

CENTRIC CONSULTING CREATES A LEARNER-FOCUSED CULTURE ACROSS 12 GLOBAL LOCATIONS WITH DEGREED

In addition to supporting operational success, Centric Consulting has reduced duplicate content, employees are working together to more-quickly create training materials and the organization is experiencing first-time collaboration between their regional locations across the globe with Degreed.

Summary

Centric Consulting has a set of core values that guide all that they do - with the ultimate goal being the creation of unmatched client and employee experiences.

Early in company history, Centric Consulting realized learning was one of the best ways they could empower their people to have meaningful, fulfilling careers while also improving the experience of their clients, so they embarked on a journey to create a culture centered around lifelong learning.

But a few years ago, Centric came to a turning point – the employee satisfaction surveys indicated that employees were craving more. As their workforce gained an increasing number of millennials, they found a greater portion of employees voicing the desire for more unique learning opportunities beyond conventional on-the-job training.

They began an extensive search for learning technology that would address the wants of their employees, while also maintaining the culture they had worked so hard to build. With Degreed, Centric Consulting feels they are better maintaining both a competitive edge and demonstrating their commitment to their employer brand.

Challenges

When Centric Consulting was founded in 1999, their core purpose as a company was creating truly unmatched client and employee experiences. “It’s not something we take lightly. From our inception, we’ve tried to say, ‘What can we do to make sure that folks can have a great career here?’” relayed Centric’s Talent Management Lead, Kevin Sheppard.

They found the answer early as they recognized learning as one of the key workplace components that had the power to significantly impact their employees.

Centric started hosting twice a year, in-person company learning events that covered everything from recent company projects to the skills others were developing and how employees could learn from each other. And while that model was well-received for a long time, Centric's employee satisfaction surveys eventually started to tell a different story.

“On our employee satisfaction survey, which is extremely crucial to us, people began to say, ‘**I want more learning opportunities.**’ And as we hired more millennials, we heard ‘I want more learning opportunities in different ways. Don’t just make it on the job.’ And from that, we decided we need a bigger strategy.”

– *Kevin Sheppard, Talent Management Lead at Centric*

Sheppard says it became apparent that they needed to be better about satisfying the different generational needs within the company, with a technology to match.

Centric decided they wanted technology that could take advantage of existing resources in the world as well as the social aspect of learning, while also providing employees the opportunity to learn anywhere and easily share what they'd learned.

Once they outlined that criteria, Kevin says one thing became obvious: “A traditional LMS wasn't going to fit what we were after.”

When asked if there was any hesitation in spending the kind of money learning technology requires, Sheppard is clear, “We're less about a particular line item on a budget – talent management is all about caring for our people, and learning is certainly a part of that, so it's not really a question for us to invest in the space.”

The Solution

After researching the multitude of offerings available, Centric ended their search with Degreed. “What attracted us to Degreed was the really close match with the strategic elements that we were already envisioning as important to us,” Sheppard said.

Beyond that, the diverse options of “out of the box” content available to learners from day one was a huge selling point for both the learning team as well as larger organization. “When we could roll something out that had things in it that people could already leverage for their life as well as their career - that was tough to pass up.”

Centric's Learning Manager, Heather Bahorich, adds that Degreed felt like the right choice because, “It has something for everyone, and as more features are added, it continues to add more use cases for our employees.”

A few of the features they value highly are the browser extension and mobile app that allow users to quickly track and share content wherever they are learning, as well as Pathways and Skill Plans that unlock the door to endless learning and development options for each employee.

“You can be more strategic and build a personalized plan or goal for yourself or you can utilize the skill development tool and partner with a manager or a coach to build a longer-term plan. It has bits and pieces for multiple different generations no matter where you're at in your employment life and career.”

– *Heather Bahorich, Learning Manager at Centric Consulting*

Pathways and Skill Plans also presented a solution for a new initiative that could help employees who might have typically been more generalist in nature to develop specific skills that would be applicable to the service offerings or industry verticals they dealt with on a daily basis. This made employees more valuable to both the organization and their clients.

Results

Since launching just over a year ago, Degreed has become a key part of the learning process at Centric. In a year, they've added over 100 Pathways and have experienced first-time collaboration between Centric's regional locations across the US and India. Units that have historically operated relatively independently can now utilize the centralized Pathways and content others have created rather than starting from scratch. Duplicate content has been significantly reduced and employees are able to quickly develop their own training materials by working together to develop shared materials that can be used throughout the company.

In addition to contributing to the operational success of their business, Degreed has helped Centric achieve their goal of becoming a more learner-centered organization that enforces their belief that all learning matters. Their hope is to see all of their employees become avid lifelong learners, no matter where they are in their career, and they're quickly seeing that become a reality.

“This is a tool that matters to employees. Degreed has a way of fitting each mold and there are so many different ways people are utilizing it.”

- Heather Bahorich, Learning Manager at Centric
