



Philips chooses a learner centric approach

As a world leader in healthcare, lifestyle and lighting, Royal Philips Electronics integrates technologies and design into people-centric solutions, based on fundamental customer insights.

Philips has established a unique learning framework so that no matter in which part of the organisation — or in which location — employees work, they can always have access to development opportunities that are common across all jobs. From a long term development perspective, the learning strategy adopted along with CrossKnowledge’s support

“To compete on a worldwide scale, in a variety of different markets, it needs individuals who can learn quickly, develop themselves, and adapt to changing circumstances.”

Jef Pauwels,

VP Corporate HR, Royal Philips Electronics Netherlands

included a series of prescriptive courses, which are offered in blended solutions to develop skills such as people management and working in a team, among others.

For all other personal development courses Philips

offered every employee free access to the entire library of learning objects, thus enabling them to take their development in their own hands. This is a core component of Philips’ employee value proposition: encouraging employees to grow with Philips. ■

GOALS

- › **Optimisation of the Philips training curricula worldwide, to adapt to new learner demand**

SOLUTION

- › **CrossKnowledge Training on Demand**

BENEFITS

- › **Efficient and effective competencies development, based on personal needs, making use of high quality learning content, no matter in which part of the organisation –or in which location- employees work**