INDUSTRY: Beverage

WHYTE & MACKAY

Customer Success Story
Whyte & Mackay

Achieved Results

ACCESS TO BITE-SIZED AND MOBILE LEARNING
IMPLEMENTATION OF BLENDED LEARNING
INTEGRATION OF THE GETABSTRACT MICROLEARNING TOOL
KNOWLEDGE TRANSFER THROUGH ONLINE AND OFFLINE LEARNING ACTIVITIES
TRUST-BASED PARTNERSHIP WITH CUSTOMER SUCCESS TEAM
Mandy O’Neill
Learning and Development Manager

Business Challenge

Whyte & Mackay Ltd produces and distributes some of the world’s most highly-awarded and respected whisky and spirit brands. The Glasgow-based company was founded in 1844 and today employs over 500 people across the UK and beyond.

The historically UK-centric company is in the process of building a global and more inclusive human resources strategy. It thereby faces the challenge of integrating and engaging a highly heterogeneous workforce, ranging from production employees without fixed workstations or internet access to executives with tight schedules.

Mandy O’Neill, Learning and Development Manager, explains: “We want everybody to have the opportunity to be engaged and take personal ownership of their own learning.”

How getabstract helped

O’Neill’s goal is to unlock development potential at all levels, in addition to fostering high potentials. The versatile content of getAbstract, which ranges from leadership and management to science and practical methodology, enables all employees to find something pertinent to their professional and personal development. Easy access to the tool allows employees to self-direct their learning. The mobile app came in particularly handy for production staff, O’Neill explains: “What was really important to me was to give everyone the same learning opportunities. People who prefer to access content from their personal devices, including their phones, can now do so. That’s a new step in our efforts to advance inclusive human resources development.”

An important success factor of the getAbstract solution is that it has helped Whyte & Mackay Ltd implement a 70:20:10 learning approach. O’Neill has been working closely with the Customer Success Team to tailor the getAbstract learning solution to the company’s specific needs: “Working with getAbstract feels like a genuine partnership. The level of support and engagement we receive is outstanding.”

The strong partnership has enabled the company, steeped in tradition, to implement an integrated and self-directed employee development approach. A key aspect thereof is the combination of informal and formal learning, also known as “blended learning.”

Says O’Neill: “getAbstract shows that learning doesn’t have to be formal or take a large length of time. The whole concept of compressed knowledge is enormously powerful to me.”