

Case Study LG



LG increases the 'engagement' (+13%) and productivity (+19%) of its workforce

Program for the increase of the engagement of employees through innovation: the video game



◆ **Company:** LG Electronics

◆ **Industry:** Consumer electronics

◆ **Program data:**

Period **2014-2015** Trained employees **240**

◆ **Challenges**

- 1 To improve the 'engagement' and commitment of the workforce in LG through innovation in training.
- 2 To develop a program to take care of the real needs of employees.
- 3 To design a training with a real impact on the organization.

◆ **Solution** Game-based learning platform

◆ **Results**

↑ **≈19%** Improvement in 'engagement' level
↑ **≈13%** Increase in workforce productivity

90 90% Completion ratio

◆ **Awards:**

 learnX impact awards 2016

LG Electronics: First 'engagement' experience

LG Electronics is one of the largest consumer electronics companies in the world. It develops technological advances in electronics, mobile communications and home appliances, currently employing more than 84,000 people. Headquartered in Seoul, South Korea, it is one of the largest electronics conglomerates in the world; the company has 75 subsidiaries worldwide.

LG Spain, one of these subsidiaries, has become one of the first companies to implement innovative training actions to increase the 'engagement' of its employees. Thanks to the video game, the electronics company has managed to move its innovative nature within a corporate learning program.

Challenge: To connect innovation with training

The big challenge defined by the HR department of LG has been quite clear: to improve the commitment of its workers through innovation. To achieve this, LG Spain has opted for training as the main vehicle to meet the challenge.

However, to connect innovation with training, it has been necessary to meet the following requirements:

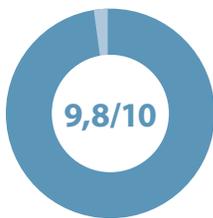
- ◆ To understand and address the main needs and professional concerns of LG employees in order to increase their motivation.
- ◆ To select content with a direct impact on the work of each employee and the way they interact with the client.
- ◆ To facilitate self-training.
- ◆ To find a training solution adapted to the digital revolution which is affecting the market: to connect LG's innovative spirit within a learning strategy.



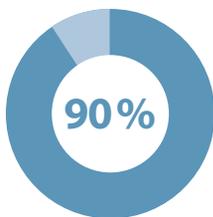
"Innovation is part of our DNA and we are always looking for ways to bring this innovation to the entire organization, including, of course, the training and development department."

Juan Tinoco
HR Director of LG Spain

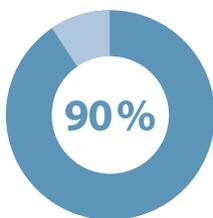
LEARNING RESULTS



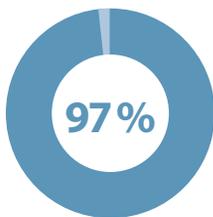
Level of Satisfaction



Recommendation Ratio



Completion Ratio



Apply what they learnt to their jobs

Solution: the video game as a learning tool

LG Spain decides to commit to the video game as the ideal learning tool to address the identified needs. To that purpose, it implements Gamelearn's game-based learning platform focused on the development of 'soft skills':

- ◇ Serious games are designed with a sole purpose: personal and professional development of the student. ◆
- ◇ The skills to be developed are turned into a set of techniques, strategies and tools with a high degree of applicability to the job.
- ◇ Serious games are hosted on an online, multi-device platform, which facilitates training self-management: the participant decides when and where to do the training.
- ◇ The video game represents innovation and revolution in training. ◆◆

Results: The more commitment, the more productivity

For the correct measurement of the effectiveness of the training program implemented by LG, "Kirkpatrick's Level" evaluation model has been used ◆◆

Level 1: Reaction. The goal is to evaluate the employee's answer to the training program. At this point, their satisfaction level is in itself an indicator of an improvement in "engagement":

- ◇ The level of satisfaction of the program is 9,8 over 10.
- ◇ The recommendation ratio is 90%.

Level 2: Learning. The goal is to measure the number of withdrawals from the training, understanding that a high completion ratio guarantees a higher number of developed employees:

- ◇ The completion ratio of the program is 90%.

