

CASE STUDY

Empowering Kenya Power's Workforce with LinkedIn Learning.

By embracing LinkedIn Learning, Kenya Power empowered its workforce to grow, adapt, and lead in a rapidly evolving industry. This is how they're setting new standards in employee development.

Challenge:

Upskilling the Workforce to Meet Industry Evolution.

Kenya Power, the leading electricity supplier in Kenya, operates in a rapidly evolving energy sector where transformation, sustainability and operational efficiency are key. To ensure business sustainability, the organisation had to upskill its workforce in data analytics, customer service and leadership. Traditional, time-intensive training methods limited accessibility and scalability in upskilling efforts, hindering the organisation's ability to drive innovation and business performance.

Solution:

Fostering a Digital Learning Culture Using LinkedIn Learning

Kenya Power implemented LinkedIn Learning as a central part of its employee development strategy, offering a broad range of expert-led, self-paced courses. Employees were encouraged to take ownership of their learning and the organisation cultivated a flexible, digital learning culture.



Learning champions within teams helped curate role-specific learning pathways.



LinkedIn Learning was seamlessly integrated into the organisation's talent development framework, aligning with career progression opportunities.



Key learning areas included leadership, digital transformation, business acumen, communication and customer service.

Seamless integration.

The rollout of LinkedIn Learning was meticulously coordinated to ensure a seamless integration across the organisation. This process was supported by a dedicated LinkedIn Learning Customer Success Manager (CSM), Technical Consultant and Account Director. Quarterly reviews are held to assess usage metrics (benchmarked usage, share platform updates and discuss best practices). These sessions ensured learning goals aligned with the company's priorities and provided valuable insights to refine the approach.

Collaborative approach.

Technical teams, managers and learning champions from various regions collaborated to ensure a seamless and effective learning experience for everyone. This concerted effort results in Kenya Power achieving world-leading usage data of LinkedIn Learning.

Part of Kenya Power's impressive culture.

LinkedIn Learning has become an integral part of Kenya Power's culture. Employees have utilised courses to develop hard and soft skills, such as "Project Manager Foundations" and "Communicating with Confidence". This has empowered them to develop essential human skills that are increasingly valuable in the age of AI.





Empowering Employees.

LinkedIn Learning has enhanced skill development at Kenya Power and fostered a culture of continuous growth and learning. By empowering employees to take charge of their own development - 70% of their learners are using LinkedIn Learning's AI-driven Career Journey feature - Kenya Power has cultivated a more engaged and motivated workforce. Additionally, this commitment to employee growth has bolstered Kenya Power's reputation as an employer of choice, demonstrating its genuine investment in its people.

Future focus.

Kenya Power plans to make LinkedIn Learning an even more significant part of its learning strategy. With new courses, features, and analytics on the horizon, employees will have even more opportunities to develop their skills. The company plans to offer tailored and advanced learning solutions, leveraging data and analytics to provide personalised learning experiences that will equip employees with the skills they need to thrive in an ever-evolving business landscape.



Maximising LinkedIn Learning.

Cecilia Kalungu – Uvyu, General Manager, HR & Adminstration at Kenya Power, emphasises that successful LinkedIn Learning implementation requires aligning with organisational goals by identifying critical skill gaps in data analytics, customer service, and leadership.

Kenya Power achieved high adoption through strategic internal communications highlighting learning success stories and the platform's flexibility. Their approach led to 100% activation of all 1,500 licenses within weeks.

Their success stemmed from designated learning champions who curated role-specific pathways and provided selection guidance. By integrating LinkedIn Learning into its talent framework and allocating dedicated learning time, Kenya Power fostered an environment where employees could fully utilise the platform. This resulted in 67% repeat learners and 2.9 hours of monthly learning per user.

This approach has enhanced skills development and transformed Kenya Power's organisational culture, establishing it as an employer of choice in the energy sector.



LinkedIn Learning has transformed how we approach professional development at Kenya Power.

By empowering our employees to take ownership of their learning journey, we've enhanced their technical capabilities and fostered a culture of continuous improvement and innovation.

The platform's accessibility and diverse content have been instrumental in helping us build a future-ready workforce equipped to meet the evolving demands of the energy sector.

Cecilia Kalungu - Uvyu
General Manager, HR & Administration at Kenya Power.



KEY INSIGHTS

Learning Behaviour Analysis.

- **100% monthly activation rate** with Kenya Power, which activated all 1,500 licenses within weeks of launching LinkedIn Learning.
- **67% of repeat learners are above the peer average,** which indicates strong engagement and a commitment to ongoing skills development.
- **59.3 videos watched per user per month;** this is over twice the number of videos watched by peers
- **2.9 hours per user per month** 2x the peer average spent on learning, reflecting a strong dedication to professional growth.
- Peak learning activity occurred **Mondays and Thursdays,** between **10:00 and 12:00.**
- **Mobile learning** adoption **continues to rise,** with users accessing courses on mobile devices.
- **Popular courses** focus on **AI, EI, leadership, digital fluency and business communication.**
- Users prefer **short, structured learning paths and micro-learning.**



RESULTS

Empowering Employees for Greater Business Performance.

- Over **17,000 hours of learning** completed, reinforcing a culture of continuous development.
- The **widespread adoption of LinkedIn Learning** has increased skills development across key areas.
- Employees gained leadership, digital transformation, and customer service skills, driving internal mobility and career growth.
- **Increased confidence and adaptability** among employees, who embraced self-directed learning.



WHAT KENYA POWER LEADERS SAY:

LinkedIn Learning has given our teams the flexibility to build new competencies at their own pace.

This initiative is not just about learning, it's about shaping the future of our workforce and driving excellence in everything we do.

Maston Maina.
Ag. Learning & Development Manager at Kenya Power.

Looking Ahead:

Kenya Power fosters a culture of continuous learning, ensuring its workforce remains ahead of industry trends and prepared to meet future challenges.

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