

Case Study

Baker Hughes Builds Mission Driven Community Through Cohort-Based Learning

Baker Hughes, a Brandon Hall Group Excellence Award-winning organization, is a leading energy technology company with more than 55,000 employees.

Baker Hughes' global learning team launched its fully self-directed social community and knowledge-sharing experience, named CORE, focused on the company's four core values of **Lead, Care, Grow, and Collaborate**.

The Goal

Immersive learning experiences that could rival the value of the face-to-face experiences that employees were starting to request again as the impact of COVID began to diminish.

That seemed like a tall order for a learning community that was completely voluntary. But the learning team, operating on a small budget, was innovative and kept building on their initial concept.

After operating at first without an existing virtual learning environment, **CORE is now powered by the collaborative learning platform NovoEd**.

CORE - POWERED BY NOVOED

These experiences would also create a continuous learning thread necessary for:

Rapid skill development at scale

Alignment with company imperatives

Centralized data for deeper insights

Personalization for learners

Holistically informing strategic plans to sustain a long-term digital learning strategy



"I was moved as some of the leaders in the session shared not only how the community was enhancing their work life, but also how it was creating a difference in their personal life. Our cultural journey is one that is absolutely critical to the continued success and transformation of Baker Hughes. The CORE community is a great example of how we influence the middle and create change through the middle out."

The impact of CORE has exceeded all expectations.

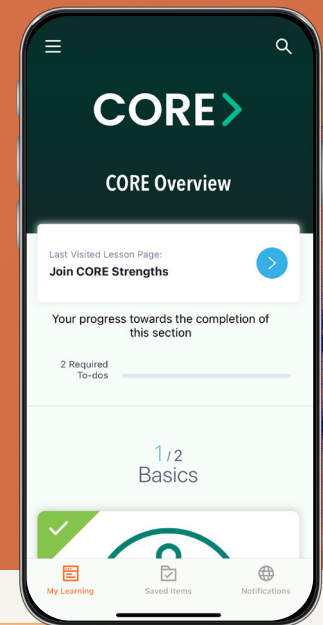


- Deanna Jones,
EVP of People, Communications and
Transformation for Baker Hughes

Current Success & Vision for Long-Term Impact

Since its start as a small pilot project, CORE membership has swelled to more than 5,000 voluntary members in less than two years.

A key component of the success has been the implementation of NovoEd, which allows CORE to deploy a seamless, social and cohort-based experience that drives learner engagement. NovoEd also has native and full-feature apps for iOS and Android, which allow CORE members who are frontline workers to participate from the field.



Because CORE is intended to be a continual experience and available at the point of need for any employee – and because Baker Hughes has four core values – the team decided to characterize the “program” as a community and focus the activities in the community on one value per quarter.

Each year the content and activities for each value will refresh so that those who have been members for awhile can continue to learn and grow and new members can begin participating at any time. The CORE community centers engagement activities related to each value and its behaviors across three main categories each quarter: **“Learn,” “Engage,” and “Deliver.”**

These categories were created as a brand new learning framework started within CORE, which is **now being adopted across other emerging communities within Baker Hughes.**

Values

1

- **A curated selection of self-paced** fundamental courses, articles, videos and podcasts from quality and varied sources
- **Dig deeper and learn more**, as time permits, with a great selection of electives available too

LEARN

2

- **Activities designed to synthesize**, practice and apply what you have learned
- **Including workshops**, Open Mic sessions, chat boards and live events
- **Also meet your community** and support one another whilst you learn together

ENGAGE

3

- **Opportunities to showcase** your learnings and teach others
- **Organize and/or lead discussions**, create videos, podcasts, case studies and articles, or other content to share
- **Peer coaching** and mentoring opportunities
- **Projects to “pay it forward”** and share L&D with your own team

DELIVER