



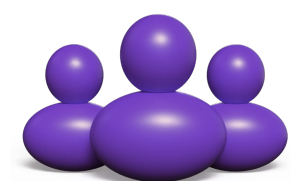
AI expertise in one month

How Zumtobel is preparing 3,600 employees for the future in record time



The Company

With the introduction of the EU AI Act, companies operating within the EU that use AI must now ensure their employees have adequate training. But just because training is mandatory training doesn't mean it has to be dull. The Zumtobel Group has created its own learning path within its LMS, integrating elements from GoodHabitZ AI-Literacy lessons to transform a 'legal requirement' into genuine learning momentum. See how...



5,500
employees



Industry
Electronics

active learners:

945 to 3,609

hours of learning
in June and July:

1,300 hours

"We chose GoodHabitZ content because it offers a well-structured and engaging introduction to AI. The format is informative and easy to follow ideal for those new to the subject."

David Jäger,

Digital Innovation Manager
at Zumtobel Group

The Challenge

As an innovative technology company, the Zumtobel Group understands that AI is not some distant vision of the future, but a strategic tool that is already shaping everyday work. Now enforced by the EU, it presented Zumtobel Group's L&D team with a classic challenge: how do you roll out such a complex topic organisation-wide without it becoming a dry, box-ticking exercise?

Zumtobel needed to create a scalable and engaging training programme that empowered all their employees to use AI confidently and safely.

The Solution

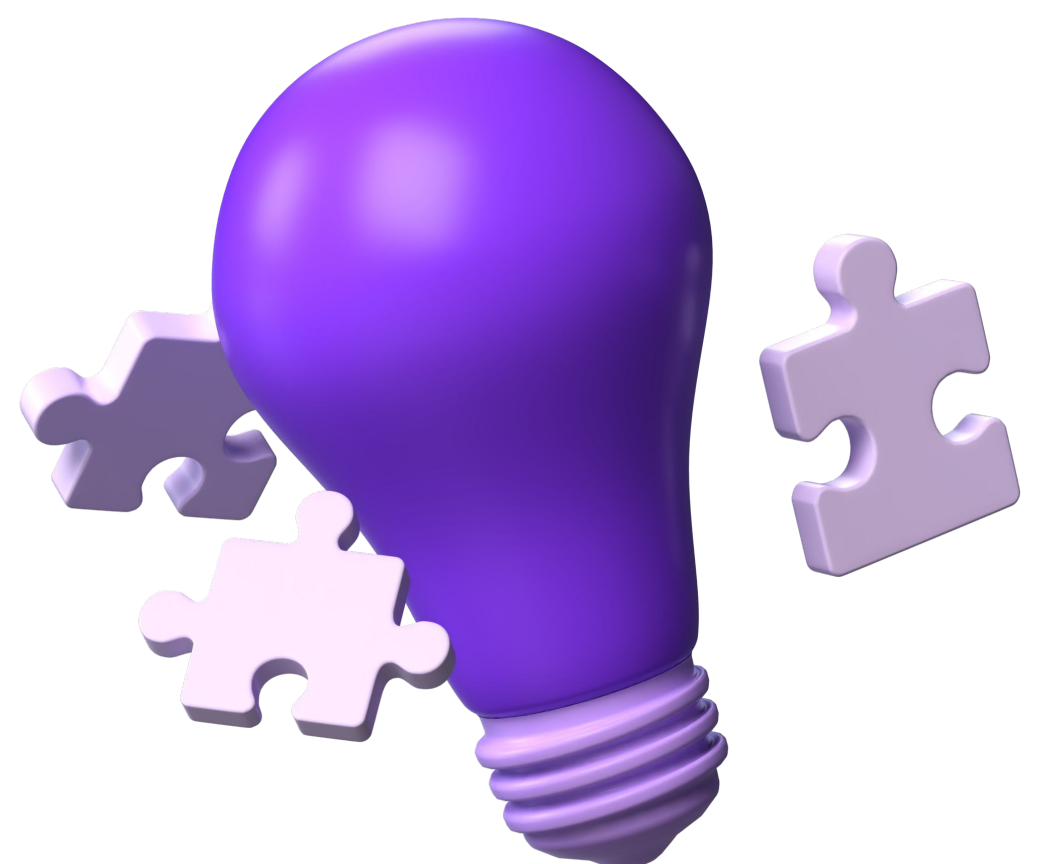
A Tailor-Made Learning Path with the Flexibility of GoodHabitZ.

Rather than opting for an off-the-shelf solution, Zumtobel's L&D team took a more strategic approach. They developed a custom learning path within their LMS, with the aim of providing a solid and inclusive foundation on AI.

That's where GoodHabitZ came in. Zumtobel selectively incorporated specific modules from GoodHabitZ' AI-literacy lessons to ensure the learning journey was as accessible and engaging as possible.

