XILINX × degreed. × MindTools CORPORATE

FIXING DIVISION WITH A NEW ADDITION

How Xilinx Optimized L&D with Degreed and Mind Tools

XILINX

FOUNDED
1984

HEAD OFFICES
San Jose, CA

INDUSTRY
Technology

EMPLOYEES
4,200

PRODUCTS USED
Degreed platform
Mind Tools content

FEATURES USED
Pages
Pathways
Skill Plans

USE CASES
Manager/Leadership Development
Functional Training
Collaborative Learning

CHALLENGE

To meet employees' expectations for a meaningful learning and development experience that reflects Xilinx's tech-forward commitment to flexibility and adaptability.

SOLUTION

Create and introduce a comprehensive new learning management system, people management development solution, and technical content tailored to Xilinx's engineer-focused population.

RESULTS

Over 85% of employees logged into the Xilinx's learning hub, Learn^X, on the Degreed platform at least once in the first nine months of operation. Mind Tools was accessed by over 800 Xilinx employees and logged more than 5,300 page views in its first year.

SUMMARY

Xilinx develops highly flexible and adaptive processing platforms that drive rapid innovation across a variety of technologies — from the endpoint to the edge to the cloud. Its technologies are at the core of innovation in cloud computing, 5G wireless, and the Internet of Things (IoT).

 "We have a highly technical, engineer-focused population," adds Leah Verhoeven, Xilinx Program Manager of Global Talent Development. "They need things to work quickly, and intuitively, and they're always poking at how things are designed."

Learning offerings were no exception. By analyzing an employee engagement survey, Xilinx's learning leaders confirmed that employees wanted more options and support in developing the corporate competencies they needed to succeed. Xilinx then selected Degreed as their core learning technology platform and the Mind Tools content library, with the overall goal of embedding engaging, relevant, and continuous learning into employees' daily lives.

CHALLENGE

Based in one of the hottest tech markets in the world, Silicon Valley, Xilinx is regularly competing for top talent at top dollar. "Software engineering is a growing side of the business, so we compete with companies like Google, Facebook, Adobe, and Apple for talent," says Cameron Lewis, Xilinx Director, Global Talent Development.

Just as Xilinx believes that the world needs adaptable and accelerated computing, it strives to apply those same qualities to its learning and development (L&D) program. In 2016, the company commissioned an employee engagement survey to identify the issues they were struggling with when it came to L&D. The learning team also communicated with managers to understand their priorities.

The common themes that surfaced included limited time, training options that were lacking and hard to find, and managers with limited budgets who were struggling to support staff in their development.

Learning leadership decided to focus on three improvements: ease of access to learning content, greater ownership of professional development, and more options and guidance in developing the corporate competencies employees need to be successful.

Having previously relied on an outdated learning management system (LMS) and instructor-led training, the L&D team began its search for a new system that was intuitive, as searchable as Google, and user-friendly for developers and learners alike.

SOLUTION

Xilinx chose Degreed as its core learning technology platform to enable bite-sized learning and, ultimately, a transformational learning culture. The new program — called Learn to the Power of X, or Learn^X — is powered by Degreed and delivers a learner-driven environment that's flexible enough to meet both employee and business needs.

"People didn't really go and hang out and explore inside the LMS, even though we had the materials," Verhoeven recalls of the previous program. "We were trying to invent a new ecosystem and show people what was possible without overwhelming them. Degreed was the obvious choice in the market. It was kind of the Goldilocks effect: it did what we needed it to do, without anything that we didn't really need. It was exactly what we needed."

Learn^X — powered by the Degreed platform — was so successful that Xilinx leveraged it to develop a comprehensive and customized management

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development solution. The competency-based program features a matrix of six Pathways that provide instruction on the primary roles a manager plays at the company, such as developing others, achieving results, and leading the business.

Verhoeven reports that Xilinx's L&D program has been transformed into one that's empowering, learner-driven, manager-guided, and technology-enabled. Its superior and relevant content is appropriate for both management and employee audiences, and it functions extremely well for building out the company's extensive curricula.

After Degreed's successful roll out to managers and employees, Xilinx pivoted to offer technical content to its engineer-heavy population. It considered a number of content providers that could add an extra layer to the Pathways it was creating.

Ultimately, it chose Mind Tools, which offers a variety of endorsed quality content, including articles, book reviews, executive interviews, self-assessments, videos, and quizzes.

Through a seamless connection with Degreed, the full potential of Mind Tools is being realized with learners accessing the full portfolio of content.

Lewis was impressed with the purposeful thought that went into the creation of the Mind Tools material. "There was a methodology behind it, and from a quality perspective it had integrity," he recalls. "When you're trying to pitch this idea of a new ecosystem around learning to software and hardware engineers, it better just work. Mind Tools absolutely just worked."

