Achieved Results

- Quick Access to Compressed Expert Knowledge
- Integration into all common LMS and LXP systems
- 70% Growth in Usage
- Self-Directed Learning as part of the change management process
- Seamless SSO integration with multiple access points

Industry: Finance

Customer Success Story
Standard Life Aberdeen
“getAbstract is a perfect complement to existing learning tools. The provider’s openness toward other learning partners allows us to combine relevant learning resources rather than using them in isolation.”

Peter Yarrow
Global Head of Learning & Proposition

Business Challenge

Standard Life Aberdeen (SLA) is a leading investment firm headquartered in Edinburgh, Scotland. The company has offices in 46 locations worldwide and employs around 6,000 people. The company came into existence following the merger of Standard Life and Aberdeen Asset Management in 2017.

Since the merger, the Global Talent & Organizational Development team has agreed five priorities, taking into account feedback from colleagues across the business: to create a stronger and more diverse talent pipeline; to build individual and collective leadership capabilities; to provide learning for all employees; to build a world-class company culture; and to foster an industry-leading employer brand.

Peter Yarrow, SLA’s Global Head of Learning & Proposition, recognized that when going through a sustained period of change, it was essential to provide relevant development support.

How getabstract helped

Although the need for learning was evident, an internal survey at SLA revealed that most employees can’t find the time for learning at work. “As we are going through this intense transformation,” Yarrow explains, “we need to make sure that learning resources are available at the point of need. People don’t always have the time to attend formal courses – it’s the same problem the world over.”

According to Yarrow, getAbstract has made a significant contribution to overcoming this common learning barrier: “getAbstract certainly supports our goal of making learning ‘easy, attractive, social and timely.’ The learning platform enables us to provide easy access to bite-sized learning and to bring external perspectives into the organization.”

Content covering a range of topics, including career and personal development, resilience and well-being, and effective teams, along with curated and condensed business knowledge from books, articles and video talks, has proven to be particularly valuable in supporting the company’s strategic development goals.

For Yarrow, what makes getAbstract stand out is the way in which it delivers knowledge to learners:

“...getAbstract is a perfect complement to existing learning tools. The provider’s openness toward other learning partners allows us to combine relevant learning resources rather than using them in isolation.”

Yarrow attributes getAbstract’s success as a learning tool to its seamless integration into existing learning platforms: “getAbstract is as a perfect complement to existing learning tools. The provider’s openness toward other learning partners allows us to combine relevant learning resources rather than using them in isolation.”

Demand for up-to-date knowledge and expertise is especially high in times of rapid transformation. During the whirlwind year of 2018, getAbstract usage at SLA increased by a staggering 70% – another indication for Yarrow that the company’s busy employees consider the platform’s content both useful and interesting.