The flexible GoodHabitZ modules were combined with interactive training elements developed in-house by Zumtobel, along with a final quiz. The result: a learning path tailored precisely to their needs.

To ensure uptake, the training was clearly and transparently communicated. First, senior leadership was brought on board. Then, all employees were informed via the intranet, with a deadline and a friendly reminder sent just before it.



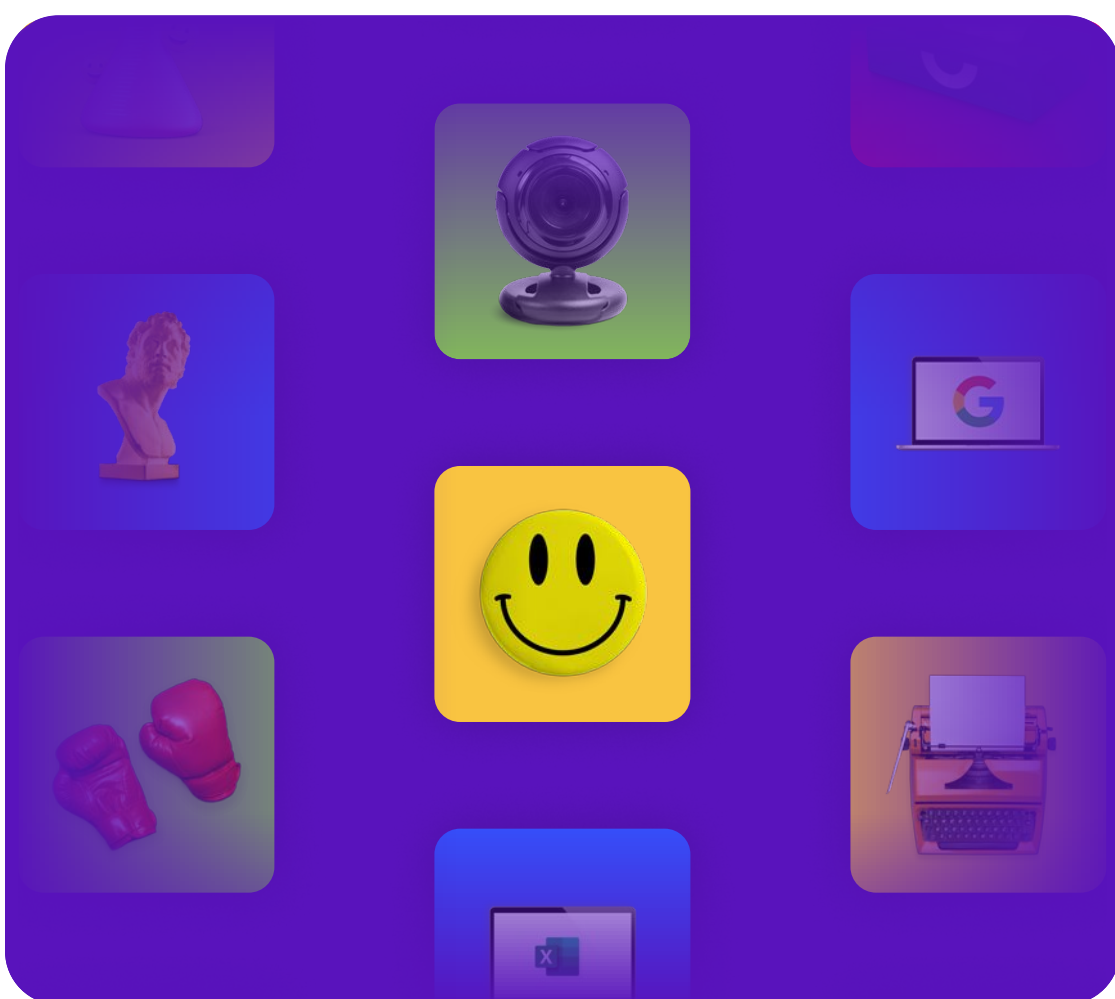
The results

And what do employees think? Feedback was overwhelmingly positive. Seamless integration into Zumtobel's LMS has driven strong engagement and a consistent learning experience. The magazine-style introduction and wealth of practical examples helped make the complex topic tangible and kept learners engaged. Today, employees are actively applying AI in their daily work – from automating processes and analysing data to generating content. This is supported by clearly defined policies, structured training and internal resources to promote responsible AI use.



Conclusion

Zumtobel's story is a compelling example of how mandatory training doesn't have to be a chore. With the right strategy, clear communication, and flexible, inspiring content, it can become a catalyst for a vibrant learning culture. In fulfilling a regulatory requirement, Zumtobel has also succeeded in sparking enthusiasm across its workforce for one of the most important topics of the future – and in doing so, laid the foundation for a successful digital transformation.



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