Lewis notes that Mind Tools fulfilled Xilinx's request to curate specific materials around the foundational competencies for leaders so that all the related materials are available through one page accessible to the learners.

For Verhoeven, Mind Tool's easy integration and the wide variety of available content were two major deciding factors in its selection. "Mind Tools was already plugged in on the external catalog, so we didn't have to do a ton of crazy integration or invent anything new to get them in," she says. "It's sort of like a mini Degreed. It's a similar feeling, well-aligned, and consistently good content within one provider. So it has the full variety, but you know that it's all reviewed and vetted and aligns the same way."

After purchasing a license, the entire Xilinx workforce can now access Mind Tools conveniently via Degreed's single sign-on.
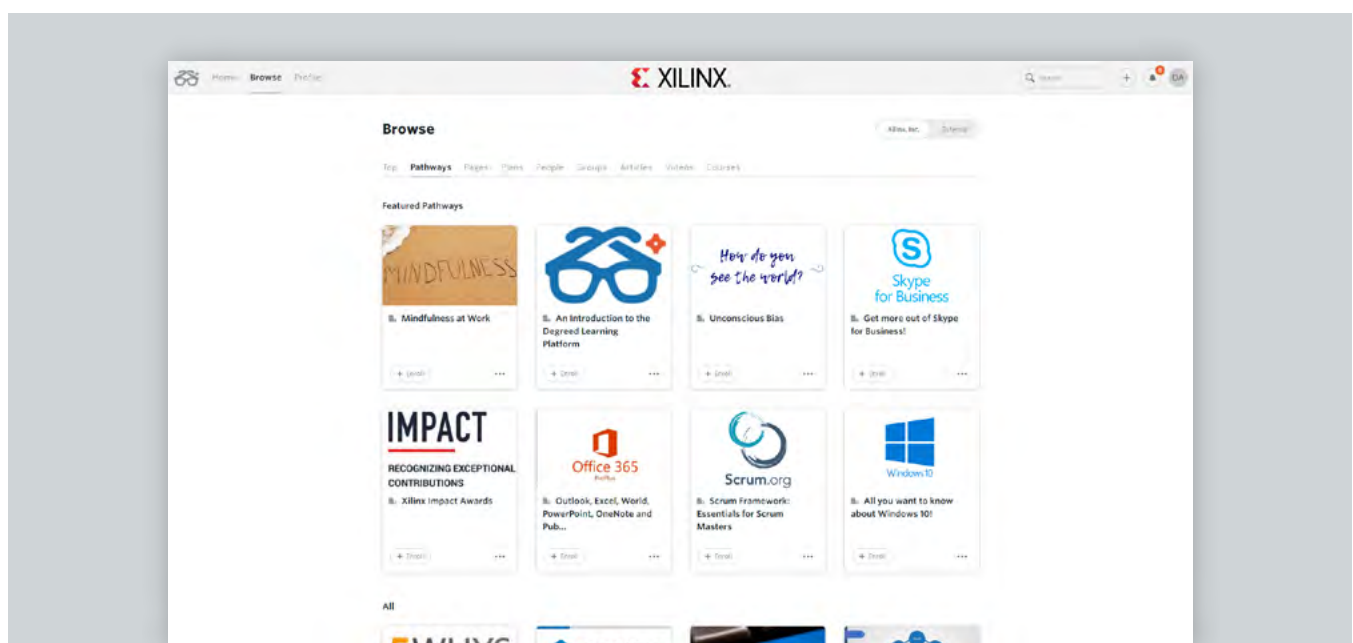
RESULTS

Xilinx reports that in the first nine months of Learn^X, employee participation soared. 86% of its employees have logged in at least once; 43% have logged in over five times; more than 44,000 learning items were marked complete, and 94,000 shares and learning recommendations were made.

In its first year, Mind Tools logged more than 5,300 page views by Xilinx employees. 47% of users viewed five or more resources — with articles being the most popular resource — showing how people are learning at Xilinx while building a great learning culture.

Lewis reports that the initial data strongly suggests that Degreed + Mind Tools is resonating with employees in a very positive way. "People are basically hardwired to learn — you can't stop it — and we finally put a mechanism in front of them that facilitates that," he explains. "I think one of the key drivers is we're letting them determine what's important to learn."

Overall, Xilinx reports that content optimization has benefited significantly from this new learning infrastructure. Employees no longer waste time searching for the right content and they don't have to guess at the quality or what will benefit them.

Sarice Plate, Senior Director of Global Talent Acquisition and Development at Xilinx, concludes "It's further optimizing the way that they address their current skill needs in the short term, and also how that translates to performance and longer-term impact within their jobs."

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Cameron Lewis
Xilinx Director, Global Talent Operations

Want to get started? Need more info?

We want to meet you! Visit us at **degreed.com** or email us today at **info@degreed.com**

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