Level 3: Behavior. At this level, effectiveness of the training is evaluated. In other words, whether the contents and knowledge learned are applied to the jobs:

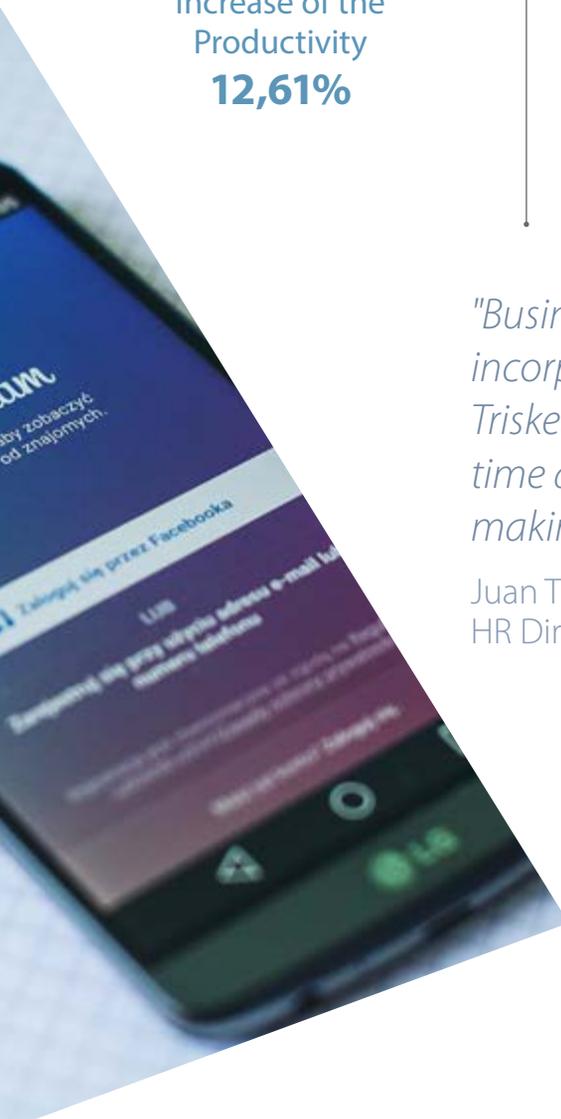
- ◇ 97% of the employees (out of a total of 240) who have taken the training state that they apply what they learnt to their jobs.



Increase of 'engagement'
18,64%



Increase of the
Productivity
12,61%



Level 4: Results. This last level is for evaluating the benefits produced by the training program and how they connect with the strategic results of the company. At this point, the great goal of the training is evaluated:

◇ The 'engagement' level of the employees has increased in a 18,64%. ◆◆◆

As a direct consequence, the performance level of the workforce has undergone a remarkable increase as well:

◇ The productivity level has increased in a 12,61%. ◆◆◆◆

Real impact on the organization

The Management Team, including the Presidency of LG Spain, has been the great supporter of this program based on video games, even completing the training program personally. And the results offered by this program are not only measured through performance indicators, as habits within the company have also been successfully changed, demonstrating a real impact within the organization.

After the results, this program can be considered a case of success for experiential learning: "learning by doing". A methodology in which employees put into practice the contents and acquired knowledge in a safe environment, which raises their self-confidence and reduces their pressure level.

"Business meetings led by LG's Management Team have incorporated various elements drawn from the experience with Triskelion in order to improve the effectiveness of their meetings: time and agenda management, task definition or decision-making are some of the best examples."

Juan Tinoco
HR Director at LG Spain



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◆ According to the study by WorldatWork, professional and personal development becomes the first motivating factor for the employee, ahead of salary

◆◆ Game-based learning is the methodology with the greater growth rate (22%) according to Ambient Insight

◆◆◆ According to the Donald Kirkpatrick model, effectiveness in training is divided in 4 interconnected levels, and the goal is considered achieved if the 4 levels have been successfully covered.

◆◆◆◆ Data obtained through satisfaction surveys, internally (LG Way Survey) and Great Place to Work

◆◆◆◆◆ Data obtained through Sales / Labor Cost and comparing the periods 2013 and 2014