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# HP Reinvents Learning with Brain Candy



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Since 1938, Hewlett-Packard (HP) has been a driving force in a digital revolution that has impacted, improved, or in some cases even saved, billions of lives. Under “The HP Way” banner, tens of thousands of employees and alumni across the world have strived to “earn customer respect and loyalty by consistently providing the highest quality and value.”

Having enjoyed a six-year run as the world’s leading personal computer manufacturer between 2007 and 2013, it was time for the technology titan to “reinvent” itself – and its core mission. HP officially split into two entities in November 2015, spinning off business hardware and software under Hewlett Packard Enterprise.

Hewlett-Packard Inc. (HP Inc.), the legal survivor of the original company, was now able to focus on personal computers, a new generation of printers and cutting edge 3D printing, with a new mission to “create technology that makes life better for everyone, everywhere.”

“HP has been a business and household name for the best part of a century due to its ability to invent and reinvent,” says Mike Jordan, Global Head of Talent & Learning at HP Inc. “As we separated, we realized this was a great opportunity for us to entirely reinvent ourselves – and it’s truly our tagline – keep reinventing. This meant thinking differently, not just about our customers and products, but our employees and culture.”

## Hungry for Learning

Through a variety of focus groups, interviews and surveys, HP’s Talent and Learning team identified what was working, what was broken and what needed to be redefined across the organization. The team discovered employees wanted to more easily find and access content that was rich, endorsed by HP employees and relevant to their specific needs. They also wanted to be able to share their own content and more organically connect with internal experts and with each other.

## CASE STUDY



### FAST FACTS

Company:	HP, Inc.
Headquarters:	Palo Alto, CA
Industry:	Information Technology and Hardware
No. of Staff:	50,000
Participation Rates:	30% Active Monthly

### HIGHLIGHTS

- HP Inc. used Pathgather to create a branded learning ecosystem called “Brain Candy”
- Brain Candy offers HP Inc. employees on-the-go access to more than 15,000 learning resources, out of which 5,000 peer-recommended and 2,400 skills tagged to content
- HP Inc. learners collectively completed 118,000 pieces of voluntary learning content since launching in June 2016.

“As we interviewed senior leaders, line managers and focus groups across three regions, four big themes emerged” says Francine Rosca, Global Learning Program Manager at HP Inc. “Employees wanted to find and share knowledge more easily with teams and peers. Our business leaders pointed out that we have the best experts in the industry at HP and asked us to leverage this expertise on a platform to serve as many employees as possible. Employees also want their learning to feel tailored to their profile and needs, meaning better curation and customization. Finally, everyone wanted access on-the-go. Of course, with such a diverse and mobile workforce, spread across three regions and more than 70 countries, this was something we needed to address.”

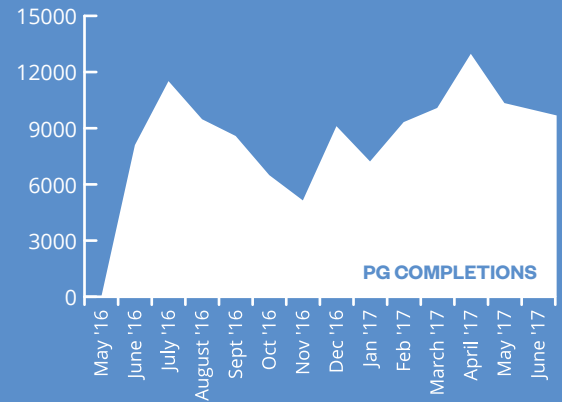
## Thought for Food

Having recognized the need to reinvent learning and completely transform the way its employees develop, collaborate and learn, HP Inc. considered the needs of the business, what employees want, global trends and available learning technology. In March 2016, the Talent and Learning team reached out to Pathgater – a fully customizable talent development platform – looking to organize the learning material it had available, energize employees and to encourage skill development, for example, in 3D printing.

Partnering with stakeholders across the business and thanks to tailored support from Pathgater, the Talent and Learning team built a central catalog full of valuable content sourced by employees and business teams. This gave life to “Brain Candy,” HP Inc.’s uniquely branded and curated Pathgater platform, delivered to the ambitious deadline. In July 2016, HP Inc. officially launched Brain Candy with internal marketing, a launch video, teaser campaigns, giveaways and online events to get people familiar with the platform.

“To hit the speed at which our culture demanded, we needed a partner to accelerate our reinvention,” says Mike. “Pathgater has been a fantastic partner. Their support and collaboration to make our 14-week, global launch possible just couldn’t be better. One of the best comments I heard post-launch was: “I didn’t even think this was an HR thing, it just seems so cool and different” – which showed us how well we pulled in all parts of the business.”

## COMPLETION DATA



**5,000**

*peer-to-peer recommendations*



**2,500**

*skills covered*



**500**

*Employee driven gatherings*



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## Rapid Uptake of Knowledge

Within the first two weeks of its launch, Brain Candy had over 15,000 global users. Less than a year later, half the organization is active on the platform and HP Inc. employees collectively completed over 100,000 pieces of content, covering 2,500 different job skills. In May 2017, HP Inc. employees collectively completed 13,000 pieces of learning content on the Pathgather platform. And there are 6,000 power-users who are consuming 3–4 hours of content per week.



# 118,066

*Voluntary Learning Completions  
Since Launching*

HP Inc. has seen collaboration increase across the enterprise, with more than 500 employee-driven gatherings, more than 5,000 peer-to-peer recommendations and branded recognition cards related to Brain Candy that allow employees to publicly thank each other for fuelling their curiosity and knowledge.

With the power of Pathgather, Brain Candy continues to centralize HP Inc.'s diverse learning ecosystem, offer blended learning experiences and unite the workforce, while keeping learning ongoing, relevant and fresh.

"Pathgather's brandability and customization were critical for us to deliver tailored learning experiences that spoke to our employees' needs," says Francine. "Peer-to-peer recommendations allow people to feel connected to subject matter experts and the content being promoted. In fact, Brain Candy has become so popular that one of our contingent workforce agencies has reached out to request Brain Candy licenses for the contractors. The value is that obvious inside and outside the organization."

*Pathgather is committed to building your learning ecosystem from the bottom up, offering tailored service, a brand-ready platform and an open API that allow large organizations to curate the best internal and external learning content, keep all existing learning and training assets and establish a culture of learning that serves everyone.*

***Find out how we can tailor your learning evolution.***

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