



## getAbstract Provides Informal Learning on a Global Basis

Like many large corporations, General Motors (GM) utilized a formal learning process that included traditional classroom training and online courses tracked via a learning management system (LMS). Now, in part because of the rapidly changing manufacturing industry and the need to gain critical knowledge at the point of need, GM Learning is revamping its employee learning offerings with more informal learning accessible outside the LMS.



## A Tradition of Excellence

General Motors has been synonymous with excellence and innovation for more than a century. Since its inception, GM has made it a priority to educate its employees and keep them up-to-date with current trends and developments in the rapidly evolving auto industry. For years, the company's strong learning culture was centered on traditional classroom training and online courses.

Giant corporations such as GM must be nimble and flexible, particularly in an age of rapid innovation and economic uncertainty when businesses are expected to do more with less. To that end, the company recognized the pressing need

to provide quicker access to current knowledge. The company solicited employee input through online blogs and found that its learners wanted access to current, searchable content that was readily available, 24 hours a day, 7 days a week.

## Needs Analysis

GM's learner feedback identified several learning needs:

- Current Content
- Searchable (outside of current LMS)
- Social Learning
- Mobile Learning
- Informal Learning

GM's 2011 launch of getAbstract addressed all of these learning needs with getAbstract's unique system.

## The getAbstract Solution

Critical knowledge at the point of need is just one of the many features that makes getAbstract the ideal informal learning platform for GM. Within six months of implementing getAbstract into its learning paradigm, GM reported an increase of roughly 5,500 users – and now has more than 16,000 active global learners on the site. The number continues to climb as GM Learning integrates getAbstract titles into its leadership and functional learning curriculums.

## Achieved Results

- Increase of 5,500 users to 16,000 active learners.
- Readily available, 24/7 content for GM's global audience.
- 500 users signed up overnight.
- GM created a community in which employees are engaged, motivated and better educated.
- Comments from users - "Love the abstracts! Very portable and easy to read!"

# CASE STUDY: General Motors



The clear, concise material that getAbstract makes available through its popular business book summaries obviously resonated with GM employees who requested timely information that's easy to access, easy to understand and easy to implement.

For many large corporations, operational efficiency is a primary objective for GM. getAbstract addresses that requirement – and much more – by enabling busy employees to engage in valuable social learning while building partnerships across the company. By providing fresh, new content on a daily basis, getAbstract encourages executives, managers, and frontline workers to share their thoughts and ideas on industry- relevant material.

As part of the service, a getAbstract learning consultant (LC) helped tailor a customized plan that enabled GM to get the maximum out of the getAbstract library. The getAbstract LC aligned key summaries to directly support GM's annual business priorities and provided three current titles for each priority.

GM executive leaders recommend getAbstract titles to GM employees on specific business issues thus driving increased learning across the company. GM Learning also supports GM Education Day conferences with function-specific (quality, logistics... and others) getAbstract titles to connect employees with current industry knowledge.

## Increasing Employee Engagement Across Global GM

When GM first presented the getAbstract website to employees, 500 users signed up overnight. Compared with other learning platforms it utilized, GM found that getAbstract generates the highest number of active users in the shortest period of time. GM employees took full advantage of their ability to access thousands of summaries on multiple electronic devices such as laptops, iPads and smartphones. And because the summaries are also available in audio format and in a variety of languages, GM workers worldwide can readily absorb the information. Employees are actively sharing getAbstract titles across departments and continents, increasing employee engagement. Feedback remains very positive as many employees continue to make such comments as “Love the abstracts!...Very productive!...Very portable and easy to read!”

## A Perfect Fit

GM employees have passionately embraced getAbstract. Top executives, managers and workers at all levels actively use the product to engage with each other and learn.



**“General Motors Company is integrating getAbstract into its learning and other initiatives to build collaboration and innovation across global GM.”**

Mimi Brent, Global Learning Strategist, General Motors