Furthermore, it gives an overview of additional learning offerings, as well as external and internal training and coaching opportunities. This initiative rendered the training offerings more transparent and helped achieve one of HR & development's most important goals: to move away from a "push mentality" and toward a "pull mentality." This means that

employees and their managers can search for and find learning options right at the moment of need.

Self-Directed Learning for All Employees

getAbstract business summaries are a perfect tool for EnBW's just-in-time learning initiative. They are integrated into the PE-Campus's "knowledge box." Simply using keywords allows employees to find and access relevant knowledge quickly. The five-page summaries offer fresh impetus and information on current trends, which inspires new ideas, fosters innovation and follows EnBW's motto: "Just do it."

Achieved results:

- EnBW employees now can access knowledge quickly and easily. They can use this knowledge for their daily work.
- getAbstract has helped EnBW to make the first step toward digital and self-directed learning.
- EnBW successfully has integrated getAbstract into existing corporate training programs.
- User comment: "I like to download summaries via the Kindle. Great reading for the train ride every morning."

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It was important to HR & development to ensure access to getAbstract for all its employees. Efficient and dynamic work happens in cross-functional teams with flat hierarchies. Thus, giving only a limited number of employees an information edge would be counterproductive. getAbstract acts as a link in the transition to digital learning: Though some employees initially might be skeptical about e-learning, many view online reference books as truly valuable learning resources.

A Source of Inspiration on Current Trends

To maximize getAbstract's benefits for all employees, HR & development called staffers' attention to this knowledge resource by writing about current trends in the company's blog and linking those trends to summaries. HR & development also sends employees emails containing recommended reading lists aligned with topic-related initiatives. Receiving this kind of information helps employees understand how getAbstract can support them in their daily work. In addition, HR & development purposefully integrates getAbstract's summaries into EnBW's "blended learning arrangements." Upon the launch of the initiative, the team went on a roadshow to introduce the learning tool live at several company sites.

EnBW combines getAbstract's service with other HR & development tools. For instance, a 360-degree feedback session for executives includes customized recommended further reading lists. These summaries provide managers with useful tips. getAbstract is also a convenient tool to use following a classroom training session: HR & development provides links to summaries in "learning nuggets" and sends them via email to participants. This enables employees to acquire new topic-related knowledge quickly and easily.

On-the-Go Learning

Mobile accessibility is one of getAbstract's greatest benefits: Employees who frequently go on business trips can access getAbstract via the Kindle or the getAbstract app and can read the summaries or listen to the audios on the go. Monika Hablick, head of HR & development, regularly travels between EnBW's offices in Karlsruhe and Stuttgart. She uses her commute time to get informed about new topics by listening to getAbstract's audio summaries. Statistics show that many EnBW employees also use getAbstract on the go. More than 30% of the total number of downloads EnBW employees make either are audio summaries or occur via the getAbstract app or the Kindle.



“The content provided by getAbstract is easy to use and great for self-directed learning. The summaries convey a topic's main points quickly and efficiently, right at the moment of need. The service supports our new learning culture perfectly.”

— Werner Stockinger, HR & development at EnBW