L&D insights

3 Powerful Lessons From How Google Approaches L&D

About Google

Parent Company

Alphabet

No. of Employees

135,301

Rough Valuation

$1.7 Trillion

No of Products

271

Applicants per year

3 Million+

Data is correct
as of 2021

When Larry Page and Sergey Brin started Google out of a garage in 1998, they were probably more focused on the tech than their future company's culture.

Fast forward a couple of decades, and that same company now employs well over 100,000 people and is one of the most valuable businesses on the planet.

It's easy to take their success for granted, after all, most of us use Google products every day. However, the road to mythical status was far from guaranteed.

It took high levels of innovation, extremely well coordinated business practices and a team of some of the most talented people in the world.

They achieved this by creating a culture that attracts the best in the business, and encouraging them to share their knowledge with the rest of the team.

L&D at Google

L&D is ingrained in the fabric of the company's culture. They champion a method they call Googler to Googler, which turns their extraordinarily talented team members into effective peer tutors.

On top of that, they pioneer a microlearning system which utilises what they refer to as "whisper courses."

In a nutshell, they're bite-sized and practical courses designed to improve an employee's areas of weakness in a non-disruptive way.

If you want to know more, visit our blog, where we've covered the ins and outs of their method in more detail.

In this mini eBook, we've shared 3 key learnings from Google, to give you some food for thought when you're formulating your own L&D programmes.

"Make sure everybody in the company has great opportunities, has a meaningful impact and is contributing to the good of society."

Larry Page
Co-founder, Google

The best tutors are already in your organisation

> "At Google, 80% of all tracked trainings are run through an employee-to-employee network called "g2g" (Googler-to-Googler). This volunteer teaching network of over 6,000 Google employees dedicate a portion of their time to helping their peers learn and grow.

Source: re:Work

Google's approach puts training squarely into the hands of their employees. It's an interesting concept that could quite easily be implemented in other organisations.

As well as developing valuable skills within your company, this method encourages relationship building and nurtures an open learning culture from within - both things that are difficult to achieve through hiring external trainers.

Practical Tips:

1. Identify team members who live and breathe your company values.
2. Position them as influencers and equip them with the resources and time they need to facilitate development.
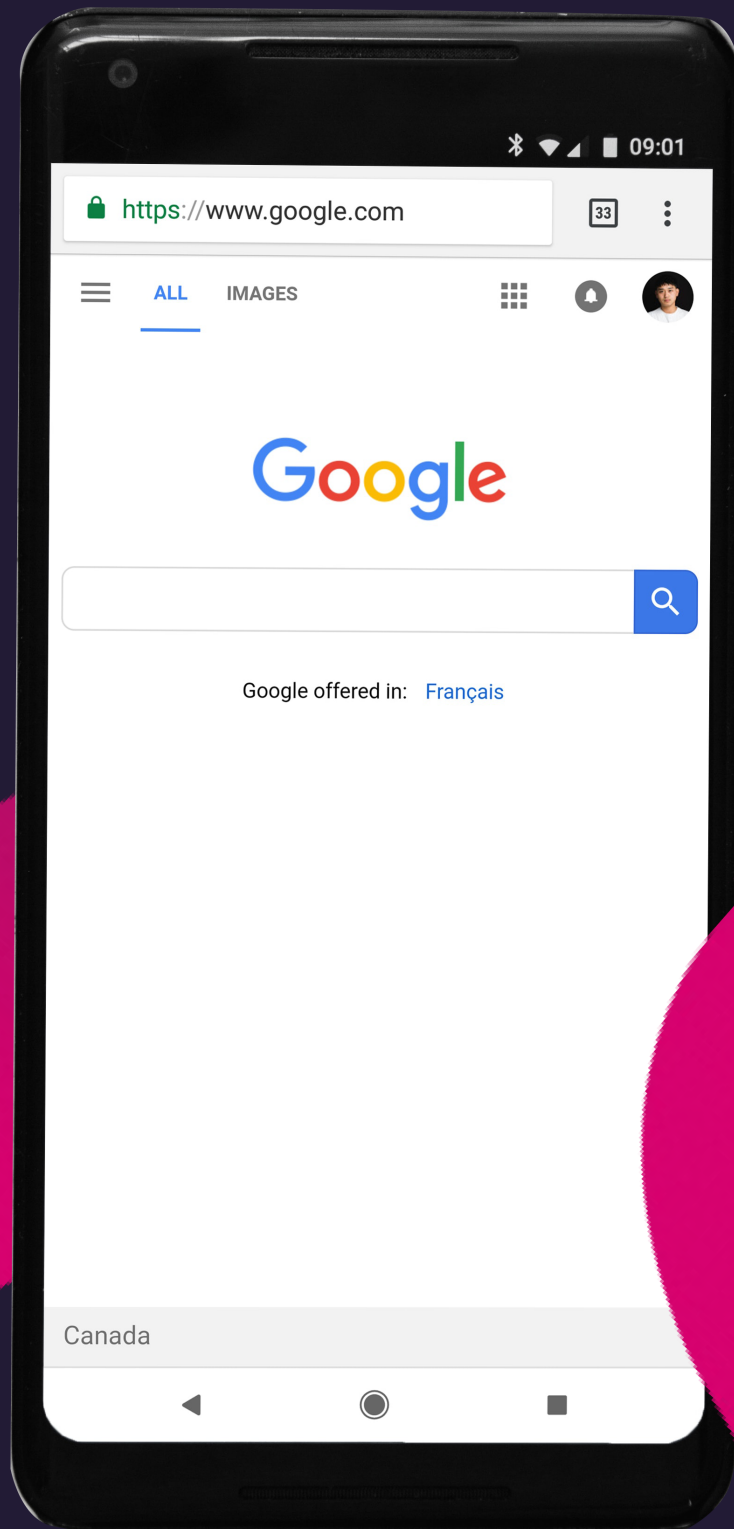
Learning should be part of the everyday

Google is pretty open about how they approach L&D, and their platform "RE:Work" gives us an insight into their core approach to learning. One of their key values is:

> **Learning happens in real life,** especially during transitions or challenging moments.
>
> Source: re:Work

Great point! But what does that mean in practical terms?

It's a simple idea, but one with endless applications. It outlines the need for being responsive, and empowering company influencers such as managers to make an impact in the day to day development of their teams.

Your team members constantly display both strengths and weaknesses. When your influencers are responsive to your employees' needs and provide non-disruptive learning resources it shows that your company cares deeply about that team member's progression.

Practical Tips:

1. Encourage your influencers to be mindful of their team's strengths and weaknesses.
2. Equip them with a suite of learning resources that they can share when they see an area that needs improvement.

Your content should be <u>simple</u>

Google's search engine tells us everything we need to know about how they view content.

When you strip away the bells and whistles, all that Google does is answer a user's query in the most precise, relevant and efficient way possible. However, the systems which power it involve complex and innovative algorithms which scan the billions of websites within seconds.

Likewise, their "whisper courses" strip out any unnecessary detail and serve the core learning back to the end user - in this instance, their team member.

While the format and delivery of the learning is simple on the surface, you can be confident that their methodology is supported by highly developed and sophisticated theory.

Practical Tip

1. Identify the core message of your course, strip out any non-essential detail and consider your use of language carefully.

Thanks for reading

We've covered all the points in this ebook in more detail on our blog. Head over to **www.tituslearning.com** to learn more.

If you'd like to learn more about how online learning can engage, support and inspire employees in today's hybrid workplace, we'd be happy to help. Contact one of our team today.

hello@tituslearning.com

+44 (0) 1133 200 346

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