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## CBS Active Learner Goal

### Challenge

CBS understands that the depth and breadth of their services look entirely different than just five years ago and will again look different five years from today. The work has moved beyond process-driven, transactional work and evolved to providing insights, analytics, consulting and new services. According to Bjorn Del'Haye, "The only way we can ensure we continue to evolve the services that Cargill, our suppliers, or customers are needing is to ensure our people also evolve their skillsets." Therefore, CBS defined a goal on their FY21 business plan to have a future ready workforce. More specifically, they have a goal for more than 70% of their employees to become active learners<sup>1</sup> in My Learning, powered by Degreed.

### Journey

- **Defined need and metrics**
  - Identified need to upskill employees to build a future ready workforce and determined a learning goal needed to be included in their business strategy
  - Partnered with Learning & Development to identify what could be measured; decided on active learner status
- **Engaged Leaders**
  - Added the metric to the Executive Dashboard to regularly report out on progress
  - Created a Leaders Learning Packet to help leaders become familiar with the goal and My Learning and how to promote it on their teams
  - Started Leader Learning Labs where leaders walk away with active learner status
- **Engaged Employees**
  - Shared the Executive Dashboard with all employees
  - Help them understand what constitutes an active learner
  - Published Pro tips and tricks on how to become an active learner
  - Encouraged high achievers to join the Digital Learning Champions Network
- **Keeping it Going**
  - Preparing leaders to drive the learning culture during Development conversations (in progress)
  - Conducting Learning Labs where employees walk away with active learner status; created an incentive for employees to attend, such as a coffee chat with a leader
  - Looking for new ways to reach 70%+ active learners such as creating a QR codes for easy access to the CBS Learning Guides plan

### What Leaders Are Saying

*Learning has never been as easy and as fun as it is today, and a learning culture benefits our people.* **Nicole Hilgenkamp, Global Operations Leader, CBS**

*I think that measuring the goal with a metric and making the results visible has been very successful and motivating for people. Metrics and data can sometimes seem a bit mechanical or technical, but there's also an emotional response to metrics. I think they bring people together around a common goal and help people see visually how they can make a difference; this creates excitement, momentum, and even a little competition!* **Sarah Mueller, Global Performance Team Lead, CBS**

*CBS is a people business. People are not only our best asset, they are also our only asset that we have and we rely on the evolution of the skillset of every employee to be able to evolve our services.* **Bjorn Del'Haye, HR Business Leader, CBS**

### Outcomes/Measuring Progress

**Mid-FY21:** 20% of CBS employees are active learners<sup>1</sup> compared to 1.9% at the beginning of FY21.

Hear more direct from CBS leaders in this [Digital Learning Win](#) video.

1. Distinct count of learners with 1 content item shared, 5 content items completed, 3 skills added and active each month / count of learners with one or more logins.