

INDUSTRY: Food Industry

Mondelez
International
SNACKING MADE RIGHT

Customer Success Story **Mondelez**

Achieved Results



TRUST-BASED
PARTNERSHIP
WITH CUSTOMER
SUCCESS TEAM



SEAMLESS
SSO INTEGRATION
WITH SEVERAL ACCESS
POINTS



BLENDED LEARNING
THROUGH ONLINE- AND
OFFLINE ACTIVITIES



SELF-DIRECTED
LEARNING CULTURE
THROUGH MOBILE ACCESS



DIRECT ACCESS
TO COMPRESSED
KNOWLEDGE



“The client relationship we have with getAbstract allows us to get the most benefit from our investment.”

Treacy Stewart

Director, Global Learning and Performance

Business Challenge

Mondelēz International is one of the world’s largest manufacturers of snack foods and confectionery. Headquartered in Deerfield, Illinois, the company currently employs approximately 80,000 people and markets its products in around 150 countries.

Following a strategic reorientation, **Mondelēz International** is pursuing three priorities: growth, execution and culture. The company’s personnel development measures flow directly from these three pillars. First and foremost, the company’s Learning Director, Treacy Stewart, wants to create a suitable learning environment. She explains: **“We want to create an environment where people can be their authentic selves and contribute their thoughts and ideas to help drive growth and execution.”**

To create a new culture of employee engagement, Stewart faces the challenge of developing the company’s global workforce and encouraging curiosity among employees.

How **getabstract** helped

getAbstract provides users with over 20,000 summaries of business-related content from books, videos, articles and podcasts. For Stewart, the learning solution’s biggest strength is that it offers an alternative to formal employee development programs: **“Colleagues who don’t necessarily want to complete formal coursework may instead find inspiration by watching or reading about a TED talk.”** **Mondelēz International** employees can access learning and development resources from the “International University” webpage, which links up with the getAbstract-**Mondelēz International** portal. Seamless SSO integration enables users to retrieve text and audio content from the portal without the use of additional passwords. The portal allows employees around the world to read and share summaries in seven different languages. Offering maximum flexibility to employees is an important part of fostering a self-directed learning culture. Stewart encourages staff to take advantage of the getAbstract app when they are away from their desks or traveling. **“The app,”** Stewart explains, **“also allows users to create personalized reading lists and download summaries as**

PDFs that they can highlight and share with others.” getAbstract lends itself particularly well as a supplement to blended learning – a method that combines classroom and online education. A case in point is **Mondelēz International**’s 10-month “Leaders Essential Program”, offered to around 180 employees of a certain salary group. Participants take part in regular information exchanges and training sessions on topics such as how agility relates to the company’s priorities of growth, execution and culture. Sessions, which are led by experienced senior executives, are held as webinars across different time zones as well as in-person meetings. **“We really want these sessions to be learning events,”** Stewart explains, noting that getAbstract content ideally complements the sessions: **“Each month, we offer curated getAbstract content for supplemental reading and use getAbstract summaries related to each month’s topic as a basis for discussion.”**

To promote diversity and inclusion, **Mondelēz International** has created “Employee Resource Groups,” in which employees with similar career-related interests meet on a regular basis to support each other in their development. **“These groups are always looking for developmental opportunities,”** Stewart explains, **“so we started to experiment with setting up book clubs using getAbstract content to offer employees a different way of working on their development.”**

Stewart counts herself lucky to be able to rely on the continuous support of getAbstract’s experienced Customer Success Team: **“The client relationship we have with getAbstract allows us to get the most benefit from our investment. Besides sharing best practices, getAbstract’s Customer Success Team excels at pointing out developmentally important content and awaken employees’ curiosity.”**