

CASE STUDY: General Electric



The Best Leaders Learn Every Day – with getAbstract

General Electric (GE) has a long history of innovation. Its future orientation requires employees to constantly keep up-to-date with external leading-edge thinking. Consequently, learning plays a crucial role: Enabling employees to become the very best at what they do is a declared goal of General Electric's prestigious Leadership Center in Crotonville, New York. Chantelle Nash, Program Manager, Digital Learning & Engagement, explains how GE incorporated getAbstract as an integral part of their learning strategy.



Learning as a Daily Digital Habit

As a global giant with a diverse workforce, GE needs partners in learning to reach and engage employees to keep learning beyond classroom walls and conference rooms. GE's philosophy is that the best leaders learn every day. Thus, GE has worked with getAbstract to help make learning a daily digital habit.

Over the past seven years, GE's learning vision has evolved from focusing on formal and structured learning to launching award-winning initiatives that encourage reflection and interaction, such as BrilliantYOU, an internal distributed learning platform that connects employees with

the most relevant learning content for their needs, and Smartbits, Crotonville's social blog focused on leadership development topics. Together with getAbstract, BrilliantYOU offers personalized and transformational learning experiences from world-class partners across academia and business to GE's global workforce.

Essential Compressed Knowledge at the Point of Need and the Speed of Business

getAbstract's mission is to find and expertly compress critical business knowledge in a format that people can access easily and absorb quickly. getAbstract enables GE employees to stay competitive and become

better leaders as they learn efficiently and access content that matches their professional interests. Smart integration helps learners understand how the content relates to other initiatives in the company. As Chantelle Nash points out:



Achieved Results

Currently, there are about **70,000 registered users** – more than 800 new subscribers per month. In total, GE employees have **downloaded more than 13.5 million getAbstract summaries** – ¼ million downloads per month (as of September 2017).

CASE STUDY:



“Learning at GE is going to get even more dynamic and personalized by allowing user-generated content and recommendations based on employees’ interests, and by capturing and analyzing learner data more effectively.”



Customized Learning Solutions

The customized portal homepage is the core of getAbstract’s smart learning system, which integrates seamlessly with GE’s other learning formats and technologies to provide a new learning environment. getAbstract’s learning consultants are dedicated to developing ways of customizing content to support GE’s learning initiatives. GE has, for example, aligned the themes from their weekly leadership development blog Smartbits with content from getAbstract, and the weekly getAbstract newsletter to GE employees features summary recommendations that enhance GE’s own content, giving GE learning leaders the opportunity to both

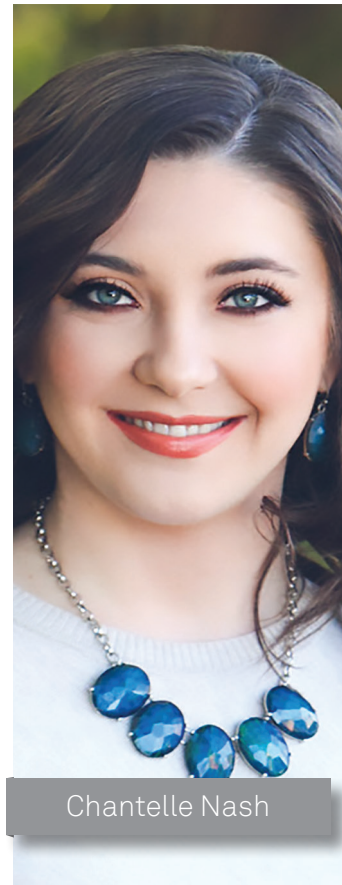
promote getAbstract as a resource while driving traffic to a variety of related content. With the help of getAbstract’s learning consultants, GE created a special quarterly newsletter with curated reading lists and highlighted summaries that align with GE’s most popular and relevant topics for each quarter. All efforts aim at building engagement to promote a culture of continual learning and informal knowledge sharing across the company.

User Testimonials

Brett Wilson: *“I enjoy getAbstract’s weekly email update and use the service when I want to search for new content on my own. The download-to-Kindle feature is particularly handy for me as it puts a clear reading list on my device for me to go through in my own time.”*

Jennifer Stowe: *“I have limited time to research relevant materials to expand my knowledge. getAbstract sends me summaries of books that I can read quickly. I can then decide if the topic is worth sharing with my team or if I want to learn more about it.”*

Michael Leiter: *“I like getting a variety of summaries. I can scan them and decide whether I want to spend the time reading the entire abstract. The summaries provide some great information and thoughts in areas I wouldn’t otherwise pursue on my own.”*



Chantelle Nash

“getAbstract is a true partner. They take time to think about what our goals are and often come to us with ideas on new things we can try or ways we could benefit even more from the service we are getting.”

– Chantelle Nash, Program Manager, Digital Learning & Engagement